

Burlington Walk/Bike Council
Thursday, April 28, 2011
City Hall Room 12

Minutes

Budget Discussion

Budget summary was presented (included at the end of these minutes). Phil explained the secure biking concept. Discussion about whether or not to run the bus ads this year – are they effective, and how do we measure that? Extended discussion about outreach – who are we trying to reach? What is our message? What are we asking the audience to do – visit the website? Attend meetings? Volunteer? **Bryan and Phil volunteered to talk more about this and develop some outreach ideas.**

Discussion about blinkie/bell giveaway. Should we provide these, or offer a coupon instead? Most preferred to directly offer the blinkie/bells. **Stu to look into pricing.** Stu noted that seat covers have become popular in the Netherlands. We could look to how Safe Streets Collaborative gives out their legbands and whether we want to follow their model to give out items.

Discussion about stickers that will be affixed to bike racks with DPW/BWBC info. Nicole suggested that we consider offering multi-racks (multiple U-racks already welded to rails) in addition to single U-racks.

Since the budget discussion took longer than allotted, several agenda items got pushed to the May 26 meeting.

Stencil Discussion

Nicole will check with DPW crew to see if they can paint stencils this year. If not, we will organize volunteers

AARP VT Community Action Leadership Training

The BWBC helped write a successful grant from AARP VT for the 127 Path Entrance project, and several BWBC members attended a Community Action Leadership Training hosted by AARP VT as part of the grant requirements. The key issues/action steps from the event were:

- Strengthen relationships with the city: form key alliances with city council members, department heads, commission members, etc.
- Strengthen relationships with other organizations/businesses/media: Health, AARP VT, Local Motion, CCTA, CarShare VT, CATMA, Burlington Free Press, Seven Days, etc.
- Host more events each year (one per quarter? Half of events should be ped-focused)
- Have an organization retreat to develop clarity about mission/vision/goals, etc. (who are we...and who aren't we?)
- Improve outreach and marketing: articles, ads, calendar, web, etc.

Updates:

Herb Bloomenthal Award – Jon Griesser won this award at the Burlington Community Celebration.

Jane's Walk – this is a good idea but we won't participate this year. We could partner with AARP VT next year.

Ride of Silence – Jim Brophy has organized in the past, attendance has been meaningful but sparse. Time for someone else to lead this event. Since no one stepped forward, this will be postponed until next year.

Bike Map – Local Motion is making edits and will submit to Nicole.

Burlington Bike Path Task Force – project is moving forward. Next meeting will be in June.

Bike Parking Mapping – Will is working on this but it's temporarily on hold because he and his wife had their baby girl this week – congratulations!

Bike Route Signage – DPW will begin installing signage.

Burlington Transportation Plan – approved at recent City Council meeting

Way to Go! Commuter Challenge – this even will take place May 16-20 this year. Sign up at www.waytogovt.org.

Bike Path Signage – Steve and others are working on this.

Next Meeting: Thursday, May 26, 5:30 p.m., City Hall Room 12

Respectfully submitted,
Bryan

Burlington Walk/Bike Council
Bike Set-Aside Budget/Workplan 2010/2011
Burlington Department of Public Works
Budget for Fiscal Year 2010: 7/1/10-6/30/11

INCOME	
FY09 Bike Set Aside Budget:	
\$ 36,701.00	Amount at start of year
\$ 600.00	Walk/Bike Meetup in March Sponsorship funds
\$ 400.00	2000 bike maps
\$ 385.00	Urack Revenue
\$ 160.00	2 bike locker rentals w/ deposit
\$ 38,246.00	TOTAL

EXPENSE	
Expended Funds:	
\$ 665.00	Food for BWBC meetings
\$ 4,157.00	Bike locker expenses, Bike Route Signs, Bike Parking Signs, sign for Art Rack, permeable pavers for greenbelt bike rack installs
\$ 584.00	APBP membership & webinars, trainings
\$ 4,320.00	CCTA bus ads - July 2010 - Sept 2010
\$ 848.00	Events: BBC halloween ride, Walk/Bike Meetup in March
\$ 3,566.00	In street rack - No. Winooski Ave.
\$ 965.00	Bike Parking Pamphlets
\$ 100.00	Donation to BUG's bike share program
\$ 15,205.00	SUBTOTAL, Expended Funds to date

Committed/Contracted Expenditures:	
\$ 1,200.00	Permeable paver bike rack installation
\$ 500.00	Safe Streets Report Recklessness decals
\$ 1,500.00	Safe Streets legbands
\$ 6,000.00	bike map printing
\$ 9,200.00	SUBTOTAL, Committed/Contract Expenditures

Optional Workplan & Estimates for Remainder of Fiscal Year (ends 6/30/11):	
\$ 4,000.00	50 u racks, to refill stock at DPW
\$ 5,000.00	Multi-bike racks?
\$ 500.00	SEABA art rack
\$ 500.00	Bike parking decals for bike racks around town (BWBC and DPW logo & website)
\$ 4,000.00	Secure Bike Parking - parts and supplies for setup
\$ 1,440.00	bus ads - May/June 2011
	blinkie/bell giveaway?
\$ 15,440.00	Subtotal, Workplan Spending

\$ (1,599.00)	Remaining, after all expenses both actual and planned
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Note:
 APBP = Association of Pedestrian and Bicycle Professionals