

Appendix F: Programmatic Cost Estimates

The following Table provides cost estimates for the programs recommended by the Bicentennial Bikeways Plan

\$ = \$0 to \$50,000

\$\$ = \$50,000 to \$100,000

\$\$\$ = \$100,000+

| | | Soft costs - Staff time requirements | Hard costs | Notes |
|---|-------------|--|------------|---|
| EDUCATION | | | | |
| Share the Road Campaign | | | | |
| Develop Share the Road Flyers | \$-\$\$ | Production, printing, and distribution | printing | may be possible to buy existing flyer instead of starting from scratch |
| Periodic Traffic Checkpoints | \$-\$\$ | Training of police and police time | | |
| Public Service Announcement | \$-\$\$\$ | Development, production, and placement | media time | may be possible to lower costs by buying existing campaign and/or soliciting reduced or waived media placement fees |
| Presentations for Public Meetings | \$ | Develop presentation and coordinate meetings | | |
| Adult Bicycling Classes | \$-\$\$ | Training and teaching | curriculum | LAB Curriculum |
| Continue and Expand Bicycle Education Programs | | | | |
| Continue Printing Existing Safety Pamphlets | \$ | | printing | |
| Expand Existing Bicycle Safety Classes | | | | |
| School-based Education Programs | \$\$-\$\$\$ | Program management and education instruction | printing | |
| Bicycle Traffic School for Traffic Violations | \$\$ | Training and teaching | printing | |
| Educate Motorists, City Staff, Maintenance and Construction Crews | | | | |
| Traffic School Curriculum | \$ | Curriculum development | printing | |
| Bicycle Safety and Laws Brochure | \$ | Development | printing | |
| Enforcing Traffic Laws for Bicyclists | \$-\$\$ | Training of police and police time | | |
| Training on pedestrian and bicycle design for all City Planners | \$ | Training | | curriculum exists |
| Training for contractors and subcontractors on bicycle and pedestrian needs | \$-\$\$ | Curriculum development and training | | |

| | | Soft costs - Staff time requirements | Hard costs | Notes |
|--|-------------|---|----------------|------------------------------------|
| ENCOURAGEMENT | | | | |
| Facilitate Development of Employer Incentive Programs | \$-\$\$ | Coordination of incentive programs | | |
| Develop System Identification for the On-Street Bikeways | \$\$ | Program management | | |
| Support Community Bikeway/Walkway Adoption | \$-\$\$ | Program management and stakeholder coordination | | |
| Create a Bike Map and Multi-Modal Access Guide | \$\$-\$\$\$ | Development and compilation of materials | printing | |
| Work with Businesses to Develop Incentives for Biking | | | | |
| Promotional Event such as "Bike to the Grocery Store" | \$ | Coordination of event and incentives | incentives | |
| Promotional Event such as "Bike to the Video Store" | \$ | Coordination of event and incentives | incentives | |
| Community Event encouraging car replacement trips | \$ | Coordination of event and incentives | incentives | This assumes a one-time event only |
| Create a Commuter Challenge for Area Businesses | \$-\$\$\$ | Coordination of event and incentives | incentives | |
| Encourage Small Businesses Near Bicycle Trail Heads | \$-\$\$ | Program management | | |
| Commit to Becoming a Recognized Bicycle Friendly Community | | | | |
| Submit Application to League of American Bicyclists | \$ | Application process | | |
| Create an Action Plan on How to Become a Bicycle Friendly Community | \$-\$\$ | Plan development | | |
| Institute Improvements from Action Plan to become a Bicycle Friendly Community | \$\$\$ | Project management | facility costs | |
| COMMUNITY INVOLVEMENT | | | | |
| Promote Bike-to-Work Day | | | | |
| Energizer Stations | \$ | Coordination of event and incentives | incentives | |
| Close a Street | \$ | Coordination of event and incentives | incentives | |
| Ride with the Mayor | \$ | Coordination of event and incentives | incentives | |
| Commuter Challenge | \$ | Coordination of event | | |
| Car vs. Bus vs. Bike Commuter Race | \$ | Coordination of event | | |
| Actively Solicit and Promote Bike Fairs and Races | | | | |
| Implement and Sponsor Bike Fairs and Races | \$\$ | Coordination of event | materials | |

| | | Soft costs - Staff time requirements | Hard costs | Notes |
|--|-----------|--|-------------------------|-------|
| CITYWIDE AND REGIONAL COORDINATION | | | | |
| Fund and Fill the Bikeways Coordinator Position | \$\$ | Program management | | |
| Reorganize and Reestablish the Bikeways Advisory Committee | \$ | Coordination of meetings | | |
| Establish an Interagency Working Group | \$ | Coordination of meetings | | |
| Continue to Coordinate with Mid-Ohio Planning Commission, Ohio DOT and other Agencies to Expand the Regional Bikeway Network | \$ | Coordination of updates and materials | | |
| Support Citywide Shared Bicycle Program | \$\$\$ | Program management | bicycles and facilities | |
| Bike Rental | \$ | Support | | |
| Encourage Provision of Shower and Locker Facilities | \$-\$\$\$ | Program management | facilities | |
| SAFETY AND SECURITY | | | | |
| Continue to Enforce Traffic Laws for Motorists and Bicyclists | \$\$ | Location determination, police time for operations | | |
| Increase Safety and Security through Proper Design and Maintenance | \$\$\$ | New design and re-design and construction | construction materials | |
| Expand Volunteer Trail Watch Program | \$ | Coordination and training of volunteers | | |
| Maintain the Columbus Police Department's Bicycle Patrol Unit | \$\$\$ | Program and staff management | | |
| Establish a Safe Routes to School Program | \$\$\$ | Program and staff management | printing | |
| Support Community Safety Programs | \$ | Coordination of literature and incentives | printing and helmets | |