



PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY



Bucks for Bikes Subsidy Incentive Program

2016

APPLICATION
AND
PROGRAM POLICIES AND REQUIREMENTS

BUCKS FOR BIKES - 2016

Thank you for your interest in the *Bucks for Bikes* program. This program is intended to reduce traffic congestion and improve air quality in the Placer County region by promoting bicycling as an alternative to driving alone. Made possible by the Placer County Transportation Planning Agency and the City of Roseville, this program has allocated funding to subsidize the purchase of commuter bicycles up to 50% of the cost of the bicycle and, if necessary, bicycle helmet, light, lock, and/or rack/basket for an amount not to exceed \$200 for each qualifying applicant.

Bicycling can be a cost effective and healthy way to get to work, school, and run errands. We encourage those who work or attend school in Placer County, are 18 years of age or older, and are interested in using bicycling as a driving alternative to apply for the *Bucks for Bikes* program.

Please review the attached ***Bucks for Bikes Program Policies and Requirements*** to ensure that you understand the application process.

APPLICATIONS WILL BE ACCEPTED NO EARLIER THAN FEBRUARY 3, 2016 AND MUST BE RECEIVED NO LATER THAN MARCH 21, 2016 at 5:00 PM.

DATES TO REMEMBER

February 3 – March 21, 2016: Bucks for Bikes applications accepted

March 31, 2016: Applicants are notified if their application is approved or denied.

If applicant is approved, **applicant must commit to attend one of any of the free one-hour scheduled cycling clinics** shown below:

Basic Bicycle Maintenance (1 hour): Timely bicycle maintenance can prevent a serious crash as well as inconveniences that can ruin a ride. This clinic covers tools to have with you, fixing a flat tire, basic brake adjustments, basic derailleur adjustments (shifting), and caring for your drive train (chain, cassette, chain ring). A demonstration bicycle is used, so participants are asked to NOT bring their bicycle to the clinic.

Smart Cycling (1 hour): Instruction on skills to bicycle safely and predictably, rules of the road and lane positioning, bicycle selection and fit, helmets, equipment you need and optional equipment you'll like, clothing, and safety gear, five things to check every time before you ride, planning a route, taking your bike on transit, parking and bike security.

CURRENTLY SCHEDULED CYCLING CLINICS

Wednesday, April 6, 2016: 6:00 pm – 7:00 pm
Smart Cycling, 1 Hour - Free
Placer County Transportation Planning Agency
299 Nevada Street, Auburn

Wednesday, April 13, 2016: 6:30 – 7:30 pm
Basic Bicycle Maintenance, 1 Hour - Free
The Hub
953 Pleasant Grove Blvd, Suite. 100, Roseville

Wednesday, April 27, 2016: 7:00 pm – 8:00 pm
Basic Bicycle Maintenance, 1 Hour - Free
Roseville Cyclery
404 Vernon Street, Roseville

Thursday, April 7, 2016: Noon – 1:00 pm
Smart Cycling, 1 Hour - Free
City of Roseville Civic Center – Meeting rooms 1 & 2
311 Vernon Street, Roseville

Wednesday, April 20, 2016: 6:00 – 7:00 pm
Basic Bicycle Maintenance, 1 Hour - Free
A-Town Bikes
943 Lincoln Way, Auburn

Please RSVP for any clinic to:
sschooley@roseville.ca.us / (916) 774-5365
or
saaron@pctpa.net / (530) 823-4029

May 1, 2016: Deadline for purchasing the bike and, if applicable, bike helmet, light, lock, and/or rack/basket. Deadline for registering on *MayIsBikeMonth.com* website.

May 1 – May 31, 2016: Log all of your bicycle commute, recreation, and errand miles on *MayIsBikeMonth.com* website.

June 1, 2016: Deadline for submitting your original receipt for bicycle and accessory purchase.

Bucks for Bikes Subsidy Incentive Program - 2016

APPLICATION AND USAGE AGREEMENT

(also available for submittal online at www.pctpa.net)

The undersigned is applying for **Bucks for Bikes**, an incentive program administered by the Placer County Transportation Planning Agency (PCTPA) and the City of Roseville.

Applicant understands that if they are awarded a Bucks for Bikes subsidy, they must be able to **purchase their bicycle and optional eligible accessories by the purchase deadline**. Bicycles and accessories purchased before the opening of the application period are not eligible for reimbursement. Applicant understands that the purchase must be paid in full prior to being eligible for reimbursement. Applicant also understands that they must comply with all other requirements of the program in order to receive a subsidy.

I. APPLICANT INFORMATION:

Name (please print): _____

Address (home): _____ City/Zip: _____

Home Phone: _____ Work Phone: _____ E-Mail: _____

Employer/School: _____ Hours per week? _____

Employer/School Street Address: _____ City/Zip: _____

(MUST BE A LOCATED IN PLACER COUNTY)

Are you 18 years of age or older? Yes or No

Have you applied for a *Bucks for Bikes* subsidy before? Yes * or No

*If yes, what year? _____ Were you awarded a subsidy? Yes or No

II. BIKE SHOP/STORE INFORMATION:

Name of bike shop/store you will be purchasing bicycle from: _____

(MUST BE LOCATED IN PLACER COUNTY)

Address: _____ City/Zip: _____

Phone: _____ Type of Bike: _____ Cost of Bike: _____

Other accessory items to be purchased (helmet, light, lock, rack/basket). Note: **Accessories alone will not be funded**. List item(s) and cost: _____

Total cost of bike and equipment (excluding tax) \$ _____

I have attached a completed original quote from a bike shop/store* for the price of the bicycle and bicycle accessories as listed above.

Applicant understands bicycles may be new or used and purchased by the applicant from a bike shop/store within the County of Placer. Bicycles purchased from the internet, online-only proprietors, or through a third party will not be accepted. Used bike purchases must include a warranty.

III. COMMUTE INFORMATION:

What is your current commute mode (i.e. walk, carpool, drive alone, public transit, bike)? _____

Number of days per week you commute using current mode: _____ One-way commute miles: _____

Number of days per week (approximately) you plan on commuting by bike: _____

IV. BIKE COMMUTING: *Provide attach additional page(s) to complete your answers.*

It is important that you answer the questions in this section thoroughly. You are encouraged to write honest and thoughtful answers, as this section will determine how well your application is ranked. Remember, thorough and complete answers will typically be reviewed more favorably than brief and/or partial answers.

- A. Please thoroughly explain your reasons for biking to work/school, your plan for commuting by bike (general route of travel, estimated travel time, any links with transit or car, etc.), and other ways you envision using your bicycle as a viable mode of transportation.
- B. What benefits do you believe would be realized for you and the local community by commuting by bike?
- C. Explain the reasons for your choice of bicycle TYPE (e.g. road bike, mountain bike, hybrid bike).

V. AGREEMENT:

By signing below, I understand and agree that if I receive a subsidy, my name, photo, and place of employment or school may be used in company newsletters, company-wide e-mails or for use by the Placer County Transportation Planning Agency and/or the City of Roseville for promotional and/or marketing purposes of the Bucks for Bikes program.

Placer County Transportation Planning Agency and the City of Roseville are under no obligation to fund this application and I understand that **FUNDS FOR THIS PROGRAM ARE LIMITED AND NOT ALL APPLICATIONS WILL BE APPROVED FOR FUNDING.**

I have read, understand, and agree to the terms outlined in the ***Bucks for Bikes Program Policies and Requirements.***

I agree to indemnify and hold harmless the Placer County Transportation Planning Agency, the City of Roseville, their officers, agents, employees and volunteers from any and all losses, costs, damages, fines or expenses (including attorney fees, court costs and expert fees) or liability of any kind or character to any person or property arising from, or alleged to arise from, any breach of the responsibilities required of the participant of this Agreement or which are related in any way to the bicycle, bicycle helmet, bicycle light, lock and/or rack/basket for which financial assistance or other incentives are received.

Name of Applicant (printed): _____

Applicant's Signature

Date: _____

Applications will be accepted no earlier than February 3, 2016 and are due no later than March 21, 2016 by 5:00 pm. Applications that are incomplete, not received, or are late for any reason including lost or misdirected faxes, email, or mail; or hardware, software, or network failure will not be considered for funding. If in doubt, please email saaron@pctpa.net or call 530.823.4029 to confirm that your application was received.

Submit applications at www.pctpa.net, by email to saaron@pctpa.net, or by mail or fax to:

PCTPA
Attn: Scott Aaron
299 Nevada Street
Auburn, CA 95603
Fax: (530) 823-4029

BUCKS FOR BIKES 2016 PROGRAM POLICIES AND REQUIREMENTS

1. **This is not a first come, first served application process. Applicants should understand that this is a competitive application process and that applications will be reviewed and ranked. Funds for this program are limited and only the top applications will be approved for funding.**
2. Eligible applicants are those who are **employed or attend school in Placer County** (includes Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville, and unincorporated Placer County) **AND are 18 years of age or older.**
3. Applicants must submit the signed completed application along with a price quote to PCTPA by the application deadline of **March 21, 2016**. Postmarks, incomplete or late applications will not be considered for a *Bucks for Bikes* subsidy.
4. Applicants must obtain a written quote for a bicycle they intend to purchase from a bike shop/store **in Placer County** and submit it as part of their application. The quote may also include a bicycle helmet, light, lock, and/or rack/basket; however, accessories alone will not be considered eligible under the Bucks for Bikes subsidy program. Bicycles intended for purchase may be new or used/refurbished; however, any used/refurbished bicycle must have a warranty, proof of which must be included along with the price quote. No third party (e.g., eBay, Craigslist) or online purchases will be accepted.
5. Applicants must be able to purchase the bicycle in full by the purchase deadline of **May 1, 2016**. Bicycles and/or accessories purchased **prior** to the opening of the application period of February 3, 2016 will not be considered for a reimbursement – no exceptions. Applicants may purchase a bike **during** the application period from February 3, 2016 – March 21, 2016 with the understanding that **there is no guarantee that the applicant will be granted a subsidy.**
6. Each application, including required quote(s), will be reviewed by a bicycle subsidy review committee and you will be notified if your application is approved no later than March 31, 2016.
7. Once applicants have been notified that they have been approved for a Bucks for Bikes subsidy, they must register on the region's bike month website, *MayIsBikeMonth.com* by May 1, 2016 and log their bicycle miles ridden for the entire month of May on this website.
8. Applicants must attend one (free) cycling clinic prior to May 1, 2016. Please see *Dates to Remember* section, or contact Scott Aaron or Sue Schooley using the contact information below for additional information about available cycling clinics.
9. The subsidy will be reimbursed up to 50% of the original quote provided or the actual costs incurred whichever is lower and shall not exceed \$200. Taxes are excluded from the subsidy reimbursement.
10. Approved applicants must submit an **original** receipt by June 1, 2016 for the total purchase of the bicycle (and eligible accessories, if purchased) in order to be reimbursed. The original receipt along with the subsidy check, payable to the applicant, will be mailed within 20 working days of the time the original receipt or all program requirements have been met, whichever is later. Applicants should make a copy of the original receipt prior to submitting.

Please submit original receipts to: PCTPA, Attn: Scott Aaron, 299 Nevada Street, Auburn, CA 95603

Any questions or issues regarding these policies and guidelines should be directed to Scott Aaron, PCTPA, 530.823.4029 / saaron@pctpa.net; or Sue Schooley, City of Roseville, 916.774.5365 / sschooley@roseville.ca.us.

Choosing a Bicycle for Commuting

When applying for a Bucks for Bikes subsidy, you should carefully consider the type of bicycle that is best suited for your commute. Choosing a bicycle that meets your specific needs for traveling to work or school will give you the best chance for continuing your bicycle commute for years to come.

Please think about the following issues when selecting a commute bicycle:

What is the terrain of your commute? – Is your commute relatively flat or are there hills you will need to climb? Are there areas where you'll ride on anything other than pavement such as gravel, dirt, or rocks? You should plan your route in advance and drive the route first to scout out how your commute will look. If possible, consider alternate routes that will keep you off busy roads.

How long will your commute take? – Estimate your commute time. Comfort while seated on your bike may become a factor for longer commutes.

What's your fitness level and physical condition? – Are you a newer cyclist hoping to improve your fitness level? Do you have any back, hip or knee injuries?

Do you have items to transport with you? – Many commuters have things to bring to their worksite. You may already need to transport a briefcase or laptop computer, but as a bicycle commuter, you may also be bringing a change of clothes and hygienic items.



Bicycle Types



Road Bike - A road bike is a good choice for someone that is looking for the fastest trip to work, has smooth terrain and is comfortable with the positioning on the bike including drop-bar handlebars. Most road bikes have no places to store items on the bike (i.e. panniers) and there is often very little or no room for fenders. The tires on most road bikes are often very skinny and can be susceptible to flats on uneven pavement or terrain.



Mountain Bike – Generally built stronger than road bikes, mountain bikes can handle off-road terrain. Shock absorbing features and lower gears enable mountain bikes to traverse steep hills and obstacles like rocks, ruts, and bumps. These qualities also make mountain bikes a durable and comfortable ride with the ability to withstand the potholes, curbs and other obstructions of bad roads. Hardtail mountain bikes are cheaper than full suspension and better suited for city riding.



Hybrid Bike – Hybrid bikes provide a compromise between mountain and road bikes. They offer smooth tires thicker than those of a road bike and thinner than a mountain bike's. In combination with an upright sitting and handlebar position, these features make hybrid bikes excellent for commuting. They position the rider higher giving a better vantage point and are overall more durable than most road bikes.



Cyclo-cross Bike – Cyclo-cross bikes are designed to travel both on and off-road and have become very popular outside of racing due to their versatility. They are typically heavier than a comparable road bike. Cyclo-cross bikes make wonderful commuters due to their durability. You can often mount racks and swap the tires to better accommodate your commute should you so choose.



Cruiser Bike – Cruiser bikes feature long handlebars, a long wheelbase, and often a well-cushioned seat. These bikes give the rider an upright position, and the thick tires give cruiser bikes increased stability and work especially well on sand and gravel paths. However, cruiser bikes are most commonly single speed and are not suited well for riding hills.



Folding Bike - Folding bikes are convenient bicycles that are perfect for travel or any application that benefits from easy transport, storage and use. Folding bikes take up less space in your closet or apartment and are easy to take up stairs or an elevator.



Electric Bike – Electric bikes contain an integrated battery-powered motor to augment human power. Electric bikes pedal and handle just like a regular bicycle and can make obstacles like hills and headwind more manageable. However, some electric bikes are not allowed on dirt trails and/or Class 1 bike facilities in California. Please check your local jurisdiction's regulations.

Bicycle Sizing

A bicycle should be sized properly for the rider. Stand over height, saddle height, and reach will determine the comfort and efficiency a bike will provide. It is best to visit a bike shop to be fitted for a bike and to ask questions and address concerns regarding your commute. Most bike shops will allow customers to test ride any of the various bikes they have in stock.

Bicycle Quality and Maintenance

Among bicycling's many benefits is the relatively low cost of owning and maintaining a bicycle. However, like with most things, the quality of manufacturing and materials of the bicycle will determine its overall life span and usability as it ages. Proper and regular maintenance of a bicycle will also have a significant influence on how long it will last.

Through the Bucks for Bikes program, successful applicants are encouraged to consider purchasing a bicycle above "minimum quality" in order to help prolong the bike's life span. Buying the cheapest bike available at a discount store may not prove to be in the best interest of your bike commute for various reasons. Purchasing a bike from a local bike store in Placer County will more likely ensure satisfactory quality, proper assembly, and adequate fit.

Improve Air Quality and Reduce Traffic Congestion by Biking to Work

Bicycles are the ideal clean air vehicle, providing a practical, economical, low-maintenance, and non-polluting way to get around. Commuting to work or school by bicycle means:

- no tailpipe emissions
- no evaporative emissions
- no emissions from gasoline pumping or oil refining
- zero carbon dioxide or other greenhouse gases that contribute to global warming.

How much air pollution is prevented by commuting by bicycle? A short, four-mile round trip by bicycle keeps about 15 pounds of pollutants out of the air we breathe.



Take a look at the emissions generated from a typical 10-mile round trip commute (5 days a week for a year):

<u>Vehicle</u>	<u>MPG</u>	<u>Gasoline</u>	<u>Emissions</u>	<u>Gas \$ Saved Biking to Work*</u>
Small Car	35mpg	68 Gallons	0.7 Tons of CO2	\$204
Midsize Car	20mpg	124 Gallons	1.3 Tons of CO2	\$372
SUV/4x4	14mpg	170 Gallons	1.9 Tons of CO2	\$510

**estimated at \$3.00 per gallon*



Bicycling to work not only significantly reduces transportation emissions, but also helps to reduce traffic congestion. Every time the choice is made to bike to work instead of driving alone in Placer County, one more car is left off the local roadways which would otherwise contribute to the growing rate of traffic in our region.

Even biking to work one day a week, a 20 percent reduction in your commute miles traveled by car, has a significant impact on reducing traffic congestion.

With funding for road construction projects severely limited, everything we can do to efficiently utilize our existing roadway network will help ease traffic congestion. Biking to work and school is part of this solution.