

**NONMOTORIZED TRANSPORTATION PILOT PROGRAM
PHASE 2 Data Collection, Level 1**

Project Name - Project # 11 Bike/ Walk to Work Week-Bike Federation of Wisconsin

Type of Project - Educational/ Outreach

Scope - The program is a high profile, week long series of events, aimed at increasing the number of individuals in Sheboygan County walking or biking to work. The program targets Sheboygan workplaces in urbanized areas: to include Sheboygan, Sheboygan Falls, Plymouth and Kohler.

Location - Urbanized areas throughout Sheboygan County

Project Cost - Approximately \$39,780

Project Purpose - The purpose of this project is to encourage interaction between employers and employees and is aimed at increasing the number of individuals walking or biking to work. The benefits include decreased congestion and energy use, increases in physical activity, promoting healthy activities, and a cleaner environment. Employers are encouraged to do things such as: allow commuters to arrive a few minutes late, hold monthly drawings, offer a free lunch after a certain number of rides/ walks, etc.

Estimated Level of Use Including Target Audience - A survey of Sheboygan County showed in the Fall of 2006, 6.6% of the population walk, 0.7% of the population bike as their mode of transportation. The target of the program would be to increase this by involving many of the County's largest employers. The program will include paid advertisements, outreach to employers, online registration to track participation, promotional events, commuter workplace challenge as well as other events to encourage participation.

Period of Performance and Timeline - Event takes place May 10 thru May 16.

New or Continuation - New.

Leveraging Of NTPP and Other Revenue Sources - The Bicycle Federation of Wisconsin, administrator for the program, draws upon a large, statewide volunteer base to complete their projects. Estimates for BTWW are between 300-400 volunteer hours. Many WisDOT educational and promotional materials will be utilized as well.

Will this include Level 2 and 3 data collection - No.