

## Love To Ride

### Goshen Visalia Cooridor Connection

<b>Task A</b>	Bicycle Friendly Driver Training (for Motorists)	\$ 14,420
<b>Task B</b>	Bicycling Online Engagement Platform	\$ 187,052
<b>Task C</b>	Community Led bike rides & bicycle education courses	\$ 187,605
<b>Task D</b>	Project Management	\$ 27,000

		Staff Hours	Rates	Goshen
<b>Task A</b>	Consultant - Biking Educator	40	\$ 78	\$ 3,120
	Consultant - Course Development	20	\$ 176	\$ 3,520
	Consultant - Marketing & Branding	20	\$ 134	\$ 2,680
	Social Media Advertising	600	\$ 1	\$ 600
	Printing Flyers & Posters	4500	\$ 1	\$ 4,500
				<b>\$ 14,420</b>

<b>Task B</b>	Consultant - Community engagement - Senior Outreach Specialist	119	\$ 150	\$ 17,850
	Consultant - Community engagement - Outreach Coordinator	327	\$ 78	\$ 25,506
	Consultant - Biking Educator	60	\$ 78	\$ 4,680
	Consultants - Project Management and Coordination	234	\$ 134	\$ 31,356
	Consultant - Marketing and promotion	115	\$ 134	\$ 15,410
	Consultant - Evaluation	110	\$ 106	\$ 11,660
	Promotion of Challenges - printed materials and social media advertising	7300	\$ 1	\$ 7,300
	Online Platform Fee (data, maps and licensing) per year for 3 years	3	\$ 24,430	\$ 73,290
				<b>\$ 187,052</b>

<b>Task C</b>	Consultants - Biking Educators	730	\$ 78	\$ 56,940
	Consultants - Project Management and Coordination	471	\$ 134	\$ 63,114
	Consultants - Community Engagement	83	\$ 134	\$ 11,122
	Consultants - Evaluation	90	\$ 106	\$ 9,579
	Bicycling Street Smarts (CyclingSavvy Edition, 2021) by John S. Allen (author) & Keri Caffrey (illustrator)	800	\$ 3	\$ 2,000
	Safety Vests for Bike Leaders	80	\$ 10	\$ 800
	Bike Locks	250	\$ 41	\$ 10,250
	Adult Bike Helmets	400	\$ 30	\$ 12,000
	Children Bike Helmets	400	\$ 30	\$ 12,000
	Bike Lights	600	\$ 15	\$ 9,000
	Bicycle Repair Tool Chest	0	\$ 100	\$ -
	Bike Rodeo materials (cones, safety vests, delineators, chalk, stop signs etc.)	1	\$ 800	\$ 800
	Wrenches, Screws and related tools	0	\$ 1,500	\$ -
	Work Bench	0	\$ 300	\$ -
	Air compressor	0	\$ 30	\$ -
				<b>\$ 187,605</b>

<b>Task D</b>	Love to Ride Support for CTC Compliance and City Support (\$9k per project per year)	\$ 27,000
		<b>\$ 27,000</b>

<b>Total \$</b>	<b>416,077</b>
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