Transformational Approach for BikeWalkKC
2014-2016
BikeWalkKC Strategic Planning for Transformative Scale
2014-2016

1. Framework............................................................................................................................3
2. Strategies and programs...................................................................................................6
3. Capacity and transformative scale..................................................................................9
4. Opportunities...............................................................................................................

Appendix

Appendix A: Landscape analysis of local active transportation sector .........................11
Appendix B: Landscape Analysis of Programs for Bikeshare in Underserved Areas...14
Appendix C: Kansas City B-cycle Expansion Plan ...............................................................19
1. Transformative Scale
Defines the scale necessary to truly transform a system, and pursue strategies to achieve that scale.

The Kansas City region is making great strides in increasing the practicality of bicycling and walking as transportation options through public policy, smart growth principles, and better transportation planning. However, the region is only beginning to make progress toward comprehensive policy change that encourages children to walk and bike to school. Additionally, federal Safe Routes to School (SRTS) funding has not reached Kansas City’s most underserved communities. The absence of facilities such as functional bike racks, safe sidewalks, bike lanes, and trails negatively affects residents’ transportation choices in the urban core. And the lack of these facilities comes as a direct result of public disinvestment as well as 60 years of public policy that favors the personal automobile. Specifically, Kansas City exhibits three main problems that our proposed program aims to mitigate.

Public Health
First, the metro area is in the midst of a modern public health crisis, including obesity and Type II Diabetes. According to the Kansas City Department of Health, 29.7% of Kansas Citians are obese, and among the African American population, obesity jumps to 40.4%. The data for overweight and obesity among children paints a very alarming picture as well. According to Trust for America’s Health, 31.0% of Missouri children (age 10-17) are obese or overweight. Research conducted by the Kansas City University of Medicine and Biosciences indicates that 40% of elementary-aged children are considered overweight or obese in the Kansas City area. The same study found that over a period of four years, 93% of the participants who started the study as obese or overweight remained in that category at the conclusion of the study.

Sadly, this path to inactivity continues into adulthood. Of adults in the Kansas City metropolitan area, 20.8% had no physical activity in months prior to the survey, according to a 2006 survey by the Center for Disease Control. In 2007, the data reported that only one quarter of those surveyed were considered physically active.

BikeWalkKC’s mission aims to benefit Kansas City’s most underserved populations. It is clear that minority populations suffer disproportionately from obesity and obesity-related diseases. Likewise, those living in poverty are far more likely to be obese than their more affluent peers.

Safe Routes to School
The second problem is that physical activity by way of active transportation is dwindling. Regionally, our overall rates of walking, bicycling, and transit usage are less than half the national average. The region ranks high among peer cities in pedestrian fatalities and low among public transportation access to jobs.

Among students, walking and biking to school fall well below the national levels as well. And the national averages are not even a healthy metric by which to evaluate ourselves. The National Center for Safe Routes to School reports that in 1969 more than half of elementary students in the United States used active transportation to and from school; however, today fewer than 15% walk and only 2% bicycle. Yet nearly 30% of elementary and middle school students live within a half-mile of school and nearly 60% are less than two miles away. Nationwide, nearly half of parents list the fear of intersection and crossing safety as an issue to disallow their children to bicycle or walk to and from school. The fear of traffic speed and traffic volume were even more likely to cause parents to disallow their children to bike or walk to school.
The relative danger associated with bicycling in traffic is a major concern that contributes significantly to the lack of bicycle and pedestrian trips between school and home.

**Federal Funding**

Lastly, thanks to research performed by the Missouri Safe Routes to School Network, we know that federal Safe Routes to School Funding has neglected Missouri’s urban centers. Underserved communities in generally have received far less than their fair share of funding.

Since the Missouri Network was established, one of its primary goals has been to evaluate the amount of SRTS funding received by underserved communities and work to ensure that areas with high rates of poverty and high minority populations receive their fair share of Missouri’s SRTS.

In Fall 2010, the Network’s Underserved Communities Action Team completed an analysis of SRTS funding in Missouri, 2007-2010. This analysis revealed that schools with low income and those with high minority populations were receiving far less than their fair share of SRTS funding. In summary, the analysis developed a fair share calculation for low income schools and schools with greater than Missouri’s average for school minority population. The fair share was simply based on the total number of students in low income and minority schools.

In addition to the lack of funding in low income communities and those with high minority populations, there was a strong geographic disparity in the distribution of Missouri’s federal SRTS funding. Far less SRTS funding has gone to the state’s two largest metropolitan areas than what would be expected based on their share of the population. This geographical disparity is one reason that low income and, particularly, minority populations have been receiving less than their fair share of SRTS funding. Low income and minority populations are concentrated in the large metropolitan areas.

**The results of the analysis are as follows:**

- Very low income schools (greater than 75% students eligible for FRL) received less than 7% of fair share (should be close to 100%)
- Schools with above average minority school population only received 16% of fair share (should be close to 100%)
- Missouri’s large urban centers received only 18% of fair share
- Kansas City schools have only received $50,000 of federal SRTS funding of $15.2 million awarded

BikeWalkKC staff, Sarah Shipley and Eric Bunch, co-chairs of the Missouri Safe Routes to School Network, worked directly on this research project. They will provide project support and vital input in delivering the proposed activities that this application seeks funding for.

While the fate of federal SRTS funds remains unclear, it is vital that organizations like BikeWalkKC provide support to Missouri’s urban centers on the subject of active student travel. Should federal SRTS funding continue, BikeWalkKC aims to bring some of that funding to urban Kansas City.
Additionally, this proposed project intends to provide more technical support to the Kansas City Missouri School District (KCMSD) to submit quality applications for the program through the Livable Streets Advocacy Training, the SRTS National Course and general community outreach. Even if SRTS funding does come to an end, the proposed project will help sustain community transformation in Kansas City’s underserved populations.
2. Strategies and Programs

A. Safe Routes to School Consulting and Technical Assistance
BikeWalkKC offers training, tools, programs, resources, and technical assistance to help school professionals design a Safe Routes to School program or to improve the infrastructure around a school. We offer several programs to bring instruction to students, train teachers, and encourage students and families to walk and bike to school.
- Student travel planning
- Arrival and dismissal Analysis
- Parent involvement
- District policy review
- Walking and biking audits
- Education and encouragement programs (Walking School Bus, Bike Train, etc.)

Kansas City, KS and Wyandotte County
The Unified Government’s Public Works and Health Departments sought out BikeWalkKC for a strategic partnership to create a comprehensive Safe Routes to School program that integrates improvements to the built environment with educational programming and technical assistance for schools. BikeWalkKC is assessing each school and implementing walking and biking programs as the Unified Government builds new and improved sidewalks around the school.

Kansas City, MO School District (KCPS)
KCPS student transportation staff reached out to BikeWalkKC in 2011 seeking help to make the district safer to bike and walk to school. BikeWalkKC has provided ongoing technical support to the district including policy recommendations and school zone infrastructure improvements. Later this year, BikeWalkKC will develop a unique SRTS evaluation tool that will objectively measure school walkability through detailed geographic data analysis. This will be a tool with national school travel data, a resource that all school districts and transportation planners may use to create safe student travel plans for children.

Walking Wednesday
Walking Wednesday is a communications and advocacy program started by BikeWalkKC to get people moving on Wednesdays. Its is the “gateway program” to many of our Safe Routes to School Initiatives. BikeWalkKC that people who do not self identify as a cyclist or a pedestrian will identify and participate in our Walking Wednesday programs.

B. Advocacy and Policy
Women Bike KC
BikeWalkKC kicked off its women’s initiative Women Bike KC in May 2014 with the KC Women’s Bike Summit. this Summit was attended by over 150 women in the region and was developed to get more women and girls on bikes. From this summit, BikeWalkKC learned that women don’t bike because they want more developed bike routes and designated bike lanes. They also don’t bike on road with their families because they have a fear of being harassed and feel that more driver and bike education is needed to get more women on bikes. The goals of the women’s initiative are to support women’s-only riding groups, pass anti-harassment ordinances and push the dial up on women’s rates of cycling in the region. We need to surpass the national average if we want to support healthy families and communities.

Committees and Collaborations
BikeWalkKC participates in and provides leadership for many national committees and regional collaborations.
- MARC Total Transportation Policy Committee
- MARC Bicycle & Pedestrian Advisory Committee
- KCMO Bicycle & Pedestrian Advisory Committee
- Lee’s Summit Livable Streets Advisory Board
- Building a Healthier Heartland
- Healthy Communities Wyandotte
• National Safe Routes to School
• Midtown/Plaza Area Plan Steering Committee
• Healthy Communities Wyandotte County –Infrastructure Action Team
• Overland Park Bicycle Master Plan Steering Committee
• Cleaver Boulevard Streetscape Steering Committee
• Share the Road Safety Task Force
• Missouri Department of Transportation’s Kansas City Bike/Ped Planning Committee
• Missouri Council on Activity and Nutrition

Kansas City B-cycle
Kansas City B-cycle is the country’s only advocate-owned bike share system. Bike sharing is designed for short trips in the city. It is a fun and convenient way to experience everything our city has to offer, transforming the city into a healthier, more livable, and economically competitive place to live, work, and play.

Kansas City B-cycle is also a tool for advocacy and to get more bike lanes on the ground and raise the culture of cycling and walking in Kansas City. BikeWalkKC started bike sharing to elevate the profile of bicycling in Kansas City and be a catalyst for more bike lanes, trails, and other facilities - benefitting everyone who rides a bike. Bike sharing compliments the transit system and gives residents low cost access to jobs and services. It will be a key component of the “last mile” solution for the future streetcar and commuter rail systems. For more information on Kansas City B-cycle and transformational expansion plans please see Appendix (C)

C. Youth Education
BikeWalkKC has three in-school on-bike education classes for children. Commonly referred to as “Local Spokes,” these programs educate youth from 3rd grade through 12th grade and give BikeWalkKC longitudinal reach when it comes to bicycle and pedestrian education.

BLAST: Kids on Bikes
Description: The BLAST (Bicycle Lesson and Safety Training) program is a unique opportunity that encourages 4th-8th graders to bike safely, engage in physical activity and learn valuable traffic skills. The BLAST core concepts are to instill confidence, safety and skill in young bicyclists through fun, active learning and real-life traffic scenarios. The benefits of this program extend far beyond the students we teach, but to the community as a whole. BLAST is a free service provided by BikeWalkKC; bikes, helmets (for up to 18 students) and instructors are provided at no cost.

• **Audience:** 4th-8th grade students
• **Duration:** 4 sessions or 3 total hours of class time
• **Cost:** $350 per cohort

Youth Ambassador
Description: BikeWalkKC’s Youth Ambassador training is a unique skill-building experience for young people interested in bicycle and pedestrian advocacy, transportation planning or community organizing. This program empowers youth to take the lead on community improvement by picking real-life infrastructure problems and mapping out workable solutions. The Youth Ambassadors will help lead community meetings, process public survey data and help draft final neighborhood plan documents with the goal of gaining community and government support for their proposed solutions.

• **Audience:** 5th-12th grade students; this program will be piloted with students of Kansas City Missouri Public Schools beginning Fall 2014
• **Duration:** 15 weeks
• **Cost:** $4,500 per cohort

Earn-A-Bike
Description: Students learn basic bicycle mechanic, advocacy and safety skills with weekly hands-on projects. The small class size of 15 students allows for one-on-one time with the instructor to ensure understanding of the concepts. Students are tested based on their knowledge of the subjects through various worksheets and group quizzes. With successful completion of the program, students receive a recycled bicycle that they helped to fix.

• **Audience:** 5th-10th grade students
• **Duration:** 1 hour sessions, once a week, 12-15 weeks
• **Cost:** $4,500 per cohort

School Demographic Profile
Schools that have participated in our youth education programs are generally located in urban or inner-ring suburban neighborhoods. The student body of these schools has an average demographic profile that includes a high percentage of students that qualify for free or reduced lunch and a very diverse racial/ethnic makeup. Many schools are almost entirely free/reduced lunch, African American, and/or Hispanic.

• 73% Free/reduced lunch (High: 97%)
• 36% African American (High: 84%)
• 32% Hispanic or Latino (High: 79%)
• 27% White (High: 80%)
Past Performance
BikeWalkKC has completed youth education programs:
School Year 2011-12
BLAST: 5 cohorts in 2 schools in Hickman Mills School District, 97 students
Earn-A-Bike: 1 cohort in Kansas City Public Schools (Linwood YMCA), 15 students

SY 2012-13
BLAST: 32 cohorts in 11 schools in HMSD, North KC School District, KCPS, Kansas City KS, (USD-500) 760 students
Earn-A-Bike: 1 cohort in KCPS, 7 students

SY 2013-14
BLAST: 50 cohorts in 18 schools, in Park Hill SD, Raytown SD, Kearney SD, NKCS, KCPS, HMSD, 1088 students
Earn-A-Bike: 6 cohorts in KCPS and HMSD, 56 students

Current Capacity
BikeWalkKC currently has the capacity to offer the following per school year:
Hickman Mills School District - through spring of 2015
18 cohorts of BLAST (6 schools)
5 cohorts of Earn-A-Bike (5 schools)

Kansas City Public School District - through fall of 2015
30 cohorts of BLAST (10 schools)
6 cohorts of Earn-A-Bike (6 schools)
4 cohorts of Youth Ambassador

Projected Growth
The demand for our programming has grown more than we ever imagined in such a short period of time. Unfortunately the demand has grown beyond our capacity; requests to offer BLAST and Earn-A-Bike outweigh our capacity 2 to 1.

Despite this demand, our current funding indicates that the growth of Local spokes will level off beginning in the school year of 2014-2015.

Several factors limit our ability to grow capacity to meet the increasing demand:
1. Existing funding is geographically restricted: With less restrictive funding we can add school districts on either side of the state line and return to districts that we no longer have funding for.

2. Only one fleet of bicycle: Adding a second ‘bikemobile’ would allow us to do two sessions concurrently. The best we can do now is schedule with a minimum 60 minute buffer between sessions at different locations.

3. More instructors are needed: Similar to the bike fleet, our instructors can only be in one place at a time. Recruiting, training and retaining qualified instructors is a challenge but in order to increase capacity we need to double our instructor team, increase compensation, and/or incorporate an extensive volunteer program.

4. Supply of materials is limited: Our Earn-A-Bike program relies on donations of used bikes, new helmets/gear and spare parts. We must find more sources for the used materials and more funding for the new materials.
## 3. Capacity and Transformative Scale

See below.

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Capacity</th>
<th>Transformative Scale</th>
<th>Impact</th>
<th>Required Capacity</th>
<th>Operating</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Education</td>
<td>7 schools (2000 students) per semester; Federal funding for KCPS and Hickman Mills through 2015.</td>
<td>All students in urban and inner suburban districts served by at least one component of youth education by 6th grade.</td>
<td>All students in the most under-served neighborhoods receive bike/ped education. All schools participate in Walk to School Day.</td>
<td>4 FTE. Staffing and supplies.</td>
<td>$150,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>SRTS Technical Assistance</td>
<td>3 schools per semester. Local funds for KCK, $500</td>
<td>All elementary schools in urban and inner suburban districts are analyzed once every five years. Every school district undergoes a district level policy review.</td>
<td>Every school and every school district has an action plan for improving walking and biking to school.</td>
<td>1 FTE. Staffing and supplies.</td>
<td>$50,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Advocacy and Public Policy</td>
<td>Significant engagement with MARC and KCMO. Moderate involvement with KCK. Limited involvement in other cities.</td>
<td>Full-time advocacy manager to develop and maintain a deep engagement at MARC, in all medium to large metro cities, and both state capitals.</td>
<td>Bike/ped issues are recognized as front and center in all major metro area cities' political campaigns, public policy, and planning.</td>
<td>1 FTE. Staffing and supplies.</td>
<td>$50,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kansas City B-cycle</td>
<td>24 stations funded and installed by end of 2014.</td>
<td>125 station build-out in urban core, North KC, and KCK. Explore new models for kiosk-less operations, bike share in parks and inner suburbs, etc.</td>
<td>Bicycling is an integral part of the transportation system and provides the region's core with opportunities for daily physical activity.</td>
<td>3 FTE</td>
<td>$200,000</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Adult Education</td>
<td>Currently limited to occasional one-off classes via general revenue or fee-based classes.</td>
<td>Monthly adult classes for bike skills and bike maintenance.</td>
<td>Any adult who wants to increase skill and confidence has the opportunity to participate.</td>
<td>.5 FTE</td>
<td>$25,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Professional Development</td>
<td>Launching a day-long continuing education class for engineers and planners.</td>
<td>Quarterly day-long sessions and weekly lunch-and-learns for professionals involved in planning, designing, or building bike/ped infrastructure.</td>
<td>Level of professional competency is increased around the region, resulting improvements to the built environment.</td>
<td>.5 FTE</td>
<td>$25,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Membership</td>
<td>400 paid members.</td>
<td>Full time membership coordinator and 5,000 paid members.</td>
<td>Bike/ped is a cohesive movement across the metro area.</td>
<td>1 FTE. Staffing, supplies, mailing</td>
<td>$40,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Encouragement</td>
<td>Produce four large and several small events per year, including Bike Month, Walk to School Day, Women's Summit</td>
<td>Production of 4 yearly mission-based, large regional events including Walk to School Day, one large bike event, the KC Women's Bike Summit, and neighborhood based ciclovias. Production of region wide</td>
<td>Millions of eyes on impressions and saturation of the regional market in bike ped and wellness initiatives.</td>
<td>1.5 FTE</td>
<td>$80,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

$620,000 $4,055,000
**Matching federal grants**

Federal transportation grants have traditionally been the primary source of funding bicycling and walking for both educational programs, and infrastructure projects.

The national Safe Routes to School movement is largely funded by federal transportation grants provided by the US Department of Transportation and distributed through the states and metropolitan planning organizations like the Mid-America Regional Council. The program began in the 1990s, and originally provided 100% funding for 1) education programs like Walking School Buses and 2) infrastructure projects like sidewalks.

The 2012 federal transportation bill (MAP-21) revised the program and instituted a 20% local match. This new local match requirement is a financial burden on school district budgets that are already strapped due to decreased state support and increased expenses both inside and outside the classroom.

The schools with the most need for educational programs and built environment improvements are often in the most under-resourced neighborhoods with the greatest health disparities, and the least able to meet the new funding requirements.

There is a new and growing need for a local source of matching funds to enable schools to take advantage of federal funding opportunities. The new federal program requires at least 20% match, and as much as 50% match. A single sidewalk project can cost $1 million or more. A comprehensive education program for the typical school district can cost $50,000 a year.

BikeWalkKC is looking for a partner to make these federal matches and accelerate the reach of Federal dollars in the most under resourced areas.

**Partnership Opportunities**

See below.

<table>
<thead>
<tr>
<th>Program</th>
<th>Opportunities</th>
<th>Current &amp; Recent Partners</th>
<th>Possible Partners</th>
</tr>
</thead>
</table>
| Advocacy and Policy | • Develop common advocacy agenda for active living and active transportation  
|                   | • Present united front to political candidates and elected leaders          
|                   | • Coordinate complimentary policy agendas                                    | • MARC  
|                   | • KC Healthy Kids                                                            | • American Institute of Architects                                                              | • Urban Land Institute                                                                  |
|                   | • Rosedale Development Association                                           | • Regional Transit Alliance  
|                   | • LISC                                                                        | • KCMO Health Department  
|                   | • Sierra Club                                                                 | • YMCA  
| Youth Education   | • Train-the-Trainer program to increase instructor capacity and program reach.| • Children's Mercy Hospital  
|                   |                                                                               | • Public school districts  
|                   |                                                                               | • Charter schools  
|                   |                                                                               | • Parks Departments  
|                   |                                                                               | • Private and parochial schools                                                                 |
1. SWOT Analysis of bike/ped in the Kansas City region
   • Strengths
   • Good policy framework
   • Complete Streets policies
   • BikeWalkKC and growing nonprofit sector
   • Weaknesses
   • NPO capacity for advocacy and education
   • School based programs and policies
   • Bike/ped funding
   • Transit funding
   • Sprawl
   • Data collection
   • Opportunities
   • Bike share
   • Jackson county transit plan
   • KCATA reforms
   • Threats
   • Federal funding
   • State funding
   • Streetcar

2. Data
   Census Data
   Rates of biking and walking have historically been less than half the national average. In 2012, biking reached the national average.

3. Policy and Planning Framework
   Many jurisdictions have made policy changes to support walking and biking. This is an area of strength for the region. The next step is to more aggressively implement policies and plans.

   Complete Streets policies - Strength
   A “complete street” is one that is safe and convenient for all users - motorists, bicyclists, pedestrians, transit riders, people with disabilities, children, and seniors. Sidewalks, bike lanes, crosswalks, landscaping, and signage are all elements of Complete Streets. Eleven municipalities, covering 56% of the metro population, currently have Complete Streets or Livable Streets policy.
MARC’s long range plan, Transportation 2040, includes a Complete Streets policy. MARC’s policy is ranked as the 3rd best MPO policy in the nation by the National Complete Streets Coalition. Lee’s Summit’s policy is ranked as the 2nd best municipal policy adopted by resolution. For more info visit Bikewalkkc.org/completestreets

**Citizen’s Advisory Committees**
Five cities have Mayor or Council-appointed citizen committees that advise on bike/ped issues (KCMO, KCK, Lee’s Summit, Shawnee, and Olathe)

**Opportunity:** Encourage more communities and counties to establish committees.

**Bicycle Friendly and Walk Friendly Communities**
The League of American Bicyclists recognizes cities, employers, and universities that meet criteria of infrastructure, policy, education, investment, etc. KCMO, Shawnee, and Lee’s Summit have been recognized as Bicycle Friendly Communities. Nine employers have been recognized as Bicycle Friendly Businesses. Additionally, Lee’s Summit has is the only city in Kansas or Missouri recognized as a Walk Friendly Community. For more info visit Bikewalkkc.org/bikefriendly

**Opportunity:** Encourage more communities and businesses to pursue these designations. The application process provides very valuable expert feedback on specific actions to improve walking and bicycling for each applicant.

**Climate Protection Plan**
KCMO’s Climate Protection Plan includes goals for the city to invest 2% of its transportation budget on walking, and 1% on bicycling.

**Transportation 2040 - opportunity**
MARC’s long range transportation plan includes a Complete Streets policy. All projects requesting federal funding must now include information about how it improves walking and biking.

**Opportunities:** 1) Make walking and biking a more integral part of the scoring criteria for funding decisions. 2) Set aside more federal funding for alternative transportation.

**Land use**
The region’s sprawling and car-centric development pattern make it difficult and often dangerous to walk and bike. Emerging research shows direct links between time spent in a car and poor health outcomes.

**Local bike/ped plans**
Many cities have or are in the process of developing comprehensive bicycle pedestrian plans. Overland Park, Leawood, Kansas City, Lee’s Summit, and MARC are developing a regional bike plan.

**4. Political**

**A. Supportive political bodies and elected officials**
- KCMO City Council (including the Mayor and virtually all council members)
- Jackson County Legislature and County Executive Mike Sanders
- Lee’s Summit City Council
- Independence City Council and Mayor Pro Tem: Jim Schultz
- KCK Mayor Mark Holland
- Mission City Councilmember Lawrence Andre

**B. State legislatures**
State legislatures have generally not been very supportive. A few policy initiatives have become law in recent years, but there is no substantive engagement or funding for these issues.

**C. Congressional**
The region is heavily dependent on federal funding for bike/ped infrastructure and programs, just as it is for all transportation projects. The local Congressional delegation has a fairly mixed track record, with some bright spots and opportunities for future conversion.
- Congressman Cleaver is a strong supporter
- Senator Blunt is a moderate supporter
- Senator McCaskill has a mixed record
- Congressmen Yoder and Graves could be potential supporters with cultivation
- Senators Moran and Roberts have not been supportive

**5. School and Youth programs**
Safe Routes to School is the national movement to get more kids walking and biking to school. In the 1960s, half of kids walked or biked to school. Today, less than 15% do. As this number plummeted, rates of health problems like childhood diabetes and childhood obesity skyrocketed.

The region currently has no organized bike/ped curriculum in any local school district. BikeWalkKC has developed the BLAST (Bike Lesson And Safety Training) and Local Spokes programs to fill this void, but we are limited by available funding.

**Federal Funding**
Safe Routes to School is a funded program in the federal transportation bill. Schools and nonprofits can use funds for educational programs as well as infrastructure projects like sidewalks. Unfortunately, MAP-21 reduced the funding available and introduced at 25% local match.

The 25% match for federal funding has become a significant barrier to accessing federal funds for Safe Routes to School programs.

**6. Organizations**
Nonprofit capacity in the bike/ped field has long been a big weakness for the region. However, the situation has begun to improve in recent years. The sector is transitioning from volunteer-based efforts to professionally-staffed organizations. We are still far behind peer regions, but are now making progress.

**Advocacy, education, policy**
- BikeWalkKC: Regional, bi-state bike/ped advocacy, programs, policy, etc., 5-10 employees
- KC Healthy Kids: Healthy eating and active living for youth, 5-10 employees
- Safe Kids Metro KC and Safe Kids Johnson County: injury prevention, car seats, seat belts, 0-5 employees
Girls on the Run: Physical activity, 0-5 employees
LISC: Community development and quality of life
Kansas City Regional Transit Alliance: Advocacy, volunteer organization
Rosedale Development Association: Community development association

Community Bike Shops: provide low-cost or free refurbished bikes to lower income individuals
- 816 Bicycle Collective (31st and Troost): All volunteer
- Revolve (Locations at 51st/Troost and 18th/Central in KCK): 0-5 employees
- FreeWheels for Kids KCK (no storefront yet): 0-5 employees

Others
- MARC
- Building a Healthier Heartland Collaborative

7. Bike industry
It’s not just good for our health. Biking means business. There could be 500 or more people employed in bike/ped across retail, advocacy, nonprofit, and government.

Bike shops and Running Stores
Several new shops have opened in recent years, even during the recession. There are an estimated 30 shops across the metro area. By a very conservative estimate, those shops employ 150 to 200 people and have a combined payroll between $4.5 million and $5 million. Leading bike/ped regions like Portland and Minneapolis have developed strong business sectors with manufacturing of bikes and parts, supply chains, etc.

Connecting Missouri’s Katy Trail State Park and Kansas’ Flint Hills and Landon Nature Trails through Kansas City would provide huge potential for a bike tourism industry. The region has significant mountain bike trails, including an initiative to build the country’s biggest urban mountain bike trail system connecting Swope Park and Blue River Parkway. There is significant potential to make the region a Midwest destination for mountain biking

8. Funding
Funding bike/ped infrastructure investments is generally a weakness in the region.

Local funding
Most cities rely on capital improvements sales taxes or general fund dollars for bike/ped infrastructure. These funds are often used as local match to federal funds. KCMO has begun to provide more PIAC funds to bike/ped in recent years. Three counties have dedicated parks funding that include modest support for recreation-oriented bike/ped trails (Johnson County: Property tax, Platte County: Sales tax, Clay County: Use tax).

Regional funding
There is no dedicated, regional funding mechanism. In comparison, St. Louis has a regional, bi-state 1/10th cent sales tax that funds parks, greenways, trails, bike lanes, and bike/ped educational programs. The Missouri General Assembly recently passed enabling legislation for Kansas City, but it only applies to Jackson County.

State funding
Neither Kansas or Missouri provide any state funding for bike/ped. The two state Departments of Transportation only pass through federal funds.

Federal funding
The region is heavily dependent on federal funding for bike/ped infrastructure and educational programs. This is a significant threat as Congress continues to struggle with transportation authorization and appropriations. The current transportation bill, MAP-21, made a significant cut to the federal funding available to biking and walking. Other federal funding like EPA, CDC, HHS, etc. are untapped sources for bike/ped, but have been used effectively in many regions.

Philanthropic funding
The Health Care Foundation of Greater Kansas City and the Menorah Legacy Foundation both have dedicated funding categories for Healthy Eating and Active Living. HCF is providing increasing leadership for advocacy and policy in this area. So far the healthy eating component is doing much better than active living for accessing foundation funds.

There is very little support for bike/ped in the rest of the philanthropic community. Local foundations and funders have long-established niches and very specific focus areas, and are slow to embrace new and emerging topics. The lack of a general-interest foundation providing at-large funding to complex problems or new issues is a weakness for the region.

The Kansas Health Foundation supports policy and planning, but is mostly focused on Wichita and rural Kansas.

The Sunflower Foundation provides small grants for trails, but it has not been very active in Kansas City.