



**TO: JIM GRAY, MAYOR  
URBAN COUNTY COUNCIL**

**FROM: IRENE GOODING, DIRECTOR  
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

**DATE: JANUARY 12, 2017**

**SUBJECT: Paula Nye Memorial Bicyclist and Pedestrian Education Grant Award**

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**Request**

Council Authorization to accept award in the amount of \$15,000 from the Kentucky Bicycle and Bikeway Commission's Paula Nye Memorial Bicyclist and Pedestrian Education Program for operation of a public education program for bike and pedestrian safety

**Why are you requesting:**

On October 13, 2016 (Resolution #621-2016), Council approved submission of a grant application to the Kentucky Bicycle and Bikeway Commission (KBBC) by the LFUCG's Division of Planning. The KBBC has approved the grant in the amount of \$15,000 for the Bicycle and Pedestrian Safety Marketing Campaign with the goal of reducing the incidence of collisions between bicyclists, pedestrians and motorists; increasing public awareness of the rules of the road; and fostering mutual respect among motorists, pedestrians and bicyclists. The project scope includes developing marketing materials and purchasing ads through various media (radio, television, print and digital) to reach target audiences. No matching funds are required. The source of these funds is Kentucky's "Share the Road" specialty license plate program.

**What is the cost in this budget year and future budget years?** \$15,000 is being budgeted for Fiscal Year 2017. There is no cost in future years.

**Are the funds budgeted?** BA #8077 is in process.

**File Number:** 0031-17

**Director/Commissioner:** Duncan/Paulsen

Irene Gooding, Director

