



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

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

DATE: SEPTEMBER 19, 2016

SUBJECT: Paula Nye Memorial Bicyclist and Pedestrian Education Grant application

Request

Council Authorization to submit an application requesting \$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:

The LFUCG's Division of Planning has prepared an application for submission to the Kentucky Bicycle and Bikeway Commission requesting funding in the amount of \$15,000 to fund a 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 in grant funds is being requested for Fiscal Year 2017. There is no cost in future years.

Are the funds budgeted? Funds will be budgeted only if grant is approved for funding.

File Number: 1076-16

Director/Commissioner: Paulsen/King

Irene Gooding, Director

