

# Service Agreement

This agreement is dated 10/3/25 by and between: Lexington Area MPO (LAMPO) of 101 E Vine St # 700, Lexington, KY 40507, ("Local Partner"); and Love to Ride LLC whose registered office is situated at 670 Willoughby Way NE, Atlanta, GA 30312, USA ("LtR").

## 1. Introduction

- 1.1. This contract sets out the agreement ("the Agreement") between LtR and LAMPO setting out the terms and conditions upon which LtR shall provide the services set out in Appendix 1 ("the Services"). LtR have an app and web-based biking behavior change and challenge platform called 'Love to Ride' ("the Platform"). The Services include online tools to enable Lexington to run challenge campaigns outlined in Appendix 1 within LAMPOs jurisdiction ("the Region") supported by funding provided by Lexington (collectively the initiative provided by LtR being referred to herein as "the Program").
- 1.2. The Program will involve third parties such as members of the public ("Users") and other individuals, groups and organizations who will support and promote the Site and the Program in the Region, as approached by Lexington and LtR ("Supporters").
- 1.3. The Program will be open to all those living or working in the Region who are over the age of 15. The Users will be eligible to register their involvement in the Program according to the terms and conditions set out on the Challenge website.
- 1.4. This Agreement shall commence on \_\_\_\_\_ ("the Commencement Date") and shall continue in force unless terminated in accordance with the provisions of this contract until \_\_\_\_\_ ("the End Date"). The period this agreement covers shall be referred to as "the Partnership Period". The intention is for a long-term partnership between Lexington and LtR, and therefore, the Partnership Period can be extended with an updated Service Agreement covering future years.
- 1.5. This Agreement is solely for the benefit of Lexington and LtR and does not create or confer any rights upon third parties.
- 1.6. By agreeing to this Agreement both parties agree to be bound by the terms of this Agreement.

## **2. Services Provided**

- 2.1. Details of the services that will be provide by Love to Ride to LAMPO are outlined in Appendix 1.
- 2.2. If LAMPO would like to run additional competitions or Challenges on the Site after the Local Partner's Bike Challenge, LAMPO will gain written approval from LtR before these are promoted. This is because there maybe requirements of additional functionality or set-up by LtR, which may incur additional costs, and thus additional funding may need to be secured to enable these additional competitions or promotions to take place on the Site.
- 2.3. Love to Ride may also run additional bicycle encouragement programs on the Site, including giving away prizes to people who are riding each month. LAMPO has the option to "turn off" additional Challenges to users in the Region when they run concurrently or overlap with The Local Partner's local programming.

## **3. Data Protection**

- 3.1. When users register onto the Site they agree to the Site's Terms of Service and Privacy Policy.
- 3.2. In accordance with these Terms of Service and the Privacy Policy, Users' contact details cannot be removed from the Site and passed on to any third parties, including supporters and sponsors, without the users' consent.
- 3.3. Both LAMPO and LtR will comply with the relevant legislation regarding data storage, use and communication.

## **4. Website customization**

- 4.1. LAMPO will be able to change the text and images on the following parts of the site:
  - 4.1.1. The general information pages - controlled via the Content Management System (CMS).
  - 4.1.2. The 'Announcements' – these can be controlled by LAMPO and can include onward links to their website.
  - 4.1.3. The logos in the footer of the site.
  - 4.1.4. Website header banner.
- 4.2. Other parts of the site have been designed to be user friendly and easy to use. They cannot be changed without prior agreement from LtR.

## **5. User Communication**

- 5.1. All parties acknowledge that it is important that Users do not receive too many email communications (i.e. more than 3 emails a week during the Challenge, and 1 email every 3 weeks outside of a Challenge promotional period) or receive emails, containing information that is not relevant to them.
- 5.2. LAMPO's main method of communication with users should be via the 'Announcements' tool on the site. LAMPO will be able to administer this content themselves, as they see fit.

## **6. Terms of Service and Privacy Policy**

- 6.1. When Users register on the Site they must agree to sign up to our standard Terms of Service and Privacy Policy. These can be viewed on [www.lovetoride.net](http://www.lovetoride.net) by clicking on the 'Terms of Service' and 'Privacy Policy' links on the footer of any page.

## **7. After the end of the Partnership Period**

- 7.1. LAMPO will be given the opportunity to sign-up for another partnership with Love to Ride in the Region. If LAMPO does not choose to extend the partnership, then the Site will revert to local default settings and LAMPO will give up their privileges on the Site.
- 7.2. A database of the participants who have opted into emails from LAMPO will be provided to The Local Partner. These participants details must also not be handed on to third parties without users' permission.
- 7.3. Users' profiles will remain on the Love to Ride platform. User's profiles will not be deleted without the user's consent. User's will remain signed up to receive emails from the Love to Ride platform, until they delete their profile or unsubscribe.

## **8. Responsibility for Results**

- 8.1. As the Love to Ride local sites and communities are largely driven and grown at the local level by Local Partners and Supporters, it will be the Local Partner's responsibility to promote the Site, encourage registrations, and grow the user base.

## **9. Limitation of Liability**

- 9.1. According to the Terms and Conditions of the Site, neither LtR nor LAMPO are liable for any injury or, accident to the Site Users, or for the behavior of the Site Users that results

from the Users' interaction and participation on the Site and any promotional campaigns or a bicycle.

- 9.2. The following term is included in the Terms and Conditions that user's agree to in order to register on and use the site: *"You agree to indemnify and hold harmless Lexington and Love to Ride LLC, their contractors, licensors, Local Partners and supporters and their respective directors, officers, employees and agents from and against any and all claims and expenses, including lawyers' fees, arising out of your use of the Platform, the Challenge program and your use of a bicycle or any experience or incident you have with a bicycle or a cyclist. You cycle at your own risk, and you are responsible for ensuring that the bicycles you ride are in a roadworthy condition, and you are responsible for observing the rules of road and keeping yourself safe while riding."*

## **10. Sponsorship**

- 10.1. LAMPO will be able to secure various sponsors and promote those sponsors on the Site on the pages controlled by the Content Management System ("CMS"), and the announcements on the site.
- 10.2. LtR reserves the right to find appropriate sponsors for the global and national prizes, incentives, and programs that are available to users all over the world and in defined areas (e.g., The USA).

## **11. Branding**

- 11.1. "Logo" shall mean any identification, branding, trade or service marks and promotional, marketing or advertising materials produced by or on behalf of (1) Lexington or (2) LtR.
- 11.2. The Local Partner's logo plus 3 other key partner logos will be placed in the footer of every page of the Site along with the Love to Ride logo. Additional partner logos can be placed on other places of the site by Lexington (e.g., CMS pages and announcements).
- 11.3. The Logos of both Love to Ride and LAMPO will appear on all marketing materials, reports, website, and presentations relating to the Program.
- 11.4. Both parties agree to provide their Logo(s) to the other party in the appropriate format for this purpose.
- 11.5. **Section 11.5-** Each party shall ensure that all requirements under the Lexington-Fayette Urban County Government Chief Administrative Office Policy No. 57- Branding, Graphic, and Logo Standards, if applicable, are adhered to in all marketing materials, reports, websites, and presentations relating to the program.

## **12. Intellectual property rights**

- 12.1. Lexington retains all rights, title, ownership and interest in the Local Partner's patents, trademarks, service marks, design rights (whether registered or otherwise), copyright materials, trade or business names and other intellectual property rights vested in it at any time, whether present, contingent, or future. LtR hereby assigns to LAMPO copyright and other intellectual property rights in any modifications or developments which it or its employees or agents may make to intellectual property belonging to the Local Partner. LtR will not use any material pertaining to LAMPO without prior written approval from The Local Partner
- 12.2. LtR shall retain all rights, title ownership and interest in their patents, trademarks, service marks, design rights (whether registered or otherwise), copyright materials, trade or business names and other intellectual property rights at the date of this Agreement. LAMPO hereby assigns to LtR copyright and other intellectual property rights in any modifications or developments which it or its employees or agents may make to intellectual property belonging to LtR at the date of this Agreement. Lexington will not use any material pertaining to LtR without prior written approval from LtR. LtR owns the Love to Ride community platform and the community data.
- 12.3. Each party shall retain all the intellectual property rights it had prior to the Program. LtR shall own all existing and future intellectual property rights it develops and relating to the Program. These include the Site, marketing materials, ideas, documentation, processes, and techniques developed by LtR in relation to the Program.
- 12.4. Any custom modifications to the Site that Lexington are contributing financial resources towards will become part of the Love to Ride platform and will be owned by Love to Ride.

## **13. Data Ownership**

- 13.1. Love to Ride owns the Love to Ride community and the community data. The Terms of Service users agree to states that Love to Ride will not give their contact details to any third parties. However, that third parties working with Love to Ride (including local partners and sponsors) will be able to communicate with them via Love to Ride.
- 13.2. During the term of the Partnership, LAMPO will have access to the user data and online dashboards as described in this agreement and in Appendix 1. After the Partnership Period, if LAMPO chooses not to continue as the official Trailblazers of the Site, then LAMPO will give up the Privileges associated with this partnership.

## **14. Ownership of materials**

- 14.1. Love to Ride shall grant to Lexington an exclusive royalty free license to use any evaluation reports that might be produced for the program and the outcomes contained therein for such purposes as LAMPO sees fit and in its sole discretion.

## **15. Fee and payment**

- 15.1. The agreed fee for this Program is \$26,162. Invoices will be payable by LAMPO one month after the end of the month the acceptable invoice was received in. If applicable, LAMPO will provide a purchase order within fourteen days of this Agreement being signed by both parties.
- 15.2. Where agreed payments are not made in accordance with the schedule in clause 15.3 and with the terms in clause 15.1, this may impact upon the Program directly, resulting in suspension of activity until a payment is received in full.
- 15.3. Invoice schedule:
- 15.3.1 Payment 1: \$26,162 to be invoiced from Day 1 (sign-off of this contract) of the program.
- 15.4. If any amount due for payment by LAMPO is not paid within 45 days of the due date, then LtR reserves the right to discontinue delivering services until the amount is paid in full.

## **16. Force majeure**

- 16.1. In the unlikely event of unforeseen circumstances (e.g. national emergency, extreme weather, terrorism etc.) preventing the Program from taking place LtR is not liable to reimburse any monies already paid to implement the Program.
- 16.2. In the case that the situation in 16.1 arises, both parties will meet and discuss whether the Program can still go ahead. This discussion will be based on the understanding that both parties are keen to see the Program Implemented within the Agreement Period and they will use their best endeavors to accomplish this.
- 16.3. It is acknowledged that it will only be in exceptional circumstances that the Program will not be able to go ahead.
- 16.4. It is agreed that in the case that the situation in 16.1 arises, LAMPO will reimburse all costs already incurred, including time spent working on the Program. Where Lexington has paid for services not yet delivered, LtR will refund the Local Partner.

## **17. Confidentiality**

- 17.1 LtR and LAMPO shall use all reasonable endeavors to keep confidential (and shall ensure that their officers, employees, agents, and professional and other advisers keep confidential) all and any information that they may have or acquire which relates to the performance or subject matter of the contract of services of this Program.
- 17.2. The Parties will not disclose any confidential Information belonging to the other Party to any other person without the prior written consent of the other Party, except to such persons and to such extent as may be necessary for the performance of either Party's obligations under this agreement or except where disclosure is otherwise expressly permitted by the provisions of the Contract or required by law.

## **18. Equality**

- 18.1 The Parties agree that there shall be no discrimination by them against any person with respect to opportunity for employment or conditions of employment, or opportunity to utilize activities offered because of gender, disability, age, marital status, religious creed, ethnicity, nationality or country of origin, sexual orientation, gender reassignment, responsibility for dependents or trade union activity.

## **19. Indemnity**

- 19.1. Except as specifically required in this clause and as may be set out explicitly elsewhere in this Agreement, neither party to this Agreement is required to indemnify the other or to be under any greater liability one to another than if this Agreement had not been signed.
- 19.2. LtR and LAMPO will ensure that all users agree to the terms and conditions of participating in the Program, which includes the below statement:
- 19.2.1. You agree to indemnify and hold harmless Lexington and Love to Ride LLC, their contractors, licensors, Local Partners and supporters and their respective directors, officers, employees, and agents from and against any and all claims and expenses, including lawyers' fees, arising out of your use of the Platform, the Challenge program and your use of a bicycle or any experience or incident you have with a bicycle or a cyclist. You cycle at your own risk, and you are responsible for ensuring that the bicycles you ride are in a roadworthy condition, and you are responsible for observing the rules of road and keeping yourself and others safe while riding.*
- 19.3. The Platform connects with several third-party phone applications via their Application Program Interface (API) and utilizes user data from those applications in accordance with the third party's API terms and conditions. LtR indemnifies LAMPO against any claims arising out of a breach of a third party's API terms and conditions.

## **20. Insurance**

- 20.1. It is the responsibility of each of the parties in this Agreement to effect and maintain throughout the term of this Agreement a policy or policies of insurance in respect of general liability (public and products liability) sufficient to indemnify that party against any liability, cost, claim or expense arising out of their work and this Agreement.
- 20.2. Each party to this Agreement will on demand require its insurer or broker/intermediary to produce a certification acceptable to the other party detailing its general (public and products) liability insurance arrangements no more often than annually but at any other time as may be required to deal with any claim against any of the parties.

## **21. Termination**

- 21.1. No variation of this Agreement shall be effective unless it is in writing and signed by both the parties (or their authorized representatives).
- 21.2. Each party may terminate this Agreement by giving the other party 30 days written notice, if any of the other parties: (a) has entered into receivership or liquidation or entered into a composition with its creditors; or (b) is in material breach of any term of this Agreement and failed to remedy such a breach after written notice and at least 30 days to remedy the breach.
- 21.3. Upon termination, LtR may in addition to any other remedies provided by law, charge a reasonable sum for costs incurred and work performed but not yet charged for in proportion to the Client's share of the agreed fee.
- 21.4. LAMPO shall be entitled to request on demand the refund of fees paid but unused and any refund shall be calculated based on allowing LtR a sum representing reasonable costs and expenses of providing the Services to the End Date. Subject to this clause and the surviving obligations set out hereunder each party shall follow termination be regarded as discharged from any further obligations under this Agreement.
- 21.5. LtR acknowledges that LFUCG is a governmental entity, and that the validity of this Agreement is based upon the availability of appropriated funding. If such funding is not appropriated in a future fiscal year, LAMPO's obligations under this Agreement shall automatically expire without penalty to the Client thirty (30) days after written notice to LtR. Client shall exercise any application of this provision in good faith.

## **22. Dispute resolution**



22.1. In the event of a dispute, LtR and Lexington shall seek to resolve the matter by correspondence and/or discussion within 21 days of the dispute arising. If the issue is not resolved within 21 days, both parties will agree to participate in good faith in mediation before seeking remedies through the courts.

**23. Governing law**

23.1. The Contract shall be governed and construed in all respects in accordance with the laws of the State of Kentucky. Each party hereby submits to the jurisdiction of the Kentucky State Courts.

**SIGNED FOR AND ON BEHALF (OF Lexington (Local Partner):**

Signature: Linda Gorton Date: 6/3/2025

Name of Authorized Officer: Linda Gorton

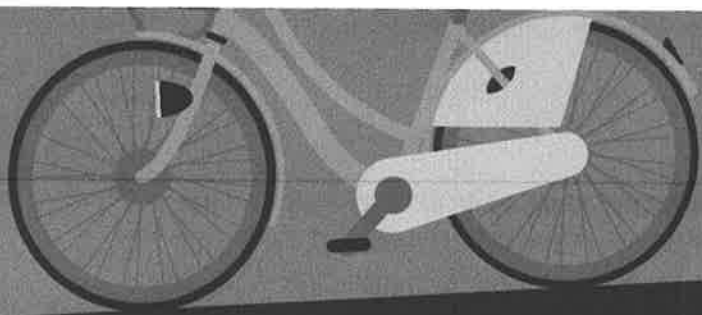
Position of Authorized Officer: Mayor

**SIGNED FOR AND ON BEHALF OF LOVE TO RIDE, LLC:**

Signature:  Date: 05/20/2025

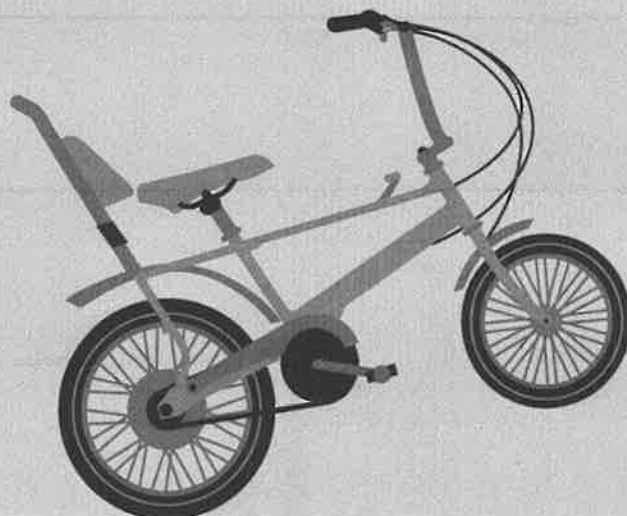
Name of Director/Senior Management Team: Thomas Stokell

Position of Authorized Officer: CEO



# Love to Ride — Lexington LAMPO

Proposal for Services 2025



## Introduction

Love to Ride provides a whole range of useful data and insights to help inform decision making, build business cases for investment, and to monitor changes in travel behavior and widely accepted levels of traffic stress on different parts of the road network.

Love to Ride has services in 12 countries and over 200 cities around the world including over 50 regional planning organizations. Since 2008 we have engaged more than half a million people in our programs. Behavior change methodology is the backbone of all our services and informs our planning tools, programs, rewards/incentives campaigns, and communications. With these tools we help communities, organizations and teams meet their mobility, healthy, and sustainability goals.

## Benefits of Love to Ride Programs

- ✓ **Proven all-in-one biking transportation solution.**
- ✓ **Uses behavior change to induce mode shift.**
- ✓ **Collects actionable data to inform and boost existing planning and mobility efforts**
- ✓ **Encourages all ages & abilities and non-cyclists to ride for recreation & utilitarian transportation.**
- ✓ **Decreases vehicle trips and increase the portion of miles travelled by active transportation.**
- ✓ **Promotes bicycling as the first choice for short trips including for first and last mile connectivity to transit region-wide.**
- ✓ **Encourages more businesses to adopt TDM programs.**
- ✓ **Measures levels of comfort**
- ✓ **Addresses barriers for all ages and abilities**
- ✓ **Provides safety education for cyclists and drivers.**
- ✓ **Promotes the use of existing cycling infrastructure.**
- ✓ **Supports broader regional goals, e.g., transportation, health, & sustainability**
- ✓ **Delivers Measurable results.**

## Benefits of a Customized Region-wide Love to Ride Website.

In addition to promoting sustainable travel, Love to Ride has been shown to provide measurable results across a range of other focus areas including sustainability and health. Data collected from the site is used to report on progress and outcomes of local and regional programs from congestion mitigation to health promotion, and from trip reduction and mode shift to Vision Zero. And with our targeted audience segmentation, our partners can send custom communications to key populations, or zip codes. Love to Ride is both flexible and scalable so that jurisdictions of all sizes can easily launch a and start benefiting from a program. Finally, Love to Ride is a TDM partner and easily syncs with both Ride Amigos and Agile Mile for seamless integration, monitoring, reporting, and planning analysis.

## Our Approach

In the big picture of global transportation, governments, local councils, and regional planning entities around the world are embracing mobility strategies to help reshape their transportation environments from streets to complete streets and from car-centric to transit-plus models. Bikes are a big part of this new big picture. At Love to Ride, we understand that the first step to bike to bus, is BIKE. That's why we focus on addressing the barriers people face with biking and encourage them to keep riding using a proven behavior change approach.

### Based on Behavior Change Theory

To be effective at encouraging more people to take up riding, understanding and applying behavior change theory is essential. If changing behavior was easy and straight forward, we wouldn't have a lot of the health, environmental and transportation challenges that we have today. Using behavior change, self-perception, and game theory, Love to Ride ignites existing riders' passion and competitive spirit to encourage new and non-riders to give biking a try. A proven approach to get more people riding bikes.



### Focused on Addressing Barriers

We target people who are 'interested but concerned' and provide targeted information and encouragement to address the specific barriers they face and *perceive*. A short survey at registration helps Love to Ride identify barriers so that the messaging is more specific to the individual and therefore, much more effective at changing behavior.

### Results:

30% of participants are 'new riders' - our key target audience

40% of new riders take up riding weekly

31% of new riders take up riding to work weekly

## **Love to Ride Features and Deliverables**

### **Love to Ride Website Platform & App**

- Community Site: Individual and business profiles, engagement leaderboards, social features.
- Year-round leaderboards for individuals and businesses.
- Admin Dashboards: Participation stats, CO2 savings, trip tracking, comfort ratings.
- Custom Content: Localized campaign materials, incentives, and outreach tools.
- Free Love to Ride app with auto tracking.

### **Biking Encouragement Campaigns**

- Year-round engagement through seasonal events like Bike Month and Cycle September.
- Behavior Change Programs that use incentives, gamification, and education.
- Inclusive approach supporting all ages, abilities, and experience levels.

### **Insights Dashboards & Mapping Tools**

- Live Analytics: Participant demographics, trip data, sustainability impact.
- Comfort & Safety Maps: User-rated infrastructure for targeted improvements.
- Heat Maps: Route usage data for planning and investment decisions.
- Incident Mapping (Upcoming): User-reported crash and near-miss locations.
- Ingestible data formats

### **Surveys & Reporting**

- Twice annual surveys to gather insights and measure impact.
- Campaign reports
- End of year report with modes shift and behavior change analysis.

### **Account Management & Support**

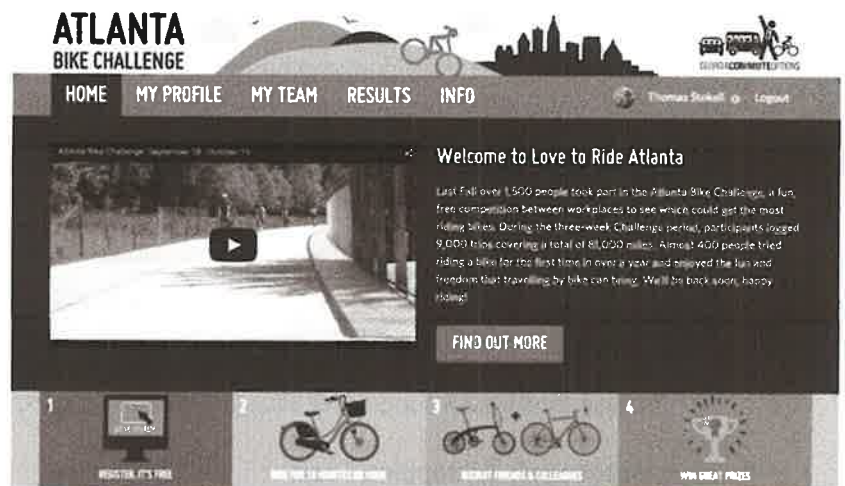
- Dedicated account management team to support LAMPO's program success.
- Community Engagement Team to conduct outreach and engagement
- Comprehensive training and on-going support for local stakeholders and partners.

## THE PLATFORM

### Geotargeted Community Website

#### Key Features:

- ✓ Profile pages for area businesses and individuals
- ✓ Customized local content
- ✓ Local leaderboards - individuals, organizations, and groups
- ✓ Social features
- ✓ Admin Controls
- ✓ Aggregate stats - CO2 saved, total trips, total miles, participation



### Business Profiles:

#### Key Features:

- ✓ Shows the aggregate statistics, activity, and results for all employees participating
- ✓ Show carbon mitigated by transportation trips
- ✓ Shows an organization's progress while participating in the program
- ✓ Internal leaderboard and stats to keep staff
- ✓ Data dashboards and reporting for sustainability, wellness, and transportation teams
- ✓ Set Company Goals



## Individual Profile Page

### Key Features:

- ✓ Individual can view stats and progress, set goals, achieve badges, add photos, invite friends and collages to join in too
- ✓ Join an organization, create a club or group, or both
- ✓ Log rides quickly and easily by linking to any app (Love to Ride, Strava, Ride App, MapMyRide, etc.) or manually
- ✓ Measure carbon saved
- ✓ Set goals, share stories



## ENCOURAGEMENT, MARKETING & INCENTIVES

### Biking Encouragement Campaigns



### Key Features:

- ✓ Year-round engagement - encouragement, support, data
- ✓ Seasonal focus - 4 seasonal campaigns each year
- ✓ Inclusion and accessibility - supporting all ages, abilities and backgrounds - from non-cyclists to regular-riders
- ✓ Social - fun, engaging, with powerful social elements: stories, photos, groups, etc
- ✓ Targeted approach - engages the individual on a personal journey of behaviour change
- ✓ Monitoring and reporting - surveys, Insights Dashboard, reports, and new app data

## Complete Digital Marketing Kit for Each Campaign



### Key Features:

- ✓ PowerPoint Presentations
- ✓ Flyers
- ✓ Posters
- ✓ Yard sign
- ✓ Digital assets: social media covers; memes, posts, gifs.

### Prizes and Incentives

We have a range of national and global prizes that people in your local area can win by recording their activity on Love to Ride. We can also add to this global pool by creating a localized prizes page, linked to campaigns and available to people who register and participate by logging trips. Prizes and incentives are also linked to encouragement, achieving certain milestones and through the campaign activity. We also work with national and global sponsors to collect the best incentives, retail discounts and other offers that users can unlock when they achieve certain behaviors and complete goals.

### Early Bird Christmas eBike Giveaway!

One lucky early bird rider who registered before Christmas was selected to win on Christmas Day.

They will be receiving a Moustache eBike powered by Bosch eBike Systems valued at over \$5,000.

See the prize draw terms.

**CONGRATULATIONS: Stuart D from The Gas Hub**



**BOSCH**  
Invented for life



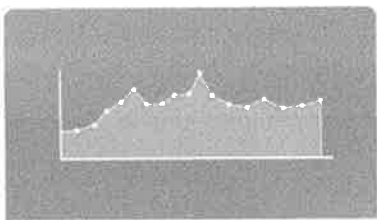
## Insights Dashboards & Mapping Tools

The insights section of the website is the repository for all participation and biking data. Divided into 3-sections that include:

- Live Analytics: Home for all user stats (number of participants, demographics details, transportation trips; CO2 mitigation stats etc.)
- Comfort & Safety Maps: Filterable maps of user rated infrastructure
- Heat Maps: Bike volume and route maps also filterable by multiple dimensions

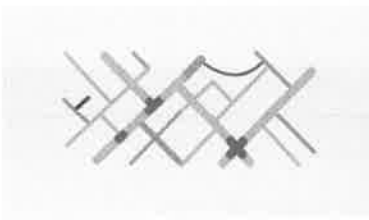
### Insights

Get live insights on rider engagement, comfort ratings and movement patterns across your local area. These tools will help you measure impact and unlock insights that support your agenda.



#### Live Analytics

Unlock insights into your biking community's engagement and impact with our intuitive analytics dashboard. It's designed to help you visualise and interpret your numbers and identify patterns that bring your community's activity to life.



#### Rider Comfort & Safety Map

The Rate my Routes map brings to life feedback from your riders on how safe and comfortable they feel when riding their bike on different streets in your community.



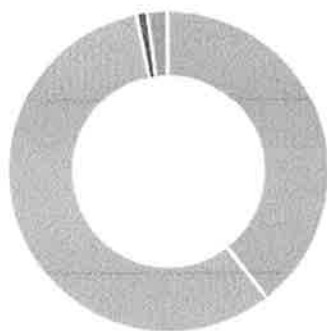
#### Heat Map

Access a detailed heatmap showing bike ride volumes, and time variations for the whole community or specific demographic segments.

## Live Analytics

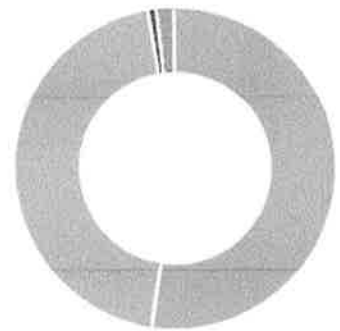
Active 'New riders' by gender

- Male
- Female
- Non-Binary & Other
- Prefer Not To Say



Active 'Occasional riders' by gender

- Male
- Female
- Non-Binary & Other
- Prefer Not To Say



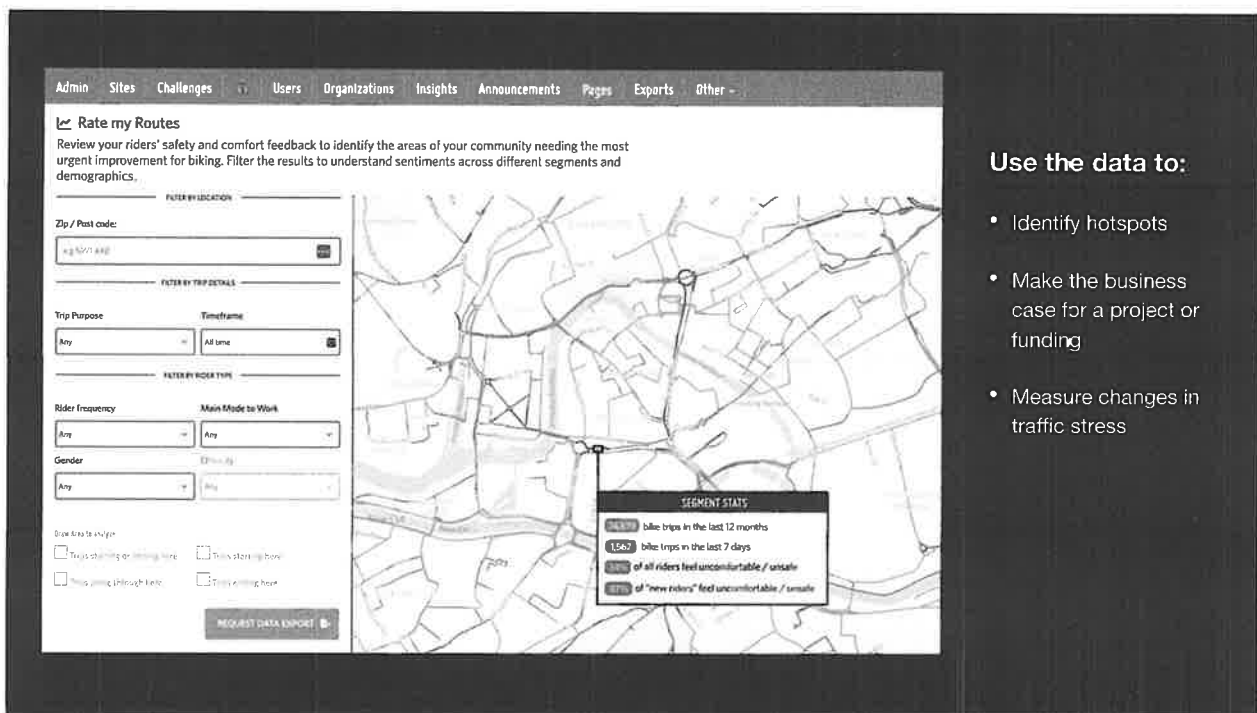
This section provides real-time data on ridership so the planners and program managers can understand and report on who is riding, how much, and why.

## Mapping Tools

### Love to Ride's Mapping Tools for Planners

Love to Ride provides powerful mapping tools that help planners make data-driven decisions to improve cycling infrastructure. Our app, with automatic mode detection, collects 11X more biking trips and data on average, offering a richer dataset for analysis. Notably, 74% of recorded trips are under 5 miles, highlighting that we capture more transportation-based rides than recreational ones.

Our tools visualize trip patterns, identify high-demand routes, and flag barriers to cycling. Planners can also access comfort ratings to assess rider confidence levels and incident reporting to pinpoint safety concerns, ensuring investments are targeted for maximum impact.



## Summary

Love to Ride is a mission-driven organization founded on the idea that biking helps make communities healthier, happier, and more sustainable. Love to Ride has over a decade of experience in applying behavior change approaches to get more people riding bikes and riding more often for transportation.

We are excited by the prospect of working with LAMPO again to continue to support Lexington's transportation, planning and safety goals.

Laura Cisneros  
[laura@lovetoride.net](mailto:laura@lovetoride.net)

# LOVE TO RIDE

## Love to Ride - Lexington, MPO

|                        |               |                 |
|------------------------|---------------|-----------------|
| Contract Length        |               | 12 months       |
| Population             |               | 300,000         |
| Project Management     |               | \$5,635         |
| Platform & License Fee |               | \$11,335        |
| Planning Tools         |               | \$8,700         |
| Marketing & Campaigns  |               | \$4,015         |
| Reporting              |               | \$2,220         |
| Subtotal               |               | \$31,905        |
| Manual Discount        |               | -\$5,743        |
| <b>Total</b>           |               | <b>\$26,162</b> |
| <b>Line Item</b>       | <b>Option</b> | <b>Price</b>    |

|  |  |                |
|--|--|----------------|
| <b>Project Management</b>                    |  | <b>\$5,635</b> |
| Program Activation and Kick Off              |  | \$865          |
| <b>Cycle September – Delivery Management</b> |  | <b>\$2,385</b> |
| Bike Month - Project Management              |  | \$2,385        |

|   |                 |                 |
|---|-----------------|-----------------|
| <b>Platform &amp; Website License Fee</b> | <b>Included</b> | <b>\$11,335</b> |
| Website License Fee - Months Active       | 12              | \$5,160         |
| Workplace License Fee - Months Active     | 12              | \$540           |
| Campaign License Fee – Cycle September    |                 | \$2,820         |
| Campaign License Fee – Bike Month         |                 | \$2,815         |

|   |    |         |
|---|----|---------|
| <b>Planning Tools</b>                     |    |         |
| App + Mapping License Fee - Months Active | 12 | \$8,700 |

|                           |                 |                |
|---------------------------|-----------------|----------------|
| <b>Cycle September</b>    | <b>Included</b> | <b>\$2,110</b> |
| National Campaign Comms   | ✓               | \$1,160        |
| Localized Promo Materials | ✓               | \$720          |
| National Prizes           | ✓               | \$230          |

|                          |                 |                |
|--------------------------|-----------------|----------------|
| <b>Bike Month</b>        | <b>Included</b> | <b>\$1,905</b> |
| National Campaign Comms  | ✓               | \$1,160        |
| National Promo Materials | ✓               | \$515          |
| National Prizes          | ✓               | \$230          |

|                        |                 |                |
|------------------------|-----------------|----------------|
| <b>Reporting</b>       | <b>Included</b> | <b>\$2,220</b> |
| Baseline Survey        | ✓               | INCLUDED       |
| Insights Dashboard     | ✓               | INCLUDED       |
| Intention Survey       | ✓               | \$360          |
| Behavior Change Survey | ✓               | \$360          |
| Final Report           | ✓               | \$1,500        |