



BE A PART OF THE GROUP BIKE RIDE FOR EVERYBODY

Life is a Cycle is the national group bike ride for everybody. Every day of National Bike Month, a group bike ride for all ages and abilities will be held in a different city across the nation! Hundreds of people will ride together in each city, and all proceeds will benefit the American Heart Association.

Benefitting



31 Rides in 31 Cities 31 Days in a Row

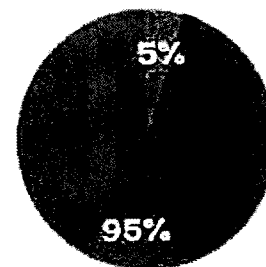
EVENT BENEFITS

1. Provide a beginner-friendly adult biking event. *Designed for the "interested but concerned."*
2. Showcase local bike infrastructure. *Work with our route planners to highlight low-stress routes.*
3. Educate entry-level riders in real time. *High-risk riders experience the rules of the road with guidance.*

EVENT FUNDING

Life is a Cycle event destinations are confirmed by local government with a \$250 nonrefundable deposit. The remaining 95% of the operating costs of the event are funded by MCB and event sponsors. All event proceeds benefit the American Heart Association.

- Local Govt.
- Sponsors



2017 LIFE IS A CYCLE DESTINATIONS ARE LIMITED TO THE FIRST 31 CITIES TO REGISTER

HOW TO MAKE YOUR CITY A LIFE IS A CYCLE DESTINATION:

1. Register before Nov. 21, 2016.
2. Pick your "start park."
3. Follow the Life is a Cycle ride prep guide.

RIDER PROFILE

Life is a Cycle participants are people who are interested in making a change in their health by biking for fitness, transportation and/or recreation.



■ FEMALE
■ MALE

AGE	PERCENTAGE
13-17	2%
18-24	19%
25-34	31%
35-44	40%
55+	8%



ROLES & RESPONSIBILITIES

MY CITY BIKES

Event Creator & Manager

As the Event Creator and Manager, My City Bikes oversees coordination and management of Life is a Cycle events. MCB facilitates and guides activities from announcement to promotion to execution to follow up.

- Confirm event dates, times and locations
- Secure event sponsors
- Facilitate and track participant registration and fundraising
- Select and train ride leaders
- Plan ride routes
- Engage key community stakeholders
- Facilitate event publicity
- Provide marketing materials
- Endemic marketing in local MCB resources
- Provide event website and registration portals
- Enforce safety standards and quality control

CITY GOVERNMENT

Event Host

As the Event Host, local cities invite participation by promoting the event to the community and coordinating opportunities to educate participants about local biking, safety, laws and development.

- Help promote event to the community
- Promote event to city employees
- Participate in ride day activities and provide information about safe cycling
- Publish event information online

ABOUT MY CITY BIKES

My City Bikes powered by Interbike is the global public health alliance for beginner cyclists. The mission of My City Bikes is to help people discover better health and quality of life through biking. The MCB alliance benefits communities by providing simple, localized mobile resources, media advocacy, and beginner-friendly biking events to facilitate cycling along with an alliance of local businesses, healthcare organizations, government agencies and nonprofit groups.

MEMORANDUM OF UNDERSTANDING

WHEREAS, Lexington, KY ("LOCALGOV"), and My City Bikes ("MCB") have come together to collaborate and to host one (1) Life is a Cycle™ group bicycle ride event; and

WHEREAS, the partners listed above have agreed to enter into a collaborative agreement in which MCB will be the lead agency, and the named agencies will be partners in this event; and

WHEREAS, the partners herein desire to enter into a Memorandum of Understanding setting forth the services to be provided by the collaborative;

I) DESCRIPTION OF PARTNER AGENCIES

MCB powered by Interbike is the global public health alliance for beginner cyclists. The mission of MCB is to help people discover better health and quality of life through biking. The MCB alliance benefits communities by providing simple, localized mobile resources, media advocacy, and beginner-friendly biking events to facilitate cycling along with an alliance of local businesses, healthcare organizations, government agencies and nonprofit groups.

LOCALGOV represents local government in the community where the Life is a Cycle™ event will be held. Departments involved in this collaboration may include and are not limited to: planning, transportation, recreation, parks, police, and administration.

II) HISTORY OF RELATIONSHIP

The collaboration between MCB and LOCALGOV to host a Life is a Cycle™ group bicycle ride event is a new partnership. Reservation of a community's participation as a 2017 Life is a Cycle™ group bicycle ride event destination is limited and contingent upon the partnership between LOCALGOV and MCB.

Additional event partners including governments, businesses, organizations, sponsors and vendors ("Third Parties") involved in Life is a Cycle™ activities are subject to verification and approval by MCB. Recommendation and/or referral of Third Parties may be submitted to MCB for approval in writing via email to events@mycitybikes.org. MCB reserves the right to decline participation privileges to any Third Parties at its sole discretion.

Short Term Goals of the Collaboration:

1. *Host a community group bicycle ride event that is inclusive of all ages and abilities; and*
2. *Provide experiential learning about local bicycle infrastructure through strategic ride route planning; and*
3. *Educate individuals about the effectiveness of bicycling to prevent and recover from heart disease, hypertension and stroke.*

Long-Term Goals of the Collaboration:

1. *To mobilize local residents to use their bicycle regularly for transportation and/or fitness; and*
2. *To reduce the incidence of heart disease and stroke by increasing physical activity levels; and*



- 3. To improve the safety of cyclists and drivers through increased awareness and lawful use of local roadways.

III) DEVELOPMENT OF EVENT

Life is a Cycle™ is a group group bicycle ride event created and developed by MCB. The Life is a Cycle™ experience is 100% owned by MCB. Life is a Cycle™ events will be held nation-wide in 31 cities on the 31 consecutive days of May 2017 (National Bike Month). Proceeds from Life is a Cycle™ 2017 events will benefit the American Heart Association.

IV) ROLES AND RESPONSIBILITIES

It is hereby agreed by and between the partners as follows:

MY CITY BIKES

As the Event Creator and Manager, MCB oversees coordination, management and implementation of Life is a Cycle™ events. MCB facilitates and guides activities from announcement to promotion to execution to follow up. Through this collaboration, MCB is responsible for:

- Confirming event dates, times and locations
- Securing event sponsors
- Facilitating and tracking participant registration and fundraising
- Selecting and training ride leaders
- Planing ride routes
- Engaging key community stakeholders
- Facilitating event publicity
- Providing marketing materials
- Endemic marketing in local MCB resources
- Providing event website and registration portals
- Enforcing safety standards and quality control

LOCAL GOVERNMENT

As the Event Host, LOCALGOV is responsible for inviting participation by promoting the event to the community and coordinating opportunities to educate participants about local biking, safety, laws and development. Through this collaboration, LOCALGOV is responsible for:

- Helping promote event to the community through social media and news releases
- Promoting event internally to city employees
- Participating in ride day activities
- Providing information about safe cycling
- Publishing event information online

PROJECT CONTRIBUTIONS

- 320 Staff Hours
- \$2,600.00 in-kind, \$10,000.00 in sponsorship
- Project Manager
- Project Interns
- 10 Volunteer/Staff Hours
- \$250.00 in sponsorship

Project Manager: Maia Tamsen



LOCALGOV representative(s) will coordinate with the Project Manager directly on all event planning information and materials, including but not limited to:

- Master Plan data
- Traffic Stress data
- Media materials
- Logo and public information

LOCALGOV representative(s) will be provided a planning packet within 7-10 days of registration that confirms the ride date and includes deadlines and planning schedules for reference. LOCALGOV representative(s) will communicate with the Project Manager via email and phone as needed throughout the planning process.

V) TIMELINE

The roles and responsibilities described above are contingent on LOCALGOV submitting registration and \$250.00 fee by Nov. 21, 2016. Responsibilities under this Memorandum of Understanding would coincide with the program period, from 01/01/2017 through 06/01/2017.

VII) COMMITMENT TO PARTNERSHIP

1. The collaboration service area includes Lexington, KY.
2. The partners agree to collaborate and provide Life is a Cycle™ group bicycle ride event pursuant to the Life is a Cycle 2017 agreement.
3. We, the undersigned have read and agree with this MOU. Further, we have reviewed the proposed project and approve it.

Signature of MCB Administrator

Anthony Douglas

Printed Name & Title of MCB Administrator

Friday, November 11, 2016

Date

ELECTRONIC SIGNATURE 2016-11-10 15:20:21
Signature of LOCALGOV Administrator

~~Philip Thompson~~ Jim Gray, Mayor

Printed Name & Title of LOCALGOV Administrator

FEBRUARY 2, 2017
~~Thursday, November 10, 2016~~

Date