

Service Agreement

This agreement is dated 1/26/2024 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 a 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 of time 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 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. Both parties shall ensure that the Logos are used in accordance with any guidelines provided by the other party.

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 of 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 \$29,695. 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: \$14,848 to be invoiced from Day 1 (sign-off of this contract) of the program.

15.3.2 Payment 2: \$14,847 to be invoiced on March 1, 2024 (will need to adjust accordingly to revised term)

- 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 or not 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 a number of 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. In the event that 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:  Date: 1/26/2024

Name of Authorized Officer: Linda Gorton

Position of Authorized Officer: Mayor

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

Signature:  Date: 1/05/23

Name of Director/Senior Management Team: Laura Cisneros

Position of Authorized Officer: Region Manager, North America



Love to Ride — Lexington LAMPO

Proposal for Services 2024



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 to Biking Transportation

As regions around the world embrace a future of sustainable mobility, Love to Ride understands that the first step to **bike to bus**, is BIKE. Using a proven combination of behavior change, engagement, and technology, Love to Ride supports mode shift goals for governments and communities around the world.



Based on Behavior Change Theory

To be effective at encouraging more people to use more active transportation, 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, the Love to Ride service ignites existing riders' passion and to encourage new and non-riders to give biking and/or active transportation a try. A proven approach to get more people riding.

Focused on Addressing Barriers

We target people who are 'interested but concerned' and provide targeted information and encouragement to address the specific barriers they experience and perceive. A short survey at the initial individual user stage of 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.

Engagement

“A culture is defined by what it chooses to celebrate.” All Love to Ride programs include a series of engagement campaigns that are designed to both celebrate and normalize biking in the community. Program formats leverage competition and utilize gamification to motivate existing riders to encourage new riders and businesses to participate. Via the registration process, riders are segmented into rider categories based on their attitudes, current travel mode, and the barriers.

We have developed a highly refined Challenge model, which has been consistently proven to:

1. Encourage more non-riders to take ride, and occasional riders to ride more frequently.
2. Encourage more employers to engage in biking programs.
3. Encourage all riders to bike for transport purposes.

Annual Campaign Calendar

We offer 4 fully developed campaigns per year, one per quarter. We provide everything to make these campaigns successful, from targeted and relevant communications with people of different rider levels, to the prizes and incentives, to a complete package of promotional and marketing materials.



Technology & Data

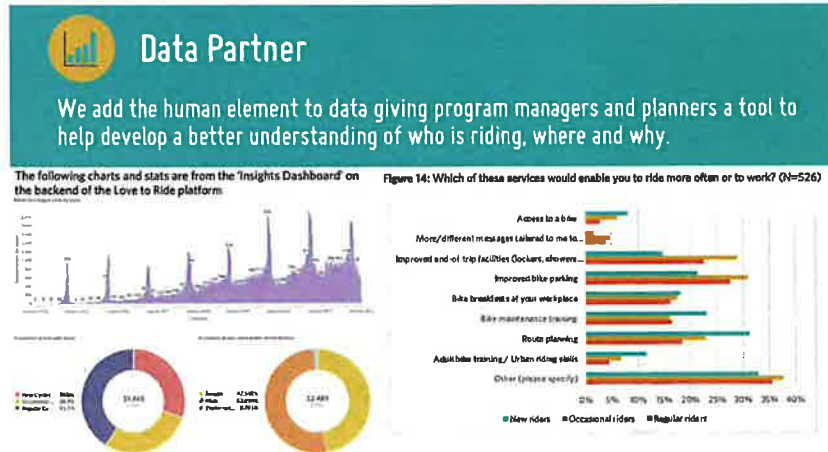
Love to Ride uses a combination of surveys, on-line behavior, and tracked riding behavior to understand who's riding, where, why, and crucially, their perception of safety. While riders can easily synch using Strava or MapMyRide, Love to Ride's advanced features – heatmaps and comfort ratings – are only available via data collected by the new Love to Ride app.

The centerpiece of Love to Ride programs is the local website or community biking hub - "[Love to Ride Atlanta](#)" for example. The community Love to Ride site, features local stats, year-round profile pages where individuals and organizations can view their stats, post photos and share stories. It also hosts leaderboards during campaigns. Registering users easily synch their profiles with the Love to Ride app or with Strava, Map My Ride, or supported TDM apps.

Data

Data serves 3 keys roles at Love to Ride: 1) It forms the backbone of our behavior change programs 2) It documents results 3) It provides with a range of insights that support program and planning activities.

The data that Love to Ride collects, is stored securely and confidentially, and is not shared or sold to third parties. All data shared is anonymized with care toward individual privacy and provide our clients with a range of useful datasets. Data along with survey insights also supports the two client reports Love to Ride produces for each calendar year.



Individual Details

- Name, email, phone, address
- Gender and age
- Ethnicity
- Disability
- Employer and industry data
- Barriers to and benefits of riding

Location Data

- Where people live and work
- Where people are travelling (routes and locations)
- Traffic stress / comfort and safety ratings

Behavioral Data

- Dates, times, distances for bike trips and other transportation trips
- Cycling frequency
- Health data
- Carbon mitigation data
- Platform use

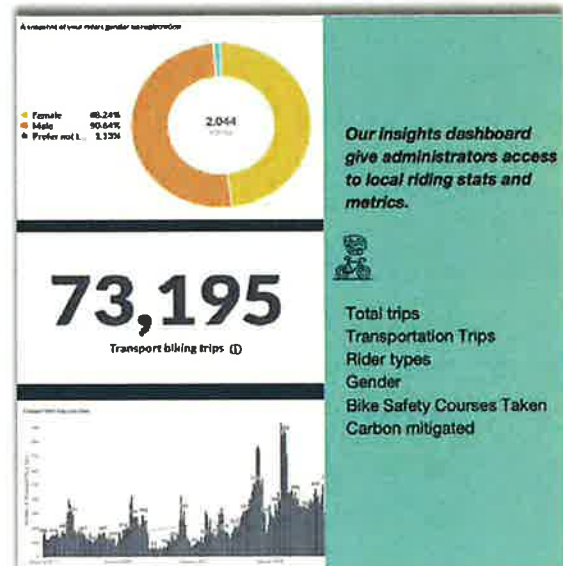
Insights Dashboards

Much of the data Love to Ride collects is made available to clients via Insights Dashboards in the password protected section of the local website.

Instead of pouring over complex spreadsheets, you can pull up data in moments to share with stakeholders.

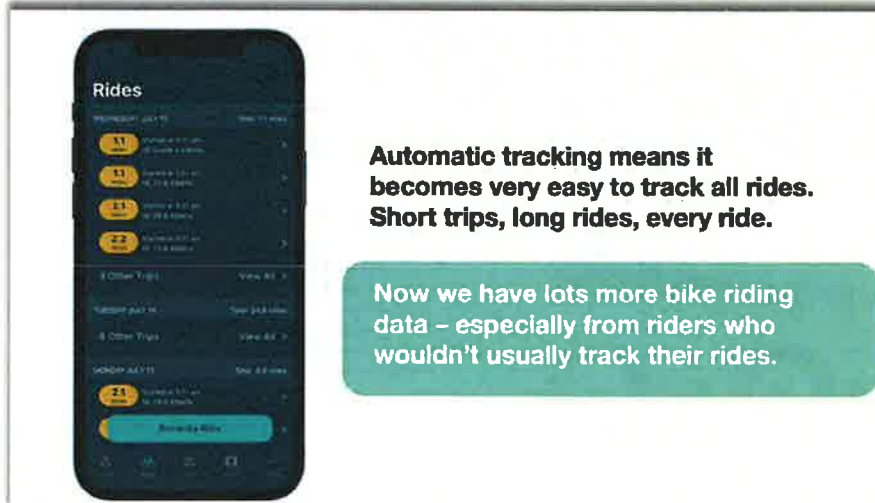
General stats, trip data, rider details, etc. are graphed, filterable, and available for download.

For larger regions, Love to Ride creates additional internal boundaries for smaller subregions like counties, or cities.



The Love to Ride Mobile App

The Love to Ride App is revolutionizing how biking data is collected by making it automatic, easy, and rewarding. Using a proprietary machine learning approach, the app features permission-based passive tracking and automatic mode detection with over 99% accuracy in mode detection. The app, released last year for IOS is delivering a 9X increase in bike trips recorded. Android is in Open Beta testing with anticipated full launch in January 2024.



Comfort Ratings

Love to Ride's app uses the similar categories for levels of stress as those developed by the Mineta Transportation Institute and San Jose State University. The app uses a simple "finger paint" UX to help riders identify how they felt on each segment of their ride – from levels 1 - 4, or from very low stress to high stress.

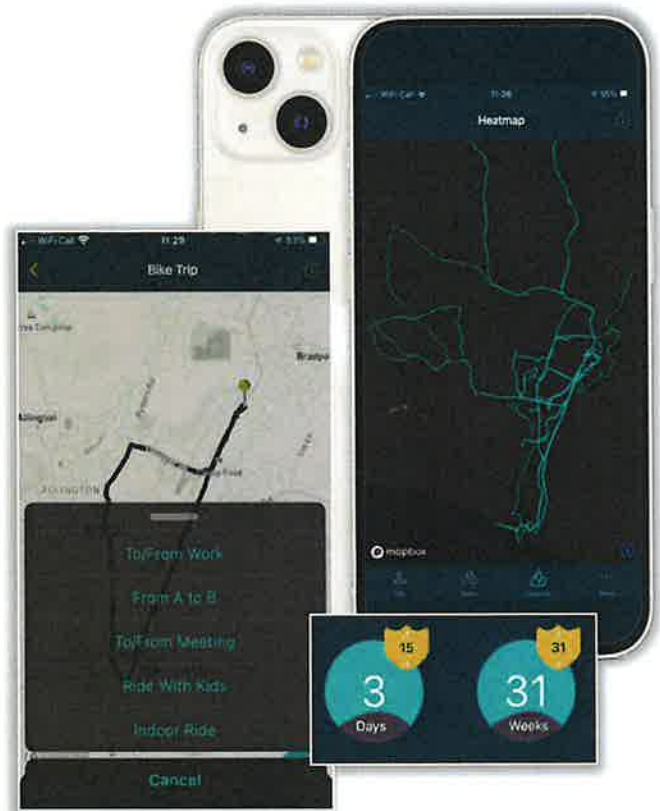
- Every user has a personal heat map showing where they've ridden.
- People can easily 'paint' their routes with their fingers to indicate how safe/comfortable they felt on that stretch of your network.
- The map remembers their ratings, so people just need to rate any new roads/paths that they've ridden on recently.
- People can also update their individual user's trail(s) and street segment(s) ratings as network infrastructure improvements are implemented.



Heat Maps

The app will create heatmaps from anonymized crowd sourced data showing how people really ride. Aggregate data can also be exported and combined with other data sources to produce richer data stories.

- As with comfort maps, heatmaps can be filtered to enable network use by audience - advanced segmentation (gender, rider type, time frame etc)
- Aggregate and anonymized data on a heat map.
- This data could be combined with other data sources i.e., automatic bike count data, other traffic count data.



#MakeEveryRideCount Initiative

MakeEveryRideCount 2024 is the inaugural safety initiative launched jointly by Love to Ride and the League of American Bicyclists. Modeled after the yearly safety campaign in the Netherlands, MakeEveryRideCount will be a parallel campaign during Bike Month designed to encourage everyone to track and rate their routes using the Love to Ride App.

The aim of the initiative is to create a database that represents real world bicyclists experience on US streets to support planning and infrastructure decisions that help make our communities safer and more bike friendly. Love to Ride and the League will formally announce the initiative in January.



Supporting LAMPO Micro Mobility Goals

The Love to Ride is primarily a biking behavior change platform. And to achieve behavior change we use a variety of communications channels and approaches. This makes the platform at once a biking behavior change program and a powerful communications engine.

All our campaigns and challenges include promotional email comms plans, on-going targeted behavior change coms, announcements, and chat bots. These tools allow us, as in the case of the State of Florida, to raise awareness of, promote, and encourage all transportation options within a region. In the Love to Ride Florida Campaign, we coordinate with the transportation districts to promote TDM via dedicated emails, social media and the like.

In Lexington, the Love to Ride Lexington site and the campaigns we run in the region can support other micro mobility options, like scooters in a variety of ways.

Including:

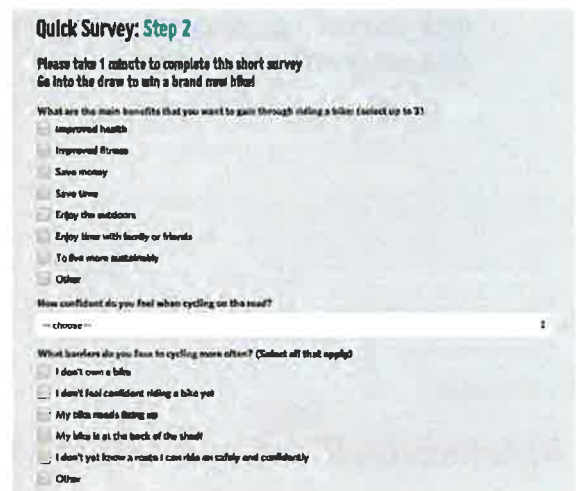
- Gather community insights on scooters by adding addition survey questions to our Baseline and Post-Campaign Surveys.

The survey responses along with the anonymized demographic data could be used to inform awareness, education, and distribution models

- Promote scooter adoption by using the platforms communications channels

- Promote scooter safety and education:
 - Point users to LAMPO resources
 - Integrate LAMPO education into our own Love to Ride Courses Catalogue
 - The value here is that we could then report on traffic to those assets

There are many ways to leverage the platform to promote other modes of transport. Our strategy and project management team would work with LAMPO to create a plan and integrate it into the larger project plan.



Riding on the road: what you need to know

Learn how to safely and confidently cycle on the road



Love to Ride - Lexington Area MPO

Contract Length	12 months
Project Management	\$7,555
Program Fee	\$11,495
Marketing	\$3,705
Engagement	\$3,230
Reporting	\$3,710
Total	\$29,695

<i>Platform Access</i>		
	Options	Price
Program Activation and Kick Off	✓	\$1,425
New Website Set-Up	✓	\$1,390
Website Licence Fee - Months Active	12	\$6,720
Workplace Licence Fee - Months Active	12	\$720

<i>Campaigns</i>		
Cycle September	Options	Price
Campaign Licence Fee	✓	\$2,315
Project Management	✓	\$3,870
National Campaign Comms	✓	\$1,680
Localised Promo Materials	✓	\$780
National Prizes	✓	\$395

Bike Month	Options	Price
Campaign Licence Fee	✓	\$1,740
Project Management	✓	\$3,870
National Campaign Comms	✓	\$1,680
National Promo Materials	✓	\$465
National Prizes	✓	\$385

<i>Engagement & Reporting</i>		
Additional Engagement	Options	Price
Stakeholder Webinars	4	\$780
Custom Badges (with design)	1	\$770

Reporting	Options	Price
Baseline Survey	✓	Included
Insights Dashboard	✓	Included
Intention Survey	✓	\$470
Behaviour Change Survey	✓	\$470
Final Report	✓	\$1,510
Interim Report	✓	\$1,260

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 to support Lexington's TDM, safety, and sustainability goals.

Laura Cisneros
laura@lovetoride.net


Appendix

1. The Love to Ride Website
 - a. Overview
 - b. Profiles
 - c. Business Profiles
 - d. Admin Features
 - e. Dashboards

Example User Profile


LOVE TO RIDE CHALLENGE
THE NATIONAL CYCLE CHALLENGE


HOME MY PROFILE MY TEAM PRIZES TEAMS INFO Thomas Stokell Logout





RIDER PROFILE
Thomas Stokell
My team: [Team Repose Rides](#)
"I cycle because it's just such a quick and fun way to get around town and it makes me feel like a million bucks!" [Edit reason](#)
My goal: burn 3 pints of beer in 1 week

[Settings](#)


178
TRIPS


1,539
MILES



189
KG CO₂


56,959
CALORIES


GOAL COMPLETED

ADD A RIDE
 ADD A PHOTO
 ADD A GOAL
 INVITE FRIENDS

I cycled miles for for [LOG MY RIDE](#)




Currently riding through





[Invite People](#) • [Leave Message](#)

ACTIVITY

- 



Thomas Stokell logged a ride for 3.7 miles for fun/fitness

3 DAYS AGO [SHARE](#) [COMMENT](#)


- 



Thomas Stokell logged a ride for 3.4 miles for fun/fitness

3 DAYS AGO [SHARE](#) [COMMENT](#)



- 


Thomas Stokell logged a ride for 2.1 miles for fun/fitness

10 DAYS AGO [SHARE](#) [COMMENT](#)




- 

Thomas Stokell completed their goal: burn 3 pints of beer in 1 week


3
PINTS OF BEER



1
WEEKS

10 DAYS AGO [SHARE](#) [COMMENT](#)


- 

Thomas Stokell logged a ride for 3.8 miles for fun/fitness

10 DAYS AGO [SHARE](#) [COMMENT](#)



RIDES

Date	Type	Distance
29 May 2015	fun/fitness	3.7 miles
28 May 2015	fun/fitness	3.4 miles
6 May 2015	fun/fitness	3.8 miles
6 May 2015	fun/fitness	2.3 miles
4 May 2015	fun/fitness	2.1 miles
3 May 2015	for work	2.5 miles
3 May 2015	to/from work	1.9 miles
3 May 2015	from A to B	2.5 miles
2 May 2015	fun/fitness	3.7 miles
27 April 2015	for work	1.2 miles

[SEE MORE RIDES](#)

NATIONAL CYCLE CHALLENGE

8 June 2015 to 28 June 2015
Starts in 6 days!

NATIONAL CYCLE CHALLENGE REGISTRATIONS

1,364 ORGANISATIONS
9,490 PEOPLE


UK ALL TIME STATS


2,348 ORGANISATIONS
53,846 PEOPLE
10,966 NEW RIDERS
5,451,011 MILES
502,158 RIDES

Love to Ride - LAMPO - 2023 v.1
Proposal v.1
Friday, August 12, 2022

Example Homepage


ATLANTA BIKE CHALLENGE





HOME MY PROFILE MY TEAM RESULTS INFO
Thomas Stokell Logout

Atlanta Bike Challenge: September 29 - October 19




Welcome to Love to Ride Atlanta

Last Fall over 1,500 people took part in the Atlanta Bike Challenge, a fun, free competition between workplaces to see which could get the most riding bikes. During the three-week Challenge period, participants logged 9,000 trips covering a total of 81,000 miles. Almost 400 people tried riding a bike for the first time in over a year and enjoyed the fun and freedom that travelling by bike can bring. We'll be back soon, happy riding!


FIND OUT MORE

1




REGISTER. IT'S FREE

2




RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

ACTIVITY

- 

Alec Lindman logged a ride for 0.7 miles to/from work

TODAY f SHARE c COMMENT


 - 

Amir Jones logged a ride for 6 miles to/from work

TODAY f SHARE c COMMENT


 - 

Amir Jones logged a ride for 4.5 miles to get somewhere

TODAY f SHARE c COMMENT


 - 

Amir Jones logged a ride for 8.5 miles to get somewhere

TODAY f SHARE c COMMENT


 - 

Amir Jones logged a ride for 11 miles for fun/fitness

TODAY f SHARE c COMMENT


 - 

David Ederer logged a ride for 5.2 miles to/from work

TODAY f SHARE c COMMENT


 - 

David Ederer logged a ride for 5.5 miles to/from work

YESTERDAY f SHARE c COMMENT



- SEE MORE ACTIVITY


PHOTO GALLERY




REASONS TO CYCLE

- " I cycle because I celebrate that I'm alive by bicycling."

 **Natalie M.**
 - " I cycle because it's a fun way to spend time with my wife and friends."


 **Mark L.** from **Bank of America**
 - " I cycle because it best fits my budget and ethos."

 **Leslie S.** from **Atlanta Bicycle Coalition**
- SEE MORE REASONS

ATLANTA ALL TIME STATS

-  **207 ORGANIZATIONS**
-  **2,244 PEOPLE**
-  **682 NEW RIDERS**
-  **123,478 MILES**
-  **13,302 RIDES**

ANNOUNCEMENTS




Atlanta Bicycle Coalition

Support bike advocacy in Atlanta

Want more bike lanes and trails? More livable communities? Safer streets for everyone?

Join the Atlanta Bicycle Coalition!



Did you know....

Detailed Phases and Tasks:

Project Management

Phase: Project On-boarding

- Launch Meeting
 - Launch Meeting Agenda
 - Launch Meeting Presentation and 2 Pager
 - Data Collection Plan
 - Meeting Agenda
- Website Training
 - Training client staff and admins
- Project Strategy and Implementation Meeting
- Project Marketing Meeting
- Community Engagement Outreach Plan

Phase: Implementation

- Project Plan
- Project Timeline
- Project Marketing Plan
- Stakeholder coordination and outreach plan
 - Webinar Schedule (3)
 - Webinar Attendees
- Community Engagement Manager (CEM) On-boarding
- Review event comms

Phase: Project Management

- Client Meetings
 - Meeting Schedule -12 project meetings
 - Meeting Agendas
 - Meeting minutes from coordinating calls
- The Project Manager will develop and distribute management tools and toolkits
 - Basecamp Training
- Manage the CEM
 - Weekly progress meetings

Phase: Event Live

- Conduct coordinating meetings with clients and stakeholder
- Prepare updates
- Conduct weekly meetings with the CEM
- Update site content
- Respond to queries
- Monitor metrics

Phase: Post-Event

- Audit results
- Release results
- Coordinate post-event survey
- Manage, review, and distribute interim and final reports
- Manage, review, custom comms program

Community Engagement

Phase: Implementation

- Add value to the Community Engagement Plan
- Create a local promotion plan
- Identify, recruit, and secure local prize sponsors
- Conduct Initial Outreach to:
 - Government Stakeholders
 - Organizations
 - Advocates
 - Community Groups

Phase: Management

- Execute the Community Engagement Plan
- Coordinate and report to the Project Manager
- Maintain outreach database

Phase: Live Event

- Identify additional promotion opportunities
- Continue trainings, informational sessions, and outreach to:
 - Government Stakeholders
 - Organizations
 - Advocates
 - Community Groups
- Contact Organizations Registered for the Event
- Respond to queries

Phase: Post Event

- Organize and submit outreach database
- Draft an event evaluation report
 - Identifying successful strategies, lessons learned, and other details to improve engagement in succeeded events