

**Proposal for Downtown Appleton Bike Corral Pilot
Fox Cities Cycling Association**



Background

- Bike corrals have been successfully implemented both locally (Milwaukee, Madison and La Crosse) and nationally including Portland, Oregon (100+ corrals installed)
<http://urbanmilwaukee.com/2011/08/02/cafe-hollander-opens-milwauees-third-on-street-bike-corral/>
- Bike corrals provide a number of benefits to the community:
 - Businesses: Corrals provide a 10 to 1 customer to parking space ratio and advertise “bike-friendliness.”
 - Bike corrals increase the visibility of bicycling as a transportation choice and show that a business community is “bike friendly”
- The On-Street Bike Lane Plan recommended bike corrals as an option for Appleton downtown (p. 104)

Proposal

- Form a Bike Corral Committee composed of members from the City of Appleton, Appleton Downtown Inc., Fox Cities Cycling Association and other interested parties.
- Convert one car parking stall on College Avenue in front of Harmony Café into parking for 10 bikes.
- The bike corral could also provide additional bike parking during the Farm Market and other downtown Appleton events.
- The proposed pilot evaluation period is 6 months from April through September 2014.
- Plan is to obtain city approvals, fundraise and order bike corral in 1st Quarter 2014
- City to administer the pilot
 - Staff will verify safe design – more information on Portland's program
<http://www.portlandoregon.gov/transportation/article/250076> .
 - Approval process will require notification of neighboring businesses and property owners as well as consultation with the Appleton Police Department and City Attorney.
 - Immediate property owner enters into maintenance agreement with City which stipulates:
 - Facility will be swept regularly
 - City can remove facility and must be notified if damage occurs

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- o City agrees to bag meter during period of pilot trial (\$1400 during 6 month pilot based on \$9 daily fee).

Concerns

- **Safety** – the proposed parking stall is 22' by 7'. The bike corral will be totally contained within a 20' by 6' area provide a buffer between bikes and vehicles. Additionally, the design includes curb stops and delineator posts to help motorists clearly see the bike corral area – see Figure 4 for bike corral layout.
- **Loss of parking revenue** - based on the popularity of similar programs, the estimated parking bagging fees of \$1400 in potentially lost parking revenue during the pilot is assumed to be worth this investment to make downtown more attractive.
- **Keeping bike corral area clean** - the participating business agrees to maintain this area
- **Winter snow removal** - the pilot period is from April through September.
 - o Recommendation is to relocate the bike corral in October to the Blue Ramp (City Center). The bike corral can then be used for the Downtown Appleton Indoor Winter Farm Market.

Funding

- Total pilot budget is estimated at \$1650 as detailed below.
 - o \$1466 Bike corral with custom logos, curb stop, delineator post anchor kit, shipping – see Figure 3 for quotation
 - o \$184 Miscellaneous and contingency
 - o Labor to install bike corral to be done by City staff and not billed
- Fox Cities Cycling Association agrees to organize funding plan - potential sources include:
 - o Appleton Downtown, Inc.
 - o Grants - includes Community Foundation and Dane County Bicycle Association <http://www.danecountybicycle.org/>.
 - o Kickstarter - the world's largest funding platform for creative projects.
 - o Local sponsorship
 - o Participating Business

Timeline

- December/January – ADI meeting with local businesses near proposed bike corral location
- January 7 – Municipal Services Committee meeting
- January 15 – Appleton City Council meeting
- January 2014 – FCCA begins fundraising after approval of proposal
- February 2014 – Bike corral ordered once fundraising complete
- April 2014 – Installation of bike corral
- End of September 2014 – 6 month pilot complete; relocate the bike corral for the winter to the Blue Ramp (City Center). The bike corral can then be used for the Downtown Appleton Indoor Winter Farm Market.
- 4Q 2014 – Pilot evaluation to determine next steps

Evaluation

- At the end of pilot period, the results of the pilot evaluation will be utilized by the Bike Corral Committee to determine the next steps for this program.

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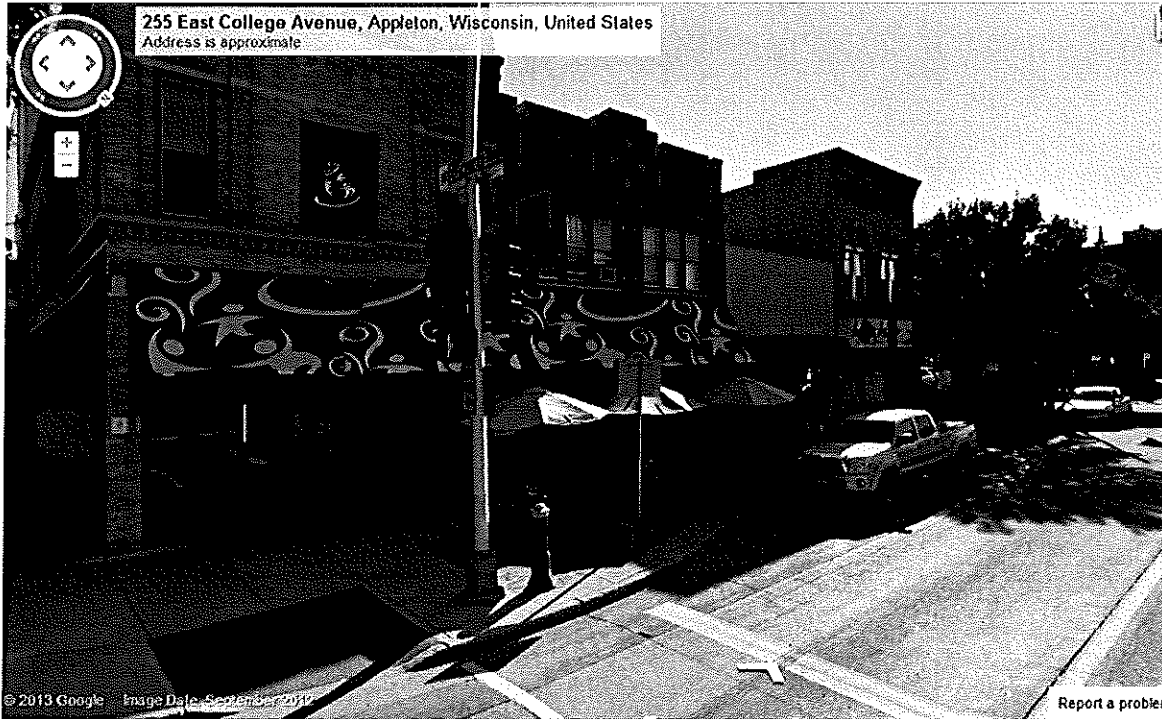


Figure 1 - Proposed bike corral location in front of Harmony Café (note parking stall occupied by pick-up truck)

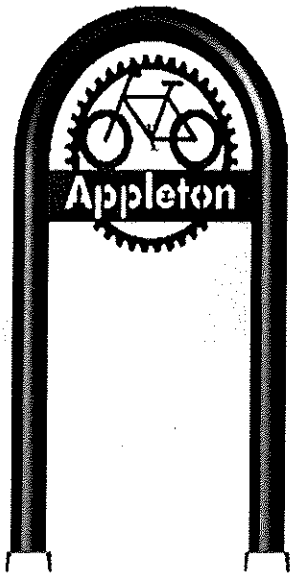


Figure 2 – Detail of Artwork for Bike Corral Logo

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SALES QUOTE

Sales Quote Number: 8426

Sales Quote Date: 12/16/13

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Sell
To: FOX CITIES CYCLING ASSOCIATION
ROB GLUSKY
APPLETON, WI 54911
USA

Shp
To: FOX CITIES CYCLING ASSOCIATION
ROB GLUSKY
APPLETON, WI 54911
USA

Shp Via	Customer ID	C165186
Terms	Cust Phone	920-721-7420
SalesPerson	Cust Fax	
Jonathon Tupper	Cust E-Mail	

Item No.	Description	Unit	Quantity	Unit Price	Total Price
2140C	BIKE CORRAL, 10 BIKE ANGLED	EACH	1	706.50	706.50
MISC	CUSTOM LOGO PLATE (PAIR)	EACH	1	289.00	289.00
6270	BIKE CORRAL CURB STOP (PAIR)	EACH	1	121.05	121.05
6272	DELINEATOR, CORRAL (PAIR)	EACH	1	121.05	121.05
6267	ASPHALT ANCHOR KIT	EACH	1	43.20	43.20
S&H	Shipping & Handling	EACH	1	110.00	110.00
	SARIS DISCOUNT				

Quote valid for 30 days from date issued. Visit us on-line at: www.saris.com

Quotation must be signed below to be official

Submitted by: _____ Accepted by: _____

Amount Subject to Sales Tax	Amount Exempt from Sales Tax	Subtotal:	1,389.80
1,389.80	0.00	Invoice Discount:	0.00
		Total Sales Tax:	76.44
		Total:	1,466.24

Figure 3 - Saris Bike Corral Quotation

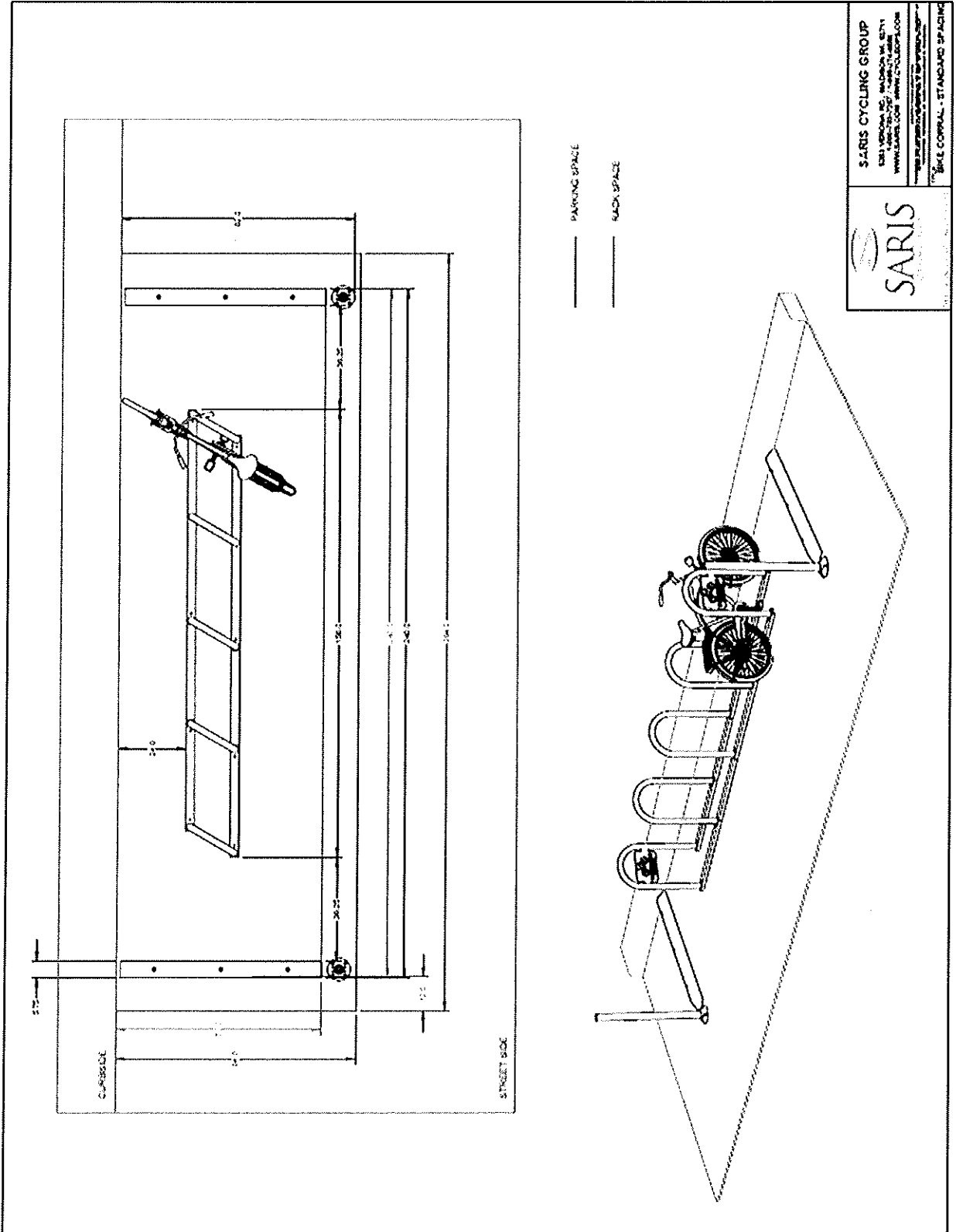


Figure 4 – Bike Corral Layout