



Environment and Natural Resources Trust Fund

2023 Request for Proposal

General Information

Proposal ID: 2023-225

Proposal Title: Adult Learn to Ride

Project Manager Information

Name: Dorian Grilley

Organization: Bicycle Alliance of Minnesota

Office Telephone: (651) 387-2445

Email: dorian@bikemn.org

Project Basic Information

Project Summary: Adult Learn to Ride will teach 1,500 adults to safely bicycle in their Greater Minnesota communities and will include learning about the environmental, health, and community benefits of bicycling.

Funds Requested: \$199,000

Proposed Project Completion: June 30, 2025

LCCMR Funding Category: Small Projects (H)

Secondary Category: Environmental Education (C)

Project Location

What is the best scale for describing where your work will take place?

Statewide

What is the best scale to describe the area impacted by your work?

Statewide

When will the work impact occur?

During the Project and In the Future

Narrative

Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.

BikeMN has a long history of providing access to cycling and pedestrian education and opportunities. This work has spanned the state of MN, but we know that many resources focus access opportunities within the metro area. Greater Minnesota experiences greater distances between locations but often more compact communities, less visible cycling community, less access to equipment like locks, helmets, lights, and bicycles. All of these factors create barriers to replacing VMTs (vehicle miles traveled) with bike rides. Additionally, many greater MN locations have robust networks of bike trails and pathways, yet there is less support to navigate this infrastructure than within the Twin Cities metro area.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & Milestones.

BikeMN proposes to take our current Adult Learn to Ride program outside of the metro area out into 30 communities (30 = 50 people in each community), with the goal of educating at least 1,500 adults on bicycle riding, basic maintenance, roadway safety, and, route planning and providing equipment like locks, helmets, lights, and bicycles where possible. Our Adult Learn to Ride program has proven successful in the TC metro area, and we are on track to provide over 400 adults with bicycles, and provide educational opportunities to over 17 partner sites over the next year. By taking this educational curriculum out of the metro and into greater MN, we will provide access to equipment, practical knowledge, and education related to the environmental impact of replacing VMTs with bicycle trips. Additionally, BikeMN will support participants by offering several different classes, including bike basics and safety, maintenance, and group rides. Through these classes, we will be able to assist new riders in route planning for bike trips such as to and from work and on basic errands, as well as support new riders in navigating the plethora of trails, bikeways, and pathways that greater MN has to offer.

What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?

BikeMN knows that replacing even a few automobile trips with bike rides has a great impact on our environment and air quality through reducing overall vehicle miles traveled. By supplementing our existing Adult Learn to Ride curriculum with educational components focusing on the environmental and health benefits of bicycling, we will be able to increase participant motivation to contribute to a healthier, more sustainable Minnesota through the replacement of VMTs with bike trips.

Activities and Milestones

Activity 1: Community and Partner Outreach

Activity Budget: \$39,000

Activity Description:

Conduct outreach to communities and partners on how to best meet needs with existing programming schedules, including but not limited to parks, community education, and continuing education

Activity Milestones:

Description	Completion Date
Conduct Outreach	March 31, 2024
Collect and merge Environmental Education Curricula Modules for Adults for specific sites and Adult LTR	March 31, 2024
Schedule Programs	March 31, 2024

Activity 2: Supplement BikeMN’s Adult Learn to Ride curriculum with existing Environmental Education Curricula for Adults with site specific components.

Activity Budget: \$150,000

Activity Description:

BikeMN has been working with partners for nearly a decade to develop bike safety curricula that suit a variety of needs and deliver education to children and adults of all ages and abilities. We recognize that bicycling is great for the environment; that Minnesotans place tremendous value on our natural resources; that there are many environmental education resources already available; and that our state has made a massive investment in its thousands of miles of trails, parks, and nature and environmental learning centers. We feel that all this adds up to a unique opportunity to increase use of our great outdoors and create a better understanding of our environment by leveraging these values and investments with a relatively modest investment in additional programming.

By utilizing BikeMN’s fully-developed skill- and confidence-building curricula and equipment in conjunction with existing environmental learning materials and naturalists, we are confident that we will engage more adults with Minnesota’s amazing outdoor recreation facilities and natural resources, as well as deliver comprehensive environmental education in relationship to cycling as transportation/recreation. BikeMN has the capacity to make resources available and deliver these programs in English and Spanish. Our public health partners have already helped us offer this curriculum in 3 additional languages.

Activity Milestones:

Description	Completion Date
Convene Steering Team	September 30, 2023
Plan single- and multi-day curriculum modules	April 30, 2024
Implement the program by teaching 1,500 adults with the bike safety and environmental education curriculum developed with the final lesson being a field trip on a local trail.	June 30, 2025

Activity 3: Project Evaluation

Activity Budget: \$10,000

Activity Description:

As part of this project BikeMN would contract with an outside evaluation firm to review and refine the program and its

implementation for future years. We anticipate that the evaluation, interim report, and final report will cost about 7 percent of the total budget.

Activity Milestones:

Description	Completion Date
Find contractor and sign contract	August 31, 2023
Evaluate initial programming and refine	May 31, 2024
Produce final evaluation report	June 30, 2025

Long-Term Implementation and Funding

Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this work be funded?

Throughout the project timeline, BikeMN will work with a subcontracted evaluation firm to track, evaluate, survey, and adjust the programming. This ongoing evaluation work will inform the future of the project, both within the scope of the grant award and outside of it. Beyond the award period, BikeMN will continue to seek funding sources and work to create local programs and train instructors for this important work.

Project Manager and Organization Qualifications

Project Manager Name: Dorian Grilley

Job Title: Executive Director

Provide description of the project manager's qualifications to manage the proposed project.

Dorian will provide strategic oversight and manage BikeMN project staff and budget. He will also assist with promoting and marketing the program, enlisting partners, and assisting with all other areas of the project including technical assistance and assisting with trainings. He has been involved with development and implementation of the Walk! Bike! Fun! safety curriculum from the initial phases. Dorian co-chaired the steering committee that developed the vision and mission and launched BikeMN and has been its executive director since start-up in 2008. He has worked with nonprofits as a volunteer or staff for nearly forty years. He was the Executive Director of the Parks & Trails Council of Minnesota (PTC) from 1996 to 2008. Before that, he worked for the Minnesota DNR for 17 years. He graduated from the U of M with a Bachelors of Landscape Architecture and did his graduate work in natural resource policy and worked as a research and teaching assistant at the University of Wisconsin, Madison.

Organization: Bicycle Alliance of Minnesota

Organization Description:

The BikeMN mission and vision are to engage people, provide education, and advocate for biking and walking. BikeMN envisions a Minnesota where every person everywhere can easily walk, bike, and roll as ways to move in daily life. BikeMN works to implement this vision and mission through education, advocacy, and encouragement. Specific programs in our first 13+ years include development and implementation of the Walk! Bike! Fun! school safety curriculum, adapting the national adult Smart Cycling for use in Minnesota, development of an adaptive curriculum in partnership with MDH and CDC, developing an Adult Learn to Ride program (funded by the Metropolitan Council) and the training of nearly 1,000 teachers, other educators, and volunteers to use these curricula. We also have worked with more than one-hundred communities and businesses throughout the state that have applied or are interested in applying for national recognition as a Bicycle Friendly Community (currently 33) or Bicycle Friendly Business (currently 112 plus 7 universities). BikeMN also manages 3 large community bicycling events, including, the Saint Paul Classic Bike Tour which features a rest stop hosted by the Mississippi National River & Recreation Area staff.

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
Project Manager		Project lead			20%	1.6		\$64,000
Education Associate		Program development and delivery			20%	0.5		\$20,000
Greater MN Program Manager		Project outreach, development, & delivery			20%	0.1		\$4,000
Education Director		Curriculum development, review and evaluation			20%	1		\$4,000
Intern (two)		Program implementation			0%	1.8		\$25,000
Communications Manager		Outreach, promotion, communications			20%	0.1		\$4,000
							Sub Total	\$121,000
Contracts and Services								
Evaluation contractor	Professional or Technical Service Contract	Project evaluation				0.2		\$10,000
Teachers/Naturalists	Professional or Technical Service Contract	Steering committee and partner naturalists and teachers will be paid a modest stipend				-		\$12,000
Schools/Nature Centers/other	Professional or Technical Service Contract	room/facility rental (about \$100/event)				-		\$5,000
Bicycle Alliance of Minnesota	Internal services or fees (uncommon)	Using bike fleets and trailers 30+ times and BikeMN's van 35 times				0		\$26,000
							Sub Total	\$53,000
Equipment, Tools, and Supplies								
	Equipment	van rental/lease	BikeMN has 200 bikes, 5 trailers, and one van. We'll need to rent a second vehicle to pull trailers.					\$10,000

	Tools and Supplies	Event supplies	Snacks, printed materials, etc. (about \$100/event)					\$5,000
							Sub Total	\$15,000
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	Miles/ Meals/ Lodging	Travel to and from 50 events	Travel to program host facilities (schools, nature centers, etc.)					\$10,000
							Sub Total	\$10,000
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								
							Sub Total	-
Other Expenses								
							Sub Total	-
							Grand Total	\$199,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
State				
			State Sub Total	-
Non-State				
			Non State Sub Total	-
			Funds Total	-

Attachments

Required Attachments

Visual Component

File: [8372bf67-e10.pdf](#)

Alternate Text for Visual Component

A map of MN showing where city mayors are members of the MN Mayoral Active Transportation Caucus, where the cities are a Bicycle Friendly Community, and locations of trained educators who can teach safe walking and biking....

Financial Capacity

File: [6b58f09d-8df.pdf](#)

Board Resolution or Letter

Title	File
Board Resolution Letter	13f932d9-81c.pdf

Administrative Use

Does your project include restoration or acquisition of land rights?

No

Does your project have potential for royalties, copyrights, patents, or sale of products and assets?

No

Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?

N/A

Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?

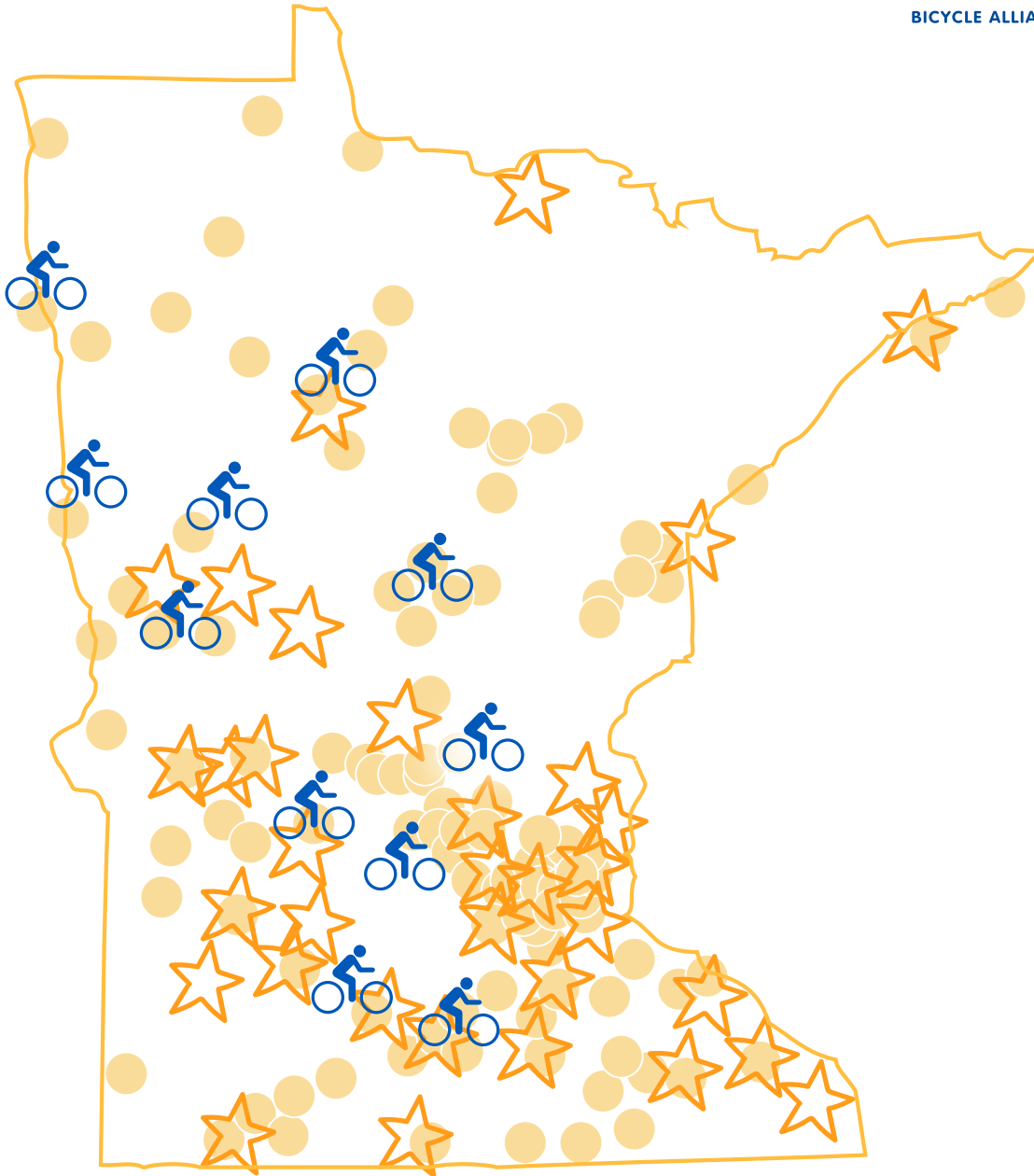
N/A

Does your project include original, hypothesis-driven research?

No

Does the organization have a fiscal agent for this project?

No



City Mayor is a member of the MN Mayoral Active Transportation Caucus. Complete list at www.bikemn.org/Caucus



City is a nationally recognized "Bicycle Friendly Community." Complete list at www.bikemn.org/BFC



Trained educator who can teach safe walking and biking to elementary students

