

Better Bike Share Partnership Challenge Grant Guidelines 2018-19



The Better Bike Share Partnership is a collaboration funded by The JPB Foundation to build equitable and replicable bike share systems. The partners include The City of Philadelphia, Bicycle Coalition of Greater Philadelphia, the National Association of City Transportation Officials (NACTO) and the PeopleForBikes Foundation.

The PeopleForBikes Foundation, as part of the Better Bike Share Partnership, will make grants of \$25,000 - \$65,000 available to collaborations of non-profit community-based organizations, cities, and bike share operators to support the development and implementation of sustainable strategies to increase bike share use in underserved communities and to create long-term partnerships and processes that integrate equity, diversity and inclusion at all levels of the partner organizations.

For this third round of Challenge Grant funding, we will have the following grant opportunities available:

1) Funding for pilot and continuing strategies to address barriers to and increase the use of bike share systems in underserved communities. Approaches may include:

- Station access; while this grant will not pay for new bike share stations, new or expanding systems may propose using grant funds to engage underserved communities in station siting decisions
- Ambassadorial outreach initiatives to introduce and promote bike share for transportation and recreation
- Marketing and communication efforts to reach and demonstrate inclusiveness of all residents of the community
- Partnerships with existing community-based organizations that offer resources and programs in the community, to provide outreach and/or education on bike share
- Partnerships with organizations focused on workforce development, healthcare, transportation, social services, or others with experience working with residents in underserved communities
- Facilitating or expanding links to transit systems to improve mobility options
- Development or expansion of other strategies based on the specifics of the community, the geography, and the city

2) Funding for the development, implementation, and documentation of strategies in the following areas:

- **Replication of successful strategies:** Technical assistance, mentorship and other resources to replicate and/or scale up implementation of strategies in other neighborhoods or communities. Partnership with a community-based organization local to the new location is required.
- **Measurement and evaluation:** Development and implementation of process to assess equity efforts, both qualitative and quantitative, with the goal of honestly evaluating, improving, retooling and sharing results
- **Institutionalizing equity:** Embed work and goals of diversity, equity and inclusion within the bike share partnership with the broader goal of incorporating this work into related partnerships, programs, agencies and organizations

BBSP will not fund:

- Bike share stations, bicycles, or equipment related to the function of the bike share system
- Bicycle facilities such as bike lanes or paths, though BBSP will consider the installation of these facilities in the targeted communities as part of the applicant's broader program efforts
- General operating costs

Please note:

- 1) Preference will be given to projects led by community-based organizations with support from the bike share operator, City department(s), and other local non-profit organizations.
- 2) Demonstrated efforts to institutionalize the work and goals of diversity, equity and inclusion within the applicant and partner organizations will strengthen this grant application.

Eligible Applicants

BBSP will grant to 501(c)(3) non-profit organizations or to city or county government offices. While one of these types of entities should be the Lead Applicant with responsibility for administering and reporting on the grant-funded activities, measurements, and outcomes, we require at least one additional partner on the grant application and will look favorably on those with more than one partner. Partners may include the bike share operator, local non-profit organizations, established community-based organizations, additional city/county offices, or anchor institutions such as a hospital or university. We believe that organizations with a history of working in the communities targeted for increased engagement are essential partners and we strongly encourage those collaborations.

Additionally, partner bike share systems should be launched no later than April 30, 2018.

Match Requirements

Grantees must provide a minimum match of 20%. Specific match requirements will vary according to the size of the system and the grant for which the group is eligible.

Applicants passed from the Letter of Interest to the Full Application phase will receive guidance on their grant range and match expectations. At least half, or no less than 10%, of the match must be in cash.

Grant Submission and Evaluation Process

The Challenge Grant application process has two parts:

1. **Letter of Interest:** Interested applicants should submit a completed letter of interest application, available at www.betterbikeshare.org/grants. LOIs will include basic information about the applying organization and contact person, partners, bike share system size and type, and an overview of the project proposed for funding.
2. **Full Application:** BBSP will request a full project application from a short list of qualified applicants. Invited organizations will receive access to the full application as well as information about the size of grant for which they are eligible and match requirements.

The Letter of Interest application is available on the Better Bike Share website, www.betterbikeshare.org/grants

The Better Bike Share Partnership, comprised of representatives from project partners including the City of Philadelphia, the Bicycle Coalition of Greater Philadelphia, PeopleForBikes, and the National Association of City Transportation Officials, as well as people working to advance equity across the country, will review and evaluate each Letter of Interest and Full Application. Reviewers will assess the following proposal components:

- **Project quality:** Project scope, applicant's ability to implement strategies successfully, resources available, alignment between community need and project response, thoughtfulness in location and purpose
- **Plan** for institutionalizing these strategies into the system after the grant funding is concluded
- **Partners:** Strong relationships with the targeted communities and history of success in previous programs, understanding of issues that come into play with improving access to bikeshare, riding a bicycle, and working with the specific community(ies) targeted
- **Funding:** Capacity to solicit and sustain match funding
- **Measurement and evaluation:** Measurement methodology, applicant's ability to conduct measurement to accurately assess and quantify the success of their strategy(ies)
- **Diversity:** Geographic location, size of bike share system

Timeline

August 30, 2017: Letter of Interest application available; notification of bike share operators, cities with existing or prospective bike share systems, local bicycle advocacy organizations and other community-based organizations through partners and online media

October 6, 2017: Letters of Interest due

November 10, 2017: Selected applicants invited to submit full application

January 12, 2018: Full applications due

February 10, 2018: Grant awardees notified

April 2018– May 2019: Grant term

Grantee Requirements

BBSP has the following requirements as a condition of the grant award:

- Grantees will participate in a two-day meeting with the project partners, fellow grantees, and our equity team following the grant award. We will begin the process of collaboration as a team to identify and address barriers to bike share use in underserved communities, review grantee expectations, share other components of this broader effort, and establish additional resources available. Travel and lodging costs will be covered by the Better Bike Share Partnership
- Grantees will participate in monthly conference calls facilitated by PeopleForBikes to discuss challenges, opportunities, and status of their efforts, and to provide collective support and problem-solving
- Grantees will participate in individual monthly or bi-monthly check-in calls with BBSP Partners to discuss data collection, measurement and other issues
- Grantees will work with the PeopleForBikes communication team to share stories of their work, provide images for use in blogs, articles, and other publications, and collaborate on other efforts to share their successes. Grantees will work with NACTO on in-depth development of case studies and best practices
- Grantees will provide interim and full reports as requested and based on a schedule provided

This RFP and the Letter of Interest application are available on the Better Bike Share Partnership website, www.betterbikeshare.org/grants

Please direct any questions about these guidelines or the Challenge Grant Program to Zoe Kircos, Director of Grants and Partnerships, PeopleForBikes, zoe@peopleforbikes.org, 303.449.4893 x106