

OFFICE OF
CITY
ENGINEER



CITY OF GRAND RAPIDS

June 17, 2013

Mr. Michael Smith, Grant Coordinator
MDOT Office of Economic Development
State Transportation Building
425 W. Ottawa St.
P.O. Box 30050
Lansing, MI 48909

RE: ENH 2012066 Bike Safety Education Project Revised Cost Estimate

Dear Mike:

This is to request that the attached revised cost estimate for the above named project be added to the grant application currently in review. It is now revised to include project management activities to be performed by a City of Grant Rapids project engineer. The item of work is listed as a participating cost. The cost estimate also includes grant administration costs as a non-participating cost. The total project cost has increased accordingly from \$500,000 to \$631,651.

Thank you for your consideration of the grant application. The project is a critical component of a comprehensive non-motorized plan for Grand Rapids. The city looks forward to a favorable response to the funding request.

Please contact me if you have any questions or comments.

Sincerely,

A handwritten signature in black ink, appearing to read "Imelda C. Martinez".

Imelda C. Martinez
Administrative Analyst

Attachment

Cc: Suzanne Shultz, Planning Dept.
Jay Steffen, Planning Dept.
Chris Zull, Traffic Safety
Peter Lewak, Traffic Safety

#	Participating Items of Work	Quantity	Unit	Unit Cost	Item Cost	Notes
	PHASE I - STUDY					
1	Analysis of best intervention practices/programs	1	LS	\$ 12,000.00	\$ 12,000.00	
	PHASE II - DEVELOP					
2	Develop Billboards - 5 billboards	5	LS	\$ 1,500.00	\$ 7,500.00	
3	Development of educational campaign materials	1	LS	\$ 20,000.00	\$ 20,000.00	
4	Development of educational announcements on safety factors that affect cyclists, and motorists	1	LS	\$ 30,000.00	\$ 30,000.00	
	PHASE III - IMPLEMENT					
5	Purchase Billboard Space - 12 weeks	1	LS	\$ 1,000.00	\$ 1,000.00	
6	Radio and TV ads	1	LS	\$ 50,000.00	\$ 50,000.00	
7	Video for classroom education on bicycle safety, Development and production, 100 DVD copies for distribution	1	LS	\$ 20,000.00	\$ 20,000.00	
8	Printing of educational campaign materials	1	LS	\$ 15,000.00	\$ 15,000.00	
9	Police education (trainings) of bicycle/motorist educational issues and enforcement. (ex: League of MI Bicyclists materials)	250	ea	\$ 25.00	\$ 6,250.00	
10	Cost for media time - television	1	LS	\$ 27,000.00	\$ 27,000.00	
11	Cost for media time - radio	1	LS	\$ 25,750.00	\$ 25,750.00	
12	Advertising of promo and safety messages, such as messages on on movie ads, community newspapers, bus benches at transit stops, etc.	1	LS	\$ 50,000.00	\$ 50,000.00	
13	Educational posters, 11x 17 (500) (2 different bicycle safety messages)	500	ea	\$ 3.00	\$ 1,500.00	
14	Helmets (1,000 at \$20.00 ea) and bike safety lights (2,000 at \$30.00/set)	1	LS	\$ 80,000.00	\$ 80,000.00	
15	Educational/promotional items (Ex: wrist reflectors, hats, water bottles, bike bells, etc.)	1	LS	\$ 7,000.00	\$ 7,000.00	
16	Train the trainer classes (materials, instructor time)	5	ea	\$ 200.00	\$ 1,000.00	
17	Website - design and set up	1	LS	\$ 20,000.00	\$ 20,000.00	
	PHASE IV - EVALUATE					
18	Conduct analysis of project effectiveness	1	LS	\$ 6,000.00	\$ 6,000.00	
	PROFESSIONAL SERVICES FOR ALL PHASES					
19	Consultant services for safety education project study, development, implementation and evaluation project phases	1	LS	\$ 120,000.00	\$ 120,000.00	Rewording of scope of work to include all phases
20	Project Management by Project Engineer, City of Grand Rapids	1	LS	\$ 106,651.00	\$ 106,651.00	New item: total project mgmt cost. See items H33 - H35
	Project Management, Yr 1	.3	FTE	\$ 53,826.00	\$ -	
	Project Management, Yr 2	.2	FTE	\$ 35,550.00	\$ -	
	Project Management, Yr 3	.1	FTE	\$ 17,775.00	\$ -	
	TOTAL PARTICIPATING				\$ 226,851.00	
	NON PARTICIPATING ITEMS OF WORK				\$ 606,651.00	
1	Grant Administration	1	LS	\$ 25,000.00	\$ 25,000.00	
	TOTAL NON-PARTICIPATING				\$ 25,000.00	
	TOTAL PROJECT				\$ 631,851.00	
	Participating Match Details					
	Source			Amount		
	Downtown Development Authority			\$ 50,000.00		
	Grants/Donations			\$ 71,330.20		
	City			\$ 25,000.00		
	Source of Non-Participating Funds:					
	Project summary			Request Summary	Match Percentage	
	Participating Items			\$ 606,651.00	\$ 485,320.80	80%
	Non-Participating Items			\$ 25,000.00	\$ 121,330.20	20%
	Project Total			\$ 631,651.00	Participating Costs	\$ 606,651.00