

Institute | Community for | Micromobility

April 2, 2020

Kathy Roecker
Stormwater Management Plan Administrator
City of Kyle
100 W. Center St.
Kyle, Texas 78640

Dear Kathy,

Thank you so much for the opportunity to submit this proposal. This is a modification of our proposal for a more comprehensive Low Emission Alternative Network (LEAN) mobility plan that we submitted in February. Considering the current COVID-19 crisis, we are proposing a smaller scope of work with a rapid schedule.

PROJECT SCOPE AND DELIVERABLE.

We propose to produce a **Transportation and Economic Resilience Study** for the City of Kyle. The deliverable will be a report that will identify the opportunities and impediments for creating an economically resilient and sustainable transportation system for Kyle that integrates low speed vehicles (LSVs) as practical, affordable options for Kyle's residents, businesses, and visitors. Attached is a list of anticipated project tasks.

Our goal is to lay the groundwork for Kyle to emerge from this unprecedented economic disruption stronger and more sustainable, without leaving anyone behind. The report will position Kyle for state and federal economic stimulus funds that may be available in the aftermath of this economic disruption.

The report will provide direction for Kyle's next steps. Included in our work are several interviews that will be scheduled by, or facilitated by introductions from, City of Kyle staff, using Zoom. Kathy, you or others are welcome and encouraged to attend. These include:

- Other City of Kyle officials
- TX DOT staff
- Hays Consolidated ISD officials
- Real estate developers
- Kyle residents in focus group
- Any others that you think could provide instructive insights

PROPOSED SCHEDULE AND BUDGET

Upon acceptance, we will begin work the week of April 13, 2020 and deliver a draft report for City review the week of May 18, 2020. Two weeks after receiving feedback from the City regarding the report, we will provide a final report.

We propose a budget of \$2,500 for our time and \$300 for reimbursable expenses. In different times, we would price this work at \$8,000+ depending on scope. Please know that we understand your budget challenges because we are living through this economic crisis as well. We are committed to the project regardless of Kyle's capacity to pay at this extraordinary moment in time.

Attached are bios for our team, Katie Kam, PhD, P.E. and myself. Katie and I are honored at this opportunity to work with your talented team, and we appreciate all you have done to advance this initiative.

Thank you so much for your consideration.

Sincerely,

Susan Engelking

Susan Engelking
Executive Director
Institute for Community MicroMobility
P.O. Box 5122
Austin, TX 78763

cc: Katie Kam, PhD, P.E.

Attachments

- A. Our Team
- B. Anticipated Project Tasks

Attachment B Our Team

KATIE KAM, PHD, P.E. has over 20 years combined experience and education in civil engineering and city planning. She is founder and president of Wheels & Water LLC, a civil engineering and transportation planning firm, with expertise in land development and transportation/traffic engineering. She co-authored the book ***The Economics of Transportation Systems: A Reference for Practitioners*** and other published transportation research articles. She is also faculty research associate for The University of Texas at Arlington, engaged in transportation research. The dissertation for her PhD in civil engineering was a feasibility study of a network for LSVs as a mobility alternative, which revealed LSV drivers during peak hours can "get there faster by going slower." She also has master's degrees in both Community and Regional Planning and Civil Engineering.

SUSAN ENGELKING is founder and executive director of the new Institute for Community MicroMobility. She is also founder and CEO of Tiny Transit Strategies LLC. Her background is economic development. Early in her career, Susan was Director of National Marketing and later, National Public Relations, in the Economic Development Division of the Austin Chamber of Commerce. She has the distinction of having served as project manager or senior editor for each of the three consecutive long-range economic development plans for Austin from 1980s through 2000s.

As principal of Engelking Communications LLC since 1998, Susan has performed numerous projects for a wide range of clients. As an associate with M. Crane & Associates, Inc., she assists in developing strategic plans for Austin area nonprofits, including at present The Trail Foundation.

As a civic leader, Susan served three terms as president of the Austin Children's Museum, raised over \$3 million for its expansion, and was instrumental in its evolution to become the Thinkery. She was Treasurer for Nan McRaven's winning campaigns for trustee for Austin Community College. She served as aide to Austin City Council Member Lee Cooke prior to his election as mayor. Susan has been named Austin Communicator of the Year by Women Communicators of Austin.

As a thought leader, Susan organized a panel, ***Six Ways Micromobility Revolutionizes Design***, that was selected by SXSW 2020. Her articles on economic development have been published in national journals including the New York Academy of Sciences. Susan was selected for The Author Incubator, Washington, D.C., 2019-2020 cohort. She is the author of ***Tiny Transit: Cut Carbon Emissions In Your City Before It's Too Late***. (Morgan James Publishing, May 2020). She is working on her next book, ***Resilience: The New Livability Playbook for Mayors***, to be released in June 2020.

Susan has a Master's degree from the LBJ School of Public Affairs at the University of Texas at Austin and B.S. in education, also from UT Austin, magna cum laude, with concentrations in English and history. She has two children, Tyler and Jack, both in high school.

Attachment B
Anticipated Project Tasks

Project Task	Task Description
1.0	<i>Foundation Analysis</i>
1.1	Conduct comprehensive analysis and commentary on Codes, design standards, and plans from other jurisdictions and identify those for the City of Kyle to consider.
1.2	Provide a high-level analysis of economic, geographic, and demographic data for City of Kyle applicable to research.
2.0	<i>Opportunity Identification</i>
2.1	Identify real estate development currently under or about to enter permit review. Review submitted or conceptual plans. Discuss with developer opportunities to include infrastructure for other transportation modes.
2.2	Identify pending public works projects, review plans, and discuss with City and TxDOT staff feasibility of including LEAN infrastructure.
2.3	Create maps, tables, and commentary for creating a network for affordable, practical LSVs. Examine with high-level analysis and discussions with City and TxDOT staff potential challenges and opportunities for different types of roadways (at this stage, not road-segment specific). This task will not be a plan for implementation; rather, this provides foundation for development of LEAN plan as next step after development of this proposed research report.
2.4	Discuss potential role of LSVs for transportation to schools and opportunities and obstacles (Hays Consolidated ISD officials). Describe how other school districts (e.g., Peachtree City, GA and Lincoln, CA) support LSV use.
2.5	Discuss potential role of LSVs for businesses within Kyle with representatives of business community.
2.6	List potential funding sources for next phase of project to support development and implementation of a full LSV mobility plan.
3.0	<i>Recommendations</i>
3.1	Develop list of recommended actionable items for next phase of this effort. Such recommendations will include public outreach (e.g., demos of LSVs), demonstration LEAN route, and funding.
3.2	Develop recommended work plan for next phase of planning effort.