



Short-Term Projects 2026-2027 Grant Cycle Project Idea Worksheet

Please **thoroughly** review the project criteria at cwc.utah.gov before submitting your application. Then complete this worksheet and the questions found at the bottom of this page (and letter of support, if applicable) and send to Sam Kilpack at samantha@cwc.utah.gov no later than **February 10, 2026**.

Name of the project:	"Summit Cares" Bikeshare Helmet Program
Location of the project:	Summit County, UT
Are you applying as an individual, or an organization? (Please list the name of the organization, if applicable)	Wils Foundation
Project contact person:	Jen Lundberg, BSN, RN
Project contact email address:	Jen@Wilsfoundation.org
Project category (check all that apply) <i>*Please note your project is not required to encompass more than one category and will not be evaluated based on number of boxes checked</i>	<input checked="" type="checkbox"/> Transportation and transit <input type="checkbox"/> Environmental protection <input type="checkbox"/> Recreation stewardship <input type="checkbox"/> Economic sustainability
What is the project's expected start date?	June 2026
What is the project's expected completion date?	October 2026
What is the estimated total cost of the project?	\$16,500
How much are you requesting from the CWC?	\$14,500
Have you reviewed your project with the appropriate authorities as outlined in the eligibility requirements , and received their support or approval? If so, please list the name, agency, and position of each person you have spoken to.	Yes, this will not require use of public lands, water, or permitting.
Does your project require any permits, and do you have those permits in-hand?	Not required.
Do you have the above-mentioned permits in-hand?	Not required.
Does your project require a NEPA?	No
IF YES: Has the NEPA been completed already, or can the NEPA and the project both be completed by June 2026?	
I have carefully reviewed this application for accuracy and completeness. I understand that late or incomplete applications will not be accepted.	<input checked="" type="checkbox"/> Yes

Please use the space below to respond to the following questions:

1. Briefly describe your idea. How will it implement transportation and transit solutions, protect the ecosystems that originate in the Central Wasatch, steward recreational access, and/or sustain the economic viability of the project area?

The Central Wasatch area experiences intense recreational and tourism demand, resulting in roadway congestion, parking pressure, and increased impacts to recreational areas. The Summit Bike Share was established as the first all-electric bikeshare program in North America to provide a better way to enjoy the Wasatch Back. However, many riders, especially visitors and lower-income residents, do not carry helmets, limiting both safety and participation.



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The Wills Foundation, a Utah-based nonprofit dedicated to advocating for safe protective gear while participating in outdoor sports, is proposing the “Summit Cares” helmet program to improve access to safe equipment. Wills Foundation is asking for \$14,500 of the total \$16,500 project costs. To maximize the impact of grant dollars, the program will purchase 150 helmets through Summit Bike Share’s existing partnership with Sweet Protection, which provides MIPS helmets at a 50% discount, along with 400 replacement padding sets and 15 secure helmet depository boxes at strategically located stations. Helmets will be provided to Summit Bike Share, which will contribute \$2,000 in direct support and lead ongoing operations, including installing depository boxes, replacing padding after use, redistributing helmets between stations, and coordinating with site hosts. Summit Bike Share is also committed to purchasing all future replacement padding sets to ensure long-term viability of the program. With more than 25,000 anticipated trips, this partnership will expand helmet use and encourage riders to choose bikes instead of cars for recreation and local travel.

Several local partner organizations have agreed be site hosts by providing a location for the depository boxes, and to assist with helmet distribution and education. Helmets will be fitted with QR codes and linked to bikeshare rentals to ensure that they will be returned. While we will not be able to locate dispenser boxes at every bikeshare station, our strategic approach will ensure that riders will have nearby helmets for every origin and destination station. This approach supports equitable access to recreation and transportation, particularly for visitors and residents who rely on bikeshare as a primary or spontaneous travel option.

Transportation & Transit

This program increases safe access to Summit Bike Share by removing helmet-related barriers thus encouraging more riders to choose bikes instead of cars. Expanded bikeshare use supports first- and last-mile connectivity, reduces traffic congestion, and lowers parking demand in high-use areas throughout Park City and the Snyderville Basin.

Environmental Protection

By shifting trips from vehicles to bikes, the program directly reduces air pollution and greenhouse gas emissions in the Central Wasatch. Last year alone, Summit Bike Share prevented an estimated 30 tons of carbon dioxide emissions, based on internal program trip data, helping protect sensitive mountain ecosystems and watersheds.

Recreation Stewardship

Helmet access enables more people to safely connect to parks, trails, and outdoor destinations, supporting responsible recreation throughout the region. Bikeshare offers one of the best ways to experience Park City and the Snyderville Basin, allowing residents and visitors to enjoy the landscape while minimizing impacts on natural resources.

Economic Sustainability

Summit Bike Share supports a resilient, year-round economy by operating during the spring, summer, and fall, outside of the traditional winter ski season. Increased bikeshare use brings visitors and residents to local businesses, balances out seasonal activity, and supports sustainable economic growth without adding strain to transportation infrastructure.



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2. Does this idea result in other benefits to the Central Wasatch and its users beyond what you have described above?

This project meets all four of the project categories, but will also benefit Equity and Access goals of the Summit Bike Share. By eliminating the cost and planning barriers associated with helmet ownership, this program ensures that safe bicycling is accessible to riders of all income levels, including users of discounted bikeshare memberships and visitors without personal equipment. Convenient access to clean, shared helmets supports equitable participation in active transportation and recreation throughout the Central Wasatch.