



Transportation Project Sponsors

1. Project Sponsor (must be a public agency)–REQUIRED

Organization Name: <input style="width: 90%;" type="text" value="Portland State University - Transportation & Parking Services"/>	
Contact Person Name: <input style="width: 70%;" type="text" value="Ian Stude"/>	Title: <input style="width: 80%;" type="text" value="Trans. Options Manager"/>
Street Address: <input style="width: 70%;" type="text" value="1812 SW 6th Ave"/>	Phone: <input style="width: 60%;" type="text" value="(503) 725-9015"/>
City, State Zip: <input style="width: 80%;" type="text" value="Portland, OR 97201"/>	
E-mail: <input style="width: 90%;" type="text" value="istude@pdx.edu"/>	

2. Co-Sponsor(s)

List the organization names for any Co-Sponsors of this project:

Transportation Project Information

3. Project Name–REQUIRED

Project Name:

4. Project Budget Summary - This table will automatically fill in.

	Project Funds	% of Project Costs
Total Costs	\$125,240	
Non-Eligible Costs		
Total Transportation Project Cost	\$125,240	100%
Matching Funds	\$18,786	15%
Requested Funds	\$106,454	85%

5. Provide a brief summary of the project (max 800 characters)–REQUIRED:

Our application seeks funding for a pilot project to install an RFID system in Portland’s University District that would accurately track employees who sign up for a bike commute incentives program. This verifiable system would make it possible for the University to provide its employees, and eventually students, with economic incentives for bike commuting. The RFID system would also fill a gap in PSU’s transportation demand management strategies of coupling cost-based disincentives for driving alone with financial incentives for using alternative forms of transportation. Although PSU offers a significant economic incentive for employees to use transit, the University offers no similar economic incentive for biking. Furthermore, PSU’s RFID system would serve as a model for large campuses.



MULTIMODAL TRANSPORTATION PROGRAM PROJECT APPLICATION

6. Is this project a continuation of a previous Statewide Transportation Improvement Program (STIP) Project?

- Yes No

If yes, describe the status of the previous STIP project.

7. Does this project complement or enhance an existing or planned STIP project? For example, does it provide a more complete solution for an existing project or is it intended to work with another planned project, including a "Fix-It" STIP project?

- Yes No

If yes, describe the relationship of this proposed project to the other, including planned timing of both projects.

8. Project Problem Statement–REQUIRED

Provide a paragraph explaining the problem or transportation need the project will address:

Offering effective rewards and incentives to promote bicycling as a viable transportation option has proven difficult due to the lack of practical and reliable methods for verifying the actual effect of those incentives. Without accurate data reflecting a true change in modal choice it is difficult to rationalize, monitor and financially manage the most effective incentives – those that are tied to the direct economic benefit of the user (e.g. monthly pay bonuses or reduced health care premiums).

9. Transportation Project Location–REQUIRED

City: <input type="text" value="Portland"/>	County: <input type="text" value="Multnomah"/>
MPO: <input type="text" value="METRO"/>	Special District: <input type="text" value="Region 1"/>

Project Location Detail: (include as appropriate: road and milepost range, rail line and milepost range, GPS coordinates, bus route and stops, bike path or multipurpose trail locations, sidewalk locations, or other location detail)

Project will include installation of 10 RFID readers in University District (defined as the area south of SW Market St, East of I-405, North of I-405, and West of Naito Parkway)

10. Maps and Plans (Project Site and Vicinity Maps are required for all construction projects. Include other applicable maps or drawings, if available.)

<input checked="" type="radio"/> Attached/Upload <input type="radio"/> Not Applicable	Vicinity Map (8.5x11) (may be inset on site map page)
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MULTIMODAL TRANSPORTATION PROGRAM PROJECT APPLICATION

<input checked="" type="radio"/> Attached/Upload <input type="radio"/> Not Applicable	Site map/air photo (showing existing site) (8.5x11)
<input type="radio"/> Attached/Upload <input type="radio"/> Not Applicable	Site map (showing proposed construction area clearly marked) (8.5x11)
<input type="radio"/> Attached/Upload <input type="radio"/> Not Applicable	Typical Cross Section Drawings (showing proposed construction funded by the requested funds clearly marked) (8.5x11)

11. Project Description–REQUIRED

Clearly describe the work to be funded and describe what will be built, any services that will be provided, what equipment will be purchased, or project planning or environmental document efforts that will be paid for with Requested Funds. Include whether [Practical Design](#) considerations have been applied to the proposed project. Identify if the project can be completed in phases, and whether the project or phase will provide a complete, useful product or service. (Maximum 4000 characters)

Portland State University’s (PSU) RFID (Radio Frequency Identification) Bike Commuter Incentives Program will allow PSU to accurately track, and offer incentives to, employees who bike to work. STIP Enhance Project funds would be applied toward the purchase of ten RFID readers and 500 reader tags to be attached to participants’ bikes, and the administrative costs of implementing, promoting, and evaluating the program. RFID readers will be installed on campus property and, where applicable, in the City of Portland right-of-way furnishing zone, compliant with the City “encroachment permit” process. The program will be open to all PSU employees, with the exception of student employees and GRAs, and will target lower-income employees, who have a lower-than-average bike commute rate.

The infrastructure for this project will be implemented in a single phase. RFID readers will be installed at 10 strategic locations around campus, and will count participating employees as they bike through the reader zone. Data from the readers would then be uploaded to a central server daily. Participants will be able to log in to a website to check their personal statistics for miles biked, calories burned, and carbon saved. Administrators will be able to log in to the website to download commute data in order to determine who qualifies for Bike Hub rewards. This data will also provide PSU’s transportation planning team with a more accurate and ongoing data set about employee bike commuting. Using a unique ID number, data analysts will be able to download data and merge it with PSU’s demographic data to conduct more targeted analysis.

In its initial phase, the incentives program will be administered through the PSU Bike Hub and will consist of monthly discounts and credits for Bike Hub service or merchandise. Eventually, the program has the potential to support cash-based employee benefits that would be administered by the Human Resources department and would take advantage of the Bicycle Commuter Act of 2008, which allows employers to provide employee bike commuters with a \$20 payment free of taxes, or allows employees to set aside \$20 in pre-tax wages to be applied toward purchases that support their bike commutes (i.e. helmets, tune-ups, rain gear, etc.). Human Resources will also be



MULTIMODAL TRANSPORTATION PROGRAM PROJECT APPLICATION

exploring the possibility of linking program participation to reduced rates for employee health care premiums, resulting in a monthly savings for each participant.

This project will serve as a demonstration project for other employers in the region to see how RFID technology could be used to facilitate a bike commute incentive or benefits package. Despite the passage of the Bike Commuter Act in 2008, the challenge of verifying bike trips with the accuracy necessary to satisfy a human resources department has been a key barrier to the provision of employer bike commute benefits programs.

PSU Transportation and Parking Services (TAPS) will take the lead in planning, implementation, and evaluation of the program. The PSU Bike Hub will serve as the information and administrative center for the commuter incentive program. The STIP Enhance Project funds will cover 85% of project funding, with PSU covering the remaining 15%.

12. Primary Project Mode(s)

<input type="checkbox"/> Passenger Rail	<input type="checkbox"/> Light Rail	<input type="checkbox"/> Bus/Transit
<input type="checkbox"/> Pedestrian	<input checked="" type="checkbox"/> Bike	<input type="checkbox"/> Highway/Road
<input type="checkbox"/> Other:		

13. Project Activities

<input type="checkbox"/> Infrastructure Engineering, Design, or Construction	<input type="checkbox"/> Project Planning and Development	<input checked="" type="checkbox"/> Operations/Service Delivery
<input checked="" type="checkbox"/> Capital Equipment Purchases	<input checked="" type="checkbox"/> Transportation Demand Management	<input type="checkbox"/> Other

Timetable and Readiness Information

14. Indicate anticipated timing for the following activities, as applicable. Provide a date, if known, or year–REQUIRED.

Anticipated Dates	Activity
2016	Requested STIP Funding Year (e.g. 2016, 2017, 2018) - REQUIRED
	Bid Let Date
	Construction Contract Award
	Construction Complete
2016	Capital Equipment Purchase
2016	Operations/Service Begin
	Other Major Milestone:
2016	Project Completion/End of Activities funded through this request - REQUIRED

15. Is the proposed project consistent with adopted plans? (Plans may include, for example, transportation plans, mode plans such as bike/ped or transit plans, economic development plans, comprehensive plans, corridor plans or facility plans.)–REQUIRED

Yes No

Describe how the proposed project is consistent with adopted plans. List plans that include the project (with page numbers if possible) or describe how the project meets plan intent. If the project is not consistent, explain how and when plans will be amended to include the project.

This project aligns with the PSU Climate Action Plan, the City of Portland and Multnomah County Climate Action Plan, and the Portland Bicycle Plan for 2030. The 2010 PSU Climate Action Plan calls for reducing the mode share of drive alone trips to 15% by 2030 (Climate Action Plan, pg. 53). Additionally, the 2009 City of Portland and Multnomah County Climate Action Plan calls for a 25% bicycle commute mode split by 2030, up significantly from the current bicycle mode split of 8% (Climate Action Plan, pg. 42). The Portland Bicycle Plan for 2030 calls for expansion of encouragement programs that “raise awareness and provide incentives that increase bicycling” (Portland Bicycle Plan, pg. V) In order to reach these goals, it is crucial for the university to disincentivize driving alone while facilitating and incentivizing cycling and walking. Both Climate Action Plans and the Bicycle Plan for 2030 set large-scale goals for energy reduction in the future without outlining any specific methods or plans to work towards meeting those goals; therefore, while the proposed project is not described in this plan, it will help in meeting the goals outlined in the plan by taking initial steps in incentivizing cycling to campus.

16. Is the proposed Transportation Project consistent with Major Improvement Policies including [OTP Strategy 1.1.4](#) and [OHP Action 1G.1](#)?—REQUIRED

- Yes No

Describe how the proposed investment is consistent with OTP Strategy 1.1 and for highway projects, OHP Action 1G.1. If the project corresponds to a later priority in these strategies, describe how higher priority solutions have already been tried or why they are not applicable or not appropriate to the location.

Streets in Portland’s city center have limited capacity. By implementing this project at PSU, some drive alone trips to campus will be converted to bicycle trips. This project will help in managing the existing transportation system effectively by facilitating a system that is more energy-efficient and reduces wear and tear on roads , congestion, and carbon emissions.

Project Benefit Information

Questions 17 through 26: Describe how the proposed solution will help achieve the outcomes listed below. Describe the benefits that the proposed solution is expected to achieve and provide documentation of those benefits where available, such as summaries of data analysis or modeling results, or letters of commitment from participants or employers. Where appropriate, also include in the description whether the proposal will mitigate or prevent a negative impact to the desired outcome.

This information and information throughout the application will be used as input to the STIP decision process. It is not expected that every solution will help achieve every benefit. Different types of solutions are likely to have different kinds of benefits and no type of solution or benefit is assumed to be more important than others. Please provide a realistic description of expected benefits of the proposed solution and feel free to use N/A where the benefit or outcome listed does not apply to the proposal.

17. Benefits to State-Owned Facilities

Outcome sought: preserve public investment by maintaining efficient operation of state-owned highways and other facilities through operational improvements, local connectivity, congestion-reducing projects and activities, etc.

For example, will the solution:

- Provide an alternative to travel on state owned facilities?
- Cost less than a state facility improvement with equal benefits?
- Include local efforts to protect the investment such as an Interchange Area Management Plan?
- Plan for or contribute to development of a seamless multimodal transportation system?
- Complete or extend a critical system or modal link?

Implementing the RFID system will directly benefit the City of Portland and the State of Oregon by providing access to bicycle counts at ten locations that can augment the annual bicycle counts and provide needed information on weather, seasonal, and other external impacts on bicycling. Additional benefits will be seen in the decrease of drive-alone trips and thus, decrease in congestion and wear and tear on city and state facilities.

18. Mobility

Outcome sought: provide mobility for all transportation system users and a balanced, efficient, cost-effective and integrated multimodal transportation system.

For example, will the solution:

- Improve or better integrate passenger or freight facilities and connections, including multimodal connections, to expedite travel and provide travel options?
- Improve or provide a critical link in the transportation system or connection between modes for travelers or goods?

n/a

19. Accessibility

Outcome sought: ensure appropriate access to all areas with connectivity among modes and places and enable travelers and shippers to reach and use various modes with ease.

For example, will the solution:

- Improve connections within residential areas and/or to schools, services, transit stops, activity centers and open spaces, such as by filling a gap in bicycle, pedestrian, or transit facilities?
- Improve or expand access to employers, businesses, labor sources, goods or services?
- Plan for or contribute to expanding transportation choices for all Oregonians?

Reaching out to the interested but concerned group of commuters will expand their transportation choices. Providing economic incentives for bike commuting would make cycling a viable option for a larger group of people. By providing economic incentives for cycling to work, this program will increase the percentage of employees who would consider biking to work.

20. Economic Vitality

Outcome sought: expand and diversify Oregon's economy by efficiently transporting people, goods, services and information.

For example, will the solution:

- Support, preserve, or create long-term jobs and capital investment? Will it do so in an economically distressed area?
- Enhance opportunities for tourism and recreation?
- Plan for or contribute to linking workers to jobs?

Bicycling and related industry, sales, and service activities are a significant economic force and provide a strong source of both direct and indirect revenue and jobs. The economic impact of bicycling in Portland (total revenue generated by bicycling sectors--manufacturing, sales, service, tourism) is \$63 million; additionally, bicycling has generated 600-800 jobs (Alta, 2006). Increasing cycling will support and encourage a strong local economy.

21. Environmental Stewardship

Outcome sought: provide an environmentally responsible transportation system that does not compromise the ability of future generations to meet their needs and encourage conservation of natural resources.

For example, will the solution:

- Use design, materials or techniques that will more than meet minimum environmental requirements or mitigate an existing environmental problem in the area?
- Help meet air or water quality, energy or natural resource conservation, greenhouse gas reduction or similar goals?
- Plan for or contribute to the use of sustainable energy sources for transportation?

The Portland State University campus is the largest traffic generator in Oregon. It is the duty of the University, as Oregon's largest academic institution, to take a leadership role in encouraging environmental responsibility on a statewide level. This program will directly contribute to the use of sustainable energy sources in transportation by incentivizing carbon-free transportation and aligning with the Climate Action Plan, which calls for an 80% reduction in campus emissions by 2030 and carbon neutrality by 2040.

22. Land Use and Growth Management

Outcome sought: support existing land use plans and encourage development of compact communities and neighborhoods that integrate land uses to help make short trips, transit, walking and biking feasible.

For example, will the solution plan for or contribute to:

- Efficient development and use of land as designated by comprehensive or other land use plans?
- Community revitalization including downtowns, economic centers and main streets?
- Compact urban development and mixed land uses?

n/a

23. Livability

Outcome sought: promote solutions that fit the community and physical setting, enable healthy communities and serve and respond to the scenic, aesthetic, historic, cultural and environmental resources.

For example, will the solution:

- Enhance or serve unique characteristics of the community?
- Use context sensitive principles in design and minimize impacts on the built and natural environment?
- Encourage a healthy lifestyle and enable active transportation by enhancing biking and walking networks and connections to community destinations or public transit stops or stations?
- Include elements that will make the facility or service more attractive, enjoyable, comfortable or convenient for potential users?

Encouraging alternative transportation to campus has always been a paramount goal for Portland State University. Initially targeting employees, this program seeks to convert 5% of drive-alone trips to bicycle trips (112 trips/day), which would reduce congestion, VMT, and carbon emissions in the city center, improve employee health, and align with the Climate Action Plan goal of reducing drive-alone trips to 15% by 2030. The current bicycling program would be enhanced with an influx of new riders, and providing incentives will encourage more of the interested but concerned population to try bike commuting.

24. Safety and Security

Outcome sought: Investment improves the safety and security of the transportation system and takes into account the needs of potential users.

For example, will the solution:

- Improve safety by using designs or techniques that exceed minimum requirements for safety and are likely to reduce the frequency or severity of crashes?
- Help reduce crashes involving vulnerable road users such as bicyclists and pedestrians?
- Improve the ability to respond to an emergency and quickly recover use of the facility or service?

n/a

25. Equity

Outcome sought: promote a transportation system with multiple travel choices for potential users and fairly share benefits and burdens among Oregonians.

For example, will the solution:

- Benefit a large segment of the community?
- Benefit one or more transportation disadvantaged populations?
- Improve environmental justice or economic equity of the community or region?

This program will seek to expose lower-income employees to bicycling as a viable commuting option. According to PSU's Spring 2010 Employee Transportation Survey, only 7% of employees making less than \$25,000/year use biking as their primary mode, compared to the overall average of 11%. Special focus will be given to engaging those who face the greatest perceived social, cultural or economic barriers to being able to use bicycling as a regular form of transportation. The education and outreach will focus on bringing new bicyclists into the bicycle community and help them be safe, effective, and courteous riders.

26. Funding and Finance

Outcome sought: investment uses funding structures that will support a viable transportation system and are fair and fiscally responsible.

For example, will the solution:

- Have ongoing funding available for operations and maintenance?
- Support the continued use of prior investments or reduce the need for future investments?

PSU Transportation and Parking Services, with annual budget of approximately \$9 million, is committed to operational funding for the future life of the program, along with all associated maintenance costs. As an auxiliary service within PSU, Transportation & Parking Services is fully self-supported without state, tuition, or student fee based revenue sources, and employs performance-based budgeting practices.

Through this program, VMT and drive-alone trips to university will be reduced, resulting in a reduced need for future investments in parking facilities and roadway system improvements typically associated with growing numbers of motor vehicle traffic.

Budget Information

27. Estimated Project Costs–REQUIRED

List estimated costs for the various activities listed below, as applicable to proposed project. Shaded fields are automatically calculated.

	Enter Values in this Column	Total Column
Project Administration	\$2,500	
Staff Costs (for Service/Educational Projects)		
Project development and PE		
Environmental Work		
Coordination and Outreach	\$10,000	
Leased Space		
Building purchase and/or Right of Way	\$4,590	
Capital Equipment	\$105,650	
Non-Construction Project Costs Total		\$122,740
Utility Relocation		
Construction	\$2,500	
Construction Project Costs Total		\$2,500
Total Eligible Project Cost		\$125,240
Non-Eligible Costs (other project non-transportation expenditures, e.g. un-reimbursable utilities)		

28. Project Participants and Contributions–REQUIRED

List expected project participants and their contributions in the table below. Begin with the amount contributed by the Sponsor and include contributions from Project Co-Sponsor and other participants, if applicable. Sponsor and participant contributions must add to at least 10.27% of Total Transportation Project Costs. This is the amount of matching funds typically required for most federal funding programs. The specific amount of matching funds required for the proposed project may be more or less than 10.27%, depending on its funding eligibility. Specific match requirements will be determined during application review.



MULTIMODAL TRANSPORTATION PROGRAM PROJECT APPLICATION

Participant Role	Participant Name	Project Funds Contribution	Percent of Transportation Project Total Cost
Sponsor	PSU Transportation & Parking Services	\$18,786	15%
Co-Sponsor			0%
Participant			0%
Participant			0%
Total		\$18,786	15%

If you have more co-sponsors and participants than lines in the table above, list their names and contribution amounts in the box below and enter the totals of Co-Sponsor and Participant contributions in the appropriate spaces in the table above.



Submittal Approval

29. Project Sponsor Signature Authority Information–REQUIRED

The Authorizing Authority identified below approved the submittal of this application on behalf of the Project Sponsor. Project sponsors other than the Oregon Department of Transportation will be required to sign an Intergovernmental Agreement (IGA) with ODOT prior to receiving any project funds. The IGA with the state will detail the requirements for the use and management of requested funds.

Authorizing Authority Name:

Authorizing Authority Title:

Electronic submittal was approved by the identified authorizing individual. No signature needed if checked.

Signature: Date:

30. Co-Sponsor Signature Authority Information

The signature below demonstrates support of this application on behalf of the Co-Sponsor:

Authorizing Authority Name:

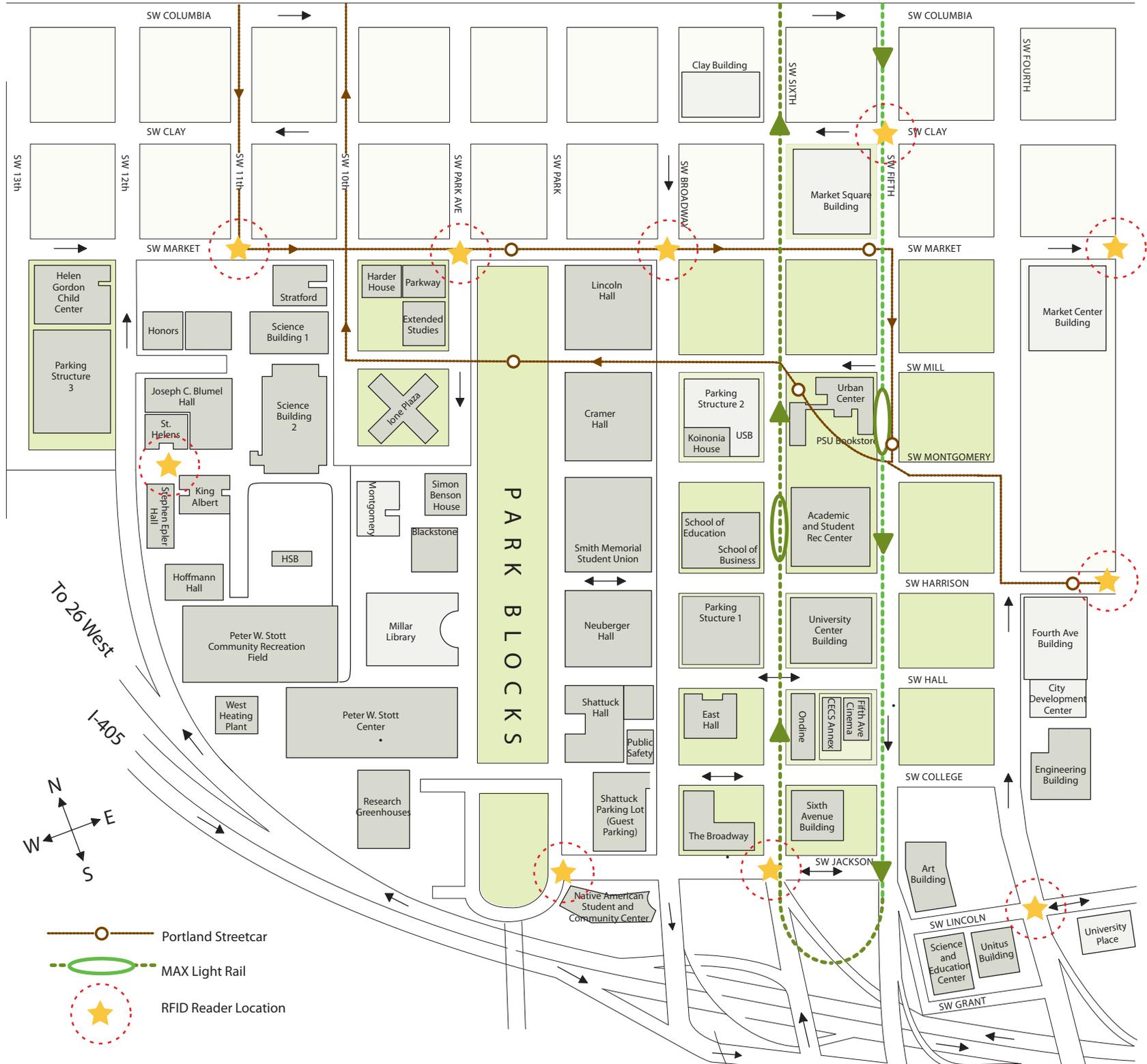
Authorizing Authority Title:

Signature: Date:

If you have more than one Co-Sponsor, list further Co-Sponsors' submittal authority names and titles in the box below and ask those named to provide their signatures and the date signed by their names.

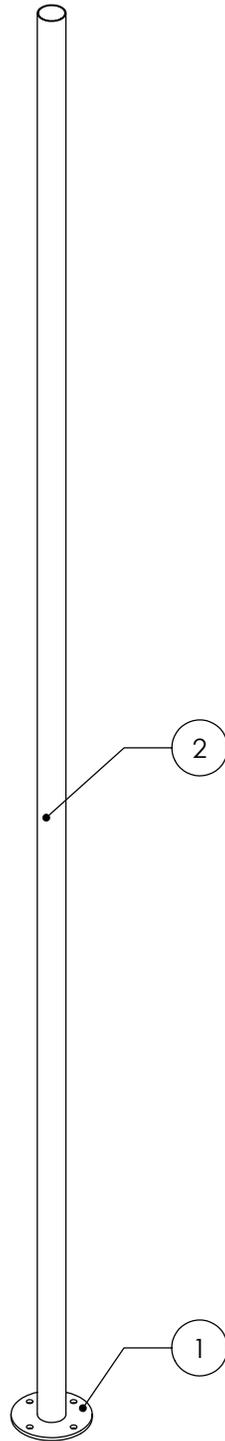
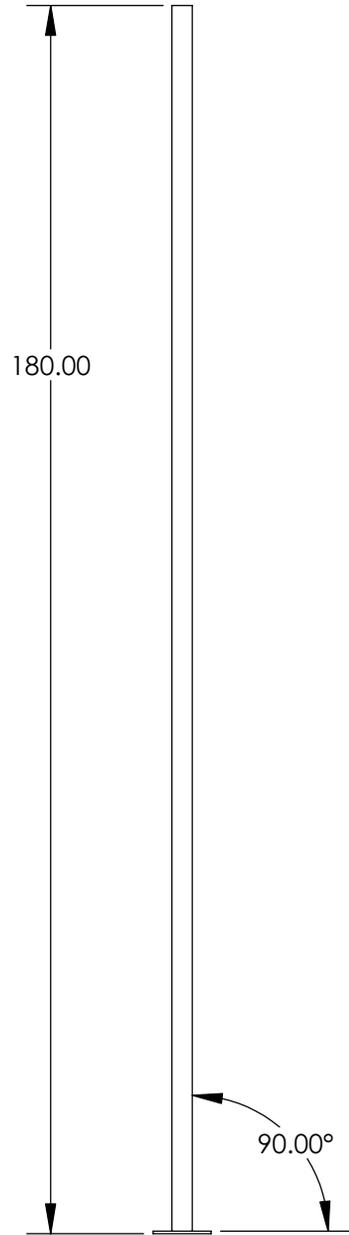
Electronic submittal was approved by the identified authorizing individuals. No signatures needed if checked.

Potential RFID Bike Count Reader Locations



Map:
 This map shows reader locations selected on the basis of trying to ensure that every bicycle entry point to the University District would be covered by a reader. Additional criteria that need to be taken into account include wifi capacity and ROW permitting constraints.

Range:
 Dero's RFID readers have a range of 30', with the possibility of attaching an antenna to the unit to cover a range up to 100'. Readers must be installed approximately 12' above ground-level.

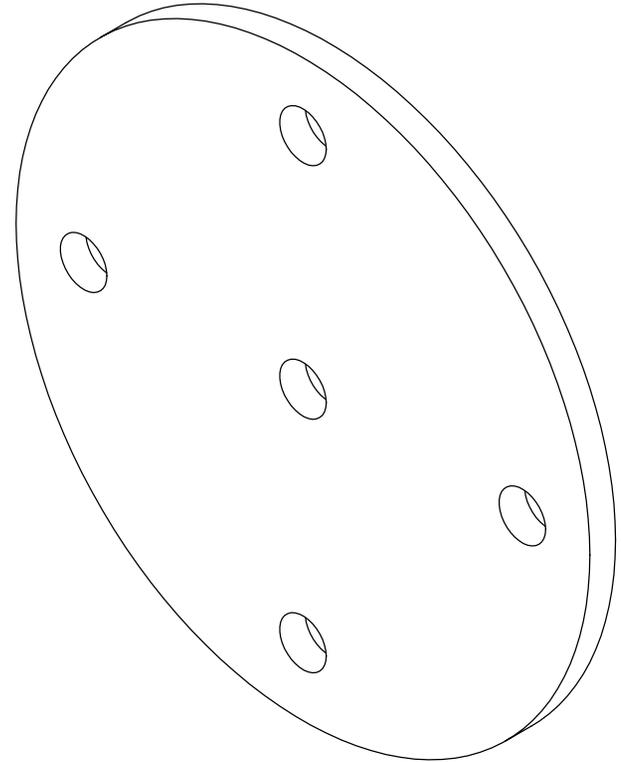
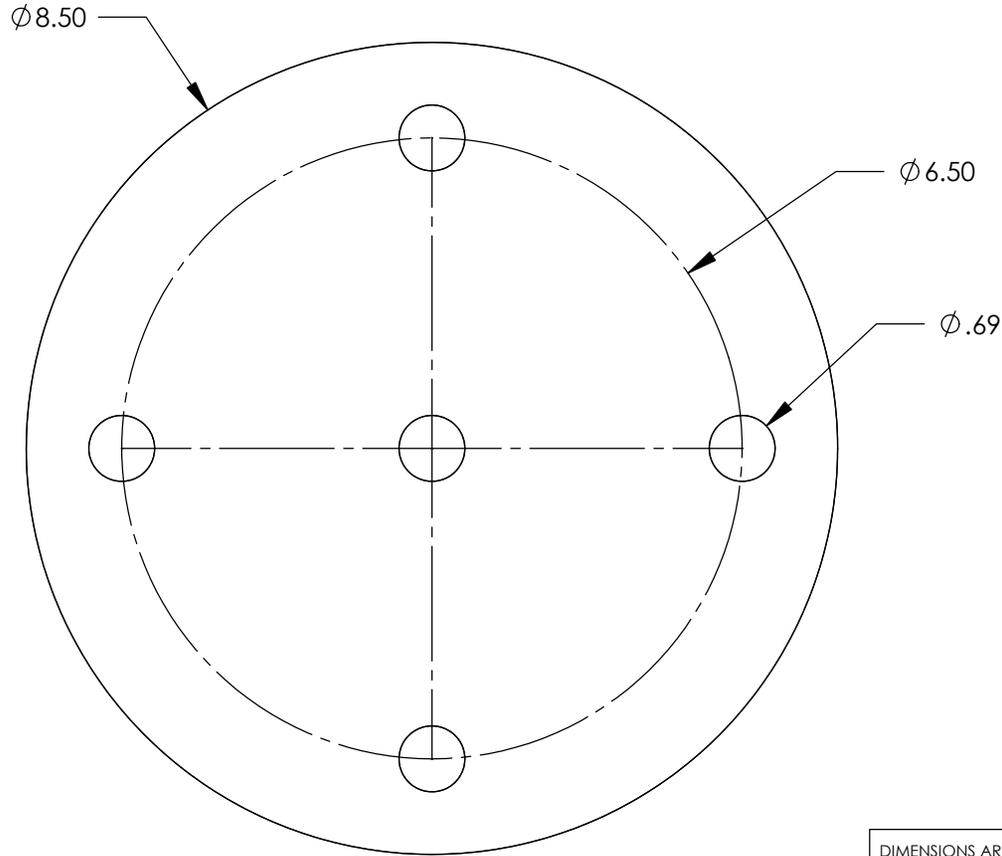


REVISIONS		
REV.	DESCRIPTION	DATE
A	INITIAL RELEASE	12/22/09

ITEM NO.	QTY.	DESCRIPTION	MATERIAL
1	1	ZAP MOUNTING BASE	SEE DRAWING
2	1	ZAP MOUNTING POLE	SEE DRAWING

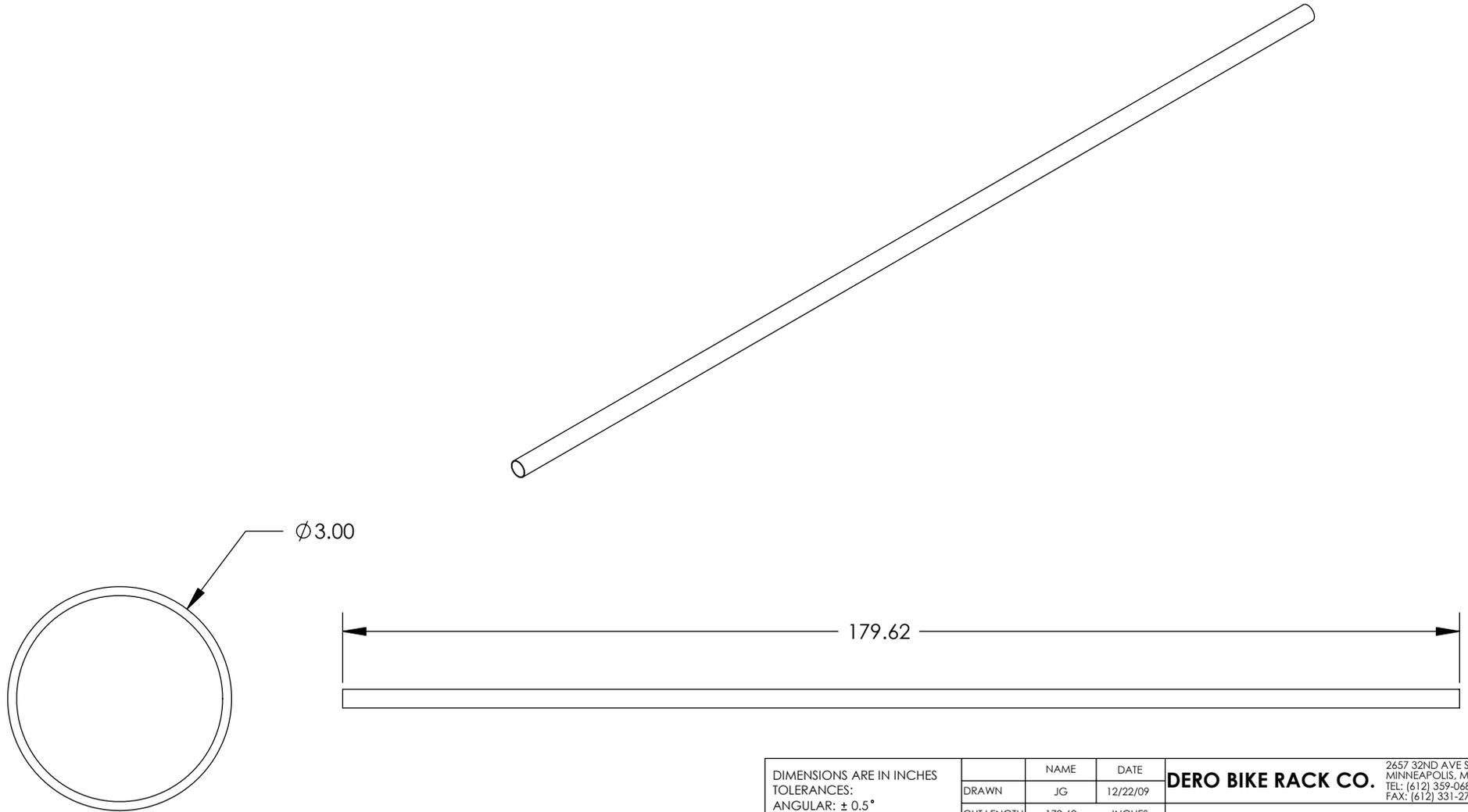
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MATERIAL SEE BOM		DRAWN JG	CUT LENGTH N/A INCHES	
FINISH SEE NOTES		PROPRIETARY AND CONFIDENTIAL THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF THE DERO BIKE RACK COMPANY. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF THE DERO BIKE RACK COMPANY IS PROHIBITED.		ZAP MOUNTING WELDMENT -
DO NOT SCALE DRAWING		SIZE A	DWG. NO. -	REV. A
		SCALE: 1:28	UNFINISHED WEIGHT: 61.31 LBS	SHEET 1 OF 1

REV.	DESCRIPTION	DATE
A	INITIAL RELEASE	12/22/09

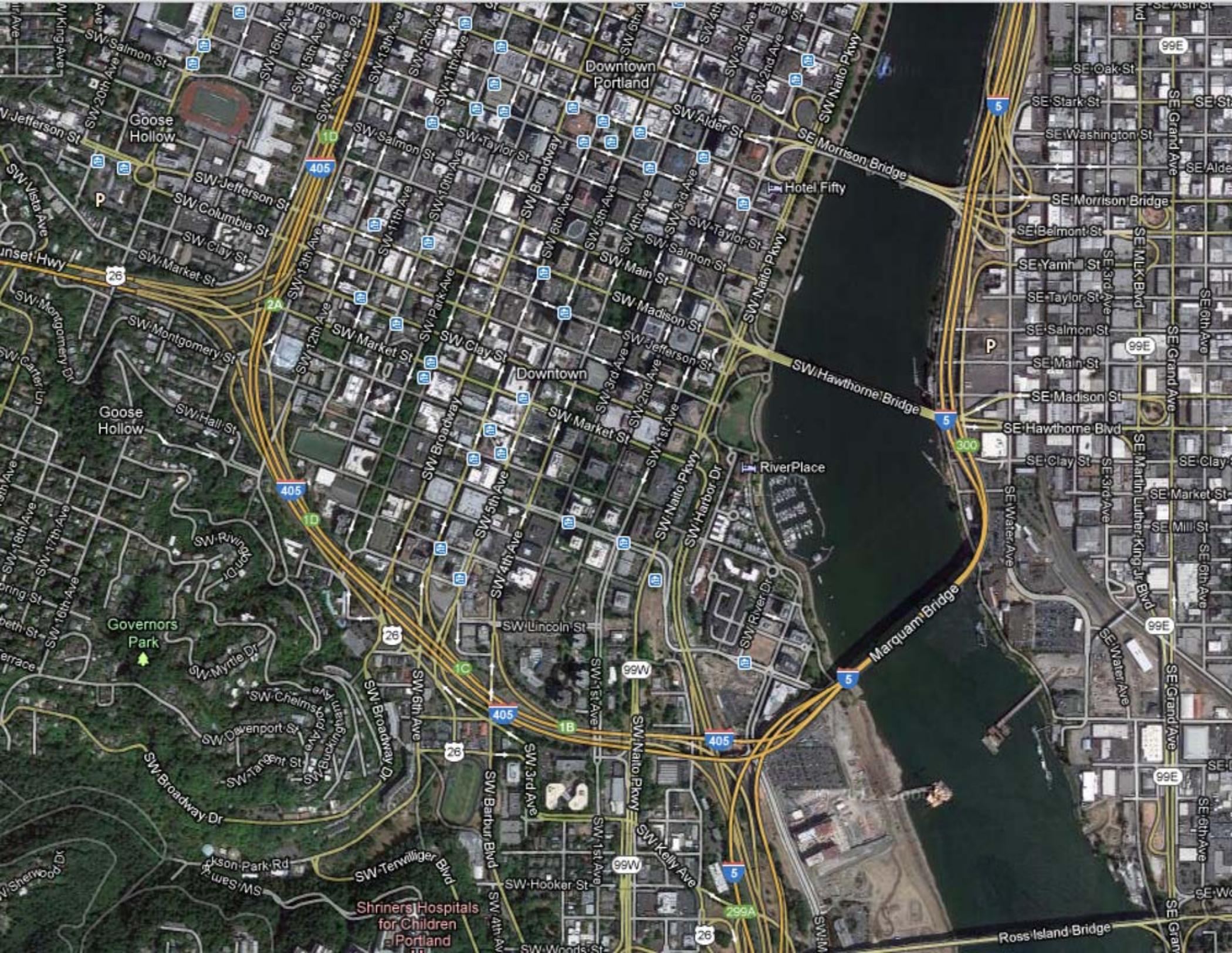


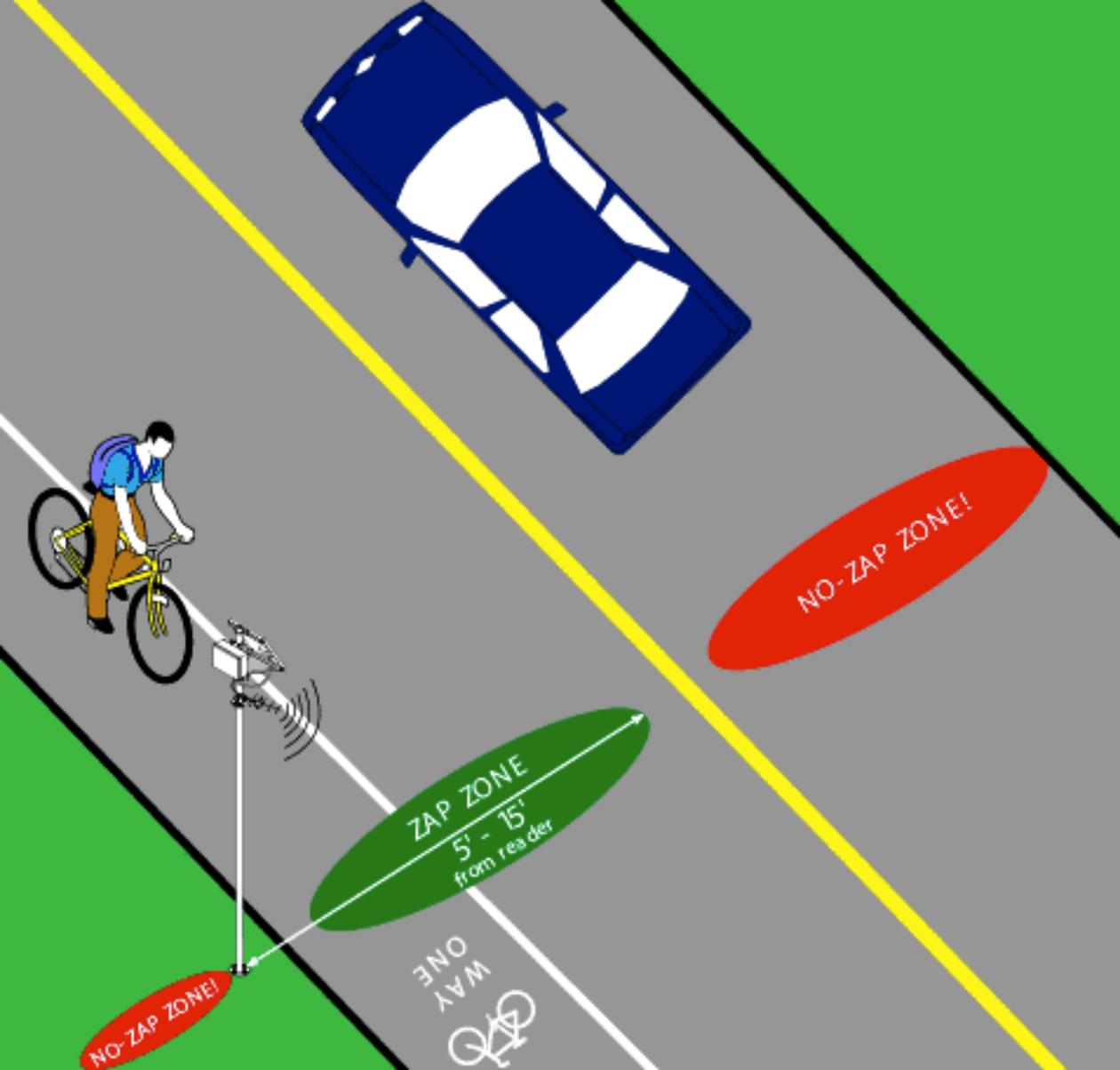
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MATERIAL	3/8" PLATE	DRAWN	JG	
FINISH	NONE	CUT LENGTH	8.5 INCHES	ZAP MOUNTING BASE - -
DO NOT SCALE DRAWING		PROPRIETARY AND CONFIDENTIAL THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF THE DERO BIKE RACK COMPANY. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF THE DERO BIKE RACK COMPANY IS PROHIBITED.		
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REV.	DESCRIPTION	DATE
A	INITIAL RELEASE	12/22/09



DIMENSIONS ARE IN INCHES TOLERANCES: ANGULAR: ± 0.5° TWO PLACE DECIMAL: ± 0.03 THREE PLACE DECIMAL: ± 0.010		NAME	DATE	DERO BIKE RACK CO. 2657 32ND AVE S MINNEAPOLIS, MN 55406 TEL: (612) 359-0689 FAX: (612) 331-2731
MATERIAL	3" 11g TUBE	DRAWN	JG	
FINISH	NONE	CUT LENGTH	179.62	ZAP MOUNTING POLE - -
DO NOT SCALE DRAWING		PROPRIETARY AND CONFIDENTIAL THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF THE DERO BIKE RACK COMPANY. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF THE DERO BIKE RACK COMPANY IS PROHIBITED.		
		SIZE	DWG. NO.	REV.
		A	-	A
		SCALE:1:24	UNFINISHED WEIGHT: 55.39 LBS	SHEET 1 OF 1





ZAP ZONE
5' - 15'
from radar

NO-ZAP ZONE!

NO-ZAP ZONE!

WAY ONE
