

SEATTLE SAFE ROUTES SCHOOL

MINI GRANT APPLICATION

To apply for a Seattle Safe Routes to School Mini Grant, enter your contact information, tell us how much money you need and answer the five questions below.

The deadline for us to receive your application is October 28, 2011.

Send via mail or email to:

Seattle Department of Transportation
Attention: Brian Dougherty
P.O. Box 34996
Seattle, WA 98124-4996
brian.dougherty@seattle.gov

School or Group Name:	Bryant Elementary School – Bike to Bryant Program
Type of Group: (i.e. School, PTA, etc)	PTSA
Group Leader Name:	Anne King
Group Leader Phone Number:	<phone>
Group Leader Email Address:	anneking@gmail.com
Alternate Contact Name:	Leslie Loper
Alternate Contact Phone Number:	<phone>
Alternate Contact Email Address:	leslie.loper@bush.edu
Amount Requested (up to \$1,000):	\$1,000.00



MINI GRANT APPLICATION (use back side if necessary)

1. Describe the way your group will use these funds.

We propose to use these mini-grant funds to support community-building within our school so that non-motorized transportation becomes an even more significant part of our culture – helping create a fun, safe, community environment for biking, walking, or scooting to school. Specifically, grant funds will be used to develop and purchase promotional materials, signage, reward prizes and incentives, and safety equipment for the following events and campaigns during 2012:

Bike to School Month

Bike to School Month in May is the main event at Bryant: A month-long incentive campaign in May to promote biking to school. We have seen participation in excess of 170 students or over 30% of the student population! We hope to continue or even expand on this level of participation in 2012.

During Bike to School Month, students track their biking trips to school and other activities, and win prizes individually, as a classroom or an entire school. In 2012, we will use an on-line tracker that not only allows for basic tracking of the number of trips, but can also collect information related to what motivates families to bike or walk to school. This information can be used to continue to improve our participation in future programming.

Bryant supplements the basic Cascade Bicycle Club sponsored event with celebrations that focus on bicycle safety, bike tuneups, bike rodeos, etc. These events are intended to both create interest around the month-long event, as well as to address potential barriers to bike commuting for families who may need additional safety or route finding information, mechanical support, etc. Bryant's own Bike Fairy will also return in 2012 to give away prizes to children who bike to school, and we will develop other fun incentive and recognition programs as well.

International Walk to School Month.

Bryant will promote International Walk to School Month in October 2012, a month-long campaign to encourage families to develop a habit of walking, biking and scooting to school that is timed for the beginning of the school year.

The campaign will also include an International Walk to School Day celebration with treats and warm beverages before school. While the international event is primarily geared toward walking, Bryant will again emphasize all forms of non-motorized transportation, so that families can choose the option that works best for them.

Bike or Walk All Year.

A 2012 program emphasis will be on helping families carry the enthusiasm of International Walk to School Month and Bike to School Month through the remainder of the year, with a goal of

getting more families using non-motorized transportation as a fun, safe habit during the months of November through April.

We plan to host Bryant community bike and walk events approximately once a month. We will meet at a local kid-friendly restaurant before school starts, provide treats for families who join us, and bike and walk as a group to school. We have found these group rides to be a powerful motivator as they create a fun school event around the simple act of choosing to commute under your own power. Additionally we plan to create a recognition program for kids who bike throughout the year.

For each of these events, grant funds will allow us to purchase:

- Promotional materials and printing of laminated signs, permanent sandwich boards, flyers, etc. These will serve to inform school families of upcoming events, as well as to educate the local community about the level of pedestrian and cycling activity around our school
- Printed maps and information to help families with the safest and non-hilly biking routes to school
- Incentive prizes such as safety equipment, foul weather gear, commuter bags, coupons for bike tuneups and parts (these prizes are heavily matched with donations from local businesses who support our program)
- Refreshments for bike-and-walk to school group rides, bike rodeos, and kick-off and celebration parties

Grant funds for the programming described above is anticipated to be used as follows:

\$500 – Food/refreshments for bike and walk events – we have found these to be a most powerful motivator and incentive for building a bike-and-walk culture in our school

\$250 – Prizes and incentives for International Walk to School Month, Bike to School Month, and Bike and Walk All Year – many of these will be distributed by the Bike Fairy, always popular with the Bryant kids

\$250 – Promotional and safety materials to ensure families and the community are aware of our programs and have access to safe routes

Grand total: \$1000

Note this grand total will be leveraged with donations from local vendors, PTSA and school funding for crossing guards and safety patrols, as well as with many hours of volunteer time

2. How will this project improve pedestrian and bicycle safety at your school?

This project will directly improve pedestrian and bicycle safety at and near our school by increasing the number of families who walk and bike to school, as well as by providing education to families regarding safe biking and walking routes and practices. When more kids walk and bike they are more visible to drivers; drivers are more likely to expect and prepare for pedestrians and cyclists; there are fewer drivers around the school; and it is safer for everyone! The steadily increasing numbers of bikers and walkers at our school over the last few years has been noticed and is changing the culture of our local community. We have received comments from other community members that there has been an accompanying and noticeable reduction in

automotive traffic and a reduction in speeds during school commute hours. This project is intended to continue this trend.

Complementary to this program, we also will continue to work with our school and with the City of Seattle to ensure there are crossing guards at the primary arterial crossings, to further ensure pedestrian and bicycle safety. Because of nearly coincident start and end times with Assumption – St. Bridget school (ASB), we also plan to work directly with ASB to promote traffic calming and bicycle and pedestrian safety. We are also encouraging ASB to continue growing their own Safe Routes program and to apply for a similar SDOT grant.

Each of our events will include distribution of safety information for student walkers and bikers, and some events will also include bicycle safety training and practice in the form of bicycle rodeos and similar activities. A portion of the funding may also be used to purchase and implement safety-related signage and/or flagging near the school and at key traffic and crossing locations.

3. How will these funds encourage more children to walk or bike?

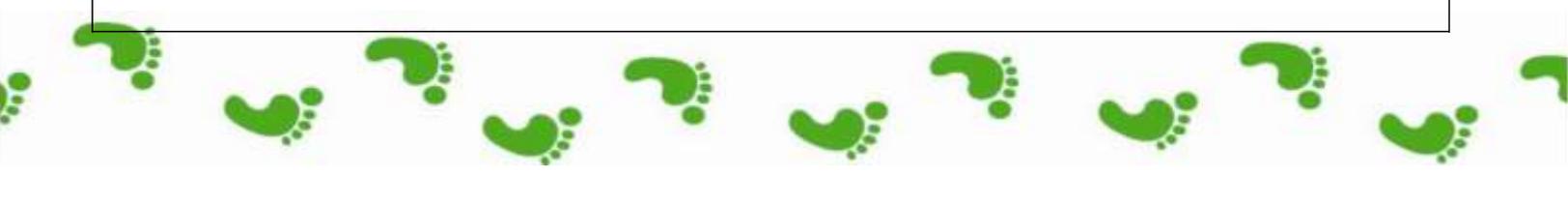
This programming is expected to outreach to at least 550 kids and their families, with as many as 200 participating directly. These funds will encourage more children to walk or bike to school through campaigns designed to kickoff and end the school year, as well as to provide continuity in the intervening months. Together these events are intended to help families develop sustainable transportation habits early in the year that they can continue to utilize all year long.

The events will provide direct incentives in the form of treats and prizes for those who bike or walk, but perhaps more importantly, will create a sense of community and culture around non-motorized transportation so that families begin to incorporate biking and walking into their daily transportation routines rather than just for special occasions. Holding events throughout the year and riding and walking as a group will help families see that non-motorized commuting even in inclement weather can be safe and fun, and will also provide opportunities for newer families to learn from more experienced bikers and walkers about gear that may help them bike or walk more frequently.

The funds will also provide opportunities to learn how to cycle safely, to help families be confident their children's bikes are safe to ride, and to find safe neighborhood family cycling and walking routes. When families feel safe walking and cycling together, they walk and bike more places, more often!

Our hope is that the more the kids and families get out of their cars to make the short trips to and from school, the more confident they will become to expand their biking and walking to other areas of their life, for example going to the grocery store or a soccer practice, thus driving less and making our roads safer by having less vehicles on them.

Finally, we are hoping to offer assistance to several other schools in beginning their own Safe Routes and/or bike and walk to school programs. We are currently in preliminary discussions with Assumption – St. Bridget (the nearest school to Bryant), as well as with Rainier View Elementary in South Seattle, and we hope to be working with them more closely in 2012.



4. Please estimate the timeline to implement this project.

These funds will provide a full year of "Safe Routes to School" programming, from January to December 2012.

5. Finally, please attach a letter of support from your school principal. [Attached]

