

**CITY OF TAKOMA PARK, MARYLAND
EXTERNAL FUNDING REQUESTS FY 2014
APPLICATION FOR GRANTS EXCEEDING \$2,500**

GENERAL INFORMATION

Organization Name Washington Area Bicyclist Association

Organization Address: 2599 Ontario Road, NW

City/State/Zip: Washington DC 20009

Program Name (if different): Takoma Park Bike Education Program

Contact Person/Title: Shane Farthing, Executive Director

Telephone Number: Day: 202-518-0524 x205 Evening: [REDACTED]

FAX Number: 202-518-0936

E-mail Address: shane@waba.org

Use of Grant Funds:

☐ Maintain Existing Program ☐ Expand Existing Program ☐ Start New Program

☒ Fund One-Time or Limited Project

Amount Requested: \$5125

Application Deadline: January 22, 2013

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

 1.22.13

Signature/Date

Shane Farthing, Executive Director
Printed Name/Title

 1.22.13

Signature/Date

Gina Arlotto, Director of Org Development
Printed Name/Title

A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members 13

Name	Title	Term	Address
Mark Blacknell, President;		**	Arlington VA
Martin Moulton, Vice President;			Washington DC
Paul d'Eustachio, Treasurer;			Takoma Park MD
Randall Myers, Secretary;			Washington DC
Kendall Dorman			Washington DC
Eric Fingerhut			Washington DC
Peter Gray			Silver Spring MD
Barbara Klieforth			Cottage City MD
Emily Littleton			Ellicott City MD
Phil Lyon			Washington DC
Jim Titus			Glenn Dale MD
Dana Wolfe			Washington DC
Bruce Wright			Reston VA

** All of our board members serve on a two-year staggered term.

2. In what year did the organization begin operating? 1972

3. In what year did this program begin operating? WABA has been offering Bicycle Education and Safety classes for over 20 years in the District of Columbia and Arlington Virginia.

4. Is the organization incorporated? Yes If so, in what state? Washington DC

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? If so, under what section of 501(c)? Yes, WABA is a 501C3 organization

Federal Identification Number (if any): 23-7305477

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? Yes

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project: 4

List Positions/Titles:

Dan Hoagland Director of Education and Dupree Heard Assistant Director of Education, plus additional League Certified Instructors at hourly rate.

How many volunteers are used to administer this program? Up to 5 to assist with the Bike Skills Challenge for children.

B. FUNDING SUMMARY:

1. Grant request: \$5152
2. Funds secured from other sources (include status of funding/amount/source): n/a
3. Additional funds yet to be secured: n/a
4. Estimated number of volunteer hours (provide number of hours x \$20.25): n/a
5. Value of other in-kind donations (provide details): n/a
6. Total program revenues: n/a

C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:

1. Need Statement:

Identify the issue or need that this program or project will address in Takoma Park.

Identify the target recipients.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

Capitol Bikeshare is expected to expand into Montgomery County in the very near future, and unfortunately, the county has not done much to prepare residents for this pending transportation mode shift. We want all residents to see the benefits of daily cycling, and learning how to ride safely is the first step toward embracing this transformative transportation option. Takoma Park, being directly adjacent to Washington DC will likely see a marked increase in bike ridership as soon as the stations are installed. We feel very strongly that bike education must go hand in hand with increasing ridership to make bicycling as safe and convenient as it can be. Our adult Learn to Ride and our Confident City Cycling courses instruct novice and experienced cyclists alike in how to ride safely and confidently for a more enjoyable trip. In addition, these classes will include a short segment on how best to use the Capitol Bikeshare system for daily cycling or commuting, whether as a primary means of commuting or in conjunction with other modes.

The target recipients of this programming will be Takoma Park residents and we will coordinate publicity of the classes with the City of Takoma Park to ensure accurate targeting. In addition, we expect to draw the children of Takoma Park to our Bike Skills Challenge for children at the Takoma Park Street Festival in October.

Our Learn To Ride class can accommodate 20 students (we provide the bikes), and our Confident City Cycling class can teach 25 students. After setup, our Bike Skills Challenge for Children typically averages 100-150 kids per hour.

2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.

A WABA Bike Education class includes full marketing, staffing by multiple trained and insured cycling educators, online registration and attendance management and tracking, and logistical support, including organizational insurance.

Our Adult Learn to Ride class uses a technique that is 99% successful in teaching an adult how to ride a bike on the first try. Our professional WABA instructors will teach adults (class size 15-20) how to ride a bike safely and confidently. Additional instruction provided on safe cycling tips including signaling, stopping and turning. Costs include educational materials, bike rental, insurance, League Certified Instructors and staff time.

Confident City Cycling encourages cyclists of all skill levels to attend this 3 hour class which will have options for multiple skill levels ranging from simple bike handling skills and using trails, to learning avoidance maneuvers and riding with traffic. Costs include educational materials, insurance and League Certified Instructors and staff time.

The Bike Skills Challenge for Children will provide an opportunity for children to ride their bike through an area with simulated traffic, stop signs, intersections and pedestrians. Children can improve their turning skills, learn simple avoidance maneuvers and gain a better understanding of the rules of the road. Costs include educational materials, course setup and takedown, space rental fee, ride insurance, and staff time. *We propose to offer the Bike Skills course concurrently with the Takoma Park Street Festival in October for maximum impact.*

3. Address how the program or project fits within the Strategic Plan and Council Priorities.

All three of these program elements fit well within the Takoma Park City Council's first two high level prioritized goals, Sustainable Community and Livable Community. We fit within the first goal of Sustainable Community by providing a knowledge base of safe cycling practices which will enable Takoma Park residents to leave their cars at home and therefore create a more environmentally sustainable city. In the same way, we create a more Livable community by encouraging residents to use a more healthy and convenient mode of transportation and how incorporate it into their daily lives.

4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit?

WABA has seen a tremendous increase in ridership in Washington DC, with a decrease in bike crashes that result in injury thanks to our steady and prolonged bike education programming in DC. We believe that the same results will easily be attained in Takoma Park. The entire community benefits from a healthier region and fewer injuries from bike crashes.

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.

Both the Learn to Ride class and the Confident City Cycling class will be offered on a weekend for a three-hour period. The children's Bike Skills Course will be available for a four to five hour period, allowing for setup and breakdown of the course.

6. Program Evaluation: Identify and describe the methods to be use to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful?

WABA has program evaluations that are handed out to the students immediately after each class. We also have an online feedback form for additional comments. The comments and evaluations can be collected and submitted to the City of Takoma Park for final evaluation. We consider our program to be a success for every new bike rider who learns how to ride a bike safely and avoid a crash while riding daily. The demand for our classes, which continues to grow, highlights the need and success of our education program and techniques.

7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.

Our East of the River Initiative started in 2010, continues to be a huge success. We provided Adult Learn to Ride courses, a Kids Triathlon and Mobile Bike Clinics during the Summer and Fall at numerous locations throughout Wards 7 and 8 in Washington DC. The response exceeded even our high expectations: We taught over 45 adults (mostly African American women ages 35-45) how to ride a bike and hundreds of people came out to our mobile bike shops for free inner tubes, brake cables and to learn how to fix their bikes themselves.

8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information. No

D. BUDGET

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan. **Please see attached sheet.**

E. TIME LINE

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year.

Immediately upon securing the grant funding, WABA staff will incorporate the classes into our calendar. We expect to be able to offer the classes in early Fall 2013 and the Bike Skills Challenge for children in October, on the same day as the Takoma Park Street Festival, provided an acceptable location can be agreed upon by the organizers.

