



Mini Grant Application for Share the Road Campaign Projects

2009



For application submittal, send to:

**Betsy Jacobsen
CDOT Bicycle/Pedestrian/TDM Unit Manager
Colorado Department of Transportation
4201 E. Arkansas Avenue
Shumate Building
Denver, CO 80222**

Or fax application to: Toni Gatzen at (303) 757-9153

**Questions? E-mail betsy.jacobsen@dot.state.co.us
phone 303-757-9982**



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We all walk, bike and drive. Let's all Share the Road.

Background and Eligibility

There is a need in Colorado to promote shared responsibility for road safety among motorists, bicyclists and pedestrians. State wide public safety campaigns to increase the awareness of shared responsibility have been limited. An increase in awareness is believed to be the first step in decreasing the number of traffic incidents and deaths in Colorado. In 2007, CDOT developed a Share the Road Campaign Tool Kit to help communities, groups and organizations implement a Share the Road campaign in their areas. However, these groups may need some funding to implement many of these tools.

The purpose of this proposal is to provide mini-grants to those groups, agencies, communities who are willing to implement a Share the Road campaign in their areas.

Eligible applicants include any non-profit organization, government entity, local group or individual willing to implement a share the road campaign in their area.

Following are a few general examples of projects. This is by no means a complete list, but we provide it as a way to stimulate ideas for a Share the Road campaign. For examples, go to the CDOT website at <http://www.dot.state.co.us/travelinfo/sharetheroad/> for additional resource links.

Examples of Projects

A Step-by-step guide and resources for implementing a Share the Road program is available on the CDOT website at <http://www.dot.state.co.us/travelinfo/sharetheroad/campaignmaterials.cfm>

Within the site, you'll find:

- A planning guidebook that includes recommendations for involving local organizations, planning calendars, suggested activities, a media guide, a reporting outline. For example, a recommendation might be to establish a presence in a local parade, or at a local fair or other community event that draws a large attendance.
- Artwork to be used for producing materials locally. This will provide a consistent and cohesive campaign throughout the state. Advertising materials, ready to place in local media including the following:
 - Print advertisement in 3 sizes and customizable for local sponsorship
 - 3 :60 radio spots (with a donut for local customization)
 - 2 :60 television spots
 - Sample outdoor advertising including a billboard and bus bench
 - Lamp post banners
 - Street banners
 - Crosswalk signs
 - Sidewalk art



This application will become your scope of work. If selected, applicants will be issued a purchase order from CDOT. **Grant payments will be made as reimbursements for project expenses after expenses have been incurred.** *No funding will be awarded for personnel time or indirect expenses.*

Any work performed by the applicant prior to receiving written authorization to proceed is not eligible for reimbursement. All project expenses must be submitted no later than June 19, 2009.

Applications will not be considered if they exceed the maximum funding amount, or if they are received after the deadline. Furthermore, any information received after the application is submitted will not be added to the applications.

Instructions and Timeline

Your grant application will be reviewed by a CDOT committee. Your answers are very important in helping the committee select the best projects. Please be complete, but also concise. **Please do not exceed the answer space allocated per question.**

Our goal is to select projects in the most effective way possible, while still providing enough time to thoroughly review each application. The review schedule is listed here to help assist you in your planning. **Please keep in mind that this is a guideline and may be subject to change.**

Timeline

March 27	CDOT announces application and call for projects
April 15	Applications due to CDOT office by 4 pm
April 17	Applications distributed to CDOT Committee for review
April 23	CDOT selects awards
April 27 –*June 19	CDOT issues purchase orders to grantees. Grantees implement program. (*all expenses will have to be incurred by June 19 in order to receive reimbursement)

Share the Road Campaign Mini-Grant Application Contact Information Sheet

Please complete the information below and **use this page as the cover page of your application.** The person identified as the Contact will be the main point of contact for CDOT.

Type of Organization: _____

Contact Name: _____

Contact Title: _____

Organization: _____

Mailing Address: _____

City, State, Zip: _____

Best Phone # to call: _____

Contact E-mail: _____

Contact Fax: _____

Amount of Funds Requested: _____

Signature and Title of Person Submitting the Proposal* _____ Date _____

*By signing, applicant admits to being authorized to sign or _____ (name of organization) and that all the information contained herein is true and correct to the best of his/her knowledge.

Share the Road Application Questions

1. You may apply for up to \$4,999.00 to help implement a Share the Road campaign in your community (limit: one grant per community).
 - a. How will you use the funds? (remember, personnel and indirect costs are not allowed)

- b. Who is your audience?

- c. Are you currently promoting Share the Road in your community?

Yes _____ No _____

- d. Who are your partners in this activity?

- e. What is your timeframe and milestones for implementation?

Notice to proceed: _____

Final report and invoices to CDOT: June 19, 2009

****Please remember, any work performed by the applicant prior to receiving written authorization to proceed is not eligible for reimbursement. All project expenses must be completed no later than June 19, 2009.****

APPLICATION QUESTIONS CONT.

2. A progress report will be required at the end of your project.
 - a. How will you conduct pre- and post-project surveys to indicate your outcome? (i.e. attendance of parade, small community survey, etc.)

- b. What type of information sharing will you do as a follow-up to your project?

Addendum A

Sample Budget Worksheet

SAMPLE COMPLETED BUDGET FOR SHARE THE ROAD CAMPAIGN IMPLEMENTATION

Item	Quantity	Unit price	Requested funds	Total Cost
T-Shirts	500	\$5	\$2,500	\$2,500
Posters				
Radio spots				
Banner	1	\$100	\$100	\$100
Total Cost				\$2,600

Blank Budget Worksheet

Item	Quantity	Unit price	Requested funds	Total Cost
Total Cost				
				Do not exceed \$4,999.00

Share the Road Application Checklist

- Application's Contact Cover Page is completed.
- All portions of questions 1 and 2 are answered in concise narrative
- Answers are brief but complete
- Addendum A, your Budget Worksheet is completed
- Provide original plus two copies of the proposal
- For application submittal, send to

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Bonus: We have supplies of Oink bumper stickers and Share the Road Tip Cards available at no cost. Please indicate on your application the quantity you're requesting.



not to actual size