



**SECTION 1: Existing Conditions - What is the Problem?**

**a)** Buena Vista (BV) is a small town of 2,500. We only have one elementary school, Avery-Parsons Elementary (APE), which recently constructed a new wing and playground. The project included new curb, gutter and sidewalk along with a new crosswalk and a revamped drop-off and pick-up flow pattern. Families are not using the new infrastructure correctly or safely. In addition to these challenges, our town experiences seasonal tourist traffic issues. Each year, “tourist season” gets longer with traffic earlier in the spring and later in the fall.

Student travel tallies conducted by LiveWell Chaffee County at APE revealed that on average, only 6% walked and 2% biked to and from school, while 66% were driven. While there are some traffic challenges on Main St., we feel that the numbers of kids biking and walking to school should be much higher. The survey work also revealed that there are significantly more students biking and walking in nearby Salida, further demonstrating our potential for improvement in BV.

**b)** APE is located on Main St., and two of our biggest challenges are Main St., where cars park diagonally and back out into traffic, and Hwy. 24, only four blocks from the school. When near to school, we want students to choose alternative routes such as Cedar St. that runs parallel to Main and Court St. where there are both sidewalks and bike lanes leading right to APE. We have a report from CDOT that analyzes 60 reported crashes along Hwy. 24, 18% of which occurred at the intersection of Hwy. 24 and Main St. (See attached.) So, for students coming from the west side of Hwy. 24 on Main St., we would like to improve this intersection.

Wellness efforts to date (including infrastructure improvements in both Salida and Buena Vista, dissemination of SRTS maps and bike safety and encouragement events) have resulted in an estimated 2% increase in average daily physical activity minutes for Chaffee County students. (See LiveWell Chaffee County data collection reports attached.)

**c)**

School	Pop	Grades	Demographics	# Walk	# Bike	% in 2 mi	Bus Dist	# Benefit	% F/R Lunch
APE	387	K-5	L12% A3%, C77% B4%O4%	20	15	40%	Outside Town	387	46%

**d)** APE is our only elementary school, has the highest rates of students being driven to school of any school in town and has an immediate need for behavior change. The school is also located on Main St., which has the most traffic of any road in town. Also, the younger the students, the more teachable they are.

**e)** APE has participated in Walk and Bike to School Days. At the most recent events, 70 students walked to school and 92 students rode. The local bike shop holds an annual bike rodeo, 4<sup>th</sup> graders get helmets and there is a safe routes bike map, but APE has no crossing guards. BV developed seven miles of bike trails and recently marked sharrows, in addition to three pedestrian-activated crosswalks across Hwy. 24, running through the middle of town.

**f)** District wellness policy attached (bike/walk activity mentioned on page 4, Goal #3, part B).

**g)** Several school maps, a recreation map and our safe routes to school map are attached.

**SECTION 2: Tell us about your project.**

**a)** We have two primary goals. Our first goal is to get all students living within two miles of APE either biking or walking to school. The second goal is to collaborate with Bicycle Colorado (BC), experts in active transportation policy and advocacy, to complete a thorough assessment of current policies, regulations and funding that affect safe routes in Buena Vista. They will provide us with a highly customized sustainability strategy, identifying next steps for Safe Routes to School.

We are on the cusp of establishing a new culture in BV—one that considers walking or biking before driving. With our community at a tipping point, we want to reach all students and families with annual education and encouragement and also make biking and walking the easy choice by instituting a bicycle library program for students that don't have bikes (using the school bike fleet) and a community bike share program (BV Bikes) for parents riding with their kids.

Another very timely consideration is that our Board of Trustees is moving toward a more policy governance model, making this coming year a key time to assess and improve policy documents. Finally, another great opportunity is an upcoming CDOT project, revamping Hwy. 24, for which we could use input on complete streets best practices.

**b)** Our action plan:

Year 1: Purchase all equipment, implement BC education program and training at APE (include bike shop staff, PE teacher, parks and recreation and police department staff), conduct parent outreach and education around use of new infrastructure, complete first two rounds of surveys, establish encouragement program at APE, complete policy/regulatory/funding assessment and launch bicycle library program and BV Bikes program.

Year 2: Second year of education programming with support from BC instructors (program will be sustained with trained community members). Continue communications/outreach to families, encouragement programs including bike/walk to school days and bike library program/BV Bikes (tracking usage rates). Conduct next two rounds of surveys (parent and student) and observational infrastructure usage surveys and complete *Next Steps for SRTS* strategies with BC.

**c)** Students and their families will be educated on the many benefits of biking and walking to school and how to do it safely. They will then be encouraged with special events, small prizes and excitement. Outreach will include recommendations for using new school infrastructure and promoting smart routes for their kids (while avoiding Main St.). In addition, we will begin work on near-term action items identified as next steps strategies, likely to include drafting policy and regulation amendments that will be finalized and adopted subsequent to year 2 of the grant.

**d)** Education programming will increase parent confidence and awareness. We will also help organize walking and biking groups to increase safety and parent confidence. Encouragement programming will incentivize kids to participate and the addition of an enhanced safe routes policy framework and infrastructure network will continue to make biking and walking an easy, fun, healthy and safe choice for families.

**e)** We will engage and educate parents and community members with monthly communications: APE's email messaging system, school and BV Rec Facebook and website sources, newspaper articles, back to school nights and posting of flyers at school and appropriate business locations.

**f)** Kathryn Wadsworth will be both the contact person and project manager.

**SECTION 3: Project Timeline**

DATE(S)	MILESTONE
Year 1: 2015-2016	
May 2015	- Authorization to proceed
Jun-Aug 2015	- Purchase all bikes, bike supplies, rodeo supplies and storage device - Establish administrative processes for oversight of the bicycle library and BV bikes programs (waivers, policies, etc.) - Begin work with BC on safe routes assessment to identify policies, regulations, and funding that do or don't support walking and biking to and from school
Sep-Oct 2015	- Conduct first round of parent surveys, student travel tallies and infrastructure usage observational surveys (to continue LiveWell data collection) - Complete education program/train-the-trainer at APE - Teach kids and families about bike library and how to navigate new infrastructure - Launch bike library program and BV Bikes program - Promote and participate in Walk to School Day in October (track participation rates)
Dec 2015- Feb 2016	- Continue work with BC on policy work - Begin promoting Walking and Wheeling Wednesdays program at APE (track participation rates)
Apr-May 2016	- Plan and implement encouragement week-long event - Promote and participate in Bike to School Day (track participation rates) - Conduct second round of parent surveys, student travel tallies and infrastructure usage observational surveys
May-Aug 2016	- Review lessons learned from year 1 - Review bike library and BV Bikes usage (make changes if needed)
Year 2: 2016-2017	
Sep-Nov 2016	- Start year with Walking and Wheeling Wednesdays encouragement program and Walk to School Day (track participation rates) - Complete second annual education program with BC teaching with/training our PE teacher and city staff (we will take it forward after year 2) - Continue tracking bike library and BV Bikes usage - Conduct third round of parent surveys, student travel tallies and infrastructure usage observational surveys
Dec 2016- Jun 2017	- Evaluate bike library program and community BV Bikes program - Continue Walking and Wheeling Wednesdays - Conduct fourth round of parent surveys, student travel tallies and infrastructure usage observational surveys - Continue collaboration with BC to complete <i>Next Steps for SRTS</i> , present strategy recommendations to key stakeholders including the Board of Trustees, Planning and Zoning Commission and relevant department head (i.e. Public Works) and the Buena Vista School District
Jul 1, 2017	- Last date for project completion and final invoice and report to CDOT

**SECTION 4: Who are your partners?**

Our partners are listed below along with their specific roles in the project.

Name of Partner/Organization	Specific role(s) they will play in your project
Avery-Parsons Elementary School  Stefani Franklin, Principal	<ol style="list-style-type: none"> <li>1. PE teacher will work with bike/pedestrian contractors for 2 weeks of skills-based bike and pedestrian instruction</li> <li>2. Will promote Walk to School Day (Oct) and Bike to School Day (May) through newsletters, email, social media, flyers and announcements</li> </ol>
Buena Vista Parks and Recreation	<ol style="list-style-type: none"> <li>1. Administer grant and facilitate all partners</li> <li>2. Oversee installation of storage shed and all equipment</li> <li>3. Lead bike library program</li> <li>4. Work with police department to launch BV Bikes program</li> </ol>
Buena Vista Police Department  Jimmy Tidwell, Chief	<ol style="list-style-type: none"> <li>1. Support and get trained on bicycle education curriculum (including running community bicycle rodeos)</li> <li>2. Enforce and educate on the streets around BV</li> <li>3. Support ongoing education in the school</li> </ol>
Boneshaker Cycles (bike shop) Dave Volpe, Owner	<ol style="list-style-type: none"> <li>1. Provide free bike tune-ups at Bike to School Day</li> <li>2. Work with partners to purchase all bikes and supplies needed for the education fleet/bicycle library</li> <li>3. Establish a maintenance plan with the Town of BV to provide maintenance on library bikes when turned over</li> </ol>
Bicycle Colorado	<ol style="list-style-type: none"> <li>1. Provide education program, curriculum and encouragement programming, training and guidance for two years</li> <li>2. Help to purchase all the appropriate equipment and launch a bike library program for kids and BV Bikes for adults/families</li> <li>3. Work with BV to complete <i>Next Steps for SRTS</i> strategies, including action steps, timelines for completion, responsible parties and sequence for reporting on progress</li> </ol>
Chaffee County Times – BV Rec	<ol style="list-style-type: none"> <li>1. Publish articles in the paper and provide news coverage of success stories</li> </ol>
Project Coordinator (community member)	<ol style="list-style-type: none"> <li>1. Will hire this person in the summer of 2015 to help kick off programming and evaluation</li> </ol>

## **SECTION 5: How will you measure your success?**

### **a) Anticipated program outcomes:**

Programming Outcomes: All students will receive annual bicycle and pedestrian education and encouragement programming. Our PE teacher and other city staff (parks and recreation, police) will be trained on supporting both types of programs. The final outcome will be an increase in the number of students biking and walking to school.

Policy Outcomes: Policies, regulations and funding all play a key role in the quality of Buena Vista's safe routes network. Success will hinge on completion of an assessment followed by a *Next Steps* framework that is implemented by community stakeholders during the final months of the grant and in years following. We anticipate that some existing policies and regulations will be refined, new ones will be developed and subsequent infrastructure investments will allow more students to safely walk and bike to and from school. *Policy outcomes was not allowed by SRTS Advisory Cmt. No policy work w/ SRTS grant*

### **b) Measuring program impact:**

LiveWell Chaffee County conducted student travel tallies and observational surveys of students in Salida and Buena Vista in 2012-2013. Of the 215 APE students surveyed, 6% walked and 2% biked to and from school, while 66% were driven. They also collected bike lane activity data (where new bike route signs had been installed), providing us with baseline data of infrastructure usage. On average, 200 people per day in 2012 and 135 people per day in 2013 were using key sidewalks and bike lanes.

We plan to continue the work that LiveWell started for the next two years by conducting parent surveys, student travel tallies and observational surveys of key sidewalks and bike lanes. We will use this to gauge program impact in the school and overall active transportation rates in town. We will also track the usage of the bicycle library for kids as well as the BV Bikes program.

### **c) Ensuring long-term success:**

We have engaged all the right partners for this grant and have widespread community commitment (see attached letters of support and resolution from our Board of Trustees). With two years of support from BC, our teachers and staff will be comfortable carrying on the education and encouragement programming. During this two-year period, we will assess policies and regulations affecting safe routes, identify 'gaps' and opportunities and begin reshaping them where necessary to guide planning and funding decisions over the long-term.

### **d) Working with the data:**

The data will be used to show the current trend in students who walk or bike to school. It will also be used to work with partners, including the police department, teachers and school personnel, to continue to build support among parents and the community to improve the SRTS education and encouragement programs. Data will be shared with town planners and town trustees with the hope of addressing infrastructure issues that will lead to a higher number of students who walk and bike to school.

### **e) Information sharing:**

Data and success stories will be shared with schools, parent groups, police departments, commissions, town planners and other people involved in the planning processes of the school and community. Data proving a successful program will be an effective strategy to leverage future efforts and campaigns to promote healthy, active lifestyles in BV.

**SECTION 6: Budget Proposal and Budget Narrative**

Item	Qty (# or Hours)	Unit (e.g., hours, each)	Unit Price or Rate	Requested SRTS Funds	Local Match
<b>Personnel – Internal</b>					
Parks and recreation department	2	Years	\$6,000		\$12,000
Police department	2	Years	\$2,500		\$5,000
Community project coordinator	2	Years	\$3,000	\$6,000	
Bike maintenance (kids bikes/adult bikes)	128 (kid)/ 80 (adult)	Bike tune-ups	\$25 (kid)/ \$45 (adult)		\$6,800
<b>Subcontractual Services</b>					
Bicycle Colorado					
Education: curriculum, education and train-the-trainer (Year 1 & 2)	2	School	\$8,000	\$16,000	
Encouragement: program design and Implementation (Year 1)	1	School	\$2,000	\$2,000	
Equipment and bike library/bike share technical assistance Year 1 & 2) <i>Flat rate</i>	2	Years	\$3,000	\$6,000	
Next Steps for SRTS: sustaining policies & implementation steps	4	Semesters	\$2,500	\$10,000	
Travel and per diem (education trips)	2	Trips	\$2,050	\$4,100	
Travel and per diem (equipment/eval/policy trips)	6	Trips	\$550	\$3,300	
<b>Equipment and Supplies</b>					
Bike fleet/library (includes locks and helmets for kids)	1	Fleet	\$6,700	\$6,700	
Bike storage on school grounds	1	Shed	\$4,000	\$4,000	
Bike maintenance materials	2	Years	\$800	\$1,600	
<b>Promotion/Advertising</b>					
Incentive prizes (for two years)	2	Schools	\$500	\$1000	
Marketing in weekly newspaper (buy advertising)	2	Years	\$1,500	\$3,000	
Radio advertising	2	Years	\$2,000	\$4,000	
<b>Printing</b>					
Flyers for events	2	Years	\$500	\$1,000	
Parent surveys and newsletters	2	Years	\$600	\$1,200	
<b>TOTAL</b>				<b>\$69,900</b>	<b>\$23,800</b>

\$56,600

**SECTION 6 CONTINUED: Budget Narrative**

<b>Personnel – Internal</b>
<i>Parks and recreation department and police department:</i> All staff time will be in-kind. Total is based on hourly estimate at a rate of \$50/hr.
<i>Community project coordinator:</i> A community member will serve as the primary point of contact for programming and evaluation work. The stipend total is based on an estimated 120 hrs/year at a rate of \$25.00/hr (based on the national volunteer hourly value).
<i>Bike maintenance:</i> The bike shop will provide quarterly tune-ups (in-kind) for all youth and adult bikes involved in the programs. Rate includes: quarterly tune-ups for 16 youth bikes (\$25 each) and 10 community bikes (\$45 each) each year.
<b>Subcontractors</b>
<i>Bicycle Colorado:</i> BC has the staff, experience and expertise to train us on education and encouragement programs and help us launch a bike library program and a community bike program.*We also requested their transportation policy and infrastructure expertise. Their budget includes staff time for programming, communications, technical assistance (for purchasing equipment and establishing new bike programs), insurance coverage, travel time, lodging, fuel and per diem. For the policy work, they budgeted for other policy experts in their office to assist.
<b>Equipment and Supplies</b>
<i>Bike fleet:</i> Our budget for the fleet is based on a quote from our local bike shop and will include a total of 17 bikes (four sizes) plus a balance bike, cable locks and a pump. These bikes will be used for education programming annually, community events and our new bike library program so that kids can check out a bike, helmet and lock if they are unable to afford their own. We will purchase more affordable helmets for the bike fleet from Helmets R Us (through BC).
<i>Bike storage:</i> BV needs a place to store the student bike fleet as well as the adult fleet (BV Bikes) in order to make the programs successful. Public storage facilities are very limited, thus we budgeted for a storage shed (\$3,500 plus shipping, hooks, etc.) to keep the bikes at APE.
<i>Bike maintenance materials:</i> Labor for tune-ups will be in-kind, but we want to cover hard costs for the first two years to learn what the actual costs are and identify alternate funding sources for the future. \$800/year is an estimate from the bike shop to cover tubes, tires, cables, etc.
<b>Promotion/Advertising</b>
<i>Incentive prizes:</i> We are very committed to institutionalizing SRTS encouragement over the two years of the funding and beyond. Small prizes will be purchased to help support/promote Walk to School Day, Bike to School Day and other walking and wheeling activities. Our plan is to have a few small items that will go far (stickers, shoelaces, etc.) to add excitement and fun to the events.
<i>Advertising:</i> In order to get the whole community engaged and educated, we need to include advertising around biking and walking to school in our weekly newspaper as well as on the radio. For many people here, that is how they get news and we want the whole community supporting these events.
<b>Printing</b>
<i>Flyers for events:</i> The town hopes to send home special event flyers for things such as bike and walk to school days or a community rodeo.
<i>Parent surveys and newsletters:</i> The school needs to cover printing costs in order to ensure that parent surveys and student travel tallies can be conducted four times over the two years.

\*BC will 1) establish maintenance plan w/ local bike shop for all bikes, 2) plan for program launch & distribution around cmtty, 3) plan for tracking ridership/usage, 4) ID optties for improvements in yr 2 on lessons learned in yr 1. Negotiated flat rate with Bicycle Colorado for these services; \$3,000/year.

**SECTION 7: Previous SRTS Grants**

The Town of Buena Vista has not received a SRTS grant within the past three years and APE has never received SRTS programming.

## **SECTION 8: Subcontractors**

8a) We will contract Bicycle Colorado for two years to provide their SRTS education program and to help us establish an encouragement program that we can continue into the future. Our PE teacher will be trained to take on the education program after that and strategies will be in place community-wide for supporting encouragement. We will also work with Bicycle Colorado to get all of our equipment and community programs set up (purchasing and organizing our bike fleet, getting storage set up, putting administrative systems in place for the bike library and BV Bikes programs, etc.). They will provide expertise for all aspects.

Lastly, Bicycle Colorado will work with us on evaluating our current policies and infrastructure, making recommendations for policy changes that will guide future design and funding decisions. They are calling this *Next Steps for SRTS*, an implementable framework charting a series of action steps for our community, including a timeline for reporting progress to key stakeholders.

8b) Bicycle Colorado has been involved in numerous Safe Routes to School CDOT grants. (A complete list of all their projects, years, schools and funding amounts is attached.) They also provided us with answers for the three questions below.

1. *Briefly summarize all SRTS grant-funded projects on which you have performed work.*

From 2006 to the end of the 2014-2015 school year, Bicycle Colorado will have provided bicycle and pedestrian programs to 164 schools and directly taught more than 75,000 students for a cumulative contract amount of \$1,190,723. Key activities include teaching bicycle and pedestrian programs, training PE teachers and community advocates, establishing mobile bike fleets for ongoing education, working with schools and parents to design and implement sustainable encouragement programs and sharing expertise on best practices. (Please see appendix for historical details.)

2. *For all completed projects, please provide data documenting changes in number of students walking or biking to school.*

For the Buena Vista grant, Bicycle Colorado will provide specific education and encouragement services. We will also assist with initial data collection strategies, but ultimately the grantees conduct all pre- and post-program parent surveys and student travel tallies. The data will be included in Buena Vista's final report to CDOT. We can provide anecdotal evidence of positive trends from other grants we have been involved in including Jeffco, Grand Junction, Englewood, Littleton and many other grantees upon request.

3. *How will the work proposed in this application be similar to your previous SRTS programs?*

Our work with Buena Vista will be similar in that we will provide our education program and encouragement program strategies while training locals to continue both after a two-year period. This train-the-trainer model has been successful in places like Grand Junction, Durango, Englewood and Littleton. Somewhat unique to this grant, we will also be providing technical expertise to conduct a policy assessment and develop next steps strategies for continuing and institutionalizing Safe Routes to School. Several smaller communities are asking for this additional piece which we are calling *Next Steps for SRTS* (see description in appendix).

Appendix is available upon request - Contact SRTS Program Manager at [dot\\_srts@state.co.us](mailto:dot_srts@state.co.us).