

Additional Funding and Related Programs

Additional funding

Safe Routes to School

The *Wisconsin Safe Routes to School Program* provides funding for planning, infrastructure and noninfrastructure projects within two miles of an elementary or middle school (kindergarten through eighth grade).

For information about the guidelines and funding cycles, contact the program coordinator:

Renee Callaway

Wisconsin Safe Routes to School Coordinator

✉ **E-mail:** srts@dot.state.wi.us

Bicycle Safety-Rodeo

This grant is intended to provide one-time funding that will contribute to a community's ability to set-up a bicycle-training rodeo or similar hands-on event. The purpose of this event is to teach safe bicycling operation, skill and judgement to elementary and middle school children and their parents. Many of the skills and attitudes developed in this training are precursors for skills and attitudes necessary for safe driving.

For more information, contact:

Larry Corsi

Wisconsin Bureau of Transportation Safety

☎ **Phone:** (608) 267-3154

✉ **E-mail:** larry.corsi@dot.state.wi.us

Pedestrian Road Show-Walking Workshop

The *Pedestrian Road Show-Walking Workshop* provides funding to communities that are working on local expertise and on-going commitment to increase public safety by reducing pedestrian related traffic crashes and injuries while improving the community's Walkability. The grantee will arrange a Pedestrian Road Show/Walking Workshop with a trained facilitator from a BOTS list. The Pedestrian Road Show/Walking Workshop is the initial event to a pedestrian improvement commitment by this community. The invitation of community leaders encourages the formation of a local group of pedestrian advocates and experts to focus on identifying and solving potential problems that affect pedestrian safety and walkability in the local community. They also identify good pedestrian environments and determine how those can be replicated in the less desirable locations for pedestrians.

For more information, contact:

Larry Corsi

Wisconsin Bureau of Transportation Safety

☎ **Phone:** (608) 267-3154

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Teaching Safe Bicycling

This training is normally scheduled in April and designed to work with teachers, YMCA staff, summer program instructors, law enforcement officers, programs and organizations putting on bike rodeos and people interested in teaching safe bicycling to children. This is a one-day course at no cost to the participants. The course teaches attendees how and why children are different from adults when it comes to bicycling and what the most common child bicycle crashes are. It also provides useful information that can be used at future training sessions, hands on training for participants and strategies for developing better ideas and methods for teaching children. Sponsors will also receive useful safety materials for children.

For more information, contact:

Larry Corsi

Wisconsin Bureau of Transportation Safety

☎ **Phone:** (608) 267-3154

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Wisconsin Pedestrian and Bicycle Law Enforcement Training Course

This two-day course provides Wisconsin law enforcement officers with the training and information that they need to manage traffic for pedestrian and bicycle safety and enjoyment in their communities. It will explain the causes of crashes and the chief countermeasures for preventing these crashes, teach Wisconsin laws and statutes relating to pedestrians and bicyclists and provide hands on training.

For more information, contact:

Larry Corsi

Wisconsin Bureau of Transportation Safety

☎ **Phone:** (608) 267-3154

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Local Transportation Enhancements (TE)

The Transportation Enhancements program funds projects that increase multi-modal transportation alternatives and enhance communities and the environment. Federal funds administered through this program provide up to 80% of costs for a wide variety of projects including "provision of facilities for bicycles or pedestrians" and "provision of safety and educational activities for pedestrians and bicyclists." Projects must meet federal and state requirements. Local governments with taxing authority, state agencies and Indian tribes are eligible for funding. A project sponsor must pay for a project and then seek reimbursement for the project from the state. Federal funds will provide up to 80% of project costs, while the sponsor must provide at least the other 20%.

For more information, contact:

John Duffe

Department of Transportation

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Congestion Mitigation Air Quality Improvement (CMAQ)

The Congestion Mitigation and Air Quality Improvement program encourages transportation alternatives that improve air quality. It includes efforts to enhance public transit, bicycle/pedestrian facilities, ridesharing programs and facilities, and technologies that improve traffic flow and vehicle emissions. The funds are only available in the southeastern Wisconsin ozone non-attainment and maintenance counties: Milwaukee, Racine, Kenosha, Waukesha, Washington, Ozaukee, Sheboygan, Kewaunee, Manitowoc and Door.

For more information, contact:

John Duffe

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☎ **Phone:** (608) 264-8723

✉ **E-mail:** john.duffe@dot.state.wi.us

Recreational Trails Program

Funding for the Recreational Trails Program (RTP) is provided through federal gas excise taxes paid on fuel used by off-highway vehicles. Towns, villages, cities, counties, tribal governing bodies, school districts, state agencies, federal agencies and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50 percent of the total project costs.

<http://www.dnr.state.wi.us/org/caer/cfa/LR/Section/rectrails.html>

Green & Healthy Schools Program

Green & Healthy Schools is a Web-based, voluntary program available to all public and private elementary, middle and high schools across Wisconsin. The program encourages teachers, staff, students and parents to work together to use the school, its grounds and the whole community as learning tools to teach, promote and apply healthy, safe and environmentally sound practices. *Green & Healthy Schools* is an integrated program that addresses many of the same issues as *Safe Routes to School* such as transportation alternatives, improved air quality, a safe transportation environment and community involvement. Small grants are available for schools that show a commitment towards these goals.

For more information, visit www.dnr.wi.gov/greenandhealthyschools or contact:

Carrie Morgan

Wisconsin Department of Natural Resources

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Elizabeth Kane

Wisconsin Department of Public Instruction

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School Health Education and Physical Activity

Physical activity involves the development, implementation, and evaluation of school-based, school-linked efforts to increase exercise among students, staff, and community. There are a number of ways the Department of Public Instruction is addressing this important issue. *Movin' and Munchin' Schools* is one such program that addresses this issue. It is a DPI sponsored program to engage families in physical activity and healthy eating by having students and their families count moving miles based on the amount of physical activity they complete, and the food choices a person makes.

To find out more about how your school can begin a *Movin' and Munchin' Schools* program contact:

Jon Hisgen

✉ **E-mail:** jon.hisgen@dpi.state.wi.us

Web: <http://dpi.wi.gov/sspw/pdf/movnmunchn.pdf> or contact

Wisconsin Medical Society Public Health Grant

Up to \$15,000 is awarded to organizations with innovative programs to promote controllable (modifiable) lifestyle choices affecting health with a focus on prevention and incorporating principles of public health. Preference will be given to programs that will ultimately be self-sustaining and encourage appropriate partnerships and/or collaboration. More information is online at www.wisconsinmedicalsociety.org.

Dane County Bicycle Association (DCBA)

The mission of this foundation is to provide a perpetual source of grant funding for projects and initiatives that will improve the quality, scope and effectiveness of bicycling education, usage and advocacy in Wisconsin. DCBA has provided funding for a variety of bicycling projects, ranging from bicycle facilities, to bicycle advocacy efforts, to programs that promote bicycling among children as a healthy and rewarding activity, to books of popular bicycle touring routes. Although the amounts of individual grants and loans vary, on average DCBA awards a total of \$10,000 per year for bicycling-related projects. Grants are awarded to organizations throughout the state of Wisconsin. More information is online at www.danecountybicycle.org

Bikes Belong

Bikes Belong accepts requests for funding of up to \$10,000 for facility, capacity, and education projects. Visit www.bikesbelong.org and click on the 'grants program' link on the left side toolbar for more information.

General Mills Champions for Healthy Kids

In partnership with the American Dietetic Association Foundation and the President's Challenge, the General Mills Foundation developed the Champions for Healthy Kids grant program in 2002. Each year, the Foundation awards 50 grants of \$10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle.

Web: <http://www.generalmills.com/corporate/commitment/champions.aspx> for more information.

Community Academic Partnership Fund

For information about this funding source: <http://wphf.med.wisc.edu/index.php>

Related programs

National SAFE KIDS Campaign

The National SAFE KIDS Campaign is a national nonprofit organization dedicated exclusively to the prevention of unintentional childhood injuries (motor vehicle crashes, fires and other injuries), which is the number one cause of death of children under the age of 14. The Campaign's aim is to stimulate changes in attitudes, behavior and the environment. Since its inception in 1998, the Campaign has focused on developing injury prevention strategies—conducting public outreach and awareness campaigns, stimulating hands-on grassroots activity and working to make injury prevention a public policy priority. The National SAFE KIDS Campaign and program sponsor FedEx Express developed SAFE KIDS Walk this Way in 2000 to bring national and local attention to pedestrian safety issues. The SAFE KIDS Walk This Way program involves *Walk to School Day* events, data collection, school pedestrian safety committees and community pedestrian safety task forces. The Campaign relies on the support of more than 300 grassroots coalitions in all 50 states, the District of Columbia and Puerto Rico to reach out to local communities. For more information, visit: <http://www.safekids.org/>

School Wellness Policy

With the passing of the Child Nutrition and WIC Reauthorization Act of 2004, school districts participating in federally subsidized child nutrition programs (e.g., National School Lunch Program, School Breakfast Program, Special Milk Program and After School Snack Program) will be required to establish a local school wellness policy by the beginning of the 2006–07 school year. Part of Wisconsin's School Wellness Policy requires schools to set goals for physical activity for their students. *Safe Routes to School Programs* will help meet these goals. For more information, visit <http://dpi.wi.gov/fns/wellnessplcy.html>

Governor's School Health Award

Governor Doyle and State Superintendent Burmaster have initiated the Governor's School Health Award recognizing and celebrating schools with policies, programs, and the infrastructure to support and promote among other things physical activity and parental and community involvement. The goal of this award is to motivate and empower Wisconsin schools as they create and maintain healthy school environments. Walking and biking to school is a step in the right direction in meeting the goals of the award. For more information on how your school can apply for the award, visit <http://www.schoolhealthaward.wi.gov/>

Nutrition and Physical Activity Program

The Nutrition and Physical Activity Program encourages healthy eating as well as increased physical activity among students. One of its strategies is to institute school policies that increase student activity such as getting more children walking and biking to school or starting *Safe Routes to School Programs*. For more information, visit <http://dhfs.wisconsin.gov/health/physicalactivity/>

Comprehensive School Health Program

Healthy Children are Better Learners! Because of this, the DPI, in partnership with others, is implementing a Comprehensive School Health Program (CSHP) initiative that supports such programs in school communities throughout the state to develop healthy, resilient, successful learners. The initiative includes providing grants, staff development, and technical assistance (described in other sections) as well as building a strong state support system for CSHP. This support system includes communications, intra- and interagency collaboration, funding, policies, and resources. Current state level partners include the American Cancer Society-WI Division, Children's Health Alliance of Wisconsin, Governor's Council on Fitness and Health, University of Wisconsin, Wisconsin Clearinghouse for Prevention Resources, Wisconsin Congress of Parents and Teachers (PTA), Wisconsin Department of Health and Family Services, Wisconsin School Health Coalition, cooperative educational service agencies (CESAs), and a variety of professional organizations. <http://dpi.wi.gov/sspw/chspprog1.html>

Other Resources

Bicycle Federation of Wisconsin (BFW)

The Bicycle Federation of Wisconsin (BFW) is a statewide, nonprofit, bicycle advocacy organization with more than 2,500 members working to make Wisconsin a better place to bicycle. The BFW is actively involved with SRTS Programs. For more information, visit www.bfw.org/

Wisconsin Walks

Wisconsin Walks promotes walking for transportation, health and recreation and collaborates with individuals and communities to create walkable places that are delightful, safe and accessible for everyone. Wisconsin Walks is actively involved with SRTS Programs. For more information, visit www.wisconsinwalks.org/

Active Living by Design

Active Living by Design is a national program of The Robert Wood Johnson Foundation and was established to create and promote environments that make it safe and convenient for people to be more physically active. The goal of Active Living by Design is to encourage changes in design, transportation and policies to cultivate and support active living, a way of life that integrates physical activity into daily routines. For more information, visit www.activelivingbydesign.org

Kid Power

A program that works to develop a wide range of upbeat, effective community violence prevention and self esteem building services. For more information, visit www.kidpower.org

America on the Move

America On the Move Foundation (AOM) is a national non-profit organization. Their mission is to improve health and quality of life by promoting healthful eating and active living among individuals, families, communities and society. Find out more at www.americaonthemove.org

YMCA Activate America

YMCA Activate America is a long-term public health initiative of the YMCA movement that is focused on making healthy living a reality for millions of Americans. This initiative is the YMCA's response to America's growing obesity, chronic disease and health care crisis. For more information, ask you local YMCA or visit www.ymca.net/activateamerica

Girls on the Run

Girls on the Run is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Girls on the Run International (GOTRI) is the parent organization of more than 120 Girls on the Run councils across the United States and Canada. GOTRI establishes, trains and supports a network of community-level councils with local volunteers. The volunteers serve as role models to the girls through coaching the 12-week, 24 lesson curricula. The curriculum is delivered in these areas through after-school programs, recreation centers and other non-profit settings. For more information, visit www.girlsontherun.org

Conclusion

Safe Routes to School Programs are already underway in many Wisconsin schools and communities both large and small. Some schools are just starting by holding a Walk to School Day event while others are already making infrastructure changes and holding events throughout the year. What these communities have in common is a desire to increase the safety of children walking and biking to school and also increase the number of children who are walking and biking.

Bicycling and walking are important elements in a good transportation system. Constructing sidewalks, installing bicycle parking, teaching children to walk and bicycle safely all contribute to the safety and mobility in your community.

Once you have read through this toolkit start by forming a Task Force and developing a SRTS Plan. Once you have a SRTS Plan it will take enthusiasm and energy to keep moving forward. Hold a Walk to School Day or other fun events to keep enthusiasm high.

Remember, with a broad base of community support change is possible. Your work can achieve dramatic results in the safety and physical activity level of the children at your school and in your community.