



How the VA SRTS Program Promotes Bicycling

Bike Maryland Bicycle Symposium



Learn it. Do it. Live it!



Outline

- Key elements of Virginia SRTS Program
- Promoting bicycling through Bike to School Day and Scaffolding Activities
- Promoting bicycling through mini-grants



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KEY ELEMENTS OF VIRGINIA SRTS PROGRAM



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Key Elements of Virginia SRTS Program

- State SRTS Coordinator
- Local Technical Assistance Coordinators
- SRTS Division Coordinators
- Grant opportunities
 - Infrastructure grants
 - Non-Infrastructure grants
 - Mini-grants
- Outreach
 - Website
 - Newsletter
 - Webinar series

The screenshot shows the Virginia SRTS Program website. At the top, there's a navigation bar with 'Virginia.gov' and 'Agencies | Governor'. Below that, the VDOT logo and 'Virginia Department of Transportation' are visible. A search bar is on the right. The main content area features a banner for 'TALK TO SCHOOL DAY' with a photo of children. Below the banner, there are sections for 'Traffic Information' (511), 'Safe Routes to School Program' (with a logo), and 'Program News'. The 'Program News' section includes a photo of a man speaking and text about a poster-making contest and a webinar.



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PROMOTING BICYCLING THROUGH BIKE TO SCHOOL DAY AND SCAFFOLDING ACTIVITIES



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Promoting Bicycling—BTSD & Scaffolding Activities

- **Bike to School Day is May 7**
- **Participation growing**
 - **2012--1,000+ schools participated (40 in Virginia)**
 - **2013--1,700+ schools participated BTSD (84 in Virginia)**
- **Like Walk to School Day but better!**



A calendar for the month of May 2014. The days of the week are listed at the top: Monday, Tuesday, Wednesday, Thursday, Friday. The dates are arranged in a grid. A large orange star is placed over the date 7 (Wednesday), which is labeled "Bike to School Day". Other events are noted: "April Reports Due" on Tuesday (6), "Monthly Call" on Thursday (8), "Bike to Work Day" on Friday (23), and "Memorial Day" on Monday (26).

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2
5	6 April Reports Due	7 Bike to School Day	8 Monthly Call	9
12	13	14	15	16
19	20	21	22	23 Bike to Work Day
26 Memorial Day	27	28	29	30



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Scaffolding Activities for BTSD

- QuickStart Mini-Grant
- Saris Poster Contest
- Parent Surveys
- Bike Train Webinar
- Earth Day
- Bike Rodeo
- Biking Fridays

February 2014

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

Events in February 2014:
 - January Reports Due: Tuesday, Feb 4
 - Small Towns SRTS Webinar: Wednesday, Feb 12
 - Monthly Call: Thursday, Feb 13
 - Non-Infrastructure Grant Applications Due: Thursday, Feb 20
 - Presidents' Day: Monday, Feb 24
 - QuickStart Mini-grants: Thursday, Feb 27

March 2014

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28
31				

Events in March 2014:
 - February Reports Due: Tuesday, Mar 4
 - Monthly Call: Thursday, Mar 13
 - Saris/Bicycling Poster Contest Due Date: Friday, Mar 14
 - QuickStart Mini-grants: Thursday, Mar 27

April 2014

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30		

Events in April 2014:
 - Match Reports Due: Tuesday, Apr 1
 - Monthly Call: Thursday, Apr 10
 - Bike Train and Walking School Bus Webinar: Wednesday, Apr 9
 - QuickStart Mini-grants: Thursday, Apr 24
 - Earth Day: Tuesday, Apr 22

May 2014

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

Events in May 2014:
 - April Reports Due: Tuesday, May 6
 - Bike to School Day: Wednesday, May 7
 - Monthly Call: Thursday, May 14
 - Bike to Work Day: Friday, May 23
 - Memorial Day: Monday, May 26



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What can you do?

- Add National Bike to School Day to school division calendar
- Reach out to school administrators and SRTS champions to encourage participation
- Provide information addressing liability concerns
- Cultivate local BTSD coordinators
- Publicize (e.g., by sending press releases to local media)
- Track and report success stories



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PROMOTING BICYCLING THROUGH MINI-GRANTS

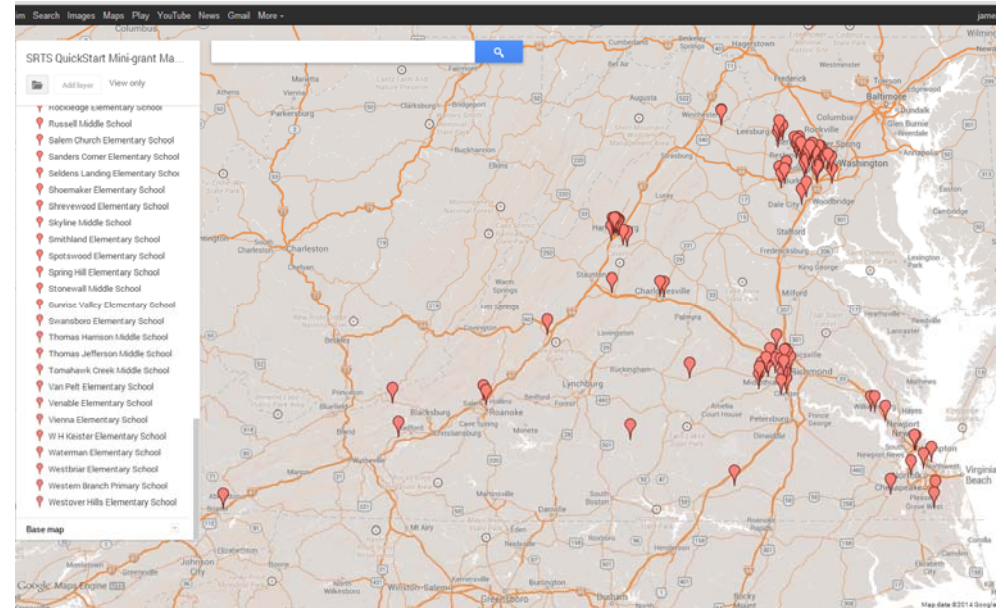


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JE4 QuickStart Mini-grants

- **\$1,000 grants for near-term SRTS activities that:**
 - **Encourage safe walking, bicycling, and driving habits**
 - **Increase the number of students walking and bicycling to school**



Map showing schools that have received QuickStart Mini-grants. Over 110 QuickStart Mini-grants have been awarded so far.



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Slide 10

JE4

Will add map showing distribution of mini-grants across state.

James Elliott, 2/3/2014

Peak View ES Bike Club



Shreveewood ES Healthy Living Festival





**Bicycle Rodeo
Berryville Primary School,
Berryville, VA**

**Glen Allen ES
Bike or Walk to School Day**



Harrisonburg, VA Bike Rodeos



Questions?



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**Daniels Run ES Walk
and Bike to School Day**

