



Keeping Youth Rolling on the Right Path

Julie Childers

Trips for Kids Metro DC

A child wearing a white helmet and a dark jersey is riding a mountain bike on a dirt trail. The child is wearing a white bib with the number '00' and a logo that says 'TRIPS'. The background is a blurred natural setting with trees and a path.

Trips for Kids Metro DC Programs

A Holistic Approach

- **Safe Routes to School**
 - School based program to get more children biking and walking to school
- **Trips for Kids**
 - Nature based program for at-risk youth to enjoy nature and receive mentoring
- **Northern Virginia Mountain Bike Series**
 - Competitive racing program for ages 6 and older
- **Classes and Camps**
 - Coordinated with local parks system raising revenue for park department while providing cycling opportunity
- **Educational Bicycle Tours**
 - Partnered with National Park Service, free tours of memorials and historic sites



OPPORTUNITY

Program Statistics



- **Safe Routes to School**

- Reaches large number of children annually (@2000) / work w/ many schools (10+)/well funded/limited total hours per child

- **Trips for Kids**

- High child repeat participation rate/geared only towards at-risk youth/underfunded

- **NV Youth Race Series**

- Addresses desire for competition/limited number of events /(7 races in series) /130+ *different* registered youth racers in 2009/ largest growth U10 boys/girls

- **NPS Educational Tours**

- great mentoring and educational opportunities/ limited number of events (7) less strenuous / unique to our geographic area

- **Classes/Camps**

- Great opportunity for public to participate (kids socialize) limited opportunities, effected by government/park budget / camps: 3 years/sold out, provide scholarships, mtb classes: provide scholarships/ leadership role.

Case Study - Nicky



- Youngest of 4 / Single Mother
- Participated in a one day Safe Routes bike rodeo
- Was provided a scholarship to FFX County spring break camp
- Began participating in regular TFK and education rides
- Raced in Northern Virginia Youth Series



**2009 NV YOUTH Series
11/12 Age Group Champion**

Organizational benefits of multiple program implementation

- **Better serve community**
 - More opportunities
 - Children of different race and socio-economic status
- **Higher level of Program Recognition**
- **Wider base of constituents**
 - Increased volunteers
 - Increased donations
- **More grant and funding opportunities in general**

How to tie it all together

- **Partnerships**

- Schools, cycling organizations, trail advocacy organizations, businesses, government agencies (local, state and federal)

- **Don't recreate the wheel**

- Work with existing both National and local programs (SRTS, TFK, IMBA, Races)



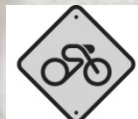
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Pitfalls to avoid



- **Stay true to your mission**
 - *Teaching kids to overcoming obstacles on the trail and in life*
- **Don't spread yourself or your message thin**
 - *if you lack resources to start a program, don't do it*
- **Don't take on unfunded programs**
 - *or funded programs that require work outside of your scope of expertise*

OPPORTUNITY

- The key to getting kids cycling is providing opportunity.
- The key to *keeping* kids cycling is providing *more* opportunity.



Additional Resources

A young person is riding a mountain bike on a dirt trail. They are wearing a helmet and a jersey with the text 'TRIPS FOR' and the number '00'. The background is a natural, outdoor setting with trees and a dirt path.

WWW.TRAILSFORYOUTH.ORG

WWW.SRTSNOVA.ORG

WWW.SAFEROUTESINFO.ORG

WWW.IMAB.COM

WWW.TRIPSFORKIDS.ORG



Thank you

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