

# *Funding Smart Cycling*

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# *I am from Louisville Kentucky*



# *A little bit about me*

- League Cycling Instructor #1847
  - Certified Social Worker
  - Kentucky Bicycle and Bikeways Commission
  - Issue Specialist, Mobility Options, AARP Kentucky
  - Project Coordinator, Robert Wood Johnson Sustainability Grant, Louisville Metro Health Department
  - Project Coordinator, Safe Routes to School, Louisville Metro Health Department
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# *The funding puzzle*

- Two sides to funding
- Both are challenging
- Want to find a good match that benefits both parties



# CMAQ



- Facilities
- Education
- Outreach
- Louisville's education program is funded through CMAQ



# *Transportation Enhancements*

1. Provision of pedestrian and bicycle facilities
  2. Provision of pedestrian and bicycle safety and education activities
  3. Acquisition of scenic or historic easements and sites
  4. Scenic or historic highway programs including tourist and welcome centers
  5. Landscaping and scenic beautification
  6. Historic Preservation
  7. Rehabilitation and operation of historic transportation buildings, structures, or facilities
  8. Conversion of abandoned railway corridors to trails
  9. Control and removal of outdoor advertising
  10. Archaeological planning and research
  11. Environmental mitigation of highway runoff pollution, reduce vehicle-caused wildlife mortality, maintain habitat connectivity
  12. Establishment of transportation museums
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# *Safe Routes to School*

- Focus is often on sidewalks
- Need to make a case for education
- Grant process can be quite complex



# *Robert Wood Johnson Foundation*

- Funding for the  
ACTIVE Louisville  
Sustainability Grant
- <http://www.rwjf.org/grants/>



Robert Wood Johnson Foundation

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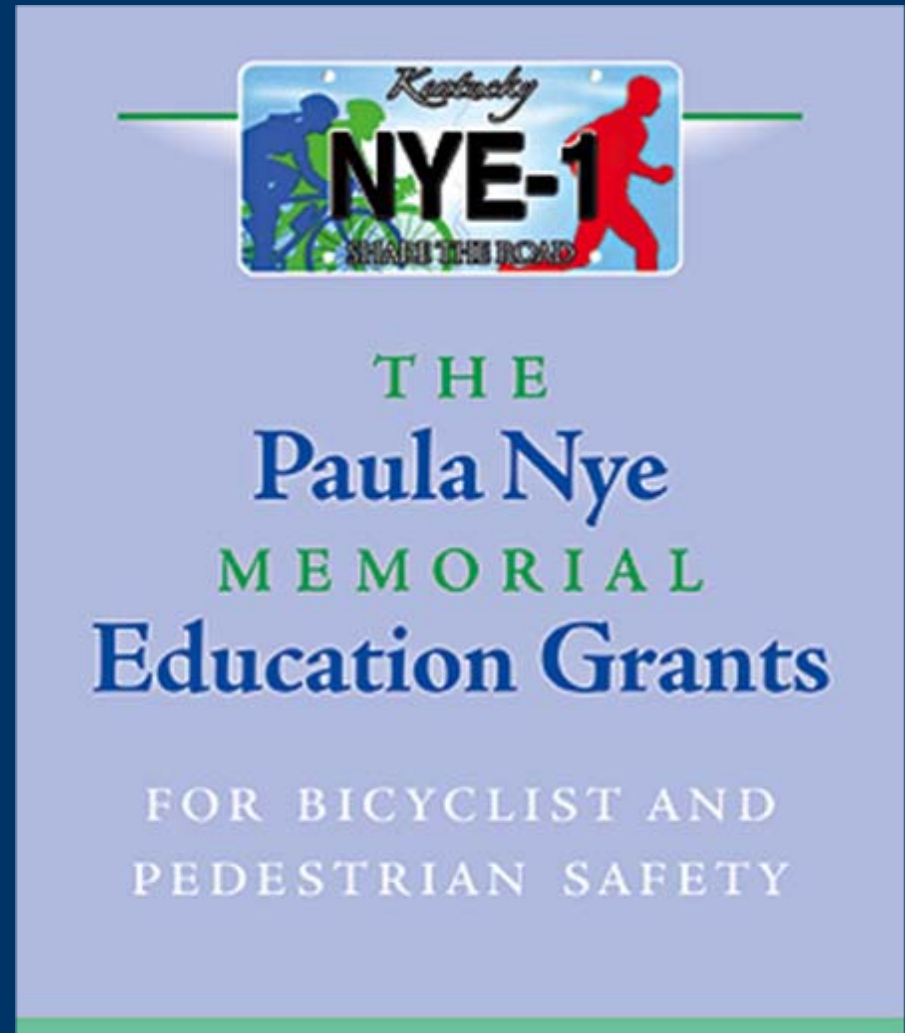
# *Local Health Departments*

- Physical Activity  
Funds that come from  
the state
- Funding my work on  
Safe Routes to School  
in Louisville



# *Paula Nye Memorial Grants*

- Funded through revenue from Share the Road tags
- Have generated \$65,000 in a few years
- Kentucky Bicycle and Bikeways Commission created and administers program



# *How to pitch it to funders?*

- Why are YOU doing it?
- Use your passion and commitment to sell your idea to funders
- Many reasons, focus on what matters to you
- Know your funder and what matters to them

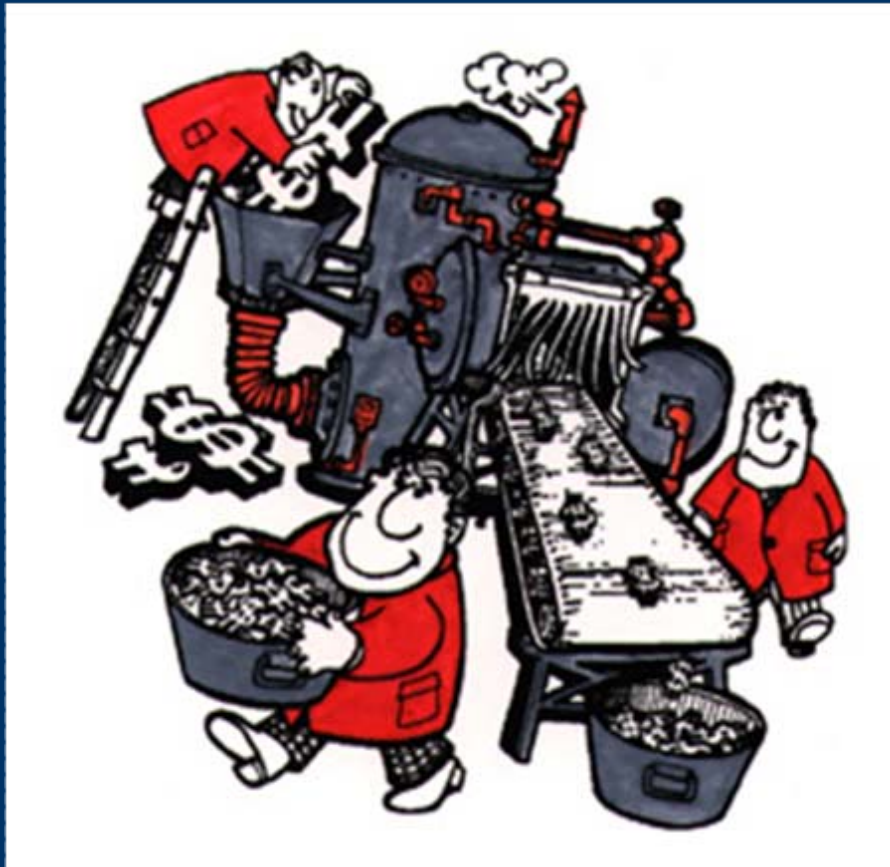


# Grantwriting Basics



- Start early
- Be organized
- Keep it simple
- Follow the guidelines, no matter how maddening they may be (and they often are)
- Don't “pad” your proposals

# *Grantwriting basics cont'd*



- Be specific
- State credentials
- Don't assume what funders will know
- Most bang for the buck
- Realize you will have competition
- Show how you will evaluate
- Partnerships-check before adding them

# *When you're funded*



- Send a thank you note
- Give credit where credit is due
- Evaluate and provide info to funders
- Ask if you can re-apply



Thank you and Good luck!

Katie McBride

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