



Safe Routes
to School
**National
Partnership**

2014 Application for Active Places Technical Assistance

Our Mission

The Safe Routes to School National Partnership improves the quality of life for all kids, families and communities by advancing policies that support physical activity, healthy community design, active transportation initiatives, and infrastructure improvements, especially in underserved communities. With a diverse staff spread across the country, we share our expertise and knowledge to inspire and encourage action in local communities.

We are proud to share our knowledge as the content expert for the [Voices for Healthy Kids](#) initiative on Active Places. Voices for Healthy Kids is a joint initiative between the Robert Wood Johnson Foundation and the American Heart Association to engage, organize and mobilize communities to improve their health and reverse the childhood obesity epidemic by 2015. Because the obesity epidemic does not affect all communities equally, our shared goal with Voices for Healthy Kids is to reach communities most adversely affected by the epidemic, including communities of color and lower-income communities. This technical assistance opportunity supports Voices for Healthy Kids policy goals and the National Partnership's mission to advance safe walking and bicycling to and from schools, and in daily life, to improve the health and well-being of America's children and to foster the creation of livable, sustainable communities.



If you are working to make streets safer or to increase access to playgrounds and parks so that children and families in your community can have more opportunities for physical activity – we can help!

The Safe Routes to School National Partnership can assist your efforts to make your community a place where kids can easily be active and healthy. We are offering free technical assistance to successful applicants working in underserved communities on campaigns to obtain shared use agreements, Complete Streets policies, or other policies in support of walking, bicycling and Safe Routes to School.

Technical assistance can range from providing resources, to assisting with the creation of campaign plans and platforms, to developing communications strategies and coaching to ensure a successful campaign. Your plans can either be in the early stages or nearing policy adoption. Successful applicants will receive technical assistance over the next eight months.

Simply describe your community need in detail on the application form provided and our staff of experts will assess and work with each successful applicant to help you achieve your goals. Applications are due September 26th, 2014, by 5pm ET. If you have any questions during the application process, please contact Mikaela Randolph, shared use campaign manager: mikaela@saferoutespartnership.org.



Safe Routes
to School
**National
Partnership**

2014 Application for Active Places Technical Assistance

Instructions

Please complete all questions on the form. When you are finished, save the form as a PDF and email to activeplaces@saferoutespartnership.org. A Word document form is also available if you are unable to use the PDF form.

All completed applications will be scored, with total possible points totaling 100 points. Scores will be based on how well your application shows: (1) that your campaign will have a significant impact on children's physical activity and health; (2) that your campaign will involve, focus on, and benefit lower-income communities or communities of color; and (3) that you have a demonstrated readiness to take your campaign to the next level and reach your goal.

If you need assistance or have questions about this application, contact mikaela@saferoutespartnership.org.

Section A: Organization and Contact Information

Organization Name

Organization Website

Organization Address

City/State/Zip

Campaign City/State/Location/Jurisdiction

Staff Contact Name and Email

Job Title

Name of Campaign/Initiative (if available)

Date Submitted

Section B: Category and Technical Assistance Needs

1. Please select which category you need technical assistance in.

- Shared use agreements and policies
- Complete Streets policies
- Safe Routes to School policies



Safe Routes
to School
**National
Partnership**

2014 Application for Active Places Technical Assistance

2. Please select what type of technical assistance you need.

Capacity Building

Capacity building activities include but are not limited to the following:

- Assistance building a coalition around Safe Routes to School, shared use or Complete Streets
- Assessment activities (mapping, surveying, etc)
- Stakeholder engagement
- Providing information or resources (i.e., studies, reports, fact sheets)

Implementation

Implementation will lead to the adoption of a Complete Streets policy, shared use agreement or policy, or Safe Routes to School policy or program. Activities include but are not limited to the following:

- Strategic planning
- Resource development
- Key decision maker engagement

3. Please select one of the following levels based on your anticipation of your technical assistance needs. This information will assist us in planning our technical assistance but does not commit you to a given level of assistance.

Intensive: Weekly or bi-weekly calls to assist in the achievement of policy goals

Moderate: Monthly calls to assist in the achievement of policy goals

Light: Five or fewer interactions throughout the technical assistance period to assist in the achievement of policy goals

Section C: Campaign Questions: Total possible points: 100

Please answer the following questions, providing as much detail as possible. There is no word limit; each box will accommodate as much text as you provide.

1. Please state the overall goal(s) of your campaign/policy change initiative. What policy do you want to get adopted? If your campaign is already underway, please include a summary of actions that have taken place already to achieve the campaign goal(s). (Include links to PPT, reports, media and other supporting information).



Safe Routes
to School
**National
Partnership**

2014 Application for Active Places Technical Assistance

6. Please list the organizations and key policy makers in support of the policy. Are they able to provide any staff, data (survey, audits, assessments), monetary or other resources to assist with the campaign goals?
7. Indicate the decision making body or policy maker that is the target for this campaign. Please include any communication the organization has had with key decision maker(s), and the history on how the decision maker(s) have responded.
8. Please state any opposition or possible barriers that might prevent your campaign/initiative from being successful and how these could be overcome.
9. Please provide any additional information you feel would be helpful for our team to gain an understanding of your campaign.

If you need assistance or have questions about this application, contact mikaela@saferoutespartnership.org.