

Colorado Local Match Examples

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- Quickly introduce you to SRTS in Colorado
- Focus on how we addressed 20% match



SRTS in Colorado

- State law passed in 2004
 - Annual application process
 - Required DOT to administer program
 - Evaluation committee
 - Listed eligible uses/projects



Bicycle Colorado and SRTS

- 130 schools since 2006
- 58,000 students
- Hired by cities/schools receiving grants



MAP-21 in Colorado

- All Transportation Alternatives (TA) funding to biking and walking
- Transferred over \$2M from Highway Safety to TA
- CDOT continue SRTS funding for 2013-2014
- 80/20 match begins (cash)



Finding the Match

- Set expectation for match before applying
 - Brainstormed with applicants
 - Applicants didn't have the time
 - Reached out to wide variety of contacts
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- Result: 6 applications,
\$67,700 total match



Types of Matches

1. Local government
2. School district
3. Organization



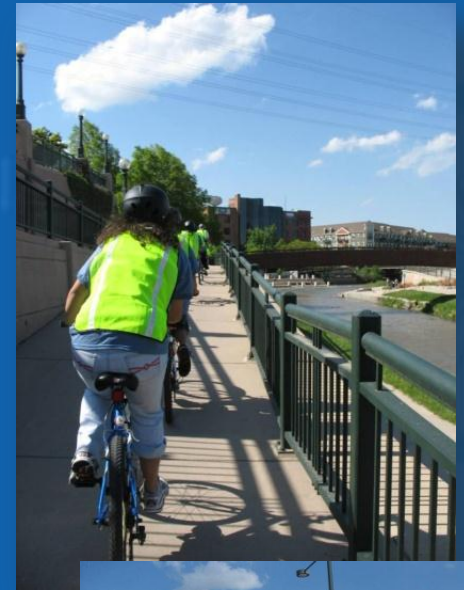
Local Government Match

- Cities or towns
 - Overlay school district
 - Recommended asking city council
 - “Sponsor a school”
 - Many partial matches add up to full match



School District Match

- Funding is tight!
- Risk management in one school district
 - Long partnership with Bicycle Colorado
 - Combined with local govt. partial match
 - Contingent on end of year budget
 - Bought bike fleet, so long term commitment



Organization Match

1. St. Anthony's hospital (location)
2. LiveWell Colorado (history)
3. Kaiser Permanente (history)
4. American Lung Association (co-programming)
5. Bicycle Colorado



Other Ideas

- Foundations
- Local businesses
- Parent-Teacher groups
- Law enforcement



Match Challenges

- Fewer applications
- Much more time finding match
- Relied on existing network
- Smaller (rural) towns intimidated



Match Challenges (cont.)

- Increased administrative time
- Increased communication & coordination
 - Streamlining helps to not overwhelm schools
 - More partners, more involved
- Results in increased program costs



Match Opportunities

- Forged new partnerships
- More folks learned about SRTS
- Local buy-in/investment
- District Wellness Coordinators rocked it!



To Summarize...

- Must promote SRTS harder
- New partners
- Will take more time
- Discourages smaller communities
- Paperwork may be a cumbersome
- Fewer but stronger grants



Thanks for Your Time

Questions?

Feel free to contact me:

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