

BRENT HUGH



MISSOURI BICYCLE AND
PEDESTRIAN FEDERATION

MoBIKEFED.ORG

SAFEROUTESPARTNERSHIP.ORG/MISSOURI





Missouri funding:

Missouri Foundation for Health
Incarnate Word Foundation
U.S. Department of Health and
Human Services' Region VII
Office of Minority Health

National funding:

Robert Wood Johnson
Kaiser Permanente
Bikes Belong
Centers for Disease
Control (CDC)

Blue Cross-Blue Shield of
Kansas City
Daughters of Charity
Foundation of St. Louis
Lutheran Foundation of St.
Louis

- MoDOT Bicycle/Pedestrian Advisory Committee
- Mid-America Regional Council (MARC) Bicycle/Pedestrian Advisory Committee
- MARC Transportation Enhancements Committee & Scoring Committee
- MARC Congestion Mitigation/Air Quality Committee & Scoring Committee
- MoDOT Safe Routes to School Steering Committee/Grant Scoring

- The Funding List
- But how you know which will work best for *your* project?
- How do you get started with any one of them?

BUILDING RELATIONSHIPS AND STRATEGIC, LONG-TERM THINKING

- Basic research (google), common sense.
- Think of fund raising as *building long term relationships with people.*
- Think strategically, long-term, not just project-by-project. Become part of the process (and help improve the process).

BUILDING RELATIONSHIPS AND STRATEGIC, LONG-TERM THINKING

- The success rate for grant applications is low - 10%, 20% (or lower!) is common

BUILDING RELATIONSHIPS AND STRATEGIC, LONG-TERM THINKING

Use your failures to build for success.

Your unsuccessful grant application helped:

- Build a relationship with funders, committee
- Find out how that funding program works and what they fund (and don't fund)
- Improve the project, application, presentation, for future applications (same OR different funding)

BUILDING RELATIONSHIPS AND STRATEGIC, LONG-TERM THINKING

- The success rate for grant applications is low - 10%, 20% (or lower!) is common
- *But cities/agencies that build relationships, think long term, and become part of the process, do garner significant funding over a period of time*

BUILDING RELATIONSHIPS

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- Think about who you should ask not what do I need to know

BUILDING RELATIONSHIPS

BUILDING RELATIONSHIPS?

Who should you ask?

- *Peers in other cities/agencies who have applied for same grants*
- *Others in your city who have applied for same/similar grants*
- *People with the funding agency/committee*

BUILDING RELATIONSHIPS, LONG-TERM , STRATEGIC

- My #1 recommendation:

BUILDING RELATIONSHIPS, LONG-TERM , STRATEGIC

- My #1 recommendation:

Join the committees you want to get funding from

BUILDING RELATIONSHIPS, LONG-TERM , STRATEGIC, PROCESS

- My #1 recommendation:

from

Join the committees you want to get funding

- My #2 recommendation:

BUILDING RELATIONSHIPS, LONG-TERM , STRATEGIC, PROCESS

- My #1 recommendation:

from

- My #2 recommendation:

Then get involved and work to *improve the process and rules* for that program

BUILDING RELATIONSHIPS, LONG-TERM , STRATEGIC, PROCESS

- *Join the committees you want to get funding from*
- Then get involved and work to *improve the process and rules* for that program

Cities that get involved at this level can receive significant, long-term benefit and funding from these programs

BUILDING RELATIONSHIPS, LONG-TERM, STRATEGIC, PROCESS

Maryville – Federal funding success



BUILDING RELATIONSHIPS, LONG-TERM, STRATEGIC, PROCESS

Maryville – City Leaders aid:

- TE and SRTS funding stretched city's funding (6 projects rather than 1)
- The Safe Routes to School Connection was vital, because “no one can argue against the need for kids to walk to school safely”
- The projects have transformed the attitude of the entire city to focus on healthy, outdoor recreation including bicycling, and walking facilities

BUILDING RELATIONSHIPS, LONG-TERM, STRATEGIC, PROCESS

- Receiving federal funding is a serious, long-term commitment for your city/agency
- Steep learning curve
- Serious time commitment
- Complex and frustrating.
- Getting the funding award is less than half the battle!

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Dedicated local trails & bike/ped funding

DEDICATED LOCAL TRAILS & BIKE/PED FUNDING

- **Parks & greenways taxes (w/ trails setaside) - Great Rivers Greenway**
- Percentage setaside or specific projects listed in city **capital improvement tax proposals**
- Percentage setaside for bike/ped/trails in any **transportation funding initiative, TID, etc.**

DEDICATED LOCAL TRAILS & BIKE/PED FUNDING

Any time we renew a tax or create a new tax we should be asking: Should bicycling, walking, safe routes to school, and/or trails be included in this proposal?

Why?

DEDICATED LOCAL TRAILS & BIKE/PED FUNDING

- Trails, bicycle, pedestrian, and safe routes to school projects are *popular*, people *love* them, and they will help your city tax win a majority
- Bicycle, pedestrian, and trails groups will work hard on your behalf *if* the city's proposals include their projects

RELATIONSHIP BUILDING FOR THE LONG TERM

Local bicycle clubs; state bike/ped groups

Trails groups, mountain biking, trail building

Walking/Volksport groups, running clubs, multisport

Environmental groups

Bird watchers

Safe Routes to School

Health, PTA, healthy kids, retired, business

RELATIONSHIP BUILDING FOR THE LONG TERM

You *need* a bicycle, pedestrian, and/or trails *advocacy group* in your area—and a good relationship with that group.

An advocacy group is distinct from a bicycle club, walking club, running club. This is a group that is dedicated primarily or exclusively to advocating for better bicycling and walking facilities and/or trails

RELATIONSHIP BUILDING FOR THE LONG TERM

You *need* a bicycle, pedestrian, and/or trails *advocacy group* in your area. Why?

- *Recent Springfield MO Capital Improvement Tax renewal included 14% of funding for bike/ped*
- *“Vote YES for a more Bikable/Walkable Springfield” Facebook page had 1200 members*
- *Only 9000 total voters in the election*

LONG TERM STRATEGIC PLANNING; CHANGE THE PROCESS

- Adopt bicycle, pedestrian, trails **plans**
- City bicycle, pedestrian, trails **committees** (citizens, community organizations, staff, electeds)

- Adopt a **Complete Streets policy**

MoBikeFed.org/CompleteStreets

- **Safe Routes to School** program in your community

MoBikeFed.org/SafeRoutes

- Include bike/ped/SRTS/trails funding in **all city budgets, capital improvements taxes, and other funding sources**

HOW DOES THIS HELP?

Springfield News-Leader Editorial:

[W]e . . . urge more focus on making it safer and easier to get out of our cars.

The last 1/4-cent capital improvements tax earmarked \$400,000 to mark bicycle lanes throughout the city, part of the "complete streets concept." . . . The next 1/8-cent tax vote must also include substantial funding for such projects.

HOW DOES THIS HELP?

Kansas City Star Editorial on MetroGreen:

City after city around the United States built trails and lanes and are now reaping the benefits. New York City found room for bike lanes. Chicago did, too. Yet here? We plan. It's a shame. ***Completing this plan would transform Kansas City into the sort of place young people would want to live in, say studies.*** It would set Kansas City up perfectly for the coming green revolution. It would make us healthier, and I believe happier.

FINDING FUNDING

FINDING FUNDING

What would change the game?

What would change the rules?

**What would change the entire landscape of
our neighborhoods and our cities?**

FINDING FUNDING

What would change the game, the rules, the entire landscape?

Missouri's new transportation funding tax could include a setaside for bicycling, walking, & trails. (MissouriTransportation.org)

The next federal transportation bill could remove all funding for bicycling, walking, and trails. (T4America.org)

FINDING FUNDING

The challenge of the 20th Century was building a complete, connected network of paved roads for automobiles.

That job is now complete.

The challenge of the 21st Century is making our transportation system work on the human scale again.

That means: biking, walking, trails, mass transit. It means retrofitting our entire paved road system to be accessible to people.

FINDING FUNDING

FINDING FUNDING

***The challenge of the 21st Century is making
our transportation system work on the
human scale again.***

**Our 21st Century transportation funding and
funding priorities must reflect that reality.**



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