



SPONSORSHIP GUIDELINES

During the 2018/2019 school year, Rideshare's Safe Routes to School program is offering schools in San Luis Obispo County sponsorship funds to support school-site Safe Routes to School (SRTS) programs. Examples of school-site SRTS initiatives include:

- Organization and promotion of Walk/Bike to School Days
- Implementation of a School Pool program (carpool matching via iRideshare.org software)
- Formation of a Bike Brigade and/or Walking School Bus
- Creation of and/or support for a school-site Transportation Safety Team
- Promotion of a Mileage Incentive Program using irideshare.org
- *New program ideas are always welcome!*

The mission of Rideshare's SRTS program is to educate and empower school communities, K – 12 students, and parents through tools and incentives that encourage active transportation choices and create change in family/student commuter habits. The San Luis Obispo County SRTS program also acts as a clearinghouse for school site safety data and infrastructure inventories throughout the region.

Any San Luis Obispo County school faculty member, administrator, or parent wishing to build or grow a Safe Routes to School program is welcome to apply for sponsorship funds. Selected applicants will receive support in the form of reimbursable sponsorship dollars, community resources, giveaways, and Rideshare staff support. Additionally, Rideshare will market your school as a Safe Routes to School community member in public relations activities, advertisements, newsletters, and on our website.

Three (3) Funding Levels Available:

GOLD: \$601 to \$800

- Monthly student events throughout the entire school year (for at least eight months) including participation in both International Walk to School Day on October 10, 2018 and National Bike to School Day on May 8, 2019

SILVER: \$401 to \$600

- Four events throughout the school year including participation in both International Walk to School Day on October 10, 2018 and National Bike to School Day on May 8, 2019

BRONZE: Up to \$400

- Participation in both International Walk to School Day on October 10, 2018 and National Bike to School Day on May 8, 2019

Eligibility

- School site must be within San Luis Obispo County
- School serving K – 12th grade
- Adult-supervised elementary, middle, or high school groups or clubs
- Community-based or private non-profit organizations engaged in improving child safety and promoting active transportation for children through walking and biking to school
- Support from the participating school's principal*

*Attach a letter of support from the school principal to your application and submit these items to Rideshare no later than Friday, September 28, 2018.

All Applicants Must Demonstrate:

- Project falls under the mission of the San Luis Obispo County Safe Routes to School program
- Project involves two or more of the following groups: students, parents, community, or school staff/faculty
- Project is approved by the school principal; a letter of support must be included with the application
- Reimbursable program costs equate to no more than \$800
- Ability to provide Rideshare Program Coordinator/Public Information Officer with status reports on program

Awards will be given to programs showing a high potential for longevity and sustainability.

Ineligible Expenses Include:

- Staff salaries
- Infrastructure projects (construction or demolition)
- Fundraising
- Cash, Gift Cards, Gift Certificates (unless donated)
- Electronic Equipment
- Bikes for raffles, incentives, prizes, or giveaways (unless donated)
- Skateboards, Scooters
- Incentives used for non-SRTS events
- Incentives intended to reward event attendance rather than participation in the program
- Event participant meals (healthy snacks are eligible)

Reporting Requirements:

Upon the project's completion, Rideshare requires that sponsorship recipients provide the following information by May 31, 2019:

- Budget Worksheet of actual expenditures (attached) with copies of receipts (attached)
- Activity/Event Record worksheet (attached)

Reimbursement will occur once per school year. Rideshare will distribute reimbursement checks before June 30, 2019.

Notes:

- Use SRTS logos provided by Rideshare.
- Send all marketing materials and press releases used for promotion to SLOCOG's Public Information Officer (adevers@slocog.org) for approval.



2018/ 2019 APPLICATION

School Name:

Principal:

Grades:

Primary Contact Information:

Name:

Relationship to the school:

Phone number:

Address:

Email:

Grant Level Requesting (circle):

Gold (\$601 - \$800)

Silver (\$401 - \$600)

Bronze (up to \$400)

Please provide the exact amount you are requesting:

Program Event Type (circle):

- Walk/Bike to School Days
- Schoolpool (carpooling program using schoolpool capabilities on irideshare.org)
- Bike Brigades (bike group to school)
- Walking School Buses (walking group to school)
- International Walk to School Day and Bike to School Day
- Volunteer Transportation Safety Team
- Student Mileage Incentive Programs using irideshare.org
- Other: _____

Project Details:

1. Why does your school desire an SRTS program for the 17/18 school year?

2. Have you had an SRTS Program in the past (Yes or No)
 - a. If so, are/how are you changing the program this year?

3. Describe your proposed 2018/2019 program in detail including events and activities in the monthly timeline. Please include International Walk to School Day and National Bike to School Day in your timeline. Please leave the textbox blank for the months you are not planning an event.

Month	Activity Description
EXAMPLE: October	International Walk to School Day, we will be promoting walk to School Day the two weeks before with a telephone call home and signage around campus. On walk to school day, we will have multiple walking school buses, and muffins for when students arrive at school.
August	
September	
October	
November	
December	
January	
February	
March	
April	
May	
June	

4. How will you ensure outreach to all students (newsletter, flyers, etc.)?

Rideshare will support your event via social media, website (iRideshare and Rideshare.org), and/or e-newsletter, when requested.

Please send completed applications by September 28, 2018 to:

Anna Devers, Public Information Officer
 SLOCOG / Regional Rideshare
 1114 Marsh St.
 San Luis Obispo, CA 93401
 f: 805-781-5703 e: adevers@slocog.org

****Please remember to attach a letter of support from the school principal to your application and submit these items to Rideshare no later than Friday, September 28, 2018.***

Submit the following pages with itemized receipts to receive reimbursement.

SAFE ROUTES TO SCHOOL SPONSORSHIP BUDGET WORKSHEET & ACTIVITY/EVENT RECORD (2018/2019)

Please complete the following worksheet and return it to Rideshare along with copies of all receipts by Friday, May 31, 2019. You may use additional pages if needed. **Worksheets without itemized receipts attached will not be accepted!**

SCHOOL INFO

School name: _____ Grant amount (\$): _____

Where should we send your check for reimbursement?

Make Payable to:

Address:

City/State: _____ Zip: _____

BUDGET EXPENSES

	Reimbursement Amount Requested	Total Cost (if different from requested reimbursement)	Paid To	Description of Items Purchased
Example	\$23.45	\$12.68	Smart and Final	Bagels and Juice for students

SAFE ROUTES TO SCHOOL ACTIVITY/EVENT RECORD (2018/2019)

1. On a normal day, how many students walk to school? _____
2. On a normal day, how many students bike to school? _____
3. How many students are enrolled at your school? _____

	Activity/Event & Date	What did you do?	What challenges did you face?	How many students participated?
EXAMPLE	International Walk to School Day 10/10/2018	Students and parents met at the corner of Santa Rosa St. and Palm St. and walked to school as a group.	The corner of Santa Rosa St. and Palm St. was too small for all 25 of us to meet at, next time we will meet in front of Linda's house on Palm St.	25
August				
September				
October				
November				
December				
January				
February				
March				

April				
May				
June				

Mail, email, or fax these two pages with copies of ALL receipts no later than Friday, May 31, 2019:

SLOCOG / Regional Rideshare
 ATTN: Safe Routes to School
 1114 Marsh St.
 San Luis Obispo, CA 93401
 f: 805-781-5703 t: 805-781-1385
 e: adevers@slcocog.org

