



Bike Walk Every Town Mini-Grant Program

The Active Transportation Alliance is pleased to announce a mini-grant opportunity to support suburban advocacy work that advances the Bike Walk Every Town policy platform.

This funding opportunity will award multiple grants of \$250-\$500 dollars each.

Applicants are encouraged to be creative and there are no limitations on the types of advocacy activities and events that may be supported (i.e. community bike rides, educational workshops, material printing expenses).

Competitive applications will focus on building a campaign to advance one of the following Bike Walk Every Town local policy platform items in a suburban community:

- Passing a Complete Streets policy
- Developing an Active Transportation Plan
- Securing bicycle/pedestrian funding
- Pushing project implementation
- Creating a bicycle & pedestrian advisory council
- Developing a Vision Zero Plan
- Adopting a Bike Walk Every Town resolution

Applicants are encouraged to visit the [Bike Walk Every Town webpage](#) for background information on campaign building and the policy platform.

Any individual, group or organization based in the Chicagoland suburbs is eligible to apply, regardless of 501c3 status. However, due to the small size of the grants, we ask that all resources be spent on direct expenses and not staff time or salaries.

To apply, please submit a written application that includes the information outlined below. Applications should be no more than two pages and should be **submitted no later than Monday, March 12, 2018**.

Your completed application can be emailed, along with any questions, to Maggie Melin at maggie@activetrans.org.

Bike Walk Every Town Mini-Grant Application

Please respond to the following eight questions and limit your application length to no more than two pages. Grant awardees will be asked to provide an update on their campaign progress and photos (if applicable).

Due date: Monday, March 12, 2018

1. Applicant organization and/or campaign name (if any):
2. Contact name(s):
3. Contact email(s):
4. Contact phone(s):
5. City/village:
6. Campaign plan description - Please briefly describe each of the following. Review the [Campaign Action Planning worksheet](#) or watch the [online training video](#) for assistance.
 - a. What is your policy goal?
 - b. Who is your target? Identify a key decision maker.
 - c. Who is your base? Identify potential partnerships.
 - d. How will you engage your base to get involved?
 - e. How will you communicate with your base?
 - f. How will you engage your target?
 - g. What are your benchmarks/what would you like to accomplish in the next 2 months? 8 months? Year?
7. Advocacy focus - Please describe how this mini-grant will support your walking, biking, or transit advocacy efforts and ultimately advance your policy goal.
8. Program budget - Please share a simple budget indicating how you will spend the mini-grant. Please mention any additional financial or in-kind resources you will use in support of your efforts.