



May 2010 Santa Barbara County

For the month of May, go beyond biking and host your own bike event as part of CycleMAYnia! When people choose to leave their cars at home and go by bike instead, they experience a healthier lifestyle and help everyone in Santa Barbara County experience cleaner air and reduced traffic.

This year, Traffic Solutions is offering mini grants to individuals and organizations who want to promote bicycling throughout Santa Barbara County. Propose the event that you've always wanted to see happen, and it can join the full month of CycleMAYnia activities.

Apply for \$50 to \$500 for your project

Mini grants can be used for almost any celebration of biking that you can dream up. Not only will you get grant money, but you can also be included on the CycleMAYnia calendar that'll be posted all around town and online! Some basic ideas to get your creative juices flowing are:

- Host a ride to the beach, touring wineries, or local art galleries
- Rent a space (city park, gallery, etc.) to hold an event
- Host a bike-in day at your school or organization, with a picnic afterward for riders
- Offer tune-ups and/or free lunch to your employees who arrive by bike
- Host an event that connects cycling to art, music, film, food, culture, etc.
- Provide incentives to attend your event (food, beverages, stickers)

You are only limited by your creativity. If you have an idea for a community/office/school bike event, complete the attached application and/or contact Traffic Solutions.

For more information contact:

Lori La Riva
Traffic Solutions, SBCAG
Phone 805-961-8919
llariva@sbcag.org

www.TrafficSolutions.info





Apply for \$50 to \$500 for a project to promote bicycling. Applications are due by March 12, 2010, but late submissions will be considered. Announcements will be made the following week.

Event Name: _____

Host's Name/Organization Affiliation: _____

Address: _____

City and ZIP: _____

Phone: _____ Email: _____

Date of application: _____ Amount requested (please provide a range): \$ _____

Is this a one-time event or an ongoing project? Date(s) of event: _____
(funded event must happen during May)

Events should be *FREE* to qualify for a mini-grant, but will be considered if participation charges or fees are justified below.

Please describe the proposed project in detail as this will be used in determining the amount of the award (use additional paper if necessary):



Please describe the community you will reach through this event:

- What city or part of the county will this event happen in? _____
- What is the approximate age of participants? _____
- Approximately how many people do you hope to reach with this project? _____
- Is this a site related event? If so, where? (school, church, office, etc.) _____
- Is this event open to the public? _____
- How will you advertise this event? _____
- How would you like us to advertise? _____

How will you track the success of the proposed project?

Please itemize your proposed expenses for the amount you have requested above, and if applicable, list any funds you or your organization may be contributing to the event:

How did you hear about the CycleMAYnia mini grant program? (check box)

- CycleMAYnia Meeting
- E-mail Newsletter from _____
- Website _____
- Word of Mouth
- Other _____

If your event is public, we will list the description in our print and online calendars, along with contact name, email and phone number.

Please fill out completely, print, and FAX to Traffic Solutions at 961-8901 or email to llariva@sbcag.org, or mail to Traffic Solutions, 260 N. San Antonio Rd., Ste. B, Santa Barbara CA 93110

Thank you for your ideas and enthusiasm for CycleMAYnia 2010!

