

WALK 'n ROLLERS

bike • walk • skate • scoot

City of Culver City
Safe Routes to School Program
August 9, 2017



Table of Contents:

Executive Summary	1
Company and General Information	2
Qualifications and Experience	2
Project Team	4
Response to Scope of Services	
Approach	5
Proposed Deviations	8
Statement of Service(s)	9
Fees	10
References	10
Appendixes	
Letter of Transmittal	
Resumes	
Fee Schedule	
Event Timeline	



Linwood Howe's Hiking Vikings program continue to prosper in Culver City under the Walk 'n Rollers program.



August 21, 2017
Culver City Safe Routes to School Program
RE: RFP #1639

Dear Selection Committee:

Walk 'n Rollers is excited to be presenting the following proposal for the upcoming Culver City Safe Routes to School Program. With the recent completion of a successful four-year SRTS program as a foundation, we anticipate building on the success of established components, providing creative solutions to new elements and maintaining effective communications throughout the scope's period.

Our Safe Routes to School experience within Culver City and throughout LA County has allowed us to work with a diverse clientele and has provided us with unique insight into family dynamics, outreach strategies and successful event hosting.

Our proven ability to connect with students, parents and other community members is at the heart of our proposal. Perhaps more importantly, we understand that this project is about more than helping more kids get to school more often and more safely. It's about empowering students and community stakeholders so they can integrate and expand the program organically and not necessarily rely on civic assistance or funding cycles. This is about building healthier, safer communities for all residents, creating accessibility and providing transit options that affect everyone, everyday.

For the past seven years, Walk 'n Rollers (a Project of LACBC) has been a grass-roots, local organization focused on Safe Routes to School programming. We have worked in a wide range of communities throughout LA County, including: Culver City, Santa Monica, Pico Rivera, Glendale, East LA, Cerritos, Downey, South LA, Santa Clarita and del Rey. Working with local government and school districts alike as well as organizations such as CicLAvia, Rails to Trails Conservancy and National Parks Service, we have overseen and implemented city-wide SRTS programs in Culver City and Pico Rivera and hosted dozens of pedestrian and bicycle education events including Kids Bike Skills Workshops, Walk 'n Roll Festivals and Group Rides. We have learned a lot from working in these diverse communities and bring to this project a unique level of Safe Routes to School focused expertise.

Founder Jim Shanman's experience as a CCUSD parent and Culver City's Safe Routes to School Coordinator, provides Walk 'n Rollers with a SRTS expert and community champion who relates well to children and parents alike. As a SRTS Coordinator, Jim brings an understanding of how to build bridges between City Hall and School Districts and move projects forward in a collaborative process. And being a League Cycling Instructor (LCI), Jim's teaching experiences underscores Walk 'n Rollers' commitment to providing quality education experiences in all of Walk 'n Rollers' activities.

This combination of local and regional experience, a focus on SRTS programming, passion for providing top level encouragement and education as well as knowledge from both a parent and resident perspective, makes Walk 'n Rollers a unique and outstanding choice to implement this SRTS Program.

Thank you for your consideration.

Sincerely,

Jim Shanman, founder, Walk 'n Rollers.

Erik Jansen, Interim Executive Director, LACBC

A. COMPANY AND GENERAL INFORMATION

1. Company Contact Information

Name: Walk 'n Rollers (a Project of LACBC)
Address: 8800 Venice Blvd., Suite 301
Los Angeles, CA 90034

2. Letter of Transmittal – See Attached

3. Primary contact info:

Jim Shanman
Founder
(310) 204-4346
jim@walknrollers.org



Incoming 6th graders are given a road safety lesson during the “Intro to CCMS” ride.



El Rincon developed a robust monthly Walk to School program under Walk 'n Rollers leadership.

B. QUALIFICATIONS AND EXPERIENCE

1. Our History – Who We Are

Walk 'n Rollers was formed in 2010 by Jim Shanman as a Project of LACBC to focus on SRTS education and encouragement. Jim remains as the primary contact. Walk 'n Rollers has one office at 8800 Venice Blvd., Suite 301, Los Angeles, CA 90034 (in the historic Helms Bakery building) and employs a staff of two.

As a project of LACBC, Walk 'n Rollers enjoys a symbiotic relationship with the largest bicycle advocacy organization in L.A. County. This relationship provides staffing and administration support as necessary including comprehensive event insurance and media support. LACBC was formed in 1998 and currently employs 7 full time and 1 part time staff member.

2. Our Experience – What We Do

Walk 'n Rollers' focus is on Safe Routes to School program implementation. We have extensive experience in implementing over 50 walking and biking programs within Culver City and surrounding areas. With the exception of an ongoing program with Lennox School District, each of these programs has been successfully completed. These include:

- Comprehensive Programs in Culver City (4 years) and Pico Rivera (2 years); Walk Bike Ballona with Rails to Trails Conservancy (2 years)
- Walk 'n Roll Festivals in Culver City (5), Downey (2), South L.A. (2) del Rey (5)
- Bike Skills Workshops with CicLAvia (6), Santa Monica (2), Christmas in July with former Assemblymember and current State Senator Holly Mitchell (5), Metro (2), SCAG (4), National Park Service (3)
- Summer School Pedestrian and Bicycle Workshops in Glendale, Los Angeles, Downey and El Monte (5)
- Education and Encouragement programming for Russell Elementary in conjunction with L.A. County Public Works
- SRTS Program in Cudahy to deliver pedestrian and bicycle safety skills with a goal to establish a community group to assist in delivering community walks – Cudahy en Marcha – and later a Kids Bike Skills Workshop.
- Sony Greener World Grant helped establish a Bike Club at Culver City High School. Weekly meetings promoted bike safety and skills, guest speakers and group ride planning. The students participated in a group ride to Downtown L.A. and later lead a community bike repair and group ride in Culver City.

2a. Relevant Projects:

Project: Culver City Safe Routes to School Non-Infrastructure Program; SRTS Coordinator

Status: Completed

Scope: Responsible for implementing City-wide SRTS program as part of the City's Non-infrastructure SRTS Program (Cycle III, \$500,000).

Lead contractor working with six schools over four years to develop:

- Sustainable walk-bike to school programs
- Ongoing encouragement activities
- Deliver effective educational activities
- Effectively coordinate with school district, City staff, team leaders and community stakeholders
- Establish and maintain online communications
- Establish regular walk to school days at all schools
- Establish meetup, park and walk sites at all schools
- Establish waking school buses and rolling bike trains at all schools
- Introduce pedestrian and bicycle safety instruction in all PE classes, and train instructors
- Host annual Walk 'n Roll Festivals
- Plan, schedule and lead family rides
- Plan and deliver adult and family education classes in bicycle and pedestrian safety
- Launch a bike patrol in coordination with Culver City Police Dept.
- Conduct annual evaluations through surveys and student tallies
- Produce engaging media campaigns.

Contact:

Charles Herbertson

Director of Public Works, City of Culver City

Phone: (310) 253-5616

e-mail: charles.herbertson@culvercity.org

Project: Education and Encouragement Specialist, Pico Rivera SRTS Program (sub contractor with Alta Planning + Design)

Status: Completed

Scope: Responsible for outreach to 11 schools and assisted each in launching "Walk the Walk" activities focused on developing sustainable Walk-Bike to School Programs. These included meet up sites and walking school buses as applicable to each school.

Coordinated and lead "Talk the Talk" presentations focused on working with parents and community leaders on the value of the SRTS program and correcting poor driving behaviors in an effort to create safer school communities while building encouragement for the "Walk the Walk" programs.

Hosted community-based Walk 'n Roll Festivals and conducted various outreach activities.

Contact:

Christina Gallagher, Assistant Planner

6615 Passons Blvd., Pico Rivera CA 90660

cgallagher@pico-rivera.org

(562) 801-2163

Project: On-Campus Bicycle Safety Education, Lennox School District, 2017-18

Status: Ongoing

Scope: Provide Bicycle Skills Workshops to all Jefferson Elementary Schools. During PE Classes students participated in a discussion on rules of the road, demonstration on helmet safety and practice bicycle safety and skill drills.

Contact:

Dr. Kent Taylor

Superintendent, Lennox School District

Phone: (310) 695-4060

e-mail: kent_taylor@lennox.k12.ca.us

Project: Walk Bike Ballona, 2014, 2016

Status: Completed

Scope: 2014: Provide community group rides and a Walk 'n Roll Festival to the communities adjacent to Ballona Creek.

2016: Provide a community group ride and a Walk 'n Roll Festival to communities adjacent to the San Gabriel River path.

Both program's goals were to create enthusiasm for their respective river trails by highlighting their value as ecological and transportation resources and provide bicycle safety education to encourage future use.

Contact: Barry Bergman

Rails to Trails Conservancy

Phone: (415) 814-1102

e-mail: barry@railstotrails.org

3. Project Manager

Jim Shanman

Founder, Walk 'n Rollers (a Project of LACBC)

8800 Venice Blvd., Suite 301, Los Angeles, CA 90034

tel (310) 204-4346; fax (310) 204-4304

e-mail: jim@walknrollers.org

Jim Shanman will be the primary project manager on this project. He will be working out of the Walk 'n Rollers office at 8800 Venice Blvd., Suite 301, Los Angeles, CA 90034

Jim has extensive experience in SRTS programming and project management having served as the Culver City Safe Routes to School Coordinator for four years and Education and Encouragement Specialist for two years in Pico Rivera. Additionally, Jim is a League Cycling instructor (LCI) with over five years of leading a variety of bicycle safety education classes for children and adults alike.

C. QUALIFICATIONS AND EXPERIENCE OF PROPOSED PROJECT TEAM

1. Key Staff

Jim Shanman

Founder, 8 years as SRTS volunteer and SRTS consultant

Jessica DeFalco

Project Coordinator, 2.5 years SRTS programming, logistics coordination, outreach, administration

As a small organization, Walk 'n Rollers relies on a collaborative effort between staff, stakeholders and sub contractors. All projects start with a project assessment, review of schedules and budgets and task assignments. In most cases, Jim serves as overall project manager while Jessica provides logistic and administrative support. Clear, constant communications between all team members and throughout each project is integral to all projects at Walk 'n Rollers.

2. SRTS Coordination

Walk 'n Rollers has extensive experience coordinating, hosting and promoting events of all sizes. From our Kids Bike Skills Workshops, Walk & Roll Festivals, group rides and workshops, to Walk-Bike to School Day events and campaigns and larger, event scale festivities, Walk 'n Rollers is well positioned to deliver high caliber and successful activities. Whether in Culver City, Pico Rivera or South L.A., we strive to work with stakeholders and community partners to feature local businesses as much as possible.

In Culver City for example, our Walk & Roll Festivals have averaged over 100 participants and attracted many local vendors and volunteers, such as Tower Insurance, Cycle Bar, Sorrentos Italian Kitchen and more. The 2016 event was even visited by the Helpful Honda People who stopped by to lend a hand as they heard about the event through various media sources. Each year we have been able to build on our success by attracting and integrating local entities like Culver City Bus, Culver City Rotary and local businesses opening the door for future partnerships.

We also successfully organized District-wide campaigns for International Walk to School Day and National Bike to School Day for four consecutive years. In 2017 Walk 'n Roller's efforts for walking school bus organization was highlighted by the National Safe Routes to School Partnership as an example of community organizing.

In 2017 we partnered with Finish the Ride to host the Ride, Run Walk & Roll Challenge in Griffith Park. The event hosted over 700 participants and raised \$40,000 for our causes. Our role was to oversee and integrate the Festival Expo with the rest of the event. The Expo attracted over 24 sponsored booths, raising \$25,000.

3. Program Management

In Culver City, Walk 'n Rollers developed pedestrian and bicycle

safety workshops built around the elementary school's PE class structure. The classes are large and time is short, so efficient coordination with PE teachers, principals and district staff is essential to success. The program was piloted at two schools in 2015 and rolled out to all five in subsequent years. Walk 'n Rollers coordinated training sessions prior to the rollouts, coordinated schedules, trained PE teachers during workshops and trained District staff in delivery and setup of equipment.

Additionally, teaching scripts and tip sheets have been developed to enable PE teachers to deliver the workshops going forward. Knowing how limited PE staff is and the challenges the workshops present, Walk 'n Rollers is prepared to support each school at whatever level they require for success including scheduling training and/or delivery of the material to classes.

During his tenure as Culver City SRTS Coordinator, Jim developed and honed positive working relationships with community members, school district staff and faculty that allowed for efficient delivery of walk and bike to school campaigns, survey distribution and event promotion. Our ability to build on that success will be unique to Walk 'n Rollers role in his program.

4. SRTS Data Collection

Walk 'n Rollers has successfully managed five rounds of data collection in Culver City (including a parent survey administered at El Marino Language School in 2012) and assisted 11 schools in Pico Rivera for two years, utilizing the standardized SRTS Parent Travel Survey and Student Hand tallies in both experiences. Additionally, we have developed year-end reports that help analyze year-over-year progress and have submitted a comprehensive report analyzing all four years of the program.

We are also adaptable to a school or Districts needs. We work closely with school administrators and parent groups to administer and promote the Surveys and Tallies. Recognizing that the National SRTS Partnership no longer supports data entry and report generation, Walk 'n Rollers created a similar survey through Google Docs which made for easier distribution and a more customized survey, resulting in more accurate answers.

Walk 'n Rollers takes the results of these surveys seriously as it provides a glimpse into a program's success and helps to highlight barriers as well. For example, through the comments in the Surveys, we have seen a strong desire to participate in the program if volume of street traffic and traffic safety were better addressed. Sharing information like this with City staff and CCPD may help them better deploy resources.

5. Resumes: See attached

D. QUESTIONS/RESPONSE TO SCOPE OF SERVICES

This section presents our understanding of the requested scope of work, our proposed work plan and associated deliverables to accomplish the tasks.

1. Approach, Method to Scope

Walk 'n Rollers takes great pains to provide an efficient and productive Work Plan. Collaboration is key and is what drives our non-cook- ie cutter approach. We feel it is important to consistently gather input and adapt as necessary. All team members are in constant communication internally and with stakeholders to insure we are meeting the projects goals and timelines.

Each task and subtask is assigned a specific job number that allows us to easily track time and expenses internally. Weekly internal staff meetings on all Walk 'n Rollers' projects allows us to make adjustments and shift resources as necessary to where they are needed most and avert potential crises. Monthly team meetings and open communications throughout the project's duration allow us to receive input from all team members on all tasks further allowing us to adapt as the project changes.

1b. Quality Control

Walk 'n Rollers is proud of our track record on delivery high quality, highly effective programming. Founder Jim Shanman is involved in most stages of planning and delivery of each task item insuring a consistent level of quality throughout the project. Simply put, we aim for our best at every stage of every task, from the first stakeholder meeting to the final project report, from community events, to education programming and group rides.

1c. Scope of Service

A. Assist School-based Volunteer SRTS Committees to Support Participation

During the previous four year SRTS program, Walk 'n Rollers made great strides in establishing SRTS committees at each school. Committees were trained in marketing and promotion, recruiting and creative delivery of programming. We made every effort to work within their capacity and support them as needed. We expect to be able to continue to support the committees and work to grow each one through regular correspondence online and in person including bi-monthly SRTS Champion meetups to allow for greater collaboration.

B. Assist PE instructors in Delivery of Bicycle & Pedestrian Safety Curriculum

Walk 'n Rollers believes education is at the heart of successful SRTS program implementation and involving school faculty is critical in delivering a sustainable program. We also understand the value of grade-appropriate lesson-planning. As such, in working with the Culver City elementary schools in delivering this task during the

previous program, we created age-appropriate curriculum that is flexible enough to work in a variety of environments and is inclusive, with aspects appropriate for bikes, scooters and skateboards. Walk 'n Rollers also worked closely with district personnel to deliver and setup the Traffic Safety City so staff time is not impacted.

Walk 'n Rollers has successfully worked with Culver City faculty as well as faculty in Lennox School District to seamlessly integrate the bicycle safety skills into their normal PE programs. We will continue to work with Culver City staff to refine and improve on training and delivery of curriculum by attending faculty meetings and assisting during the activities as needed.

C. Coordinate Walking School Bus Program at all Elementary and Middle Schools

Developing an efficient Walking School Bus program takes a dedicated coordinator and enthusiastic volunteer corps. As a local champion and SRTS professional, Walk 'n Rollers is well-suited to deliver successful Walking School Bus programs for each school. To help facilitate this we will strive to seek out volunteer walk leaders at each school and throughout the community. We will connect with various community groups such as the Senior Center, Rotary Club, the Exchange Club and the Culver City Chamber of Commerce. We will also connect with local Home Owner Associations and Neighborhood Associations for outreach and volunteer recruitment.

To facilitate appropriate training, Walk 'n Rollers will coordinate with CCPD on conducting annual Walking School Bus safety workshops within the community and/or at each school.

Walk 'n Rollers will explore options for remote meetup/park and walk sites such as Veterans Park, that could support robust activity. Additionally, we will contact landlords at the new developments around Expo Station (Ivy Station, Platform, HBO, etc) and West Washington to gauge interest in supporting walk to school efforts with their residents.

D. Create Suggested Route to School Maps, including Meet Up Times for Walking School Buses

Having already created route maps for each school, Walk 'n Rollers is intimately aware of each school's neighborhood, appropriate routes and potential barriers. Even so, improvements can always be made, and we will work with each school and SRTS committee to improve map design, routes and distribution. This collaborative effort will not only yield new customized SRTS route maps, but also provide greater opportunities for parents to access them.

Our experience with publishing route times is that schools' prefer to keep that information "for parents eyes only". So while routes will be widely published and easily accessible, publishing of meetup times will be left to the discretion of each school and likely keep on their school site web pages which may require authorization to access.

E. Expand Program to Serve Culver City High School, including Development of a Student Leadership Program

We are especially excited about the opportunity to expand the progress of the previous program into Culver City High School. Now that all students at each elementary school and the middle school have progressed through the previous program and are now attending CCHS, the time is right to encourage their participation. There are many options to engage the high school, but for any of them to be successful, it will require student leadership.

Our process will include meeting with principal Dr. Cooper and appropriate faculty to develop an ongoing Bike Club or incorporate active transportation planning into the Green 5 program. Once established, we will work with students to create on going volunteer opportunities and education activities such as helping with Walking School Buses, the annual Walk & Roll Festival, hosting Bike Fix It Days, leading community bike rides and walks and more. Potentially this group could develop an Earn-a-Bike Program and become community leaders to assist with other groups walk-bike needs.

Walk 'n Rollers previous efforts through a Sony Greener World grant to establish such a Bike Club was successful and provided a solid foundation from which to grow this program. Collaboration with faculty and administration allowed us to establish a positive working relationship that has provided insight to challenges specific to CCHS and will help us kick start this aspect of the program.

F. Develop, Coordinate, and Promote Citywide SRTS Activities and Campaigns, including Walk to School and Bike to School Days/ Months

Walk 'n Rollers has extensive experience developing and promoting program-specific campaigns in Culver City and elsewhere. Our materials are properly branded to support the program and creatively designed to engage appropriate audiences. For this program, we will utilize high quality graphics and messaging and collaborate with our local contacts to create as much awareness as possible. Our strategy will be to employ as many media outlets as possible, including (but not limited to) printed fliers and advertisements, posters and postcards, web site and social media, out door marketing such as banners, lawn signs or on bus advertising.

In addition to Walk and Bike to School Day events, Walk 'n Rollers proposes to explore additional campaigns, such as city-wide programs to support the "3-Block Challenge" introduced during the previous program and SCAG's GoHuman program to promote additional awareness on safety to residents and non-residents alike.

G. Coordinate Adult and/or Family Bicycle Safety Classes open to all Family Members

Walk 'n Rollers has a long history of delivering adult and fami-

ly-friendly classes. From adult-oriented Traffic Safety 101 classes based on the league of American Cyclist's curriculum, to family bike safety workshops to Learn to Ride classes, Walk 'n Roller's classes – lead by Jim Shanman – have been instrumental in teaching riders of all ages how to ride their bikes safely in their communities and to and from school. His innovative "Intro to CCMS" ride for example gathered outgoing 5th graders in a group ride to Culver City Middle School. Along the way they learned about bike safety and where and how to safely lock their bikes.

In Culver City, Jim delivered an 8-week after school class to middle school students that incorporated games and challenges as well as group rides. Additionally, Walk 'n Rollers successfully delivered the "Wheels and Heels" bike safety series of classes.

H. Coordinate Annual Citywide Walk & Roll Festival (bike safety rodeo)

Walk 'n Rollers has been presenting Walk & Roll Festivals since our formation. Our proven model is based on a series of skills stations and Group Rides (when possible) that children progress through, demonstrating a level of competence before moving to the next. The repetition of the activity aids in retention of the skill and is more enjoyable for the children. We are proud that our format and curriculum continue to improve and is flexible enough to accommodate a variety of venues and audiences.

Walk 'n Rollers has presented five Walk 'n Roll Festivals in Culver City beginning in 2011 (prior to the previous SRTS Program) with our first event at El Marino Language School. Working with local groups such as Rotary Club and civic and local entities such as Culver City Bus, CCPD and Walk with a Doc, we have strived to make our festivals engaging and fun for the entire family. With an average attendance of 100 children, these events have continued to grow and we look forward to the opportunity of continuing this tradition.

During our Kids Bike Skills Workshops and Walk 'n Roll Festivals, students learn and practice a wide variety of safety skills for pedestrians, cyclists and scooters. Our lessons are as inviting to parents as they are for kids which helps encourage the conversations be continued at home. These lessons include:

- Helmet Fit and Adjustment instructions
- Bicycle Fit and Inspection, including ABC Quick Check demonstrations on every bike (bike repair can be added when appropriate or available)
- Starting, Stopping, Straight-line Riding
- Hazard Avoidance
- Scanning, Signaling, Turning
- Turning while Yielding
- Plus Street Specific Skills:
- Entering the Road

- Along the Road Dangers
- Intersections
- On-street Group Rides (when applicable) so participants can put their new skills to the test in real-world environments
- Scooter and skateboard ramps and safety instruction (when applicable)

To ensure that our festivals and workshops are as engaging as possible, additional stations are included as possible to insure that all children, regardless of skill level, can participate:

- Parent Workshops
- Speed Zone
- “Slow” Races
- Chaos Box
- Tricycle Derbies
- Art/craft Projects
- D.I.Y. Bike Wash
- Bike-oriented obstacles (when applicable)

I. Conduct Annual Travel Tallies and other Data Collection as needed, and Submit Annual Report to the City and CCUSD

Walk 'n Rollers has successfully conducted Parent Travel Surveys and Hand Tallies five times in Culver City since 2011 (including once prior to the previous SRTS Program). Since the National Safe Routes to School Partnership no longer compiles data sets, we created a similar but improved version that was accessible through Google Docs. This allowed for better questions and easier tracking which also allowed us to create incentives for those who registered.

We hope to continue our work with district staff and faculty to improve on the distribution of surveys to achieve higher response rates. As before, we will once again offer our services to any school that might need help administering the hand tallies.

After the completion of each survey period we track data and provide a full summary report to easily compare year-over-year changes.

J. Serve as Primary Point of Contact for Parents, Teachers, Community Members, and City & CCUSD Staff on Safe Routes to School Issues

As a SRTS consultant in Culver City, Walk 'n Rollers has spent the past four years building enthusiasm for SRTS activities. Prior to that, Jim Shanman had developed a reputation as an engaged parent and activist at El Marino Language School, passionate about active transportation. Whether in person at local events and on campus activities, or online in community forums, Jim has his finger on the pulse of the Culver City community. He is present throughout Culver City and is always willing to have a conversation about all things school or transportation related. This accessibility can only come from an engaged, local resource and Jim has demonstrated his ability to enthusiastically embrace that role.

We know that kids love walking and biking to school. Principals and faculty appreciate the additional benefits of improved attendance and academic performance. Based on recent survey and tallies, it's clear that most parents in all Culver City schools are aware of and support the SRTS program. We look forward to the opportunity to expand on the progress that has been made. We expect to continue our collaborative and inclusive efforts with parents, teachers, community members, students and City and CCUSD staff so that our actions represent the school community as a whole.

This collaborative effort is what lead Walk 'n Rollers to create and distribute a “Marketing Messenger Template to all Culver City stakeholders, each customized for their specific market. For example, during Walktober, CCUSD staff and faculty were provided talking points relative to the school community, whereas civic leaders were presented with more broad based messaging. The intention was to get all stakeholders speaking in one voice about active transportation, but with messages specific to their audience.

K. Maintain Communications Presence with Strong Visual Identity, including Flyers, Brochures, Banners, Website, Social Media, Earned Media, etc.

Most successful Safe Routes to School Programs have at their core an effective, ongoing outreach campaign that creates awareness, encourages participation and supports transportation behavioral change. Our campaigns during the previous program helped boost program awareness and participation at all campuses. These included coordinated campaigns for: International Walk to School and National Bike to School Day activities, Wheels and Heels classes, Family Rides and Walk & Roll Festivals.

We expect to build a multi-level outreach campaign that will strive to overcome the revolving nature of parent and stakeholder involvement. The campaign will feature a strong visual identity utilizing the now familiar Culver City Walk & Rollers logo and accompanying graphics. To help the previous campaign reach new levels, we will employ various strategies to connect with parents and stakeholders, continue to build on and strengthen existing community relationships and identify new community partners. The campaign will effectively coordinate on campus and off campus marketing elements, update and improve the www.ccWalkAndRoll.com website, add a monthly newsletter, frequent press releases and effective media placement.

All elements of our campaign will be branded to speak with a unified voice to parents and children alike with integrated messaging and appropriate visual imaging. Our experience in brand building, advertising and design will allow us to continue to create memorable and effective campaigns with editable and easily reproducible elements to use across media platforms. A thorough review of previous materials and resources, neighborhood opportunities and school needs and capabilities will proceed and inform the campaign development and launch.

L. Attend Bicycle & Pedestrian Advisory Committee Meetings, as Needed

Staying involved in local conversations revolving around active transportation is essential for maintaining the program's progress. The regularly scheduled Bicycle & Pedestrian Advisory Committees meetings are an important way to ensure the SRTS program remains in those conversations. Throughout the previous program, Walk 'n Rollers demonstrated an ongoing desire to be present at BPAC meetings and other community forums as often as possible and we expect the same to continue.

M. Attend City Council-School Board Liaison Committee Meetings, as Needed

The City Council-School Board Liaison meetings have proven to be an effective way to communicate the needs of the SRTS Program to City and District staff and ensure that walking and biking to school remains in the plans for future projects. The liaison meetings have also been instrumental in accelerating conversations on items like implementation of AB 321 and opening access gates along Ballona Creek. Walk 'n Rollers is proud to have participated in these conversations and we look forward to the opportunity to continue to do so.

N. Attend Monthly Meetings with City and CCUSD Staff

In early 2014, in lieu of task force meetings, Walk 'n Rollers initiated joint monthly meeting with contacts from both CCUSD and the City. This regular meeting allowed us to keep both entities up to speed on the program, brainstorm new ideas, explore options for moving the program forward and troubleshooting any issue before they became problems. This pro-active, collaborative action helped keep the program and tasks on schedule and on budget while building an efficient communications channel for the SRTS Program.

With new staff at the District we hope to continue this collaborative effort.

O. Program Administration

Walk 'n Rollers' program administration is handled in two formats. First, internally we track all projects and expenses in our accounting program, AccountEdge. This allows us to evaluate each task of each project separately. Secondly, our fiscal partner, LACBC is involved in all major administrative tasks including billing, legal and insurance. Walk 'n Rollers has been on numerous projects as prime contractor, sub contractor and sole source contractor. We are familiar with various billing requirements and are flexible enough to customize our approach to fit the needs of City, school district or government requirements.

2. Proposed Deviations, Additional Benefits

In addition to the items listed above, Walk 'n Rollers proposes to also include Walk Audits for each campus. Typically Walk Audits bring together a relevant group of stakeholders to assess the environment surrounding each school with the goal of identifying perceived barriers and processing potential solutions. Additionally, Walk Audits are instrumental for documenting potential infrastructure improvements around the campus to provide safer routes to and from school and therefore providing grant application background documentation for the school, school district and city staff when pursuing funding opportunities. Yet another advantage to Walk Audits is their ability to provide another form of engagement with the community and opportunities for program awareness.

As a value added element, Walk 'n Rollers has budgeted to include Walk Audits at each school to provide a thorough review of each site.



Group ride during a Wheels and Heels class.



Children participating in a Pedestrian Workshop during PE.

3. Statement of Service

Walk 'n Rollers believes we are uniquely qualified for this project because of what differentiates us from any other applicant. Though our enthusiasm, creative problem solving, and collaborative work ethic are evident, what really sets us apart are the following:

A. Our local knowledge

As previously stated, our founder, Jim Shanman, is a long time Culver City resident, CCUSD parent, local pedestrian-bicycle safety advocate, member of the Culver City Rotary Club and the Culver City Chamber of Commerce. Jim is intimately familiar with Culver City and the surrounding area not just because he lives here and is actively involved, but he also commutes through and beyond by bicycle and train almost daily. Jim's passion for improving his community is reflected in Walk 'n Rollers' Vision: To create a community environment where children and parents alike are comfortable using alternative modes of transportation, whenever they choose. To say Jim lives and breathes this for the sake of the residents would not be an understatement.

B. Our Program Familiarity

As the contractor responsible for implementing the previous four year, non-infrastructure SRTS Program, Walk 'n Rollers retains institutional knowledge of the program and the schools and has strong working relationships with district and City staff. This knowledge will allow Walk 'n Rollers to hit the ground running, and seamlessly pick up where the previous program ended, bringing new found enthusiasm to the project, helping it rise to new heights faster.

C. Our SRTS Experience

Walk 'n Rollers is solely focused on SRTS education and encouragement programming. Our mission is clear: To empower school age children and their parents through education and training to safely and responsibly bike, walk, skate and scoot to and from school. Though we understand the value of policy-making and street engineering and often collaborate with agencies that provide those services, we exist simply to build a community around the enthusiasm for walking and biking to school.

E. FEES

1. Fee Schedule: See attached

2. Billing, Payment Expectations

We anticipate to invoice the City on a monthly basis for tasks rendered and costs as reimbursables. A detailed invoice outlining hours spent on specific tasks as well as appropriate expenses incurred will be submitted on a timely basis. As a Project of LACBC, all work will be performed by Walk 'n Rollers, but invoices will be submitting by LACBC's accounting department. (as has been done during the previous four year program). Walk 'n Rollers will expect City staff to process submitted invoices in a timely fashion with the goal of providing payment within 30 days from the date of each invoice.

2a. Cost Control

Walk 'n Rollers utilizes AccountEdge, an accounting system which allows us to track and report on every job at Walk 'n Rollers. Once information is input we can easily generate reports that include staff hours, expenses and receivables. Knowing how complicated projects like this can be, we maintain extensive spreadsheets for easy tracking of job details and refer to them regularly to make sure we are on budget every step of the way. For example, we maintained spreadsheets that tracked all expenses for all 34 tasks as well as the monthly expense report required by CalTrans for the Culver City SRTS non-infrastructure project.

3. Remaining Fees

At this time Walk 'n Rollers does not anticipate any additional fees not outlined above.



Elementary students participated in Bike Skills Workshops throughout Culver City. Walk 'n Rollers worked with PE teachers to train them to administer the program going forward.

F. REFERENCES

Pico Rivera SRTS Program
 Start Date: October 2013
 End Date: June 2015
 Contact: Christina Gallagher, Assistant Planner
 6615 Passons Blvd., Pico Rivera CA 90660
 cgallagher@pico-rivera.org
 562.801.2163

Lennox
 Start Date: April 2015 (Pilot Program)
 End Date, May 2018 (after second full year)
 Contact: Dr. Kent Taylor, Superintendent, Lennox School District
 Phone: (310) 695-4060
 e-mail: kent_taylor@lennox.k12.ca.us

CicLAvia
 Contact: Rachel Burke, Director of Production, CicLAvia
 323-886-1070
 rachel@ciclavia.org

Rails to Trails Conservancy
 Start Date: February 2014
 End Date: April, 2016
 Contact: Barry Bergman
 510-992-4662
 barry@railstotrails.org

G. IMPLEMENTATION SCHEDULE - See Attached

Parent champions are the lifeblood of SRTS programs. In Culver City, Walk 'n Rollers coordinated various opportunities for parents to collaborate and share ideas.



During Walk 'n Roll Festivals, children receive safety lessons in riding their bikes to school, and how to do a basic "ABC Quick Check" on their bikes.

Letter of Transmittal

PROPOSER: _____

I hereby certify that I have the authority to submit this Proposal to the City of Culver City for the above listed individual or company. I certify that I have the authority to bind myself/this company in a contract should I be successful in my proposal.

Walk 'n Rollers

SIGNATURE

TITLE

DATE

Los Angeles County Bicycle Coalition

SIGNATURE

TITLE

DATE

ADDENDA ACKNOWLEDGMENT:

Acknowledgment of Receipt of any Addenda issued by the City for this RFP is required by including the acknowledgment with your proposal. Failure to acknowledge the Addenda issued may result in your proposal being deemed non-responsive.

**In the space provided below, please acknowledge receipt of each Addenda:
Addendum(s) # _____ is/are hereby acknowledged.**

SIGNATURE



RESUME

Jim Shanman

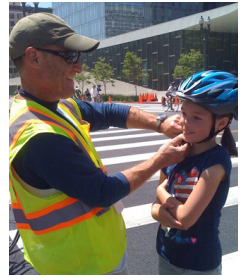
(310) 204-4346; jim@walknrollers.org
WnR Team Member Since 2010

Education

Bachelor of Arts, Fine Art
California State University, Northridge 1985
LCI Certification
League of American Bicyclists, 2012

Key Qualifications/Areas of Expertise

- Project Management
- Public Meeting Facilitation
- Community Stakeholder Outreach
- Marketing
- Creative Direction



EXPERIENCE

WALK 'N ROLLERS, FOUNDER

2011-PRESENT

Non-profit organization whose mission is to encourage children to bike, walk, skate and scoot to school more frequently. Walk 'n Rollers is a project of LACBC. Responsible for all education programming, community outreach and event facilitation.

CULVER CITY SAFE ROUTES TO SCHOOL COORDINATOR

Responsible for implementing City-wide SRTS program as part of the City's Non-infrastructure SRTS Program (Cycle III, \$500,000).

Lead contractor working with 6 schools over 4 years to develop sustainable walk-bike to school programs, ongoing encouragement activities and offer effective educational activities; effectively coordinate with school district, City staff, team leaders and community stakeholders

EDUCATION AND ENCOURAGEMENT SPECIALIST, PICO RIVERA SRTS PROGRAM (with Alta Planning + Design)

- Responsible for outreach to 11 schools assisting them in launching a "Walk the Walk" activities focused on developing a sustainable Walk-Bike to School Program.
- Coordinate and lead "Talk the Talk" presentations focused on working with parents and community leaders on the value of SRTS program and correcting poor driving behaviors in an effort to create safer school communities

GRANT FUNDED PROJECTS

Coca Cola Foundation Grants, 2013-14; 2014-15

Funding allows for outreach and education throughout LA County assisting schools in launching Walk-Bike to school programs.

- Hosted pedestrian and bicycle safety workshops in Glendale, Cerritos, Mar Vista, South L.A. and East L.A.
- Featured direct outreach to schools in Downey, Torrance, Alhambra and Mar Vista.
- Hosted Walk 'n Roll Festivals in El Monte (May, 2014) and Downey (June 2014).

Rails to Trails Conservancy Grants

January - June, 2016

Host a community bike ride an Kids Bike Festival to highlight the importance of utilizing local river paths as transportation corridors for commuting and recreation.

May - October, 2014



Funding created the Walk-Bike Ballona Project aimed at highlighting the ecological and educational value of Ballona Creek. The primary goal was to reinforce the value of the Ballona Creek Bike Path as a transit corridor to communities and schools with access to the Creek Path.

La County Department of Transportation SRTS Education Program

Russell Elementary School, South Los Angeles, January – June 2014

- Develop safety brochure for school-wide distribution
- Provide assistant in launching walking school buses and walk-bike to school program
- Provide safety education assembly-style presentations for all grades
- Attain incentive materials

LEAGUE CYCLING INSTRUCTOR

2012 - Present

Coordinate and teach bicycle safety instruction with high school students and adults throughout the Los Angeles area.

GRAPHIC DESIGN, MARKETING

Asylum Design and Marketing, Inc, Owner, 1986 – Present

- Full service graphic design and marketing studio. Responsible for developing creative direction and coordination of projects across a wide platform of clients including large corporations, small businesses, startups and non profits.
- Collaborate with clients to establish and implement concepts, create appropriate budgets, and maintain established timelines. Projects were designed to maximize and improve clients' market positions.
- Oversee development and production of projects from concept through printing. Implement projects with efficiency and timeliness, often under strict deadlines..
- Coordinate with outside vendors and subcontractors (printers, illustrators, programmers, etc.) to create unique solutions and insure success through delivery.

AFFILIATIONS , QUALIFICATIONS

- League of American Bicyclists League Certified Instructor (LCI) #3493
- Co-founder, Culver City Bicycle Coalition
- Appointee to the Expo Phase II Bicycle Advisory Committee representing Los Angeles Supervisorial District Two
- Appointee to Culver City Bicycle Pedestrian Advisory Committee



RESUME

Jessica DeFalco

(310) 204-4346; jessica@walknrollers.org
WnR Team Member Since 2015

Education

Bachelor of Science, Cognitive Science
University of California, San Diego 2013
UCLA Extension: Introduction to Human
Anatomy, Biochemistry, June 2014-September 2014

Key Qualifications/Areas of Expertise

- Project Coordination
- Community Outreach Facilitation
- Administration Skills



EXPERIENCE

WALK 'N ROLLERS, PROJECT COORDINATOR

2015-PRESENT

- Coordinates with schools and communities throughout LA County to implement education and encouragement programs, through Safe Routes to School funding
- Oversee logistics and planning for wide variety of activities including SRTS programming and community events
- Assists children and families with registration, information, and bike/pedestrian safety activities at Walk 'n Roll Festivals
- Performs general office duties, including managing financial records, light bookkeeping, and answering phones

CLINICAL CAREER EXTENDER, PALOMAR POMERADO HEALTH, ESCONDIDO, CA

August 2011-March 2013

- Assisted physicians, nurses, and other staff with patient care at three hospitals in the PPH system
- Completed 290 clinical hours over six different rotations in departments including Surgery, ICU, and Imaging in the ER
- Performed general office duties, including handling patient files, hospital billing mail, and operating phones

WARREN COLLEGE STUDENT COUNCIL, UC SAN DIEGO

September 2010-May 2013

- Held/elected to three different positions: Events Board Programmer, Secretary, and Vice President External
- Planned and assisted with dozens of different events for the general UCSD student body
- Fundraised for and awarded \$1,000 worth of student leadership scholarships

ORIENTATION LEADER, WARREN COLLEGE STUDENT AFFAIRS, UC SAN DIEGO

March 2011-September 2011

- Conducted 19 incoming freshmen and 15 transfer students through two discrete orientation programs
- Collaborated with other orientation leaders and student affairs staff to create a welcoming, informative atmosphere
- Communicated with incoming students about undergraduate life through bi-monthly e-mails

ADDITIONAL SKILLS, QUALIFICATIONS

- Proficient in all Microsoft Office applications, Mac applications, and Account Edge Pro
- Strong skills in organizing workflow, ideas, materials, people
- CPR certified for Healthcare Providers (CPR and AED)

Task	Walk 'n Rollers		LACBC	Hours, Per Task	Cost, Per Task
	Jim Shanman	Jessica DeFalco			
	Lead	Project Coordinator	Administration		
Hourly Rate	\$75.00	\$40.00	\$50.00		
Assist school-based volunteer SRTS Committees to support participation	60	12	0	72	\$0.00
Assist PE instructors in delivery of bicycle & pedestrian safety curriculum	60	10	0	70	\$0.00
Coordinate Walking School Bus Program at all elementary and middle schools	50	16	0	66	\$0.00
Create suggested route to school maps, including meetup times for walking school buses	12	0	0	12	\$0.00
Expand program to serve Culver City High School, including development of a student leadership program	16	0	0	16	\$0.00
Develop, coordinate, and promote citywide SRTS activities and campaigns, including Walk to School and Bike to School Days/Months	40	8	0	48	\$2,500.00
Coordinate adult and/or family bicycle safety classes open to all community members	24	6	0	30	\$0.00
Coordinate annual citywide Walk & Roll Festival (bike safety rodeo)	35	24	0	59	\$0.00
Conduct annual travel tallies and other data collection as needed, and submit annual report to the City and CCUSD	10	12	0	22	\$0.00
Serve as primary point of contact for parents, teachers, community members, and City & CCUSD staff on safe routes to school issues	177	0	0	177	\$0.00
Maintain communications presence with strong visual identity, including flyers, brochures, banners, website, social media, earned media, etc.	100		0	100	\$3,000.00
Attend Bicycle & Pedestrian Advisory Committee meetings, as needed	12	0	0	12	\$0.00
Attend City Council-School Board Liaison Committee meetings, as needed	12	0	0	12	\$0.00
Attend monthly meetings with City and CCUSD staff	24	0	0	24	\$0.00
Walk Audits	67	12			\$0.00
Program administration	24	36	66	126	\$0.00
Hours, Per Contributor	723	136	96	Total Hours	Total Cost
Costs, Per Contributor	\$54,225.00	\$5,440.00	\$4,800.00	846	\$5,500

