



WSMP Awareness and Education Project Proposal Form

Please complete and submit this form to westn@ci.milwaukee.or.us by 8am on Monday, April 18th. The complete proposal should be no more than two pages long (one page, double-sided).

NDA(s): _____

Name/Contact Info for Proposal Submitter: _____

1. Project description; please discuss project elements in detail:
2. How specifically will this project promote safe walking and/or calm traffic? How many people do you expect to directly and indirectly educate or influence with this project?
3. Who are the project partners? Please describe the roles and responsibilities of each partner and any commitments to participate that have been secured at this time.
4. How will this project strengthen neighbor relations, build community, and/or improve the livability of your neighborhood?
5. How do you intend to measure the success of your project?

Attachments:

Please attach a basic budget indicating each activity, associated expenses, and any matching funds the NDA is contributing to this project.

Awareness and Education Project Guidelines

Each NDA will automatically receive funding for one small Awareness and Education project (up to \$500). Review of such proposals by staff shall be only to verify eligibility of the activity in terms of program goals.

Additional Awareness and Education projects and larger projects shall be ranked by staff evaluators. The following guidelines are intended as pass/fail criteria to guide evaluators.

Promotes Safe Walking: Preference will be given to program proposals which demonstrate, with a high level of confidence, an ability to effectively promote safe walking through socio-cultural means, especially those that provide incentives, motivation, or resources to increase safe walking.

Calms Traffic: Preference will be given to program proposals which contain elements aimed at decreasing traffic volumes and speeds. Traffic calming program elements should strive to positively influence driver behavior through education, incentives, and encouragement.

Community Involvement: Preference will be given to program proposals that can demonstrate the project's ability to improve neighbor relations and build community, and those that contain significant public outreach elements.

Community Support: Preference will be given to proposals that offer demonstrable support of community members in the form of pledges to match City funds with other funds, volunteer time, or other in-kind contributions.

Project Partners: Preference will be given to program proposals that are supported by a wide variety of community institutions and those that complement or connect with other WSMP efforts or similar regional programs.

Well-Planned: Preference will be given to projects that are the most appropriate action to address need, where appropriate consultation was sought from organizations or experts during program planning, and where program concept is well developed and organized.

Strong Leadership: Preference will be given to projects that demonstrate committed leadership and organization.

New Leaders: Preference will be given to projects that are supported by individuals that are becoming involved with their community or NDA for the first time, particularly youth.

Document Success: Preference will be given to program proposals that integrate tools for monitoring and measuring successes.

Project Cost: Includes cost of program elements (i.e. outreach materials, staff time etc) necessary to support applicant in actualizing the proposed program. This information is advisory and not included in project scoring process.

3 NDA Rule: If an Awareness and Education project is sponsored by three or more NDAs, it will be included in the project slate to be presented to PSAC.