

WSMP Awareness and Education Project Proposal Form

Please complete and submit this form to westn@ci.milwaukie.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): **Hector Campbell NDA**

Name/Contact Info for Proposal Submitter:

Mary Weaver, Chair, saltriversucker1@comcast.net;

Linda Hedges, Secretary, linda@hammy.org

1. Project description; please discuss project elements in detail:

The North Clackamas School District and School Board have made the difficult decision to close Hector Campbell Elementary School, along with two others, to save money for the 2011-12 school year. This means that children will be taking school buses where they previously didn't, or will be walking or biking further to get to schools. The HCNDA, along with Campbell's PTA Board, has been working with the School District in order to identify safer routes for the children to walk to and from bus stops and schools. This project entails preparation, printing and distribution of a double-sided flyer that the School District will distribute to all school-age child households in the school catchment area. The NDA will distribute the flyer to most other neighbors as well. The flyer will include a map showing the bus stop locations as well as the identified Safe Routes to School (including bus stops) for children having to transfer to another school than Campbell. It will also describe additional projects such as new crosswalks on 42nd and Washington that will add safety to their trip. The cost is estimated at about \$30 for colored paper, 1500 double-sided color copies at .10 each (\$300), 250 copies distributed through the NCSD packets mailed to school children before the beginning of school, and envelopes, labels and mailing costs to the 1250 households in Hector Campbell neighborhood, at a cost of about \$650 or a total budget of approximately \$980.

2. **How specifically will this project promote safe walking and/or calm traffic? How many people do you expect to directly and indirectly education or influence with this project?**

The flyer will help to identify to all the households in our neighborhood the new school boundaries, and identify the locations concentrations of children will be before and after school, and the streets along which they will walk or bike. We plan to reach about 1250 households (all those within HC boundary) and that will affect about 3000 people.

3. **Who are the project partners?** Hector Campbell NDA, Hector Campbell PTA, North Clackamas School District. Each group currently is attending NCSD meetings regarding the school boundaries and we will invite participants from each entity to assist in the writing and preparation and distribution of the final product.

4. **How will this project strengthen neighbor relations, build community and/or improve the livability of your neighborhood?**

We have been working for several weeks to strengthen the communication between the North Clackamas School District and our NDA. This has improved extensively within the past two weeks, and HCNDA is now a contributor to the School District's decision-making. For the past year we have worked as a partner with the HC PTA to improve our relationship with the school. Now that the school is being closed, we anticipate there will likely be an opportunity to attend PTA meetings for the other schools in which our children are located. Creating personal relationships improves our communication ability and strengthens the bond between households with school-age children and those who have already raised their children in this neighborhood and who continue to care about other children's safety and security. This is a hallmark principle of Hector Campbell NDA.

5. **How do you intend to measure the success of your project?**

The success of this project will be more qualitative than quantitative. If we are able to avoid any children being hurt during the first few weeks of school by raising awareness that they may be walking where they weren't before, we will feel that this new information we have provided to those driving in the neighborhoods will have been successful.

Estimated Budget:

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| Printing Paper | 2 reams of colored paper @ \$15/ea | \$30 |
| Printing | 1500 double sided color copies @ .10/ea | 300 |
| Postage | 250 copies included in NCSD packets | 0 |
| | Envelopes and mailing labels | 120 |
| | 1250 copies mailed/distributed to HC residents | <u>530</u> |
| | Total Cost Estimate | \$ 980 |

If necessary, Hector Campbell NDA is prepared to fund postage costs that exceed the \$500 WSMP allocation for this Awareness and Education Project. **NDA Match: \$480**