

1256 - Star City Kids Outdoors

Application Details

Funding Opportunity: 1000-Get Outdoors Fund (GO) - FY23 - Fall Round
Funding Opportunity Due Date: Aug 22, 2022 5:00 PM
Program Area: Get Outdoors Fund
Status: Submitted
Stage: Final Application

Initial Submit Date: Aug 22, 2022 9:35 AM
Initially Submitted By: Tom Carr
Last Submit Date:
Last Submitted By:

Contact Information

Primary Contact Information

Active User*: Yes
Type: External User
Name*: Mr. Tom Middle Name Carr
Salutation First Name Last Name
Title: Star City Cycling Coach
Email*: oldcityplanner@gmail.com
Address*: 428 KEPPLEWOOD RD SE

ROANOKE Virginia 24014
City State/Province Postal Code/Zip
Phone*: (828) 467-6045 Ext.
Phone
###-###-####
Fax: ###-###-####
Comments:

Organization Information

Status*: Approved
Organization Name*: Star City Cycling
Organization Type*: Non-Profit Organization
Tax Id: 08144743
Organization Website: <https://starcitycycling.com/>
Address*: PO Box 8153

ROANOKE Virginia 24014-
City State/Province Postal Code/Zip

Phone*: (540) 819-8580 Ext.
###-###-####

Fax: ###-###-####

Benefactor:

Vendor ID:

Comments:

GO Fund Grant Pre-Application Questionnaire

Applicant Eligibility Information

Are you affiliated with a federal governmental entity, a for-profit entity, or are you an individual?* No

Funding Request

Amount of Funding Requested (\$500 min, \$25,000 max)*: \$15,000.00

Project Description

Project Description*:

This project will provide disadvantaged kids in Roanoke with safe, equitable and regular access to VOF protected open spaces, by developing a transportation program to supervised mountain biking and hiking activities offered by Star City and Humble Hustle (<https://www.thehumblehustle.org/>). Seed financing is needed to initiate transportation, prove its effectiveness and develop sustainable funding to continue it. We intend to grow participation over time and create a replicable model.

Community Needs

Community Need

Disadvantaged kids do not have equitable access to nearby trails and open spaces
Supervision is necessary to safety and learning for kids accessing trails and forests
Lack of transportation is the greatest barrier for disadvantaged kids to access outdoor programs
Recent youth biking and hiking programs are creating need for greater outdoor access
There is demand now for 8 kids to mountain bike weekly and 8 monthly hikes for 15 kids

Community Support

Community Support*:

Every youth organization contacted needs transportation to get disadvantaged kids outside and supports this request. Star City and Humble Hustle will provide coaches, supervision, equipment and scholarships. The city and the B & G Club will provide introductory mountain bike training and equipment. Roanoke City Public Schools and RADAR paratransit can provide transportation. The Council of Community Services can provide planning coordination. Other youth organizations would like to join us.

Project Status

Project Status*:

We are ready to enter into a transportation agreement with the city school bus or local paratransit provider in the Spring of 2023, begin transporting children to Star City biking and Humble Hustle hiking activities and launch the planning effort to develop a sustainable funding model. We will complete the planning effort, adapt the transportation model based on our experiences, and continue operating it in 2024 and beyond.

Project Implementation

Implementation Step

Negotiate and execute transportation agreement with provider(s)
Inform parents/sign children up to join SCC and the Humble Hustle Company's program, Humble Hikes
Initiate transportation to activities in the Spring 2023
Develop plan to make the provision of transportation sustainable including funding and add groups
Monitor transportation program for changes and improvements as needed
Carry out fundraising and develop new transportation agreements for 2024
Continue to adapt and expand the transportation program based on experience

Funding

Funding is Essential*:

SCC and HH do not have resources to provide needed transportation, which is the greatest barrier to accessing the outdoors for disadvantaged youth. This group is disproportionately burdened with health problems related to lack of physical activity, but transportation to outdoor programs and safe supervision are out of their control. Moreover, through this grant, VOF has the opportunity to underwrite a solution that can be applied in other communities throughout the Commonwealth.

Additional Information

Additional Information*:

This project is unique in that it addresses getting more disadvantaged kids safely into the woods that are protected by VOF for their enjoyment and appreciation. Hiking and biking on world class trails are so close on Mill Mountain and Carvins Cove preserves, but also dangling just out of reach. Getting to the outdoors is the first step to outdoor ethics and healthy physical and emotional development. Transportation is the missing element that has been ignored, and it is time to fix it.

Get Outdoors Grant Application

Project Information

This name will be used in public relations and grant documents should funding be awarded.

Is the project title the same as application title?* Yes

Please select which category best describes the project.

Category*: Accessibility
Please choose one.

Project Location

(Latitude/longitude required*, other location info such as street address or tax parcel ID optional)

*See [Google Maps Guide](#) for directions on using Google Maps or contact grants@vof.org to ask for help getting lat/long coordinates.

Project Location*: 37.2710 -79.9414
Latitude (00.00000) Longitude (-00.00000)

Other Location Information (such as street address or tax parcel ID): PO Box 8153 Roanoke, VA 24014

Is the project located on a property owned by the organization applying for funds?

Located on Property Owned by Organization*: No

Does the landowner agree to the proposed use of their land?

Landowner Agrees to Use: Yes

Would you like to be considered for any other VOF grant program if eligible?

Other VOF Grant Program*: Yes

Project Description

Provide a brief summary of this project in the space below. Please note this summary will be shared with the public and replicated for press releases and grant documents should funding be awarded.

Brief Summary*:

Star City Kids Outdoors will provide safe, equitable and regular access to protected open spaces and facilities by developing a transportation

program that will allow disadvantaged children to participate in supervised mountain biking and hiking activities offered by Star City Cycling and the Humble Hustle Company. Star City (2008), has 20 coaches and 45 young athletes. Humble Hustle (2015) empowers Black youth, promotes hope and giving, and has provided hikes for over 100 youth since 2017.

While an explanation of the project has already been provided, please share some additional information about the project.

State the purpose of the project*:

When the B & G Club was able to bus children to Star City Cycling activities, disadvantaged kids were able to get to ride safely and experience Mill Mountain. Children without transportation can't take advantage of Humble Hikes. Our goal is to develop the transportation link to get these children to our activities, link to other outdoor programs in the future, and develop a plan to sustain and expand the transportation program after pilot funding expires.

Planned Deliverables

Deliverable

- Transportation at no or minimal cost for up to 15 children weekly to Star City Cycling activities
- Transportation for up to 15 children for up to 8 monthly hikes at regional trail systems
- Scholarships, equipment, certified coaching and supervision for the children to safely mountain bike
- Safe supervision for children in the Humble Hikes program
- Education in trail etiquette, riding and hiking safety, awareness of plant and animals to be seen
- Expose 50 or more black youth to the outdoors.
- Provision of ride and hike leaders experienced in first aid, risk management, emergency procedures.

Project Goals/Results/Outcomes

Goal/Result/Outcome

- Increased access for disadvantaged kids to spaces such as Mill Mountain and Carvins Cove
- Increased physical activity for disadvantaged children participating in the program
- Increasing participation in the hiking and biking program by participants after the initial year
- A stable transportation program that will allow more disadvantaged children to get to outdoors
- A funding mechanism to continue the transportation program and expand it as necessary to meet needs
- More outdoor organizations in providing services to more transportation disadvantaged children

Community Description

Expand upon how this project addresses specific needs in the community.

Community Needs*:

According to the 2021 Roanoke Valley Community Healthy Living Index Roanoke children display higher rates of obesity than national averages; the lowest rates of reported physical activity and obesity are in the poorest neighborhoods; families report lack of supportive infrastructure and traffic as primary barriers to activity; the most common reported physical activity among Roanoke children is biking; and the lowest rates of active transportation to school are in disadvantaged neighborhoods.

Describe how this project provides a unique service or resource to the community.

Community Service or Resource*:

Roanoke's City Plan 2040 recognizes that barriers to community resources, improving community health and transportation options, and providing safe, accessible open space must be addressed to reach the goal of building a healthy and equitable community for children. This project engages both the city and its nonprofit citizens in addressing each of these goals while taking advantage of the unique outdoor resources at our doorstep. When we are successful, we will have a model for others.

Community Support

Describe how the community has been involved in the development of this proposal.

Development*:

This application was developed only after extensive discussions with community members and representatives including: the Humble Hustle Company, Roanoke City Parks and Recreation, the Boys and Girls Club of Southwest Virginia, the Roanoke Valley Appalachian Regional Commission, the Roanoke County Planning Department, RADAR, Roanoke City Public Schools, Roanoke College, the Council of Community Services, the Wild Way and Star City Cycling.

Describe how the community will be involved in the implementation of this project.

Implementation*:

These agencies will make the plan to sustain the transportation program. Additional outdoor programs will be invited to participate. Star City and Humble Hustle will provide the for safe mountain biking and hiking experiences; Parks and Recreation and the Boys and Girls Club will provide introductory mountain bike training, bikes and participants; the Council of Community Services will provide planning services; RCPS or RADAR will provide transportation.

Additional Information

If the location of the project or the focus of the project has special significance to the community, please describe it here.

Additional Information:

Hiking and biking are essential to Roanoke. We are the east coast's mountain bike capital and promote our hiking, biking, and paddling to attract new residents and businesses. Roanoke is the largest city along the Appalachian Trail and the region is home to the Triple Crown, three of Virginia's best hiking trails: Dragon's Tooth, McAfee Knob and Tinker Cliffs. Yet these resources are inaccessible and even unknown to disadvantaged children. This project seeks to correct that inequity.

Estimated Timeline/Plan of Work

Estimated Timeline/Plan of Work

| Start Date | Completion Date | Activity | Status | Responsible Party |
|------------|-----------------|---|-----------------|---|
| 11/01/2022 | 12/31/2022 | Complete scheduling of practices and hikes; establish recruiting process for participants | Underway | SCC, B&G Club, Humble Hustle, Parks and Recreation (partners) |
| 11/01/2022 | 01/31/2023 | Partners agree to initial transportation plan; solicit proposals | Underway | Partners |
| 11/01/2022 | 01/31/2024 | Ongoing grant monitoring and reporting, and program assessment | Not yet started | Star City Cycling |
| 02/01/2023 | 02/28/2023 | Contract with transportation provider | Not yet started | Star City Cycling |
| 03/13/2023 | 11/05/2023 | Implement transportation, mountain biking and hiking activities, monitor and adapt as needed | Not yet started | Partners, Transportation provider |
| 06/01/2023 | 09/30/2023 | Complete plan to develop funding, oversight, continuation and expansion of transportation program | Not yet started | Partners, transportation providers, additional nonprofit outdoor activity organizations |
| 11/01/2023 | 02/01/2023 | Implement funding model, schedule 2023-24 outdoor activities | Not yet started | Partners, additional nonprofit youth outdoor programs |

Budget

Expenditures

| Item | Expense | Estimated or Actual Cost? |
|--|--------------------|---------------------------|
| Transportation services | \$13,000.00 | Estimated |
| Professional planning services to develop ongoing transportation program | \$2,000.00 | Estimated |
| | \$15,000.00 | |

Other Fund Sources

| Match Source | If other, please list | If Grant Program, please list Grant Funding Source Name | Funding Status | If requested, please list the anticipated award date | Match Type | If other, please list | Planned Use | Match Amount |
|-----------------------------------|---|--|-----------------------|---|-------------------------------|------------------------------|---|---------------------|
| Applicant's Organizational Budget | | | Secured | | Cash | | Star City Cycling Team Scholarships | \$1,600.00 |
| Other | Parks and Recreation, B&G Club, Star City | | Secured | | In-kind donation of materials | | Bikes for program participants | \$6,000.00 |
| Other | B&G Club, Star City Cycling, Parks and Recreation | | Secured | | In-kind donation of services | | Bike storage, maintenance and transportation to practice sites | \$6,700.00 |
| Other | Volunteer time of Star City coaches | | Secured | | Volunteer hours | | Coaching and supervision of riders; 4:1 rider to coach ratio; \$25 per hour | \$1,600.00 |
| | | | | | | | | \$15,900.00 |

Budget Summary

| | |
|--------------------------------|-------------|
| Total Requested Amount: | \$15,000.00 |
| Total Match Amount: | \$15,900.00 |
| Total Project Cost: | \$30,900.00 |
| Match Percentage: | 51.46% |

Supplemental Material

Supplemental Material (If Applicable)

Checking yes and saving the form will pull up a section where materials may be uploaded for submission.

Will you be providing supplemental material?*: Yes

Supplemental Material

| Named Attachment | Required | Description | File Name | Type | Size | Upload Date |
|--|----------|--|---|------|--------|---------------------|
| <p><i>Clicking on the name of the attachment type will start the step-by-step uploading process.</i></p> <p><i>Materials other than those in the named attachment list will not be accepted.</i></p> | | | | | | |
| One Page of Text | | Example of how mountain biking benefits childhood social, physical, educational and emotional development and creates awareness of the importance of preserving and protection of natural open spaces. | Personal reflection on benefits of kids biking at Carvins Cove.docx | docx | 14 KB | 08/18/2022 09:17 AM |
| Individual Image 1 (Photo collages not accepted) | | Kids from the Boys and Girls Club who were able to join Star City Cycling when the club was able to provide transportation inn 2018 | B__G Club Kids_2018 small.jpg | jpg | 67 KB | 08/18/2022 10:02 AM |
| Individual Image 2 (Photo collages not accepted) | | Boys on a ride at Carvins Cove were looking for wildlife and found some | Spying a deer on a ride small.JPG | JPG | 91 KB | 08/18/2022 10:03 AM |
| Individual Image 3 (Photo collages not accepted) | | Stopping to enjoy the beauty of the river at Explore Park during a mountain bike ride | Appreciating nature small.JPG | JPG | 95 KB | 08/18/2022 10:04 AM |
| Individual Image 4 (Photo collages not accepted) | | Kids and leaders on a Humble Hustle Company hike | Humble Hikers.jpeg | jpeg | 142 KB | 08/18/2022 09:44 AM |
| Map of Project Location | | | | | | |
| Audio/Visual (less than 2 minutes) | | | | | | |

March 10, 2022

Board of Trustees
Virginia Outdoors Foundation
39 Garrett St., Suite 200
Warrenton, VA 20186

Dear Trustees:

Please let me share two brief personal anecdotes about why providing transportation to children who need that service to mountain bike in Roanoke's natural reserves is so important.

Last year I was leading a team practice at Carvins Cove. I picked up "D," a 14-year-old from the Boys and Girls Club whose single dad has other children and couldn't get him there. "D" had never been to the Cove and was excited about seeing it and riding the trails there, which he did with relish. During the ride we had one rider crash, another flatted and a third broke the pedal off his bike. I helped the kids with the first two problems, and another coach gave up her bike and pushed the broken bike back about 3 miles to the trailhead. I stayed with her, and we arrived just after sunset. I was completely bummed from dealing with these incidents. As we were loading the bikes to head back home, I asked "D" what he thought about the ride. He said that he rode the best trails he has ever been on and that he borrowed a fishing rod from one of the parents and caught a 2-pound smallmouth bass. "This was the best day of my life," he said.

Also, last Summer, I was doing an 'evaluation ride' at the Cove with two youngsters aged 8 and 10 who wanted to join the team. During that ride the two boys were as interested in what wildlife we might see as they were in riding. So, we kept our eyes open and saw a nesting pair of eagles, a couple of turtles, a garter snake, a deer at the edge of the lake, some poison ivy, and wild black and blue berries. I think the two boys knew more about the wildlife than I did, but I did show them how to identify the poison ivy. They were disappointed that we didn't see any bear, but we did see some horses and riders. We stopped off the trail and spoke to them about how we should pass each other. They got to pet the horses and learned a little about sharing the Cove safely and respectfully with equestrians. Both could not wait to come back again and were talking to their mom about that when they left.

Things like this happen on almost every ride. Getting outdoors on a mountain bike is about more than thrills and extreme sports, and every one of our coaches has stories and anecdotes like these to share. Seeing a unique view, encountering wildlife, dealing with a wilderness first aid issue, handling a weather emergency, identifying a trail repair, learning to share the resource with other trail users, not getting lost and what do if you are lost are par for the course for our mountain bikers.

Thanks for your consideration,

Tom Carr, SCC Coach
428 Kepplewood Rd. SE
Roanoke, VA 24014



Stopping to enjoy the beauty of the river at Explore Park during a mountain bike ride.



Boys on a ride at Carvins Cove were looking for wildlife and found some.



Kids from the Boys and Girls Club who were able to join Star City Cycling when the club was able to provide transportation inn 2018.



Kids and leaders on a Humble Hustle Company hike.