

Bicycle Helmet Initiative Overview & Guidelines – 2020 Application Cycle

Description:

Bicycle safety and education is an integral part of the Division of Bicycle and Pedestrian Transportation's purpose. To promote bicycle safety, which includes helmet usage, the Bicycle Helmet Initiative selection process has been revised to broaden its outreach and awards are no longer being limited to government agencies only. Helmets will be awarded and distributed once per calendar year in the spring and awardees will have the remainder of the calendar year to host their program. Selected applicants meeting the criteria will be awarded helmets to distribute to low income children. The applicants must file a report about the distribution event within 30 days after the event occurs (event must occur by April 30, 2021).

Goal:

The primary goal of the Bicycle Helmet Initiative is to reduce child/youth bicycle fatalities and serious injuries, including head trauma, in North Carolina.

Funding:

Funding for the Bicycle Helmet Initiative is made possible through the "[Share the Road](#)" specialty license plate. Persons dedicated to bicycle safety in North Carolina have continued to support this initiative and have made thousands of helmets available to children.

Helmets:

Applicants have the option of requesting 25, 50, 75, or 100 helmets in the application. The more helmets that are requested, the stronger the application must be in describing the event and benefit to the community. Therefore, we recommend applicants request an amount they are certain can be distributed at the planned event. The helmets will come in a variety of sizes designed to fit children and youth.

Additional Guidelines:

Applicants are encouraged to partner with groups in the community to extend the outreach of bicycle safety awareness. Examples of partners include police/fire departments, parks and recreation departments, health departments, community centers, churches and non-governmental groups.

Applicants must provide contact information for the person who will be overseeing the bicycle safety program where helmets will be distributed. All questions on the application must be completed within the space provided.

The awards committee will work to create equitable distribution of helmets across the state by considering geography, the number of helmets requested, and the size of the municipality.

To be considered for the Bicycle Helmet Initiative Award the application is to be filled out completely and submitted by the application deadline of **January 06, 2020**. The Division of Bicycle and Pedestrian Transportation reserves the right to increase or decrease the amount of helmets awarded to each applicant based on the availability of funds.

Applicants are required to specify a valid *physical commercial* shipping address on the application (**PO Boxes are not acceptable. Residential addresses are not acceptable**). The helmet supplier has strict shipping policies and screens all addresses before shipping. Delivery addresses which do not meet these

criteria will not ship and will cause significant delays in helmet delivery. Please note that in the event of an award, helmets will go to the qualified address and the applicant is responsible for ensuring that someone can receive them.

Criteria/Requirements for Applying:

- Applicants must be a North Carolina resident and activities must take place in North Carolina.
- Helmets should be distributed to low income children.
- Bicycle safety programs should consider ways to identify and invite children in the community who would benefit most from receiving a helmet through this initiative.
- Bicycle helmet distribution is intended to coincide with a bicycle safety education program.
- Helmets cannot be received for personal need.
- Helmets cannot be sold.
- Helmet distribution must take place within 12 months after receiving helmets.
- Awardees will submit a report on their bicycle program within 30 days following event (Final deadline for report is June 30th 2021).

Important Dates:

Key dates for the 2020 Bicycle Helmet Initiative cycle.

Activities	Dates
Call for Applications	December 02, 2019
Application Submission Deadline – 5:00 pm	January 06, 2020
Award Notification	February 10, 2020
Awardees Receive Helmets	By April 30, 2020
Final Bicycle Event Report Submission Deadline	Within 30 Days of Event

For questions please call (919) 707-2606 or contact us at <http://www.ncdot.gov/bikeped/contact/>.

Application Submission:

Each application should be filled out completely and received at NCDOT by e-mail or delivery no later than 5:00pm January 06, 2020.

E-mail Address:

Bryan Lopez
Subject Line: 2020 Bicycle Helmet Initiative
Application
Email: balopez@ncdot.gov
Attachment preference format: PDF

Mailing Address:

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