

Dear Rene:

I really enjoyed working on this proposal and, having done so, can see how important this issue is. I have completed a draft based on the information you provided and the [effective proposal writing guidelines](#) I put together based on my research. I created the [proposal draft](#) in Google Docs to make it more convenient for you to provide feedback and make corrections or changes.

Following are my thoughts and comments on the sections of the proposal and also on my design rationale:

Problem Statement (Statistics)

If you have the sources for the following statistics, they would lend authority to your problem statement:

1. Number of children between the ages of 5 and 16 currently residing in King County.
2. Number of King County children in 2011 under the age of 16 hospitalized for bicycle-related traumatic brain injuries.
3. How a correctly worn bicycle helmet will reduce the chance of head injury by up to 85 percent.

Approach

I recommend partnering with schools, emergency services, and local hospitals for two reasons:

1. Partners can speak on the impact of not wearing a helmet from their perspective (types of injuries, etc.)
2. Partnership more closely aligns this project with Heathcot-Ann Foundation goals.

Timing: I recommend the campaign be centered around [National Bike Month](#) (May¹)

Distribution of helmets: Instead of police carrying the helmets in their units, I opted for your idea of a redeemable coupon. For two reasons, I also recommend helmets be distributed at a few select locations, including schools and one or two youth clubs: 1) better access to children, and 2) a more manageable means to account for helmets issued, which may be necessary to justify ongoing funding.

Budget

- Helmets: Price averages \$20 each. Budgeted item listed is for a small unisex [Giro Youth Scamp Bike Helmet](#) from Dick's Sporting Goods; normally \$34.99 and currently 50% off. I emailed a Dick's Sporting Goods rep who promised in writing to hold the 50% off price if our purchase is made within the next six months.
- Tri-fold brochure: \$34.99 per 100. I estimate we will want 300 of the [Avery](#)[®] Tri-Fold Brochures (Matte, 2-Sided Printing, 8-1/2" x 11", item #8324)
- Citation: \$16.18 per 80. I estimate 80 of the [Avery](#)[®] Door Hanger w/Tear-Away Cards (Uncoated, Matte, 2-Sided Printing, 4-1/4" x 11", item# 16150). Note: These are called door hangers but they look very much like the citations passed out by our local PD.

Visuals

I decided to not use visuals because I wanted to keep the proposal as concise as possible and down to one page. I also felt proposal reviewers will not necessarily need to see a demonstration of how to properly wear a bicycle helmet.

Rene, I am really excited about the safety helmet campaign and have enjoyed drafting this proposal. Let me know if there is anything else I can do to help you with this project.

Sincerely,

Rhonda Thomas

Notes

1. See League of American Bicyclists at <https://bikeleague.org/bikemonth>.