Gold Medal Medallion Award

Mary Ley
Executive Director
Communications, PR and Community Partnerships

479-254-5006
mley@bentonvillek12.org

Trail Time
A bicycling curriculum for all Bentonville Public School Students
Program Synopsis

Annually, the Bentonville Public Schools (BPS) Communications Department environmentally scans for a project that enhances the District’s reputation and relationships with the community, and, more importantly, a program that impacts students in multiple positive ways. The chosen program must provide rich public relations opportunities and set the framework for collaboration with all school administration and community members. In 2012-2013, Communications chose to work with key staff members to implement a bicycling program to be proactive in reference to the state’s high childhood obesity rate and to transform the thirty-eight miles of trails in Bentonville into an outside classroom.

December 4, 2012, BPS kicked off perhaps the most comprehensive bicycle physical education program in the nation. The program is named Trail Time. All seventeen schools, including elementary through high school, and the third junior high that will open in the fall of 2013, received a classroom set of high end Trek bicycles, including one for the teacher and a manual with a thorough bicycle curriculum. An added benefit is the newly opened high school bike shop managed by at-risk high school students who will maintain the bikes. Both programs will sustain each other. The bicycle PE program will meet the goal of “Encouraging a lifetime commitment to personal fitness through a bicycling-infused Physical Education Curriculum.” The conception and implementation of the program was achieved through the leadership of the Communications Department. The success of the program is the result of its publics and hundreds of hours of volunteerism and the generosity of the community. Students are now learning bike safety, independence, and are building self-esteem through the many daily rides during their PE time.
Program Project Summary

On December 4, 2012, Bentonville Public Schools (BPS) kicked off perhaps the most comprehensive bicycle physical education program in the nation\(^1\). The program is named *Trail Time*. All seventeen schools, including elementary through high school, and the third junior high that will open in the fall of 2013, received a classroom set of high end Trek bicycles, including one for the teacher and a manual with a thorough bicycle curriculum. An added benefit is the newly opened high school bike shop managed by at-risk high school students who will maintain the bikes. Both programs will sustain each other. The bicycle PE program is meeting the goal of “Encouraging a lifetime commitment to personal fitness through a bicycling-infused Physical Education Curriculum.” The conception and implementation of the program was achieved through the leadership of the BPS Communications Department. The success of the program is the result of its publics and hundreds of hours of volunteerism and the generosity of the community.

Situation Analysis
Every year the BPS Communications Department environmentally scans for a project that enhances the District’s reputation and relationships with the community, and, more importantly, a program that impacts students in multiple positive ways. The chosen program must provide rich public relations opportunities and set the framework for collaboration with all school administration and community members. Communications chose the bicycling program to be proactive in reference to the state’s high childhood obesity rate and to transform the thirty-eight miles of trails in Bentonville into an outside classroom where students will not only become fit but will view the art along the Crystal Bridges Trail, observe nature, and learn about the history of the locations of each trail. Students are now learning bike safety, independence, and are building self-esteem through the many daily rides. Another component of the analysis is the neglected at-risk high school program that has been given few student opportunities and how these students could become managers of a high school-maintained bike shop.

Research
Research was prompted when data indicated that for the first time children have a life span that is shorter by ten years than their parents because of obesity-related health conditions and that one in four Arkansas high school students is either overweight or at risk of being overweight\(^2\). Research showed that one way to combat the obesity problem would be through a new community bicycle culture that is a result of the new and relatively new 38 miles of bike trails. Background and fact-finding informal and secondary research was completed first. The data included the number of schools, students, PE teachers, and also the number of students in the at-risk program. Logistics were used for planning. The second research component was informal and primary interviews that were conducted by key administrators, community resource directors, and key opinion leaders. The process led to the identification of ways to infuse bicycling into the physical education curriculum in every school. Knowledge was gained about donations and grant-funding processes. Approaches were planned for bicycle program sustainability through a bicycle shop and a maintenance course for at-risk high school students. The third research element is ongoing and includes student pre and post-tests that indicate the degree of student improvement in the understanding of bike usage on the trails and understanding and knowledge of bicycle safety. Research will continue with the tallying of cumulative data on how many hours students rode their bicycles through their physical education course time and extra events based on teacher logs. Research was relevant to garner strong community, administrator, and physical education teacher support for the bicycling and trail curriculum. It showed multiple learning opportunities including life-long fitness, bicycle safety, more students riding bicycles to school, the bicycle as an interdisciplinary learning tool, a bicycle mechanics course, and the history and nature of the trails. Research showed the chances for teachers, community members, and students to develop positive relationships from bicycle rides and events. It led to awareness of grant and fundraising resources. The research helped define the audiences whom the program would serve as well as whom it would take to make it happen.

Planning
The research correlated the needs for the following publics: students, PE teachers, principals, donors, community advisors.

**Student Public Objectives** – 1. By May 2013, 100% of the students in grades 3rd–8th will be able to safely achieve a fitness lifestyle by learning about trail rules and general bicycle safety through three hours of bicycle safety
training. 2. The District bicycle program will be sustainable through the high school bicycle shop where 15 of the 57 high school students who manage the high school bike shop will be qualified and employable bicycle mechanics and will operate the shop during school hours. 3. By May 2013, 120 high school students will experience the art of mountain biking through the high school intramural program. By May 2013, students in grades 3rd-8th will have logged a minimum of 36,405 hours of bicycle time during the school day.

**Strategy**– Daily bike rides on the trails during physical education class providing opportunities for a lifetime of fitness.

**Teacher Public Objectives** – 1. By December 10, 2012, 100% of PE teachers for grades 3rd-8th will implement new curriculum expectations introducing bicycling as a life-long fitness activity. 2. By May 24, 2012, 80% of PE teachers will demonstrate lifelong fitness through a bicycling by recording a minimum of 2 hours beyond contract time using or supervising the community bicycle trails. 3. Students feel more confident about using the trails through the expertise of the 52 PE teachers who will be 100% certified in bicycle safety by February 18, 2013.

**Strategy** – PE teachers will be public advocates for the new curriculum.

**Administrator Public Objectives** – 1. 100% of the principals will sustain the bicycling program by having all bicycles repaired and maintained by the District high school bicycle shop beginning November and ongoing. 2. 100% of the principals have agreed to the importance of students becoming confident in the use of the trails and have agreed to replace any unfixable bicycles at the end of each school year in order to maintain a fleet of thirty useable bicycles.

**Strategy** – Principals will be champions of the program in their schools.

**Donors – Public Objectives** – BPS, through their Communications and Community Partnerships Department, will raise 100% of the funding to purchase 540 bicycles for all seventeen current schools and one future school by October 21, 2012. 2. On October 1, 2012, BHS will open a bike shop through a $14,000 grant from the Arkansas Department of Education and that will be sustained through the BPS Trail Times Program.

**Strategy** – Trail Time will partner with Donor organizations for a commitment to lifetime personal fitness.

**Community Advisors Public Objectives** – Form a Trail Time group of advisors that includes key community and District leaders to develop a unique PE bicycling/trail curriculum to be infused in the BPS curriculum by. Advisors and educators will meet in different configurations based on specific needs beginning in July 2012 and will conclude, reflect, and re-evaluate by May 24, 2013.

**Strategy** – Gain and maintain support of the bike program among these community members.

In general terms, strategic planning was met with all of the publics above. The groups designed and created the curriculum, determined the number and sizes of bicycles, ordered them, planned where to store and assemble the bicycles, and planned the kickoff agenda. The curriculum manual was printed and given to all publics. Professional development was planned and safety programs for students were created. Grants were written and meetings took place with other organizations regarding funding. Communications tactics included a student-designed invitation to Trail Time kickoff, press releases, coverage by all three TV stations, two newspapers, a regional magazine; Trek Bikes sent a corporate communications specialist to provide the kickoff event national coverage. The program was on multiple organization Facebook pages. The program cost totaled $159,986; this total does not include all of the in-kind donations and deep discounts by Trek for bicycles.

**Evaluation**

BPS infused bicycling into the community district wide. All schools have a set of high end Trek bicycles. The high school has a bike shop with student bike mechanics; both programs will sustain each other. The whole project was paid for by community grants and donations. The Community Advisors succeeded in developing a bicycling curriculum and printed it in a teacher friendly manual. There were 409 volunteer hours logged that assisted the Phat Tire Bike Shop mechanics in assembling bikes and unloading the four semis to stage the kickoff. The kickoff event was attended by 600 students and staff, and there were over 150 community leaders and stakeholders in attendance. The communication media were strong and continual. Evaluation was based on the fact that all objectives were met and often exceeded.

1. Through internet research we could not locate another school district in the nation with a bicycle program with all of these components.

Communication Plan  
Bentonville Public Schools  
Trail Time

Background

Annually, the Bentonville Public Schools Communications Department environmentally scans for a project with four objectives:

1. Opportunities to provide rich public relations.
2. Opportunities to set the framework for collaboration with all school administration, community members, and our publics.
3. Opportunities to enhance our District’s reputation and relationships with our community and the Publics.
4. Opportunities to impact our students in multiple positive ways. (Most Important)

The spring of 2012 project was a graphically created mural titled, Wal-Art and placed on a wall in the Downtown Square. The components of this project included:

1. Students in 1st-6th grade created 8146 pieces of art.
2. Students illustrated one of Sam Walton’s three business words – excellence, service, respect.

This year’s project will be completed by the beginning of December 2012 and will be based on the findings from research:

1. Arkansas’s high obesity ranking among its youth.
2. Bentonville’s 38 miles of bicycle trails.
3. The new Northwest Arkansas Razorback Greenway Trails.
4. 50th state in the 2012 Bicycle Friendly State Rankings by the American League of Bicycles.
5. Long car lines at morning school drop-off/pick-up time.
6. Neglected at-risk high school program that has few student opportunities.

Situation Analysis

Formative Research

1) Method: Background Fact Finding – (Informal and Secondary)

Sources:
- Schools - ten elementary, four middle, two junior highs, one high school, and another junior high opening in the fall of 2013
- 52 Physical Education teachers
- High School Program will run through intramurals--mountain and road programs open to all high school students
- 7281 3rd through 8th grade students
- 3927 high school students who can sign up for the bicycling intramural program
- 28 students in a class: 30 bicycles, 29 for students and one for the teacher to ride with students
- 57 Gateway (at-risk) high school students
Process: Logistical information for planning.

2) Method: **Interviews** (Informal and Primary)

Sources:
- Principals
- Physical Education teachers
- Intramural Coordinator
- Central Administration
- Bentonville Parent Teacher Organization
- Bentonville Police Bike Team
- Career Education Coordinator
- Bicycle Bentonville Outreach Director
- Bentonville Parks and Recreation Director
- Arkansas Career Education Program Manager
- Walmart Family Fitness Center
- Walton Family Foundation
- Rogers Historical Museum

Process: Input for infusing a bicycling program into the physical education curriculum in every school. Strategies on how to use the community trails as an outside classroom. Knowledge gained for donations and grant funding processes. Approaches planned for bicycle program sustainability through a bicycle maintenance course for at-risk high school students.

3) Method: **Pre and Posttests**

- Data from student Pre and Posttests that indicate the degree of student improvement on the understanding of bike usage on the trails.
- Test student understanding and knowledge of bicycle safety.
- Cumulative data on how many hours’ students rode their bicycles through their physical education course time and extra events based on teacher logs.

Process: Data will be used in brochures and presentations that share the success and lessons learned about the Trail Time program.

**Research Summary**

1. Strong community support for infusing bicycling and trail use in the BPS Physical Education Curriculum.
2. Strong administrators and Physical Education teachers support for bicycling and trail curriculum.
3. Multiple learning opportunities for the new bicycling/trail program. Including the art on the museum trail, history, life-long fitness, bicycle safety, more students riding bicycles to school, and bicycle mechanics course.
4. Opportunities to use the bicycle as a tool for school wide interdisciplinary learning.
5. Chances for teachers, community members, and students to develop positive relationships from bicycle rides and events.
6. Awareness of possible grant and fund raising resources.

**Goal**

1. **Bentonville Public Schools will encourage a lifetime commitment to personal fitness through a bicycling infused Physical Education Curriculum.**
Planning

Publics

- Students
- Physical Education teachers
- Principals
- Donors
- Community Advisors

Public One
Students

Objectives

1. By May 2013, 100% of the students in grades 3rd through 8th will be able to safely achieve a fitness lifestyle by learning about trail rules and general bicycle safety through three hours of bicycle safety training.
2. The District bicycle program will be sustainable through the high school bicycle shop where 15 of the 57 high school students who manage the entrepreneurial bicycle program will be qualified and employable bicycle mechanics and will operate the bicycle shop during school hours.
3. By May 2013, 120 high school students will experience the art of mountain biking through the high school intramural program.
4. By May 2013, students in grades 3rd through 8th will have logged a minimum of 36,405 hours of bicycle time during the school day.

Strategy

- Daily bike rides on the trails during physical education class providing opportunities for a lifetime of fitness.

Communication Tactics

1. District-wide kickoff – Trek Corporate Office PR; Celebrate Magazine; Benton County Daily; Arkansas Democrat Gazette; District Social Communications and weekly newsletter.
2. Student designed invitation for kickoff event.
3. Downtown Square celebration at the conclusion of the school year to honor schools and students who rode their bicycle for the most hours-sponsored by the Walmart Visitor Center and Coca-Cola.
4. Press releases for students, Physical Education teachers, parents, and community volunteers after school rides; after school trail rides with local esteemed bicyclists; after school trail rides with police bicycle team.
5. Weekend rides posted on District website, Bike Bentonville website, and FAST bicycle club website.
6. High school students created video, film presentations, YouTube videos of kickoff event.
7. Text and Twitter announcements for upcoming rides for students and parents.
8. Specific webpage devoted to Trail Time.
9. Bicycle shop students volunteered at community bicycle events such as Children’s Bike Rodeo and Slaughter Jam Mountain Bike Race.
10. Student maps made that direct them to the safest route to ride their bicycles to school.
11. Press Releases - High school student bicycle shop students work with the Walmart Bicycle Share Program and working with the Bentonville Parks and Recreation Department.
12. Students go home and talk about program to parents and neighbors.
13. High school bicycle shop students designed posters, designed and fixed up the school bicycle shop, and created marketing program. Students Trail Time program information goes home in Tuesday folders.
14. Students submit writings, personal reflections, and submit photographs that are put in a quarterly Trail Time newsletter.

Evaluation

The following data will be collected to determine if objectives were met or exceeded:

1. The number of Bentonville Public Schools students who achieved three hours of bicycle safety.
2. Results from the Trail Times post-tests that will be administered May 24, 2013.
3. The number of high school students who participated in the mountain bicycle intramural program; the number of girls who participated in the program.
4. Hours of bicycling time recorded by teachers for all students’ grades 3rd – 8th.

Public Two
Physical Education Teachers

Objectives

1. By December 10, 2012, 100% of Physical Education teachers for grades 3rd through 8th will implement new curriculum expectations introducing bicycling as a life-long fitness activity.
2. By May 24, 2013, 80% of Physical Education teachers will demonstrate lifelong fitness through bicycling by recording a minimum of 2 hours beyond contract time using or supervising the community bicycle trails.
3. Students will feel more confident about using the trails through the expertise of the 52 Physical Education teachers who will be 100% certified in bicycle safety by February 18, 2013.

Strategy

- Physical Education teachers will be public advocates for the new curriculum.

Communication Tactics

1. Physical Education teachers input on District Bike Website.
2. Meetings – Physical Education department meetings with major bicycle stakeholders.
4. Emailed transactions between teachers.
5. Physical Education teachers will continue to talk about the program throughout the community.
6. Physical Education teacher presentations at educational conferences, board meetings, and sharing with neighboring NWA Districts.
8. Physical Education teachers’ role in kickoff event.
Evaluation

1. Executive Director of Communications and Community Partnerships will have received by December 10, 2012; confirmation e-mails from all 52 third through eighth grade Physical Education teachers that they have implemented the Trail Time program in their physical education curriculum.
2. All 52 Physical Education teachers will have administered the pre-test to all students by December 10, 2012, and post-test by May 24, 2013.
3. By May 24, 2013, the Physical Education teachers’ volunteer non-contract hours dedicated to after-school or weekend trail rides or assisting with bicycle assembly will be totaled and will meet or exceed the goal of 80%.
4. Number of rides with Police Bicycle Police Team, PTO members, and other community organizations.
5. All of the above data have been dispersed in social media, websites, and press releases.

Public Three
Principals

Objectives

1. 100% of the principals will sustain the bicycling program by having all bicycles repaired and maintained by the District high school bicycle shop beginning November 2012 and ongoing.
2. 100% of the principals have agreed to the importance of students becoming confident in the use of the trails and have agreed to replace any unfixable bicycles at the end of each school year in order to maintain a fleet of thirty usable bicycles.

Strategy

- Principals will be champions of the program in their schools.

Tactics

1. District-wide kickoff.
2. Downtown Celebration at the conclusion of the school year to honor schools and students who rode their bicycle for the most hours.
3. Physical Education teachers, Communications Executive Director, Principals, and Community Leaders will continue to speak and share about the program with administrators in surrounding school districts and at all educational conferences that align with the program.
4. Sent home notices about Trail Time program in Tuesday folders.
5. Principals shared and continue to share the bike program with civic groups and non-profit or corporate boards that they participate in.
6. High School Principal, Career Education Coordinator, Communications Executive Director, and the High School Bike Program teacher communicated in a variety of media success to promote the success of the Trail Time program.
7. Principals featured in news releases.

Evaluation

1. Principals maintain a fleet of thirty fully functional bicycles in each school.
**Public Four Donors**

**Objectives**

1. Bentonville Public Schools, through their Communications and Community Partnerships Department, will raise 100% of the funding to purchase 540 bicycles and 540 helmets for all seventeen current schools and one future school (Fall 2013) by October 31, 2012.
2. Bentonville High School will open October 1, 2012 an Entrepreneur Bike Shop through a $14,000 grant from the Arkansas Department of Education and will be sustained through the Bentonville Public Schools Trail Times program.

**Strategy**

- Trail Time Program will partner with Donor organization for a commitment to lifetime personal fitness.

**Communications Tactics**

1. District-wide kickoff and reception for all donors.
2. Downtown Celebration at the conclusion of the school year to honor schools and students who rode their bicycle for the most hours and all donors.
3. Coca-Cola custom bike stickers that say “Live Positive”. Coca-Cola will work in conjunction with the Walmart Visitors Center and the District to host the end-of-the-year ceremony on the downtown square.
4. Walmart Visitors Center donated $3,000 toward incentives for students based on number of hours ridden on the bicycle and will co-host downtown square end-of-the-year celebration.
5. AMP Sign and Banner printed signage, posters, and donated their warehouse for bicycle assembly.
6. Bentonville Public Schools Foundation assisted planning the kickoff and end-of-the-year events.
7. Bentonville High School bike shop students host and continue to host community visitors.
8. Bike Bentonville had 600 custom shirts for students and staff for bike kickoff and continual exposure beyond event.
9. Website and Facebook Program information was posted on District, Phat Tire, and Bike Bentonville, Trek Bicycles, and IMBA (International Mountain Bike Association) Websites.

**Evaluation**

1. **Output Performance Measures required by the Walton Family Foundation:**

   - A minimum of three instructional hours on the Bentonville trail system, bicycle safety and trail rules will be incorporated into the physical education curriculum in 3rd through 8th grade each quarter during the 2012-13 school year as evidenced by program records.

   - 100% of school principals will commit to replace all unfixable bicycles at the end of each school year in order to maintain a fleet of thirty useable bicycles, as recorded in program records.

   - Each school principal will also commit to the routine maintenance and upkeep of a minimum of five bicycles each semester, as recorded in program records. It is anticipated that the principals will utilize the Bentonville High School bicycle entrepreneur program for this service.
Objectives

1. Form a Trail Time Group of Advisors that include key community and District leaders to develop a unique Physical Education Bicycling/Trail Curriculum to be infused in the Bentonville Public Schools Curriculum. Advisors and Educators will meet in different configurations based on specific needs beginning in July 2012 and conclude, reflect, and reevaluate by May 24, 2013.

Strategy

- Gain and maintain support of the bike program among these community members.

Communication Tactics:

1. Created Trail Time Manual for new curriculum to support Physical Education teachers and to share with community members about the program. Includes history, location, description, maps and other information about trails, biking, and bike safety.
2. District-wide kickoff.
3. Downtown Celebration at the conclusion of the school year to honor schools and students who rode their bicycle for the most hours.
4. Students and parents Text and Twitter announcements for upcoming rides.
5. Specific webpage devoted to Trail Time.
6. Community Advisors discuss among friends and co-workers.
7. Monthly meetings.
8. Community Advisors donated maps to students showing the safest routes for them to ride bicycles to school.
9. Arranged opportunities for high school bike shop, including Walmart Bike Share Program and Bentonville Parks and Recreation.
10. Community Advisors helped schools create certified Safe Routes to School safety courses on parking lots.
11. Delivered thank you posters to donors, speakers, and advisors.
12. E-mailed newsletters and copies of any press to donors.
13. Physical Education teachers, Communications Executive Director, Principals, and Community Leaders will continue to speak about the program with administrators in surrounding school districts and at different conferences.
14. Community advisors designed teacher professional development.
15. Community Advisors donated time to the high school bike shop.
16. Recruited avid bicyclists and community members to work with Phat Tire mechanics to assemble the 540 bicycles.
17. Provided speakers for Physical Education teachers and bike shop students.

Evaluation

1. Feedback from Physical Education teachers on the number of lessons they based on knowledge from the Trail Time manual by community advisors.
2. Documentation of all of the activities, event rides, speakers, and donations that were contributed by community advisors.

Kickoff Activity

1. All 540 bicycles were delivered to the TAC (Tiger Athletic Complex), an indoor football field. Twenty-nine students from each of the current seventeen schools and twenty-nine students represented the future junior high each stood by one of the bicycles, and each wore a helmet. The bike shop students and teacher, Physical Education teachers, and principals all stood united with the bicycles for a photo opportunity. The photograph was taken for historic, public relations, and celebration reasons. All donors, community advisors, and other key leaders attended the reception and watched the process of everyone joining together for the photograph. Bentonville Mayor, Coca-Cola Vice President of Marketing, and the Superintendent all spoke at the kickoff. Students left the stadium through the football fog machine and rode their bikes to most of the schools. Some schools farther away had bikes transported back.

Key Messages

Students:

1. Trail Times will teach skill development, regular and healthful physical activity, support courses across the curriculum, promote self-discipline, promote stress reduction, strengthen peer relationships, and improve self-confidence and self-esteem.
2. Bicycling works out the entire body. Bicycling is a low-impact exercise that does not put stress on joints. A 130-pound student riding a bicycle for leisure will burn 236 calories per hour.

PE Teachers:

1. “A bicycle is a ticket to health, mobility, freedom and fun. Bicycling isn’t just a way to get from one place to another; it’s an avenue to a better life and when communities, businesses and universities get on board, great things happen.” League of American Bicyclists
2. Using the trails as an outside classroom gives us the opportunity to teach multiple lessons all while riding a bicycle with our students.

Principals:

1. The bicycles are a unique resource for a unique program that will further elevate physical education in the curriculum for all seventeen schools and the future junior high.

Donors:

1. Committed to the students of our community to achieve commitment to lifetime personal fitness.

Community Advisors:

1. Trail Time will integrate local bicycle businesses and programs with students and create educational-corporate partnerships and opportunities with community support.
2. When the entire community joins forces with the educational community, we will all achieve the goal of excellence and enhance the Bentonville Bicycle Culture.

Summary Evaluation

- Bentonville Public Schools infused bicycling into the Physical Education Curriculum and our encouraging students to commit to a lifetime of personal fitness.
- The Physical Education teachers, curriculum executive director, communications director, and community advisors developed a bike and trail curriculum and published the curriculum in what is titled - Trail Time Manual.
- The bikes were purchased from funding through the Walton Family Foundation, Coca-Cola, Bentonville Public Schools Foundation, and the Walmart Visitors Center.
- Amp Sign and Banner donated their warehouse, dumpsters, and forklifts to use to put the bikes together. Amp printed the invitations and made three banners for the kickoff.
- Walmart trucking donated four semis to store completed bikes and delivered them to the kickoff.
- Bike Bentonville donated $3,000 for t-shirts for students, Physical Education teachers, and principals to wear at the kickoff. Amp printed them at cost. The front of the shirts said, “I Bike Bentonville.” The back of the shirts said, “Follow Me to the Trails.”
- Aramark Catering donated all of the refreshments for the kick-off event.
- Flintco Construction built bike storage racks for every school.
- There were over 400 volunteer hours that assisted the Phat Tire Bike Shop mechanics in assembling bikes and unloading the four semis to stage the kickoff event. Volunteers included parents, Physical Education teachers, a board member, and the Bella Vista Bike Club.
- The communication media was strong and continual. The Benton County Daily Record newspaper covered the story twice. First, as the community assembled the bikes and second, for the kickoff.
- The kickoff event was featured in the Arkansas Democrat Gazette and Celebration Magazine.
- Andre Rosch, the Corporate Communications Coordinator for Trek Bikes flew in from Waterloo, Wisconsin to give the kickoff event national coverage,
- KNWA (NBC) news covered the high school bike shop, assembly of the bike, and the kickoff.
- Bike Bentonville and Phat Tire have put every phase of the project on their Facebook.
- Over 150 people came to the kickoff. Including the Mayor, Walton Family Foundation CEO, member of the Walton family, Police Chief, Parks and Recreation Director, Bike Bentonville Director of Outreach, Endeavor Foundation CEO, Vice President of Marketing for Coca-Cola, Walton Visitors Center representative, Bentonville Public Schools Foundation Board, Bentonville Public Schools Board, Trek Bikes Corporate Communications Director, and many more.

Next Steps

- Physical Education teachers will continue to monitor program.
- Developing bicycling program for Special Education students.
- Human Resource selected one physical education teacher to manage program and contracted an additional stipend.
- High school bike shop will share state reports required by the Arkansas Department of Career Education.
• Students will take a post-test in the spring to gauge trail/biking knowledge.
• Communications will continue to document and disseminate newsworthy events.
• Principals, Communications, and administrators are meeting with local foundations to discuss building mini progressive mountain bike trails behind schools.
• Bentonville Parks and Recreation and Bike Bentonville are offering youth mountain bike camps.

Timeline Gantt Chart

See attached

Budget

<table>
<thead>
<tr>
<th>Expense Budget Categories</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>510 Trek Bicycles and Helmets</td>
<td>129,314</td>
</tr>
<tr>
<td>Bike Storage Equipment</td>
<td>5,000</td>
</tr>
<tr>
<td>Student Incentives</td>
<td>3,000</td>
</tr>
<tr>
<td>High School Bike Shop</td>
<td>14,000</td>
</tr>
<tr>
<td>PE Teacher Professional Development</td>
<td>3,000</td>
</tr>
<tr>
<td>Manuals, Brochures, Printing</td>
<td>2,000</td>
</tr>
<tr>
<td>Kickoff T-shirts</td>
<td>3,000</td>
</tr>
<tr>
<td>Expense Total</td>
<td>$159,314</td>
</tr>
<tr>
<td>Income Resources</td>
<td>Portion of Budget</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Walton Family Foundation</td>
<td>102,986</td>
</tr>
<tr>
<td>Bentonville Public School Foundation</td>
<td>5,000</td>
</tr>
<tr>
<td>Walmart Visitors Center</td>
<td>3,000</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>27,000</td>
</tr>
<tr>
<td>Arkansas Career Education</td>
<td>14,000</td>
</tr>
<tr>
<td>Bentonville Public Schools Professional Development</td>
<td>3,000</td>
</tr>
<tr>
<td>Bentonville Public Schools Communications</td>
<td>2,000</td>
</tr>
<tr>
<td>Bike Bentonville</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Resource Total</strong></td>
<td><strong>$159,986</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-kind Expenses</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amp Sign &amp; Banner</td>
<td>Warehouse space</td>
</tr>
<tr>
<td>Dumpster</td>
<td>Forklift</td>
</tr>
<tr>
<td>Printed kick-off invitations</td>
<td>Printed Banners for kick-off event</td>
</tr>
<tr>
<td>Posters of kick-off event for donor gifts</td>
<td>Bike Stickers for school identification</td>
</tr>
<tr>
<td>Bike Stickers with Coca-Cola Logo</td>
<td>Walmart Trucking</td>
</tr>
<tr>
<td>Four trailers to store bikes as they were assembled – Delivered bikes to kick-off</td>
<td>Recycling AARP</td>
</tr>
<tr>
<td>Senior citizen volunteers recycled and hauled off all 540 bicycle and helmet boxes</td>
<td>Flintco Construction</td>
</tr>
<tr>
<td>Built Bike Racks for all schools</td>
<td>Aramark Catering</td>
</tr>
<tr>
<td>Donated refreshments for kick-off event</td>
<td>Phat Tire</td>
</tr>
<tr>
<td>Phat Tire saved payroll because of the great attendance of volunteers to assemble bikes. They used the savings to give each school a bike pump, extra tire tubes, and bike tools.</td>
<td></td>
</tr>
</tbody>
</table>


Evaluation

☑ Bentonville Public Schools will encourage a lifetime commitment to personal fitness through a bicycling-infused Physical Education Curriculum.

☑ The District bicycle program will be sustainable through the high school bicycle shop where 15 of the 57 high school students who manage the entrepreneurial bicycle program will be qualified and employable bicycle mechanics and will operate the bicycle shop during school hours.

☑ By December 10, 2012, 100% of Physical Education teachers for grades 3rd through 8th will implement new curriculum expectations introducing bicycling as a life-long fitness activity.

☑ 100% of the principals will sustain the bicycling program by having all bicycles repaired and maintained by the District high school bicycle shop beginning November 2012 and ongoing.

☑ 100% of the principals have agreed to the importance of students becoming confident in the use of the trails and have agreed to replace any unfixable bicycles at the end of each school year in order to maintain a fleet of thirty usable bicycles.

☑ Bentonville Public Schools, through their Communications and Community Partnerships Department, will raise 100% of the funding to purchase 540 bicycles and 540 helmets for all seventeen current schools and one future school (Fall 2013) by October 31, 2012.

☑ Bentonville High School will open an Entrepreneur Bike Shop on October 1, 2012, through a $14,000 grant from the Arkansas Department of Education that will be sustained through the Bentonville Public Schools Trail Times program.

☑ 409 Volunteer hours that assisted with bike assembly and Trail Time kickoff.

☑ Communications -

- Four newspaper articles
- Regional magazine coverage
- Five TV segments
- Three institutions that provided consistent coverage on Facebook
- National social media coverage by Trek Bicycle Corporation, and communication representative present at kickoff
- Kickoff event with 600 students and staff and 150 community members
### Trail Time Gantt Chart

<table>
<thead>
<tr>
<th>Event</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>AR Education agrees to bike shop plan</td>
<td>24</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Advisors</td>
<td>26</td>
<td>23</td>
<td>20</td>
<td>25</td>
<td>22</td>
<td>3</td>
<td>24</td>
<td>21</td>
<td>21</td>
<td>25</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>BHS Student bike shop opens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fund raising</td>
<td>19</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curriculum manual developed</td>
<td>17</td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment ordered</td>
<td></td>
<td>22-26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student pretest administered</td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional development</td>
<td></td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trail Time kick off</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trail Time program begins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students post testing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13-17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trail Time celebration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>
Bentonville Public Schools will encourage a Lifetime Commitment to Personal Fitness through a bicycling infused Physical Education Curriculum.
At the request of the Arkansas Departments of Education and Health, in the 2003-2004 school year, ACHI created and implemented the BMI screening process for all public school children in the state. In 2007, during the 86th Arkansas General Assembly, Act 201 was passed to strengthen the protocol followed by school and nursing staff in performing the assessment, require parents to advise schools in writing if they do not wish to have their child's BMI assessed, and change the periodicity of assessments to even grades - kindergarten through grade 10.

BMI assessment is a health screening tool like vision, hearing or scoliosis screenings routinely performed in public schools

Information location: [http://www.achi.net/childob.asp](http://www.achi.net/childob.asp)

**Definition of BMI**

The BMI is a ratio of weight and height and is a better assessment of obesity than weight alone. Using an accurate weight and height, BMI is calculated using the following formula:

\[
\text{BMI} = \frac{\text{Weight in pounds}}{\text{Height in inches}^2} \times 703
\]

**Average Bentonville Elementary School (K-6)**

ACHI 2011 BMI Rating was 26.61%

Percentage represents correlation of students that are in the Overweight or Obese Category

Official 2011 October 1\(^{st}\) Bentonville Public Schools Elementary Student Count (K-6) Reports 8,376 enrolled students

If 26.61\% of these students are overweight or obese that would be:

2,229 students that would be overweight or obese in grades K-6.

Among the Arkansas School Districts reporting results, 13 school districts had 20 to 30 percent of their students classified as overweight or obese, 124 school districts had rates of more than 30 to 40 percent, 110 school districts had rates of more than 40 to 50 percent, and 7 school districts had 50 percent or more of their students in the two highest risk categories.
# 2012 Bicycle Friendly State Rankings

**Key:** The percent of total points available attained by each state

<table>
<thead>
<tr>
<th>State</th>
<th>Rank</th>
<th>Legislation &amp; Enforcement</th>
<th>Policies &amp; Programs</th>
<th>Infrastructure &amp; Funding</th>
<th>Education &amp; Encouragement</th>
<th>Evaluation &amp; Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>1</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>3</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Colorado</td>
<td>4</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Oregon</td>
<td>5</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>6</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>New Jersey</td>
<td>7</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Maryland</td>
<td>8</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Maine</td>
<td>9</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Delaware</td>
<td>10</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Illinois</td>
<td>11</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>California</td>
<td>12</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Utah</td>
<td>13</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Arizona</td>
<td>14</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>15</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Iowa</td>
<td>16</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Virginia</td>
<td>17</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Vermont</td>
<td>18</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Michigan</td>
<td>19</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Connecticut</td>
<td>20</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Florida</td>
<td>21</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>22</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Georgia</td>
<td>23</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>North Carolina</td>
<td>24</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Wyoming</td>
<td>25</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Tennessee</td>
<td>26</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Texas</td>
<td>27</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Missouri</td>
<td>28</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Nevada</td>
<td>29</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Indiana</td>
<td>30</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Louisiana</td>
<td>31</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>South Carolina</td>
<td>32</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Alaska</td>
<td>33</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Kansas</td>
<td>34</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>35</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Idaho</td>
<td>36</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Ohio</td>
<td>37</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Mississippi</td>
<td>38</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>39</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>South Dakota</td>
<td>40</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Hawaii</td>
<td>41</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>New York</td>
<td>42</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Nebraska</td>
<td>43</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Kentucky</td>
<td>44</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>New Mexico</td>
<td>45</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Montana</td>
<td>46</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Alabama</td>
<td>47</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>West Virginia</td>
<td>48</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>North Dakota</td>
<td>49</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Arkansas</td>
<td>50</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
</tbody>
</table>

Arkansas is 50th

Learn more at bikeleague.org/states
Trail Time set the framework for collaboration with all 18 Schools and the Bentonville Community.

Trail Time enhanced our District’s reputation and relationships with our Community and the Publics.
Research
Trail and Bike Facts

- Razorback Greenway boasts a 36 mile-long primarily off-road shared use trail that extends from the Bella Vista Trail in Bentonville to the Frisco Trail in Fayetteville.
- Bentonville Parks and Recreation manages 38 miles of shared use trails, side path trails, and native surface trails.

- If parents would bike 2 miles with their children to school and back each day, the 4-mile round trip would keep 51 pounds of carbon monoxide out of the air each year.
- The same daily trip will burn 36,000 calories over the course of a year. This is equivalent of over 10 lbs. of fat. The average person loses 13 lbs. in the first year of commuting by bike.
- Bicycles Per 1,000 People:
  - United States – 385
  - Germany – 588
  - Netherlands – 1,000

- Percent of Urban Traveling Accounted for by Cycling:
  - United States – 1
  - Germany – 12
  - Netherlands – 28

- Percent of Adults who are Obese:
  - United States – 30.6
  - Germany – 12.9
  - Netherlands – 10.0

Physical Education Teachers – Public

All K-4 PE Teachers and Volunteer Students as Teachers received Bicycling Staff Development

PE Teachers are the MC’s at Kickoff

Teachers received training
Principal leading class to bikes at kickoff

Principal and Special Needs Director unloading bikes for kickoff

Note from Principal's office thanking and supporting Communication Departments efforts
The largest financial contributor to Trail Time, assisted with program design and pre and post evaluation testing.
Donor - Public  
Coca-Cola

Coca-Cola Vice President of Marketing  
Senior Manager Creative Activation  
Vice President of Finance – Global Walmart

2nd Major Financial Contributor  
Designed special stickers for bikes and helmets that said “Live Positively”
Donor - Public
Bell Helmets
570 Helmets

Penn Wilder
WMT Team Leader
Easton Bell Sports
$5,000 and all funding was processed through the Foundation

$3,000 for T-Shirts and Program Support

Donated use of warehouse, dumpsters, forklift, invitations, banners

Built storage racks in 17 schools

$3,000 for incentives for schools whose students ride the most hours

Trek discounted bikes by $90,000.00
Phat Tire gave each school bike pumps, tools, and extra tubes

Donor -Public
Community Advisors - Public

Walmart Bike Share Program

Bike Bentonville Outreach Director

Bicycle Coalition of the Ozarks Advocacy Director

Bentonville Police Bike Team
Volunteers
467 Hours to Assemble Bikes
177.5 – Phat Tire Mechanics
289.5 Volunteer Hours:
41.5 PE Teachers
74.5 BPS Staff
87.5 Parents
86 Bella Vista Bike Club Members
Student Designed Kickoff invitation
by 3rd Grader Madeline Hurley
Almost 100 people showed up on a Sunday afternoon to set up for the kickoff – four semis were unloaded in 38 minutes.

Setting up the indoor high school arena for the kickoff.
Trail Time Kickoff T-Shirts

I 🚴
BENTONVILLE

BIKE
BENTONVILLE

FOLLOW ME TO THE TRAIL
The kickoff....
2. I want to share one more benefit of a class such as this. I sent out a staff announcement asking for old bikes so we can use them for practice, parts, etc. We got a handful of bikes including one large, unusual, older Schwinn bike. One of my students fell in love with it and asked if he could work on it. Of course I said, yes, he proceeded to work on the bike until it was in riding condition and then rode the bike home instead of riding the bus. He has ridden the bike to school three days this week. I don’t have a win like this every week, but when it happens… it’s awesome!
Faith Guillermo (center), 9, from Central Park Elementary in Bentonville smiles at classmates as they wait to try out new bicycles Monday during an event to celebrate the Bentonville Public Schools District’s new bike program at Tiger Athletic Complex in Bentonville. Through numerous grants, the district received 540 bikes and helmets to integrate into the physical education programs. The bikes will be maintained by the district’s Entrepreneurial Bike Shop, a program designed to train 15 high school students to become bicycle mechanics.
FINE TUNING

Bike Program Launched
COMMUNITY BANDS TOGETHER TO MAKE PROJECT A REALITY

BENTONVILLE — The warehouse at AMP Sign and Banner of the Wishing Springs Trail is packed this week. Rows of paper have been pushed aside to make way for boxes and boxes of bikes. The warehouse is exact. Five hundred and forty of them.

Martin Johnson, right, checks the brakes and gage alignment of a bicycle at AMP Sign and Banner in Bentonville as volunteers assemble new bikes purchased for the Bentonville School District. The district received grants from the Walton Family Foundation, Coca-Cola, Bentonville Public Schools Foundation and the Walmart Foundation to purchase $40 bicycles and sell donated $40 helmets to accompany the bikes. Each school will have 30 bicycles to use with their physical education classes.

Officials Endorse Pay Raise
EMPLOYEES TO RECEIVE 2 PERCENT INCREASE

BENTONVILLE — Benton County officials voted Thursday to move forward with a 2 percent raise for employees and elected officials in the 2013 budget.

The Finance Committee, meeting as the Budget Committee, unanimously endorsed the raises Thursday. Approval of the budget will come at a later meeting before the Quorum Court considers the recommended budget.

The committee spent about three hours Thursday reviewing personnel changes before moving into capital equipment requests.

Steve Slagle, volunteer and rider with the Bella Vista Bike Club, attaches a reflector to the handlebars of a bicycle Wednesday and checking brake cables. Bentonville’s Phat Tire Bike Shop loaned mechanics to the project for as much as eight hours a day. Other volunteers are willing parents, community-oriented cyclists and physical education teachers excited about the new possibilities.

Olive Loom W NWA StartUp

FAVETTEVILLE — A mother-daughter team won the top award in the inaugural NWA StartUp Cup.

Lou Sharp and daughter Leah Garrett, owners of Olive Loom Boutique in Fayetteville, learned they finished atop the business model competition Thursday.

First Place
Olive Loom Boutique, Leah Garrett and Lou Sharp

Second Place
Jack Bragg Shoes, Andrew Denson — a locally-owned company that makes handcrafted shoes.

Third Place
Gary’s, Gary Kuykendall — a locally-owned company that makes custom-made shoes.

More than half of the bikes had been assembled by Thursday. The bicycle program is expected to be completed next week. The project is expected to be completed next week.
Student representatives from each school in the Bentonville Public School District wait to try out new bicycles Monday at Tiger Athletic Complex in Bentonville during the kickoff event celebrating the district’s new bike program. Through numerous grants, the district received 540 bikes and helmets to integrate into the physical education programs. The bikes will be maintained by the district’s Entrepreneurial Bike Shop, a program designed to train 15 high school students to become bicycle mechanics and teach the students how to run the shop.
Hundreds of kids hopped onto the Bentonville School District's brand new set of bicycles Monday to kick off the "I Bike Bentonville" program.

"I'm pretty amazed," says 7th Grader Merrill Leak, standing in the middle of a sea of 540 bicycles. "It's more than I thought. I thought they would be kind of cheap bikes maybe, but these are really nice."

Every school in the district will receive a set of thirty bikes. Mary Ley of the Bentonville School District says the new curriculum starts with the second grade, and as the kids grow up they learn more advanced riding techniques.

"Bikes are such an equal way to work out, and all children can succeed on a bike and feel confident on a bike," Ley says. "We have these amazing trails in town and we want them to learn how to navigate them."

The bikes were paid for with grant money, and parent volunteers, along with students, local cycling clubs and Phat Tire Bike Shop spent two weeks assembling the rides.

"People use the word community, but we really define community in Bentonville," Ley says. "People loaned their warehouses, and their dumpsters."

She says the program will teach kids to live their lives in a positive way, and she believes it will spread beyond the classroom.

"We hope they go home and they talk about it and we hope we get their parents on the bikes on weekends and Bentonville becomes one of the most fit communities in the United States," she says.
Hi Mary,
Thank you so much for having me. Bentonville is an amazing place, and I'll remember this trip for a long time. Congratulations on kicking off such a phenomenal program; I can't wait to share this story. Please let me know if I can help with future projects. Take care,

Andrew Rosch
Trek Bicycle
Communications Coordinator
O: 1.920.478.2191 ext.12979
M: 1.608.512.2122
(1) Bike Bentonville

Like · Comment · Share

7 people like this.

Brenda Anderson Wow! What a great sight - you guys must feel like Santa's elves!
November 14 at 7:11pm via mobile · Like · 1

1.

Phat Tire Bike Shop
November 8

The assembly line is running like clock work. Thanks to our 10 amazing volunteers today we've built almost 40 bikes.

2.

Phat Tire Bike Shop
November 6

The Bentonville School District just purchased 540 bikes so that our kids in the school system can learn to ride, repair, and interact with bikes at Bentonville schools. This is enough bikes for every school to have its own fleet. Congratulations Bentonville Public School!

Like · Share

110 people like this.

View all 9 comments

Lynette Frey I am amazed!! What a wonderful way for the district to spend funds! It will help develop a love for riding that will be lifelong.
November 8 at 4:19pm · Like · 1
Recycling

Recycled:

- All 540 Bike Boxes
- All 570 Helmet Boxes
- All Bike Paper Manuals
- All CD Bike Manuals
- All Cellophane that CD’s came in
Superintendent Mike Poore Support

Dear Sir or Madam,

Passion! No other community can boast of a more united group of citizens that are more passionate and work daily to improve the quality of life. We are proud to announce that through our partners we will deliver a new bicycle physical education program that will impact all of our 3rd through 12th grade students.

I would like to personally invite you to attend the Trail Time Kick-Off at the Tiger Athletic Complex on Monday, December 2, 9:30 am – 10:30 am. You will witness 540 students from grades 3–12 standing by one of the 540 new Trek bicycles along with our PE teachers and principals. We will be taking pictures of the assembled group, and then each school will, for the first time, get to take their PE class set of bicycles back to their individual schools. As far as we know, we are the first district in the United States to fully infuse bicycling into our Physical Education Curriculum from 3rd – 8th grade and to implement a high school mountain bike immunization program. Through the Arkansas Department of Career Education, we also implemented an entrepreneurial bike shop. This will be managed through our Gateway student at-risk program. Both programs will sustain each other.

Trail Time will:
- Teach our students a lifetime fitness skill.
- Educate our students about the trails in Benton County.
- Become an outside classroom where students will see the art along the Crystal Bridges Trail, nature, and the changes of the season.
- Will provide the opportunity for students to learn bike safety, independence, and build self-esteem.

Simultaneously, a reception will be held to thank everyone that made Trail Time possible. Trail Time was made possible through the generosity of the Walton Family Foundation, Coca-Cola, Bentonville Public Schools Foundation, and the Walmart Visitors Center. We are also grateful for all of the support we received from Chris Soder / Amp Sign and Banner, and Troy Mason with Finchco.

Please, join us. We want to honor your passion for this project, and I hope you enjoy witnessing the energy our students have for the new Trail Time program.

Sincerely,

Mike Poore, Superintendent
Bentonville Public Schools
Key Community Support
Bentonville Mayor McCaslin

Bentonville Downtown Square
Where Bike Events will be Celebrated

Police Chief Smith, Parks Director Wright
Mayor McCaslin

Mayor McCaslin Speaking to Students at Kickoff

Mayor McCaslin with Lincoln Junior High Students at the Razorback Greenway Ribbon Cutting