

LGFCU Excellence in Innovation Award Project Evaluation

Project ID	PIP-11
Title of Program	Bike Events at the Library
Program Category	Public Information and Participation
Submission Date	5/31/2017 1:44:29 PM
County	Durham
Employee	Mark Donnelly
Employee title	Librarian
Email	amountcastle@dconc.gov
County Department	Library
Phone	919-560-7159
Address	101 E. Morgan St. Durham, NC 27701
County Manager	Wendell M. Davis
Supervisor	Anita Hasty-Speed
Implementation Date	12:00:00 AM
FLSA Designation	Exempt
Project Team Members	<p>Durham County Library Staff:</p> <p>Jan Seabock, Resources and Technical Services Donna Haussman, Resources and Technical Services Desiree Peterson, Teen Librarian Olivia Singleton, Children's Librarian Soyoung McKenna, Children's Librarian Mark Donnelly, Adult Services Librarian Stephanie Fennell, Adult Services Librarian</p> <p>Community Volunteers:</p> <p>Greg Garneau, Carole Stein, Jack Warman, and Theresa Cromling of Safe Kids Durham Kevin Hicks, trianglebikeworks.org Doug McKeel, Durham Bicycle and Pedestrian Advisory Commission</p>

Description of Productivity Improvement

Durham County Library's Bike Events used sustainable practices to provide new expanded service to promote bicycling and bike safety. Children and teens without bicycle helmets were measured for a

free helmet provided by Safe Kids Durham. In addition to helmet fittings and giveaways, Bike Events included bicycle decoration stations with handlebar wraps, first aid kits for families to take home, food, and fun, safe, bicycle courses for children. At one event there were even bicycles for children to take home.

Bike Events 2016 were made possible by diverse partners collaborating and sharing resources. The events were sponsored by Triangle Bikeworks, The Scrap Exchange, Safe Kids Durham, Durham Bike Co-Op, REI, Locopops, Dang Dogs, and Big Island.

Triangle Bikeworks provided ten new children's bicycles as prizes for children. The Bike CoOp was instrumental in gathering volunteers and were primary helmet fitters. REI provided a bike fix up tent and distributed snacks and prizes. LocoPops, DangDogs, and Big Island are food vendors who supplied snacks. The Scrap Exchange provided raw materials for bike decoration at discounted rates.

In its second year, additional sponsors have joined on to the project including Durham County EMS, City of Durham Police Department, and Durham County Office of the Sheriff.

Description of why this project was initiated

Durham County Library's mission is to encourage Discovery, connect the Community, and lead in Literacy. Bike Events at the Library advanced all three aspects of our mission.

1)Encourage Discovery

Bike Events at the Library engaged young people in hands-on, experiential learning through safety-focused, fun courses for children to ride their bicycles through. Providing children and teens with free helmets, safe riding tips, and in some cases a bicycle, encouraged young people to explore their communities and discover the autonomy, exercise, and adventure that bicycling has to offer.

2)Connect the Community

Bike Events at the Library brought the large community of the library together with the large community of bicyclists with the objective of creating a safer community. The library encourages the use of bicycles, promotes the safety of the cyclist through use of helmets, informs our library customers about safe bicycling techniques, and provides opportunities for bicycling to the library in a safe manner. Cyclists in Durham are not always able to find rideable road and bike lanes. Some of our libraries are located in bike-unfriendly locations. By emphasizing the safety aspect of bicycling we not only helped educate citizens who ride but also worked to make the issue of a bikeable city a concern of all Durham residents.

3)Lead in Literacy

Summer learning is critical to young people's capacity to retain academic gains achieved during the school year and to achieve and maintain grade-level reading. Physical exercise improves young people's ability to learn. Giving helmets to children and teens who don't already have them and who

might not have access to financial resources increases their ability to exercise and explore safely throughout the summer.

In 2017 the "State of Durham County's Young Children" reported that only "47 percent of Durham third graders in public and charter schools in 2014-15 scored at or above grade level on the North Carolina end-of-grade test in reading" ; Nearly 12 percentage points lower than the state average of 59 percent."

That same report documents that "More than a quarter of Durham's young children (26 percent) live in a home where the head of household's income is at or below poverty level." The percentage of black and Hispanic children ages zero to eight in Durham who live in a home where the head of household is at or below poverty level, according to the "2011-2015 American Community Survey," is 37 and 36 percent respectively.

By providing free helmets to children who did not already have them and giving away bicycles, Bike Events at the Library made safe exercise throughout the summer months accessible to vulnerable children and teens.

We also know that physical exercise improves learning and overall health. The Centers for Disease Control and Prevention (CDC) reports "Regular physical activity in childhood and adolescence improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol levels." The CDC goes on to say that regular physical exercise may also "improve students' academic performance, including academic achievement and grades, academic behavior, such as time on task, and factors that influence academic achievement, such as concentration and attentiveness in the classroom."

According to the National Summer Learning Association "children gain weight three times faster during the summer months, gaining as much weight during the summer as they do during the entire school year, even though the summertime is three times shorter." By encouraging young people to exercise during the summer and providing them with the tools and knowledge to safely bicycle, Bike Events at the Library addressed the need for summertime opportunities for exercise.

Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).

Indication of what resources were used and what was done with any accrued time savings

The Bike Events at the Library in 2016 distributed approximately 100 custom fitted helmets worth approximately \$3000 to children at no cost and to adults at reduced price. Value of the bicycles given away was about \$1000. Approximately 150 people attended the events. Because the bicycles were donated and the helmet costs were funded through Safe Kids, the library's costs for the event were under \$300, mainly for decorations and food.

The generous assistance of library staff who volunteered their time during lunch and break time, or on off days, cut costs as well. Durham County Library Staff who participated included Jan Seabock, Donna Haussman, Teen Librarian Desiree Peterson, Children's Librarians Olivia Singleton and Soyoung McKenna, Librarians Mark Donnelly and Stephanie Fennell. Community volunteers included Greg

Garneau, Carole Stein, Jack Warman, and Theresa Cromling of Safe Kids Durham, Kevin Hicks of Triangle Bikeworks, Durham EMS Officers, Durham Police Officers, and REI staff.

By partnering with organizations and departments whose work and missions were also advanced by the events, partners were eager to contribute, offering supplies, time, and expertise. For example, the nonprofit Safe Kids Durham County's works to address "the leading cause of death and disability for children ages 1-14 is accidental and unintentional, our mission revolves around providing injury prevention education to the families of our community." Bike Events at the Library was an ideal opportunity for Safe Kids Durham County to reach their audience with events happening at four different library locations across the county.

In its second year, these partnerships are already proving to be sustainable and robust, with interest in the events continuing to grow. The local newspaper even featured the 2017 event, offering this free promotion of the event: <http://www.heraldsun.com/news/local/counties/durham-county/article145561574.html>

Other descriptive information

Stephanie Fennell, Southwest Regional Library Adult Services Manager, wrote this about Bike Events at the Library 2016 in the Durham County Library staff newsletter, "We were also fortunate enough to receive a generous donation of ten bicycles and helmets from Kevin Hicks of Triangle Bikeworks Youth Cycling. With close to fifty residents in attendance all of the bikes donated were given away to ten fabulous children who did not own bikes. I wish all of you could have seen the looks on their faces when their names were called in the raffle to win those bikes! It was truly touching and reminded everyone here at Southwest why we host these events. Giving back to our community is the most rewarding and fulfilling part of my job."