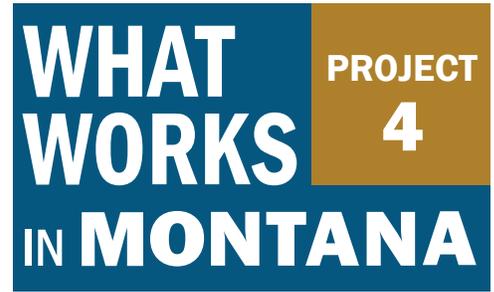




## Kids in Motion



### GOALS AND ACTIVITIES

Kids in Motion (KIM) is an active transportation educational program that encourages young people and their families in the Billings Community to make healthy transportation choices. The program’s goal is to increase bicycling and walking rates through outreach and education, and eliminate barriers to non-motorized transportation. KIM provides young people with tools to be independent and successful members of the community while encouraging healthy and economically beneficial lifestyle choices.

#### Activities:

- Facilitates bicycle maintenance clinics targeted to low- to moderate-income (LMI) students.
- With Billings Public Schools, develops community-focused, active transportation education materials.
- Outfits students with bicycle lights to improve visibility and encourage safe riding.

### POPULATIONS SERVED

Elementary students and some middle school students and families in Billings Public Schools.

### MAJOR PARTNERS AND FUNDERS

City of Billings, St. Vincent Health Care Mission Fund, Billings Public Schools, Billings Education Foundation, TrailNet, The Spoke Shop, Billings Metro VISTA Project

### MAJOR OUTCOMES

Reached about 1,500 elementary students over the past few years (about 35 percent to 50 percent LMI).

Built a partnership between the City of Billings and Billings Public Schools leading to other cooperative efforts.

Provided a focus for other organizations and businesses in the community to meet goals of community support, volunteerism, and active transportation.

### INGREDIENTS FOR SUCCESS

Highlighting the connection between riding or walking to school and improved community health.

Forming a responsive planning committee of funders and program supporters.

Managing a pool of 15 to 20 volunteers.

Developing accessible curriculum materials with Billings Public Schools.

Working with local businesses to hold fundraising events.

### ADVICE FOR OTHERS

“Early in the process, identify partners in your community who are already focused on elements of what you wish to achieve.”

— Wyeth Friday, Director of Planning and Community Services Department, City of Billings and Yellowstone County