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For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

Mary Crane Center's (MCC) plan for each event is to incorporate this event during the summer in order to create a safe space near each train and bus stop in order to provide community members, children, and families the opportunity to play, enjoy healthy physical activities. plan to mail out invitations to our community organizations, pass our fliers and speak to our parents about it to help put the word out. We would like to invite our health and dental van to come out. We would like to have a DJ to promote dancing and other movement activities. The plan is to reach out to Zumba and other active instructors to come and provide a demonstration of their class. Teachers and volunteers will assist in helping plan for gross motor activities for all to participate. We will also have our flier posted on our website. Fliers will be sent to or community partnerships including the Alderman's offices at each of our communities. The Program Director and Site Directors for each location will be in communication with Gads Hill for support through email and phone calls. The Program Director and Site Directors will collaborate on the planning, getting supplies, recruitment, and implementation of the activities.

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

Mary Crane proposes 4 projects to take place at the CTA stops near our early childhood education sites where we currently offer full-day Head Start, Early Head Start, Childcare, and Home-Based services,

Lake & Pulaski/ West Garfield Park: Pulaski green line stop
Molade/Austin: 70 Division bus stop
North/West Lakeview: Diversey bus and red line stops
Rogers Park: Morse Red line stop.

How much funding are you requesting? Please detail the expenses (estimates are fine).

Mary Crane is requesting \$20,000, \$5,000 per each of the 4 proposed sites.

1. Entertainment: \$500 DJ and fitness (group Zumba and dance lessons) and nutritional education,
2. Food and Beverage \$2,500 (water/soda, hot dogs and hamburgers, chips, ice cream/snow cone station)
3. Rentals: \$1,000 (chairs, tables, bounce house)
4. Family giveaways (educational in nature including books and instructional materials), marketing, staffing: \$1,000

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

MCC would like to hold the events in Summer 2024. We are a year-round educational agency and find are families are often in need of safe and educational community events during the months of June and July. The events will take place during late afternoon during pick-up time (typically 4-6 pm) to ensure parent and community involvement.

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

MCC will encourage the general public to participate by inviting existing community partners including our local dignitaries, places of worship, libraries, and other service providers. Public activities will include workshops for home maintenance, informational resources, financial literacy training, educational materials, and safe entertainment options.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

MCC proposes to hold the event in the public space near each of our sites in Rogers Park, West Lakeview, Austin, and West Garfield Park. All are conveniently located a block from the nearest bus and train stop. MCC would like to be connected with the appropriate contacts at the CTA to further encourage good community turnout.

Describe any experience you have with implementing something similar to your proposal:

MCC has a 115 year history of organizing community and parent events. We have held countless events in recent years such as PlayStreets and block parties with more than 200 community members in attendance.

What resident or community support do you have or would like to gain for the proposed activation?

We like to enlist the support of existing community partners as well as cultivate new relationships with community stakeholders. This event will create a stronger community bond and morale, encourage safe passage to and from transit stations and participating neighborhood organizations.

Is there any additional information you want us to know?

MCC would be appreciative of the opportunity to partner with the CTA to provide robust events at 4 bus/train stops near our early childhood sites.

Please upload a map of where specifically the activation will take place:

<https://www.formstack.com/admin/download/file/16103021383>

Closing Questions

How did you find out about the call for projects? (Select all that apply)

Website

What resources did you find helpful as you apply for the call? (Select all that apply)

Web page FAQ

How difficult was it to fill out this application?

Very easy