

## Diane Stoddard

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**From:** John McClure [jmcclure@sunflower.com]  
**Sent:** Tuesday, March 08, 2011 2:37 PM  
**To:** Diane Stoddard  
**Subject:** Designation of Lawrence being a Runner Friendly Community

March 8, 2011

To Whom It May Concern:

Lawrence's running club, runLawrence, is requesting the Mayor and City of Lawrence to support **Lawrence, KS** being designated as a **Runner Friendly Community** by the Road Runner Club of America. Runner friendly communities can increase the quality of life, can improve physical activity for residents and can provide for increased economic impact for the community.

RunLawrence will submit the application to Road Runner Club of America. Applications are due by May 1, 2011.

Sincerely, Becky McClure, president of runLawrence

*Thanks Diane for working with me on the application process.  
Please put the letter on official City letterhead, e-mail and also send me the original letter signed by the Mayor.*

Call or e-mail me if you have any questions.

Becky McClure  
108 Lawrence Ave.  
Lawrence, KS 66049  
C: 766-6036  
H: 841-7631

[jmcclure@sunflower.com](mailto:jmcclure@sunflower.com)

## RRCA Runner Friendly Community® Designation Application:

The goal of this program is to shine a national spotlight on communities that stand out as runner friendly and to provide incentive and ideas for communities to work towards becoming runner friendly communities. Runner friendly communities can increase the quality of life, improve physical activity for residents as outlined in the National Physical Activity Plan (<http://www.physicalactivityplan.org/>), and provide for increased economic impact for the community. The Road Runners Club of America is seeking applications for the Inaugural Runner Friendly Community designation: The RRCA will review three primary segments: (1) community infrastructure, (2) community support, and (3) local government support. Each segment includes important criteria as part of the selection process. Please see the RRCA website at <http://www.rrca.org/programs/runner-friendly-community/> for detailed criteria information. The goal is for applicants to prove that their community works together to promote running as healthy exercise while ensuring runners safety. All applications will be reviewed and scored by a selection panel. Applicants will be scored based on their ability to prove that they meet most of the program criteria. Deadlines to apply are outlined at <http://www.rrca.org/programs/runner-friendly-community/>. The nomination requirements include the following: (to be submitted by an RRCA member with endorsement from community leader outlined below)

1. An official representative from an RRCA member running club or event must submit an official online nomination outlining how your community meets some or all of the criteria outlined above.
2. The nomination must demonstrate that the community is working in collaboration with both public and private organizations to support running.
3. Three to six letters of support for the nomination must be mailed or emailed to [office@rrca.org](mailto:office@rrca.org). All letters must be on official letterhead. One letter must be from the president or director of an RRCA member running club, event or specialty running store endorsing the nomination on behalf of their organization. The remaining letters must be from a mix of public leaders (mayor, government department heads, city council members, etc.) and private business owners (corporate CEOs, restaurant owners, store managers, for profit events, etc.) for a total of six letters maximum. The letters should be scanned and emailed or mailed as a packet from the official representative making the nomination.
4. Optional submission: submit one (1) MPG video highlighting how the community meets some or all of the criteria outlined above. The video should include statements from the applicant, local official(s), business owners, and local runners along with spotlights of marquee community infrastructure. This video must be no longer than five (5) minutes and no larger than 500 megabytes. Video must be saved in MPG format if mailed on disc or thumb drive. A link to the video can also be posted on YouTube and included in the online nomination form. By sending a video link or copy, you authorize the RRCA to share the video at the discretion of the RRCA.

Please print a copy of this application BEFORE you click the submit button. If you have questions, please contact us at [office@rrca.org](mailto:office@rrca.org).

\* Required

## General Information:

This form should be completed by an official representative of an RRCA member club or event.

Name of RRCA member club, event, or specialty running store submitting this application: \* runLawrence

City and state of the community seeking the Runner Friendly Community designation: \* Lawrence, KS

What is the population size of your community? \* This should be the population within city limits not including surrounding suburbs or counties. 91,000

Full name of the member's official representative: \* First and last name required Becky McClure

Email address of the official representative: \* jmclure@sunflower.com

Phone number of the official representative: \* 785-841-7631

Street address of the official representative: \* 108 Lawrence Ave.

City and state of the official representative: \* Lawrence, KS

Zip code of the official representative: \* 66049

Please list the individuals (full names) including position titles that will write letters supporting this nomination: \* All letters of support must be on official letterhead and scanned and emailed or mailed to the RRCA National Office by the

deadline.

Optional: Please provide a link to a video that showcases the runner friendly elements of your community. The video can be posted on YouTube or other video hosting service. By providing a link you authorize the RRCA to use the video link as we deem appropriate for this program.

## Community Infrastructure:

Please review the Community Infrastructure criteria on the RRCA website, and answer the following questions to the best of your ability. A runner friendly community should be able to prove that it has an infrastructure that can foster physical activity in a safe environment.

Does your community have a network of sidewalks, trails, and/or share lanes? \* Please provide a brief outline of the pedestrian networks in your community.

Lawrence

has a variety of multi-use trails for runners, hikers, walkers, bicyclists, and nature lovers. Trail maps are available at any of the four city recreation centers, local bike/run shops, or for download at [www.lprd.org/parks/trailmap.pdf](http://www.lprd.org/parks/trailmap.pdf). Trails are not available to motorized vehicles by city ordinance. The pedestrian network in the Lawrence community includes:

1) Two mile of hard surface (sidewalk) loop around Mary's lake.

Can pedestrians complete 3-10 miles of distance continuously on a pedestrian network before it completely ends? \* Please select the best answer

- ☐ Yes, you can complete 1-5 miles on our pedestrian network
- ☐ Yes, you can complete 6-10 miles on our pedestrian network
- ☐ Yes, you can complete 10-20 miles on our pedestrian network
- ☐ Yes, you can complete 20+ miles on our pedestrian network
- ☐ No, pedestrians cannot complete more than 3 miles on our network

Does your community have a running track that is maintained, open to the public, and well lit? \* Please select the best answer

- ☐ Yes, we have a community running track but it is not maintained or well lit
- ☐ Yes, we have a community running track that is maintained, well lit, but not open to the public
- ☒ Yes, we have a community track that is well lit, open to the public and maintained
- ☐ No, we do not have a community track

Does your community infrastructure include: \* Please select all that apply.

- ☒ Water fountains along pedestrian networks
- ☒ Community bathrooms or portable toilets along pedestrian networks
- ☒ Available parking near pedestrian networks (trail head parking lots)
- ☐ Emergency phones for community use on pedestrian networks
- ☒ Well lit pedestrian networks
- ☒ Signs linking pedestrian networks
- ☒ Mile markers on pedestrian networks
- ☒ Walk lights at busy intersections
- ☒ Stop signs at residential intersections
- ☒ Painted crosswalks at intersections
- ☐ Other:

Please provide any additional information you believe highlights your community infrastructure as runner friendly:

Oct.

16, 2010 a dedication ceremony was held for the new addition of Burroughs Creek Trail and Linear Park. The City Parks and Recreation and Public Works department worked with neighborhood associations to develop a master plan for the park/trail systems. Public meetings have been held since 2003. The Burroughs Creek Trail is part of a master plan to have a complete loop of trails around the City of Lawrence.

## Community Support

Please review the Community Support criteria on the RRCA website, and answer the following questions to the best of your ability. A runner friendly community should be able to prove that organizations and businesses work together in a positive manner to promote running as a healthy activity and sport.

Does your community have a nonprofit running club or event? \* Nonprofit running clubs and events are designed to benefit society. While for-profit businesses may have a similar mission, nonprofit running organizations are an important element of a runner friendly community.

- ☒ Yes, our community is home to a nonprofit running organization
- ☐ No, our community is not home to a nonprofit running organization
- ☐ We are unsure if there is a nonprofit running organization in our community

Please outline the annual membership fees for the nonprofit running club? \* Select the best answer

- ☒ Membership fees are below \$25 per person and \$35 per family
- ☐ Membership fees are above \$26 per person and \$36 per family but below \$50
- ☐ Membership dues are over \$50 per person and family
- ☐ Other:

Does your organization host or participate in planning meetings at least once per year that engage multiple stakeholders with an interest in promoting running in the community? \* Select the best answer

- ☒ Yes
- ☐ No
- ☐ Other:

Outline approximately how many running events are hosted in your community during the year. \* This should include all race host by all running organizations in your community.

- ☐ 0-5 events per year
- ☐ 6-12 events per year
- ☒ 13-24 events per year

- ☐ 25-30 events per year
- ☐ 30+ events per year
- ☐ Other:

Please outline how the nonprofit running club is working with both public and private organizations to promote running in the community. \* Include the number of organizations that work together along with other information such as partnerships that outline community relations.

runLawrence works with Francis Sporting Goods and Woodlawn School PTO when planning and holding their annual 5K Thanksgiving Day run. runLawrence works with the junior high cross country team to provide financial support for coaches, uniforms, entry fees, and miscellaneous items. runLawrence works with different grade schools to provide financial support for them to purchase t-shirts for kids who complete the school

Please identify several runner friendly businesses in your community. This list may include specialty shoe stores and fitness centers. Outline why they are runner friendly based on the criteria outlined on the RRCA website. \* This does not need to be an exhaustive list. We are looking for solid examples of runner friendly businesses in your communities beyond specialty shoe stores and fitness centers.

Lawrence Memorial Hospital allows the runLawrence Club to hold monthly club meetings in a hospital conference room without charge. Gary Gribble's Running Store offers all members of runLawrence a 20% discount on any of their merchandise, as well as providing awards and volunteers at numerous citywide races throughout the year. Body Boutique, a local fitness club, offers training classes for beginner runners to complete either a 5K or 10K run every winter. They

Please provide any additional information that outlines community support for running.

Lawrence is home to a well publicized, free community fitness program, Red Dog Days, which includes running. There are up to 600 people who participate in this community workout on a regular basis. This program has attracted nationwide media attention and serves as a model to other communities.

## Local Government Support

Please review the Local Government Support criteria on the RRCA website, and answer the following questions to the best of your ability. A runner friendly community should be able to prove that it has positive relationships between the running community and local government.

Please outline how your local government works with your organization and the running community. \*

The City Parks and Recreation department sponsors two annual road races, the Dam Run, a 12K and 5K race and the Turkey Trot 5K race. The City of Lawrence provides police officers for traffic control at local races.

Does your local government require more insurance than the RRCA deems adequate coverage for clubs and events? \*

- ☒ No, our local government only requires proof of \$1 million in coverage for our events/activities
- ☐ Yes, our local government requires insurance coverage in excess of \$2 million for our events/activities
- ☐ Other:

Is your local law enforcement pro-active about complaints concerning pedestrian rights, safety, and monitoring dangerous intersections, etc. \*

- ☒ Yes, our local law enforcement is very pro-active about these items
- ☐ No, our local law enforcement is not pro-active about these items

Does your local government actively promote physical fitness through a community adopted physical activity plan or similar effort? \*

- ☒ Yes, our local government has a clear physical activity plan for our community

- ☐ No, our local government does not have a clear physical activity plan for our community
- ☐ Unsure if our local government has a clear physical activity plan for our community

Does your local law enforcement circulate information about crime on pedestrian networks? Is this information easily accessible? \* Select all that apply

- ☒ Crime towards pedestrians is regularly reported in our local paper
- ☒ Crime against pedestrians can be found on local law enforcement website
- ☐ Crime against pedestrians are emailed to our local running club by a law enforcement liaison
- ☐ There is no communication from local law enforcement about crime on pedestrian networks
- ☐ Other:

Please outline additional ways your local government works to support and promote your running community.

The City of Lawrence and the runLawrence club work together to provide mile markers on the city trail system.

The City of Lawrence and runLawrence share equipment and expertise to make local running races more successful.

## Additional Criteria

Please review the Additional Bonus Criteria on the RRCA website, and answer the following questions to the best of your ability. These criteria will assist the RRCA in selecting the outstanding runner friendly community that goes above and beyond our three primary segments.

Does your community have organized, multi-week, youth running programs for both boys and girls?

- ☒ Yes, gender neutral, youth running programs are hosted in our community
- ☐ We have youth running programs, but they are gender specific
- ☐ We do not have youth running programs in our community at this time
- ☐ Other:

Does your community have a competitive Track and/or Cross Country program for youth in grades 6-12? \* Select the best answer

- ☒ Yes, local schools have a Track and/or Cross Country program
- ☐ Yes, a local running club hosts a Track and/or Cross Country club for youth
- ☐ We do not have a school or club sponsored Track and/or Cross Country programs for youth
- ☐ Other:

Has a Run@Work Day event been hosted in your community in the last 3 years?

- ☐ Yes, there has been a Run@Work Day event in our community
- ☒ No, we have not had the chance to host a Run@Work Day event in our community
- ☐ Other:

Please describe the relationship between the local running community and the local media. Does the media regularly cover local running events and information about running as a healthy activity? Include links to stories that are posted on local media

Jingle Bell Run  
<http://www2.1jworld.com/videos/2007/dec/13/16424/>  
 Red Dog Run  
<http://www2.1jworld.com/videos/2009/aug/05/25915/>  
 Erica Smith Medical Rally Run  
<http://www2.1jworld.com/videos/2009/jan/23/22825/>  
 Shamrock Shuffle

websites. <http://www2.1jworld.com/videos/2009/mar/08/23616/>

Please outline any additional information that you believe makes your community an Outstanding Runner Friendly

The  
runLawrence website is kept up to date regarding weekly group runs,  
local and regional races, plus giving interesting information about  
local runners and events.  
If a runner is injured in Lawrence the same orthopedic doctor the  
University of Kansas uses for their student athletes can offer medical  
treatment. The orthopedic surgeons are also runners and members of  
Community. RunLawrence.

### Completing your application

Please print a copy of this application for your records before clicking the submit button below! Please email scanned copies of or mail 3-6 letters of support for this nomination to the [office@rrca.org](mailto:office@rrca.org) or 1501 Lee Hwy, Ste 140, Arlington, VA 22209. All materials should be received by the deadlines. Runner Friendly Community designations will be awarded within 60 days of the application deadlines.

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