



Louisville Metro
Look Alive Louisville's & Bike Louisville's
STRATEGIC COMMUNICATIONS PLAN



SITUATION

Across the Louisville Metro, there are a number of groups and organizations supporting bicycle and pedestrian efforts in a variety of capacities. These groups are working to educate the general public, lobby policymakers for improved safety, better bicycle and pedestrian routes and facilities, and educate Louisvillian's regarding the health, community, and environmental benefits for walking and biking. With these efforts, the groups are utilizing a variety of different communication channels to spread their messages including websites, social media (Facebook, Linked In, Twitter), blogs, printed collateral material (brochures, posters, bumper stickers, booklets, maps), email lists, events and surveys. In general, these groups are utilizing information and educational materials available to them through national advocacy groups and organizations such as Look Alive Louisville and Bike Louisville.

Louisville's Bicycle and Pedestrian Coordinator, housed in the Department of Public Works and Assets, is responsible for understanding, supporting, and building awareness of the bicycle and pedestrian challenges and opportunities across Louisville Metro. In an effort to better support the groups that are "on the ground" working to improve their local walking and biking environments, the Bicycle and Pedestrian Coordinator has created the a bicycle and pedestrian Strategic Communications Plan which is based off of Louisville's 2013 Understanding Pedestrian Collision and 2013 Understanding Bicycles Collision reports, along with a number of individuals representing a variety of interests, to identify key messaging, target audiences and build a communications strategy that all interested stakeholders can use to better educate Louisvillian's regarding walking and biking in our community.

Supporting Facts

- Louisville holds a Bronze status Walk Friendly Community according to the UNC Highway Safety Research Center's Pedestrian and Bicycle Information Center, and a Silver Status Bicycle Friendly Community according to the League of American Bicyclists, Bicycle Friendly Community program.
- An average of 404 pedestrian-motorist and 155 bicycle-motorist crashes occur annually in Louisville (2013 Understanding Pedestrian Collision and 2013 Understanding Bicycles Collision reports)
- Louisville ranks 39th in the nation for number of commuters walking and biking to work: 0.4% of trips to work are by bike, and 2.1% of trips to work are by walking (2014 Alliance for Biking and Walking Benchmarking Report)
- Louisville ranks 39th in the nation for number of commuters walking and biking to work (2014 Alliance for Biking and Walking Benchmarking Report)
- Louisville is ranked as 43rd for bicyclists and pedestrian fatalities in the nation (2014 Alliance for Biking and Walking Benchmarking Report)

- Look Alive Louisville and Bike Louisville manages several programs related to pedestrian and bicycle mobility which include the following messages and publications: initiate
 - Bicycle Facility Guide
 - Pedestrian and bicycle DMV Rules of the Road Pull up Banner
 - Bicycle Safety Brochures
 - Bike Louisville Brochure
 - Back-in-Angle Brochure
 - Bike Box
 - Printed Bike Map
 - Bikes on Board Video
 - Pedestrian and bicycle Rules of the Road handouts tailored to Louisville taxi drivers
 - Bicycle Safety Video
 - How to Ride Safely in Town
 - Rules of the Road
 - Lane Positioning
 - Nighttime Riding
 - ABC Quick Check
 - Safe Equipment
 - Making Turns Using a Bike Lane
 - How to Ride and Drive on Louisville's Buffered Bike Lanes on Kentucky and Breckinridge Streets
 - American Pedestrian and Bicycle Professions (APBP) Webinars
 - Walk Sense youth pedestrian education program (k-12th grade)
 - Bike Sense youth bicycled education program (3-5th grade)
 - American Bicyclists Road 101 class for adults
 - Bicycle Comminuting Class
 - TARC's sharing the road material
 - See and Be Seen safety campaign
- There are several walking and biking advocacy groups and organizations working to improve the biking culture in Louisville including the Clifton Neighborhood Pedestrian and Bicycle Access Committee, Louisville Bicycle Club, Bicycling for Louisville, Falls City Community Bikeworks, Red Zone Cycling and KyMBA.

CHALLENGES & OPPORTUNITIES

Challenges

- Communication and outreach efforts are not coordinated at the local, regional or state level
- Some messages are more prevalently communicated, but not widely understood by those outside of the walk and bike “movement”
- Bicycle and pedestrian modes are often not integrated in traditional transportation planning activities and discussions
- In Louisville, given the rural nature of parts of the city, the primary mode is the single occupant vehicle – elevating respect for bike and pedestrian transportation has proven difficult
- The wide variety of unique audiences, ranging from young children to lawmakers, to non-English speaking populations, present messaging and delivery challenges
- Reasons for participating in walking and biking activities vary – recreation, transportation, exercise, budgetary limits, etc.
- Bicycle and pedestrian terminology do not resonate with the general public (“bicycle and pedestrian community” seems exclusive, “non-motorized transportation” seems cold). Those outside of the bicycle and pedestrian “inner-circle” do not consider themselves walker or bikers.
- Rural parts of Metro have different challenges than those experienced in more urban areas
- There is a seasonal aspect to bike/pedestrian activities and awareness – maintaining momentum year round is critical
- Funding to support bicycle and pedestrian infrastructure and educational programs is limited
- There are a lot of other initiatives being advertised making it difficult for the Look Alive Louisville or Bike Louisville messages to reach their target audiences.
- For many, bicycling and walking are seen as “special activities” instead of a routine, normal, and viable way to get from point A to point B

Opportunities

- Reasons for participating in walking and biking activities vary – recreation, transportation, exercise, budgetary limits, etc.
- Opportunity to coordinate communications efforts and bicycle and pedestrian messaging across groups

- Potential partnerships:
 - Public and Private Schools
 - Metropolitan Planning Organization
 - Downtown Development Corporation
 - Homebuilders Association of Louisville
 - Small cities and neighborhoods
 - Federal/State Agencies:
 - Kentucky Transportation Cabinet
 - Kentucky Department for Public Health
 - National Parks Service Rivers and Trails Program
 - Division of Tourism
 - Transportation providers
 - Recreation organizations, conservation organizations and advocacy groups
 - Kentucky International Convention Center
 - Realtors and associations
 - Retail partners (bike and running shops, and athletic gear shops)
 - Bike and pedestrian Organizations (Louisville Bicycle Club, Bicycling for Louisville and Clifton Neighborhood Pedestrian and Bicycle Access Committee, Safe Kids Coalition)
 - Colleges and universities
 - Service organizations (YMCA, Kiwanis, Rotary, Scouts, Lions)
- Louisville has a lot of positive activity happening around bike and walking activities and there is an opportunity to promote what is already happening throughout Louisville Metro.
- Pulling together as a unified group provides credibility to activities and messages and allows smaller groups to have a larger impact

- Leveraging the power of Kentucky's statewide transportation, bicycle and pedestrian organizations communications channels, events and activities to influence target audiences
- Leveraging the power of national associations' communications channels, events and activities to influence target audiences
- Empower grass top leaders to promote and spread Look Alive Louisville and Bike Louisville's messages within their communities
- Bicycle and pedestrian projects and priorities are identified in existing plans including local Bicycle and Pedestrian Plans, Comprehensive Transportation Plans, and local mobility plans, allows for bicycle mobility needs to be planned for.
- Utilize existing websites, blogs, newsletters, email channels to distribute bicycle information and resources
- Leverage individual desires to lead a healthier lifestyle and minimize their environmental impact

GOALS AND STRATEGIES

The objective of this strategic plan is to build a communication strategy that will support the ongoing efforts of Louisville's City wide bicycle and pedestrian programs as well as local organizations in their endeavor to advocate, educate, and inform Louisville's citizens. The following goals, strategies, key messengers and key words are provide to help achieve this end.

Goals

The following goals provide guidance to the development of the overarching message this plan is to trying to convey and the key messages developed for each target audience based on their Louisville's crash data, as described in the next section of this plan.

- Create an awareness that biking and walking are normal and convenient, options for individuals of all ages and abilities
- Develop consistent messaging that can be utilized across a variety of organizations, events, and target audiences
- Demonstrate the value (economic, environmental and health) that bicycling and walking brings to communities
- Educate audiences regarding their responsibilities toward each other as motorists, bikers and walkers, creating mutual respect and a safer environment for all

Strategies

The following strategies were identified through the 2008 Pedestrian Summit, and the 2009 Bicycle Summit, follow up outreach events and the 2013 Understanding Pedestrian Collision and 2013 Understanding Bicycles Collision reports. These strategies are the mechanisms that will deliver the key messages in the most effective and efficient manner and guided the identification of specific tactics and tools for specific audiences which are described in the last section of this document.

- Leverage existing events and opportunities to educate and encourage bicycle and pedestrian modes across Louisville
 - Identify existing bike/pedestrian events (bike events, fun rides, road races, Safe Routes to School activities, speaking engagements, trainings, etc.)
 - Develop an online tool kit or reference page of bike/pedestrian resources that can be accessed and utilized to support these activities
 - Promote bike/pedestrian events via social media channels (Look Alive Louisville, Bike Louisville, and partner organizations)
 - Identify existing bike/pedestrian materials used for national or local organizations that address the key messages
 - Identify opportunities to educate and engage with Metro staff regarding Louisville's Bicycle and Pedestrian plan, policies and goals

- Provide a venue for bicycle and pedestrian groups to come together to share experiences, ideas, and build momentum behind Louisville’s bicycle and pedestrian education, activities, and advocacy efforts
 - Beginning in 2013, utilize the Bike Kick-Off event (or other appropriate venue) to provide a once-a-year forum for Louisville’s bike groups to come together in person. Identify a similar event for pedestrian activities.
 - Identify Monthly webinar conversations and/or training topics specific to bike/pedestrian interests and issues
 - Build Look Alive Louisville’s and Louisville’s bike online presence as the one-stop “shop” for information and resources,
 - Serve as host for online catalogue of bicycle and mobility tools
 - Provide links to bicycle and pedestrian group websites and encourage partner groups to link to the Look Alive Louisville and Bike Louisville website
 - Provide information related to Louisville’s current bicycle circumstances, legal code and existing biking and pedestrian infrastructure
 - Allow for easy on-line access/connections to bike safety information, regulations and recreational biking and walking trail information specific to Louisville
 - Beginning in the 2016 local planning process, ensure that local bicycle and pedestrian organizations are aware of and present at the local planning meetings.
 - Promote citywide bicycle and pedestrian activities (Mayor Hike, Bike and Paddle events, Bike to Work Week, Walk to School Day, etc.)

- Help position key individuals from existing advocacy organizations (Louisville Bicycle Club, Bicycling for Louisville, Safe Kids Coalition) as well respected individuals and existing ambassadors as Louisville bicycle messengers – advocating for increased support for bicycle mobility.
 - These individuals and groups act as Look Alive Louisville and Bike Louisville ambassadors – providing important information, statistics, and success stories to make a case for increased support and act as credible source for sharing successes, activities and challenges.
 - Identify potential partners to host events, advocate in support of increased bike infrastructure and funding, and assist in distribution of collateral materials
 - Identify organizations that provide credibility and opportunities to increase regional, national, and international exposure as a “bicycling destination”, may include League of American Bicyclists, National League of Cities, Alliance for Biking and Walking

TARGET AUDIENCES, VALUES & MESSAGES

Bicycling and pedestrian advocacy groups and organizations are currently utilizing a variety of messages to reach their specific target audience. It is important for these groups to continue to engage with their audiences, while at the same time working together to communicate Louisville's consistent bicycle and pedestrian messages.

Umbrella Message: Walking and biking are enjoyable ways of getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy walking and bicycling for commuting, errands, and recreation.				
Target Audience	What they value	Message 1	Message 2	Message 3
Motorists	<ul style="list-style-type: none"> • Safety while on roads • Efficiency of getting from point A to point B quickly • Budget/economy 	We all benefit from streets that are safe for cars, pedestrians and bicycles. Everyone can get where they are going efficiently and safely. Inattention is the most common motorist condition for crashes.	Drive safely. Be aware of bicyclists and pedestrians and respect their right to share the road. Failure to Yield is the second most common motorist condition for pedestrian crashes.	Walking or biking to errands close to home, or to work occasionally has a positive impact on your wallet and the environment. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.
Pedestrians	<ul style="list-style-type: none"> • Health benefits of walking • Safety while on roads/paths • Pleasant & relaxing experience • Environment • Budget • Freedom to choose 	Walk safely. Be aware of motorists and pedestrians and respect their right to share the road. Know the laws to bike safely. Darting into the roadway is the most common pedestrian condition.	Walking to work, for recreation or to run errands has a positive impact on your health, the environment and your wallet. A pedestrian wearing dark clothing/not visible is the top pedestrian fatal factor.	Walking with a buddy helps keep you safe and motivated! Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.

Bicyclists	<ul style="list-style-type: none"> • Health benefits of bicycling • Safety while on roads/paths • Pleasant & relaxing experience • Environment • Budget • Freedom to choose 	<p>Bike safely. Be aware of motorists and pedestrians and respect their right to share the road. Know the laws to bike safely. Follow the Rules of the Road</p>	<p>Biking to work, for recreation or to run errands has a positive impact on your health, the environment and your wallet. Most bicycle fatalities occur between 3am-6am and 3pm-9pm</p>	<p>Biking with a buddy helps keep you safe and motivated! Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.</p>
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Umbrella Message: Biking is enjoyable for getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy bicycling for commuting, errands, and recreation.

Target Audience	What they value	Message 1	Message 2	Message 3
School Administrators, Teachers, Board of Education, Parents, and PTA's	<ul style="list-style-type: none"> • Safety of their children • Spending family time together • Budget • Freedom to make best choice for family 	Be a role model. Demonstrate safe walking and biking practices to your children. Inattention is the most common motorist condition for crashes.	Walking and Biking are fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle, and have a positive impact on your budget and the environment. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.	Get involved. Encourage your schools, workplace and community to support safe walking and biking options. Share resources hosted by the Look Alive Louisville and Bike Louisville websites.
Kids grades 6-12	<ul style="list-style-type: none"> • Freedom/independence • Fun • Spending time with friends • Health benefits • Promotes a “Green” environment 	Be safe while walking and biking. Ride predictably, always ride with a helmet and respect motorists.	Walking and biking are fun ways to spend time with friends and get to your activities. Always dress for safety with bright and reflective clothes.	Always walk and bike with a friend. Always check out your bicycle with the ABC Quick Check before riding.
Kids grades K-5	<ul style="list-style-type: none"> • Spending time with family/friends • Fun • Accomplishing something on their own • Health benefits • Promotes a “Green” environment 	Be safe while walking and biking. Always ride with a helmet and watch for cars and walkers while riding. Ride predictably, always ride with a helmet and respect motorists.	Never walk or bike alone. Having a buddy helps keep you safe. Always dress for safety with bright and reflective clothes.	Being “self-powered” helps keep you healthy and is good for the environment. Always check out your bicycle with the ABC Quick Check before riding.

<p>Adult pedestrians between the ages of 51-64 years</p>	<ul style="list-style-type: none"> • Reliability • Safety • Maintain independence • Budget 	<p>Walking and Biking are enjoyable option for daily errands, connecting to other transportation options, and exercise. Always dress for safety with bright and reflective clothes.</p>	<p>Be safe while walking and biking. Respect motorists and their right to share the road. Always follow the Rules of the Road</p>	<p>Biking is fun, safe, environmentally and budget friendly activity to help you maintain your health and independence. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less - distances easily covered by foot or bicycle.</p>
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Umbrella Message: Walking and biking are enjoyable ways of getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy walking and bicycling for commuting, errands, and recreation.

Target Audience	What they value	Message 1	Message 2	Message 3
Business Community	<ul style="list-style-type: none"> • Efficiency • Cost-savings • Employee Satisfaction 	Walking and biking in your community drives economic development and has a positive impact on the community.	Providing biking incentives to employees can build morale and demonstrate your commitment to employee satisfaction.	Get involved. Engage in your community's local planning process and advocate for walking and biking as part of the overall mobility plan. Share resources hosted by the Look Alive Louisville and Bike Louisville websites.
Commuter	<ul style="list-style-type: none"> • Reliability • Safety • Maintain independence • Pleasant & relaxing experience • Budget/cost savings 	Walking and biking are safe, enjoyable and convenient options for getting to and from work. Wear bright and reflective clothing because most bicycle fatalities occur between 3am-6am and 3pm-9pm	Biking to work has a positive impact on your wallet, your health and the environment. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.	Walking and biking with co-workers helps keep you safe and motivated!
Land Development Community [Developers, Planners, Landscape Architects, etc.]	<ul style="list-style-type: none"> • Quality of Life • Community Needs • Economic Impact • Safety 	Providing safe and convenient biking options provides economic development benefits, including increased business, residential development and property values.	Proactive planning for bicycle activity as part of the overall transportation and land use plans provides critical connections to other transportation services, schools, recreational opportunities, and jobs.	Planning for and developing active, integrated communities lead to increased resident satisfaction and fewer turnovers in neighborhoods.

Umbrella Message: Walking and biking are enjoyable ways of getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy walking and bicycling for commuting, errands, and recreation.

Target Audience	What they value	Message 1	Message 2	Message 3
Law Enforcement	<ul style="list-style-type: none"> • Safety 	Motorists and bicyclists have the same rights and responsibilities to share the road. Inattention is the most common motorist condition for crashes.	Understanding the rules of the road decreases the risk for potential accidents. It's illegal for motorists to drive in the bike lanes	We all benefit from streets that are safe for cars, pedestrians and bicycles. Everyone can get where they are going efficiently and safely. Failure to Yield is the second most common motorist condition for pedestrian crashes.
Medical Community	<ul style="list-style-type: none"> • Safety • Health Benefits 	Walking and biking to work, for recreation, or to run errands has a positive impact on your health.	Be responsible and courteous while driving and respect the rights of bicyclists and pedestrians to share the road.	Biking is a fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.
New Drivers	<ul style="list-style-type: none"> • Freedom 	Be responsible and courteous while driving and respect the rights of Bicyclists. Inattention is the most common motorist condition for crashes.	Enjoy your newfound freedom and remember that driving safely and being aware of bicyclists on the road will help you keep it. It's illegal for motorists to drive in the bike lanes	Biking is a fun, and safe way to spend time with your friends and spend less money on gas. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.

<p>Policy Makers</p>	<ul style="list-style-type: none"> • Economic Impact • Budget • Community Needs • Quality-of-life 	<p>Providing safe and convenient biking options provides economic development benefits, including increased business, residential development and property values. With approximately 40% of the land area of U.S. cities dedicated to transportation, streets and sidewalks are a city's most expansive public spaces.</p>	<p>Proactive planning for bicycle activity as part of the overall transportation and land use plans provides critical connections to other transportation services, schools, recreational opportunities, and jobs. 47 percent of people ages 18-35 in Indianapolis, Nashville and Tampa "strongly agree" that they "would like to live in a place where I don't need to rely on a car." 30 percent somewhat agree. 9 percent strongly disagree.</p>	<p>While Louisville has many safe walking and biking routes, there is a long way to go in order to create safe paths and connections in all communities. Nearly half of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by foot or bicycle.</p>
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Umbrella Message: Walking and biking are enjoyable ways of getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy walking and bicycling for commuting, errands, and recreation.

Target Audience	What they value	Message 1	Message 2	Message 3
Visitors	<ul style="list-style-type: none"> • Convenience • Recreational Opportunities • Safety • Pleasant & relaxing experience 	Louisville offers a number of scenic bicycling and walking trails for those looking for an extreme adventure or a leisurely ride. Remember to follow the Rules of the Road	Knowing and understanding Louisville’s walking and biking laws helps keep you safe. Please check out Look Alive Louisville’s and Bike Louisville’s websites.	Walking and biking allows visitors to enjoy urban downtowns and organized events from a unique perspective and eliminates the need to find parking.

TACTICS/NEXT STEPS

Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
Educational Materials	<p>Develop standard bike/pedestrian collateral materials based on crash data</p> <p>Develop standard bike/pedestrian collateral materials based the community need.</p> <p>Use consistent terms Incorporate key messages</p>	<ul style="list-style-type: none"> • Website pages • White papers (highlighting benefits of bicycle and walking mobility) • Informational brochures • FAQ • Talking points • Videos • Press release templates 	ALL	<p>Develop, obtain, and make materials available in accordance with the Look Alive Louisville and Bike Louisville educational priorities</p> <ul style="list-style-type: none"> • 1st priority - provide bicycle and pedestrian messaging based on crash data. • 2nd priority - provide bicycle and pedestrian messaging that promotes walking and biking. <p>Establish definitions for the many bicycle and pedestrian terms that are used interchangeably with one another.</p> <p>Make key messages available</p>

Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
Educational Trainings and Online Webinars	Promote existing educational trainings and online webinars conducted by national organizations	<ul style="list-style-type: none"> • Event calendar • Social media platforms • Email communications • Webinars 	<ul style="list-style-type: none"> • Policy Makers • Planning and Transportation Agency Staff • Partners 	Highlight trainings/webinar on periodic E-Blasts, Facebook, and Twitter accounts
Email Communications	Provide regular updates and information via email (include links to all associated social media platforms). Information could include upcoming events, training/funding opportunities, legislative updates, new research/publications, statistics, etc.	<ul style="list-style-type: none"> • Create calendar of potential bike/pedestrian email messages (success stories, bike events, etc.) shared through Look Alive Louisville, Bike Louisville and Works Week • Use partner distribution to forward monthly Bike/pedestrian e-blast 	<ul style="list-style-type: none"> • Pedestrians • Bicyclists • Motorists • Commuters • Policy Makers • Business Community • Schools and Administrators 	<p>Maintain E-blast contact database</p> <p>Drive bike/pedestrian advocates and others interested in bike/pedestrian information to sign-up to receive updates</p> <p>Monthly E-Blasts</p>
Event Planning	<p>Identify and leverage existing bike/pedestrian events occurring around the city, state, regionally and nationally.</p> <p>Partner with coordinating agencies to provide tools and educational resources that support local efforts.</p>	<ul style="list-style-type: none"> • Email (e-blasts) • Social media platform event calendars • Key messengers • Educational materials • Local contacts and mobility managers (to identify best events, speakers, and training opportunities) • Partner communication channels 	<ul style="list-style-type: none"> • All, depending on event demographics and venue 	<p>Research possible city wide events/activities that support bicycle activities</p> <p>Create a tool kit with resource information to assist in planning events to engage people.</p> <p>Highlight events on periodic E-Blast</p> <p>Consider contest for school</p>

Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
				children to name Metro's bicycle mascot. Look Alive Louisville already has Louie the Looker as its mascot.
Internet	Update existing websites with key messages. Link with partner agencies.	<ul style="list-style-type: none"> • Key messages • Look Alive Louisville website • Bike Louisville website • KYTC website • Partner websites 	<ul style="list-style-type: none"> • All 	<p>Ensure key messages are available.</p> <p>Provide subject matter assistance.</p> <p>Revise the Look Alive Louisville and Bike Louisville webpages to be an online resource for bike and pedestrian information, resources and tools.</p> <p>Include links to partner agencies.</p>
Legislative Outreach	Deliver key messengers to elected officials, including the Metro Council, local, and state officials.	<ul style="list-style-type: none"> • Presentations to committees 	<ul style="list-style-type: none"> • Policy makers 	<p>Identify key messengers</p> <p>Annually present the Bike / Pedestrian Master Plan Update to Metro Council</p>
Media Relations	Identify opportunities for "earned media" locally	<ul style="list-style-type: none"> • Key messengers • Pitch Development 	<ul style="list-style-type: none"> • Media • Policy makers • Motorists 	Provide key messages and press release templates.

Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
		<ul style="list-style-type: none"> • In-studio segments • Press releases • Media training for spokespersons 	<ul style="list-style-type: none"> • Parents • Bicyclists • Pedestrians 	Identify key messengers
Partners	Deliver key messengers to key partners at various events	<ul style="list-style-type: none"> • Key messengers • Presentations to committees • Become involved in local and regional transportation and land use planning efforts 	<ul style="list-style-type: none"> • Policy makers 	<p>Identify key messengers</p> <p>Promote the distribution of the “State of Bicycle and Pedestrian Mobility” at various meetings</p>
Public Awareness Campaigns	Identify best options for “paid media” opportunities for sharing bike/ped message, targeted at specific audiences.	<ul style="list-style-type: none"> • Print • Radio spots • Online (Facebook/Google ads) • Outdoor (billboards) • Development/distribution of awareness videos 	<ul style="list-style-type: none"> • Parents • Motorists • Bicyclists • Pedestrians • Commuters • Adults 	Create bicycle and pedestrian program “tagline” and use suggested tools to promote awareness of umbrella message.
Social Media/Blog	Explore and develop social media platforms.	<ul style="list-style-type: none"> • Facebook • Partner social media channels, including Facebook, Twitter, event calendars, blogs 	ALL	<p>Promote Look Alive Louisville and Bike Louisville Facebook page</p> <p>Link to partner social media accounts</p> <p>Research benefits of online social media video contest</p>

RELATED ACTIVITIES

Key Messengers

Key messengers will be critical to the success of Look Alive Louisville and Bike Louisville’s communication efforts and with creating a safer environment for walking and biking in our city. Key messengers may come from pedestrian and bicycling organizations and advocacy groups, but consideration should be given to the “unexpected” alternate messengers. Appropriate messengers will depend on message being delivered and audience. It will be imperative to do training with key messengers to ensure consistency and comfort-level with presentations. Suggested key messengers include:

- Members of the Bike Louisville team
- Members of the Look Alive Louisville team
- Members of a Bicycle Friend business
- Urban Design Studio Members
- Local Safe Routes to School program coordinators
- Local pedestrian and bicycle advocacy group representatives

Potential alternate messengers include:

- Community organization CEOs
- Elected/appointed officials, senator/s representatives, county commissioners, local mayors and council members, highway district commissioners)
- Land Use Planning and Transportation Planners within local governments
- Health and Wellness organizations (YMCA)
- Insurance companies [Humana]
- Hospital representatives
- Individuals that walk and bike regularly
- School children participating in Safe Routes to School program
- Representatives from MPO’s and economic development agencies
- Business community leaders

- Realtors and real estate associations

Consideration should also be given to creating a Bike Louisville mascot and Louie the Looker that travels the city and appears at special events and elementary schools in order to educate children about the importance of being safe while walking and biking.

Performance

The success of every plan is related to actual performance. The following illustrate two potential methods to evaluate how well the objective of this plan is met.


- Create a simple online reporting tool for bike groups to report progress against performance measures and submit success stories
- Establish a baseline of current circumstances and set goals based on stated performance measures
- Continue an annual comparison of Look Alive Louisville and Bike Louisville's education and encouragement activities as defined below based on stated performance measures as defined by the 2010 Pedestrian and Bike Master Plans.

Look Alive Louisville and Bike Louisville's Existing Education Materials		
Material Title	Material Description	Where can I find this?
Bicycle Facilities Guide	A list of existing bicycle pavement markings. The document includes pictures of each type of bicycle pavement marking and a description to help people driving and bicycling understand what each markings means.	The Bike Louisville Website here
Bicycle Safety Videos	Bike Louisville has created a number of bicycle safety videos to help people bicycle stay safe with a number of safety tips throughout the videos. Videos include: <ul style="list-style-type: none"> • How to Ride Safely in Town • Rules of the Road • Lane Positioning • Nighttime Riding • ABC Quick Check • Safe Equipment • Making Turns Using a Bike Lane • How to Ride and Drive on Louisville's Buffered Bike Lanes on Kentucky and Breckinridge Streets 	The Bike Louisville Website here . Videos are aired on Metro TV
Bicycle Safety Brochures	Bike Louisville has created a number of bicycle safety brochures to help people bicycle stay safe with a number of safety tips throughout the videos. Videos include: <ul style="list-style-type: none"> • Bike Louisville Brochure • Back-in-Angle Brochure • Bike Box 	The Bike Louisville Website here
DMV Banner	Louisville's Bowman Field DMV has a 6' tall pull up banners that display rules of the road for people driving as it relates to people walking and bicycling.	Bowman Field DMV 3501 Roger E Schupp St, Louisville, KY 40205
Rules of the road handout tailored to Louisville taxi drivers.	Look Alive Louisville and Bike Louisville provides rules of the road handouts tailored to Louisville's taxi drivers.	444 S. 5 th St. 2 nd Floor
Bike Laws	A list of laws related to people biking, walking and even driving in Louisville.	The Bike Louisville Website here
Printed Bike Map	Bike Louisville's printed bike map provides a map of Louisville's bikeways and bicycle safety information	Order online here Local bike shop and bike events
Bikes on Board	"How to" for using TARC's bike racks	Website here

Look Alive Louisville and Bike Louisville's Existing Education Classes and Outreach Opportunities

Bicycle Safety Classes and Programs	Material Description	Where can I find this?
Bike Louisville Facebook Page	Bike Louisville has a Facebook page which provides constant updates about bicycle projects, programs and policies. Over 2,000 people have liked the Bike Louisville Facebook Page.	Facebook
Look Alive Louisville Facebook page	Look Alive Louisville has a Facebook page which provides constant updates about bicycle projects, programs and policies. Over 2,000 people have liked the Bike Louisville Facebook Page.	Facebook
Bike Louisville Newsletter	Bike Louisville sends out a digital monthly newsletter which provides updates about bicycle projects, programs and policies. Over 1,200 people have signed up to receive the Bike Louisville digital Newsletter	Sign up on the Bike Louisville website here
Bike Louisville Website	Bike Louisville has a website which acts as a platform for Bike Louisville's projects, programs and policies.	Bike Louisville website can be found here
Look Alive Louisville Website	Look Alive Louisville has a website which acts as a platform for pedestrian projects, programs and policies.	Look Alive Louisville website can be found here
American Pedestrian and Bicycle Professions (APBP) Webinars	Bike Louisville hosts bicycle and pedestrian design focused webinars through APBP for our local engineers and planners.	Bicycle Newsletter APBP website here
Bike Sense Curriculum (Youth)	The Bike Sense program is a five day on-bike curriculum that Bike Louisville has used to teach thousands of youth bicycle safety martial throughout Louisville Metro focusing on JCPS and Louisville's community Centers.	The Bike Louisville Website here
Walk Sense Curriculum (Youth)	The Walk Sense program is a three day pedestrian safety curriculum that Look Alive Louisville has used to teach hundreds of youth.	Look Alive Louisville website can be found here
American Bicyclists Road 101 Class (Adults)	The American Bicyclists Road 101 Class is an adult bicycle education curriculum that the Louisville Bicycle Club has used to teach hundreds of adults bicycle safety martial throughout Louisville Metro.	The Bike Louisville Website here
Bicycle Commuting Class (Adult)	Bike Louisville provides a thirty minute presentation about bicycle commuting. Businesses are encouraged to contact Bike Louisville to schedule a presentation.	The Bike Louisville Website here
Safe Streets for Adults	Look Alive Louisville provides a thirty minute presentation about pedestrian safety for adults. Businesses are encouraged to contact Look Alive Louisville to schedule a presentation.	Look Alive Louisville website can be found here

TARC's sharing the road martial	Transit Authority of River City (TARC) continues to show a video for TARC bus driver about sharing the road with all road users.	Part of TARC's training curriculum
See and Be Seen	The See and Be Seen campaign is a program where Bike Louisville and volunteers hand out lights and reflective apparel to people walking and bicycling at dusk and dawn. This program is implemented when Daylight savings time begins and ends.	The Bike Louisville Website here

Look Alive Louisville and Bike Louisville's Future Education Martials for 2016		
Bicycle Safety Martials and Classes and Programs	Material Description	Where can I find this?
Bicycle Safety Videos	<p>Bike Louisville is in the process of creating the below bicycle safety videos:</p> <ul style="list-style-type: none"> • Green Pavement Markings for people Bicycling and Driving- What does it mean? • How to Ride and Drive on Louisville's Buffered Bike Lanes on Kentucky and Breckinridge Streets- This video is being updating with new turning movement treatment design at the intersections 	This will be on the Bike Louisville Website here . Videos will be aired on Metro TV
Travel With Care Campaign 	<p>The Travel With Care campaign is aimed at humanizing people on bikes and encouraging better behavior among drivers and bike riders.</p> <p>This campaign originated in Pittsburgh, PA, where local advocacy group Bike Pittsburgh created a public service campaign, Drive With Care, in response to a series of bike rider fatalities. Thanks to Bike Pittsburgh for working with People for Bikes to take their PSA national! Louisville plans to work People for Bikes and the Courier Journal to bring the Travel With Care Campaign to Louisville.</p> <p>STRATEGY: To implement a multi-platform program designed to generate awareness of the Travel With Care campaign, educate the community, and reinforce the benefits of bicycling and walking in the Commonwealth of Kentucky. The Travel With Care campaign will take place over a 4 month timeframe, to coincide with the months in which cyclists ride the most. Proposed months are May, June, September, and October 2016.</p> <p>TACTICS:</p> <ul style="list-style-type: none"> • Newspaper – Courier-Journal print edition 	<ul style="list-style-type: none"> • Newspaper • Digital Display • Facebook –

- Digital Display Marketing – utilizing Media Math ad network, across desktop and mobile platforms.
- Facebook – Display advertising – creative concepts designed to highlight safety tips, and increase likes to the Facebook page.

Look Alive Louisville



The Look Alive Louisville campaign is aimed at reducing pedestrian crashes through key messaging based on high crash factors and locations.

The Look Alive Louisville campaign was launch in 2015. It was a multi-platform campaign designed around the top crash factors and the Pedestrian Decoy Operation which was started in 2015.

STRATEGY

To continue to implement the Look Alive Louisville campaign which is focused on motorist yielding to pedestrian in crosswalks and pedestrians cross at intersection with the signal.

- Newspaper
- Mobile
- Facebook
- Video
- Bus Wrap

Channel	Targeting	Specs	# of Ads	Estimated Impressions	Cost/Value	Reach/Frequency
Print	Sunday CJ Main News	2 X 7.5	9	4,366,000*	\$10,125	706,300 Adults 18+ 6.1 times
Print	Monday CJ Main News	2 X 7.5	9	2,969,000*	\$10,125	550,800 Adults 5.4 times
Ad Network	Louisville DMA	300X250 728X90 160X60		1,176,470	\$4.25 CPM	392,000 Monthly impressions
Mobile	Louisville DMA	320X50 300X250		1,176,470	\$4.25 CPM	392,000 Monthly impressions
Facebook	Louisville DMA	Display/Text		1,176,470	\$4.25 CPM	382,000 Monthly impressions
Video	CJM Pre-Roll	.15 Sec.		73,529	\$34.00 CPM	24,500 Monthly impressions
Video	Louisville DMA	.15 Sec.		147,059	\$17.00 CPM	49,000 Monthly impressions
Video	Production					5x
						TOTAL

Linked Pedestrian Action Items		
Targeted Crash Condition		Current
Adults between 51 and 64 are the most prevalent cohort age for crashes	Education: <ul style="list-style-type: none"> • Provide Safe Streets for Adults presentations at workplaces or neighborhood meetings located near high-risk corridors and major arterial streets • Distracted Driving Campaign 	Safe Streets for Adults Safe Streets for Adults- Click here Districted driving Video- Click here
	Encouragement: <ul style="list-style-type: none"> • Neighborhood Speed Watch Programs 	
	Enforcement: <ul style="list-style-type: none"> • Pedestrian “Decoy” Operations 	Look Alive Louisville Decoy Operation
	Engineering: <ul style="list-style-type: none"> • Conduct Road Safety Audits at high crash locations • Develop and Implement Lead Pedestrian Interval (LPI) policy • Provide facilities (sidewalks, shoulders, etc.) along high crash corridors 	Road Safety Audits on going On going On going
Dark Clothing/Not Visible	Education: <ul style="list-style-type: none"> • Comprehensive School-Age Pedestrian Safety Program • Distracted Driving Campaign 	Walk Sense- Click here
	Encouragement: <ul style="list-style-type: none"> • See and Be Seen Campaign 	See and Be Seen- Click here
Not at Intersection; Darting Into Road	Education: <ul style="list-style-type: none"> • Comprehensive School-Age Pedestrian Safety Program • Distracted Driving Campaign 	Walk Sense- Click here
	Encouragement: <ul style="list-style-type: none"> • Pedestrian Pace Car Program 	Metro Pace Car Pledge From- Click here
	Enforcement:	

	<ul style="list-style-type: none"> • Progressive Ticketing Program • Neighborhood Speed Watch Programs 	Look Alive Louisville Decoy Operation Neighborhood Watch Program- Click here
	Engineering: <ul style="list-style-type: none"> • Conduct Road Safety Audits at high crash locations • Provide facilities (sidewalks, shoulders, etc.) along high crash corridors 	On going On going
Walking in Roadway	Education: <ul style="list-style-type: none"> • Comprehensive School-Age Pedestrian Safety Program • Distracted Driving Campaign 	Walk Sense- Click here for more information Districted driving Video- Click here
	Encouragement: <ul style="list-style-type: none"> • Neighborhood Speed Watch Programs 	
	Engineering: <ul style="list-style-type: none"> • Conduct field safety audits at high crash locations • Provide pedestrian facilities (sidewalks, shoulders, etc.) along high crash corridors 	Road Safety Audits on going On going
All Crashes/Programs	Evaluation: <ul style="list-style-type: none"> • Analyze pedestrian automated counts • Evaluate pedestrian crash data • Create priority lists for improved facilities 	Understanding Pedestrian Motorist Collisions- Click here for more information

Linked Bicycle Action Items		
Targeted Crash Condition		Current
Bicyclist top crash conditions: 1. Inattention 2. Failed to yield Right-of-Way Targeted age 25-34	Education <ul style="list-style-type: none"> Provide bicycle education classes and bicycle safety materials for Adults. Focus on workplaces or neighborhood meetings located near high-risk corridors and major arterial streets 	American Bicyclists Road 101 Class (Adults) here Bicycle Commuting Class (Adult) here Bicycle Safety Brochures here . Videos are aired on Metro TV here Bicycle Laws here
	Encouragement: <ul style="list-style-type: none"> Host bicycle safety events and rides 	Mayors Hike Bike and Paddle, Bike to Work Day, CycLOUiva here
	Enforcement: <ul style="list-style-type: none"> Create a bicycle enforcement program. Bike Sense Cops for Kids Program 	Yellow Tip Card Program Bike Sense Cops for Kids Program here
	Engineering: <ul style="list-style-type: none"> Creating safe and intuitive bicycle infrastructure 	Bicycle network Planning here
Angle crash was the top manner of collision directional analysis	Education <ul style="list-style-type: none"> Provide bicycle education classes and bicycle safety materials for Adults. Focus on workplaces or neighborhood meetings located near high-risk corridors and major arterial streets 	American Bicyclists Road 101 Class (Adults) here Bicycle Commuting Class (Adult) here Bicycle Safety Brochures here . Videos are aired on Metro TV here Bicycle Laws here
	Engineering: <ul style="list-style-type: none"> Creating safe and intuitive bicycle infrastructure 	Bicycle network Planning here
Not wearing a bicycle helmet	Education <ul style="list-style-type: none"> Provide bicycle education classes and bicycle safety materials for Adults. Focus on workplaces or neighborhood meetings located near high-risk corridors and major arterial streets 	Bicycle helmet give a way programs as part of the Summer Bike Sense program- Click here

	Encouragement: <ul style="list-style-type: none"> • Host bicycle safety events and rides • 	Bicycle helmet give a way programs as part of the Mayor’s Hike Bike and Paddle events. here
All Crashes/Programs	Evaluation: <ul style="list-style-type: none"> • Analyze pedestrian automated counts • Evaluate pedestrian crash data • Create priority lists for improved facilities 	Understanding Pedestrian Motorist Collisions- Click here for more information