



Below are the comments we received from the attendees of our Bike Summit II on February 12, 2009 in the area of bicycle encouragement:

## **Encouragement Goals and Strategies**

### **Encouragement Goal: Encourage bicycling as a viable mode of transportation for fun, fitness and transportation**

#### **How do we encourage people to bike to work or bike to work more often?**

#### **Comments from bike summit attendees:**

- More and better bike lanes
- Keep bike lanes cleaned/cleared
- Need to connect – a network of bike lanes
- Publicize available areas to ride—safe routes to work and family-friendly routes
- Let people know about training via opportunities to join established rides
- Share info about Louisville Bicycle Club class for newer cyclists – learning bike skills; info on LBC website
- Metro government should offer more commuter incentives and lead by example implementing the new Bicycle Commuter Act. If they are doing this, they should publicize that fact.
- Some employers may provide a little more time to commute to work if you bike to work, provision of a shower facility
- Without bikelanes and or bike friendly sidewalks I do not feel safe biking in the city. May have to build separate pathways in order to make it safe.
- Interested in a bike storage facility, one that is secure and safe, shower facilities, possibly in downtown areas
- Make partnerships with local health organizations such as the YMCA or LAC, to use the showers facilities for free or a nominal fee negotiated on behalf of the city. Recommend signage campaign which makes bikers aware of these facilities for easy access and to facilitate work commuting with convenient access to shower facilities.
- Reimbursement program for bicycling commuters
- How do we reach individuals who do not have access to the internet?
  - Incorporate the public library to help reach this population, possibly via mail. The mail system is being used currently in Portland, Or. ??? How do we fund this?
- Regarding federal tax right offs or a matching program provided by corporations or employers available to biking commuters who are using TARC and cycling
- Real time condition of streets and trails accessible to bicyclists, color coordinated mapping, apply a grading system to score the roads/trails regarding access, safety. Suggest mapping that is more accurate, flexible. A website or easily accessible resource to check street/trail conditions.

- Participant commented on a website in Knoxville that offers this technology where bicyclists are able to access route and trail information that is updated regularly and other bikers are able to submit comments regarding conditions of routes.
- Will metro incorporate this into Metro 311? Response: events such as this summit are pulling together community members to push for such incorporation.
- How do we not disenfranchise new or non experienced bikers yet still enforcing laws and the rules of the road?
- There are a lot of motorist who don't understand what cyclists are trying to do because they are applying the proper way to cycle on the roads? Participants suggest that motorists still do not have enough awareness of cyclists rights on the road as a commuter.
- As roads are updated and repaved by the city, Metro Government is trying to be active in creating bike lanes and engineering these roads as they are being repaired or updated to facilitate bicycling travel
- The challenge is to get the engineers and politicians to understand the needs and considerations for bicyclists. This requires a change in mindsets and a comprehensive plan to implement an initial network of commuter routes.
- Show individuals that it's promoting healthier lifestyles, less likely to have missed days at work, have lower medical costs. Encourage employers to understand that it's going to cost them less to have healthier employees.
- People who bicycle to work are more effective during work hours, have less trouble with depression, etc.
- One of the biggest issues in commuting to work is where are you going to put your bike when you get there?
- Is there a website that indicates what places have bike racks and storage availability so that individuals are aware before they ride?
- More bicyclist education programs: For example, people going to traffic school must have a 15 minute presentation that the instructor is required to present to them which states that cyclists belong on the road.
- Educational Program: holding bike education sessions starting with a class (45 minutes) and then a ride. (12-14 miles)
- Making programs either more widely known, or making more programs.
- Engaging stores such as Walgreen's, Kroger, etc. to promote riding to/from errands. Encouraging them to have places to store your bike.
- Encourage stores to provide others with safe routes to their store.
- The Mayor's Hike and Bike-make it more of an educational event so that people understand how to ride safely. (5-7 minute safety video) Problem: Police officers, etc. are shutting down roads, but this doesn't occur in any other setting.
- Make helmets mandatory for the Hike and Bike
- At the hike and bike events have a triage area where people need to have their helmets adjusted, air in their tires, etc.
- Provide bike maintenance/repair info
- As part of Derby festivities, maybe a bike "parade" and decorated Derby helmet!
- Florida is promoting "Urban Myths about Cycling" to break down perceptions.
- The thing that prevents people from cycling (general fitness), is people riding out on the roads.

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- Common Myth: It's dangerous.
- The only people that pay attention to bike lanes are the ones who already engage in them.
- In Huntsville, a "vintage ride" has started. Last Sunday of every month, going about 3 miles, to a coffee shop. Riding in a safe area. This has promoted dialogue. Brining unity to fixie people, older people, etc.
- Become ambassadors for cycling-get the word out in order to bring individuals together, regardless of their skill level.
- Starting a ride consistently and having the press cover it.
- Block off sections of the road to make it accessible to both cyclists and drivers alike, in order to show drivers where cyclists are able to ride. Create barriers on the road (cones, etc) so that people can become aware.
- Establish ambassadors to address questions such as, "Why would I want to ride a bike when I can get into my car and drive?"
- Effective Communication in recent years: WLKY expose 2 years ago. Negative exposure for cyclists, but in the future spin it into a positive result for cyclists and the rest of the community.
- Get into mainstream news **positively**

### **How can we increase awareness and make a bigger deal about Bike-to-work day, week and month?**

- Suggested encouraging bike buddies with fellow employees.
- Could we get local businesses to sponsor free coffee or bagels for bike commuters?
- Could schools offer incentives for students who bike to school at all grade levels, offer free bike tune-ups.
- Getting involved in some community groups to promote this to the community to heighten awareness.
- Social networking: Facebook, MySpace, etc. in order to network cyclists and to educate those who may not be aware.
- Safe Perceptions (Help others understand that we **do** have existing safe routes.)
- Have more rides more often so that people can come out more than twice a year.
- Consistent, low-key rides that are unaffiliated.
- Driver education for those who have been ticketed.
- Having access to bikes at the parks that can be rented.
- Encouragement means encountering objections
- Darkness doesn't necessarily mean that you can't do it
- Cycling can help rejuvenate muscles for people who stand up all day long (so working to change the perception of those people who feel that standing on their feet all day will cause them to be too tired to ride home)
- Discounts at health clubs
- Being able to use existing showers
- Tax breaks, financial incentives
- Encourage "biking school bus" (a lot of cyclists going to school together)

### **How can we start a bike rental program downtown to visitors and workers?**

- Use seized/unclaimed bikes in a city or freewheelin' program by painting them and putting them out for use
- Humana's model from RNC, DNC- people tried out bikes of different makes and models; provided a great opportunity to see what bike you like before you buy
- Make police auctions of bicycles more available and convenient to the cycling public (for example, auction or raffle) police bikes at Mayor's Hike & Bike events on a recurring basis

**Louisville should hold the premier event for Kentucky's 2nd Sunday encouragement efforts.** (This event would take place October 11, 2009 and could involve closing 1 or more streets in Louisville to be used only by non-motorist activity.)

- After rush hours and heavy travel hours these areas would be open to pedestrian and biking.
- Just doing this one day may not be effective, rather do more frequently, create a more distinct blockade and still allow automobile traffic, may be more realistic strategy.
- River Road, Bardstown Road, Third Street were recommendations to do the road closure.
- Also shut down roads for trolley "hops" etc. (except for trolleys, bikes, and pedestrians)
- Close parks to cars
- Tie-in event with the KY derby

**Encouragement Goal: Launch marketing and outreach campaigns that emphasize the diversity, accessibility and quality of off-road cycling facilities and programs**

- Facilitate the creation of a National Bike Patrol/ Bike ambassadors program with local mountain bike organizations, LMPD and Louisville Fire and EMS.
- Work with local IMBA affiliates to expand Take a Kid Mountain Biking Day programs at trail systems around the county
- Leverage Bike Louisville marketing efforts to promote Kids Cross Clinics in central locations
- Empower Kids Cross participants to further their skills by providing additional LCI-lead safety courses on and off the road
- Align with local organizations to offer women-specific trail and off-road cycling clinics
- Develop and distribute accurate trail maps and downloadable GPS files with all relevant safety and local bicycle resource information
- Create and map a series of "ride-to-ride" networks, which provide users the car-free option of riding from home to trail head or from trail head to trail head.

**What should we do to encourage cycling for recreation, transportation, and fitness?**

- For schools, offering kids prizes for riding to school. (perhaps a new bike?)
- Walking School Bus-also encourage Riding School Buses
- Where will kids get plugged into cycling if they don't begin at a young age?
- Work to create more active involvement of bicycle community
- Work place resources
- Centralized website/organization for the entire bicycle community

- Everyone Reads program.....already a captive audience. Teaching kids how to ride bicycles safely. Introduce it into the rest of the school as an educational program. They could have somewhere to start as far as learning which side of the road to ride on, etc.
- Public/Private partnerships? Education partnering with organizations such as Humana, etc.
- Radio Tracking ID Tag. Kids are encouraged to walk/ride underneath their station. The more miles they accumulate, they get awarded.
- Use Channel 25 for web seminars as an effective educational component
- More signs
- May is Bike Month. Make an effort for all businesses with signs/marquees where they can put a message up about sharing the road/watch out for cyclists/thank cyclists for keeping our air clean