

IT'S MORE THAN CONCRETE AND PAINT!

Making biking in Seattle a comfortable and integral part of daily life for people of all ages and abilities certainly means developing new and better facilities, but it also means developing **programs** that will help achieve our goals.

TELL US WHICH PROGRAMS YOU THINK MIGHT MAKE SEATTLE A BETTER PLACE TO BIKE.

1. Use a Post-It to share your ideas on good programming opportunities. The more the better!
2. Take the five attached dots to indicate which programs you think are most needed. Feel free to use multiple dots on one idea or to spread them out across the board!

Below are a few examples of programs that we have considered. While most of these promote multiple goals, we've grouped them under the goal that we think they mostly closely relate to.

Ridership

Seattle bike marketing campaign: This campaign could promote the cost, health, and environmental benefits of biking through a variety of media outlets – bus ads, radio, newsletters, and more.

Workplace promotion of bike commuting: This type of promotion could include workplace contests, rewards to bike commuters, and the provision and promotion of lockers, bike parking and showers.

Family ride nights: These types of events could be organized throughout the city on a rotating basis - a little like a monthly art walk. The idea would be to encourage families to get out and see their neighborhood by bike at least once a month.

Safety

Integration of bike safety into drivers' education and licensing: When people are learning to drive, they're also learning how to use the street with other roadway users including other drivers, pedestrians and people on bikes. This program would integrate bike safety into driver education and could also include information on how to bike safely on Washington's roads.

Promotion of bike safety in school-based youth programs: Throughout Europe, traffic safety education for all modes begins at a young age. This program would look at opportunities to integrate bike safety into school curriculum in elementary, middle, and high schools.

Reduction of dangerous biking and driving through education and enforcement: Combining education and enforcement efforts is a proven strategy for road safety. This effort would build on existing road safety work and target the behaviors of people on bikes and in cars that cause collisions.

Connectivity

Promotion of the benefits of new on-street facilities for biking: Our roads are changing and facilities like bike boxes, cycle tracks, and colored bike lanes are making travelling by bike easier. This promotion would celebrate these new facilities and include information for both people in cars and on bikes on how to use them safely.

Promotion of trips that include both transit and biking: Bike access to transit is an important element of a connected transportation network. Promoting these trips could include more education on bikes on buses, wayfinding information, and more.

Marketing strategies for hills and weather: Many people cite hills and weather as a challenge to biking more in Seattle. Yet places like San Francisco and Chicago have as many hills, worse weather, and growing numbers of people on bikes. This campaign would celebrate what makes Seattle a great place to bike – including our topography and rain!

Equity

Neighborhood and residential campaigns: This type of campaign would be neighborhood-based and celebrate the unique elements of Seattle's neighborhoods... by bike! The idea would be to partner with strong neighborhood organizations to encourage biking as a key element on neighborhood pride.

Youth employment programs in bike-related fields: The business of biking is growing. This type of program could encourage apprenticeships and employment in bike-related fields such as bike repair, bike shop ownership, bike tourism, transportation planning and more.

Outreach and promotion of biking to seniors: Staying active and connected to your community is important for people of all ages, and riding a bike is one way to do that. This campaign would encourage seniors to try riding for short trips or just for fun.

Livability

Bicycle Sundays continuation and expansion: A great Seattle tradition that's introduced biking to generations of our residents, this program could be expanded to other neighborhoods throughout the city.

Bike-Friendly Business District program: Los Angeles has been encouraging these types of programs, involving area businesses to promote access by bike through promotions and coupons, provision of racks, and neighborhood bike events.

Outreach to untraditional partners: Making biking in Seattle comfortable for everyone means expanding partnerships and communication to new groups of roadway users. Developing strong relationships with professional taxi drivers, the freight community, and others is one way to do this.