

Bike map meeting
August 2009

Delete Halls Park and Ride location (?)

Divide it into sections and get committee/working group to look at each—identify other roads to rate or show as recommended routes. Are there shortcuts/backways? Do this over the next year.

Red stands out a lot—is there another color? But intuitively, people know red is danger so it's easier to read.

Can we zoom in a little more on center city side, label more streets?

Add Biketopia.

Can the background color be darkened a bit to make it more readable?

Add greenway on Buck Karns bridge and Phase I of greenway next time.

Can we fit an inset of the Cedar Bluff to downtown route (in white space on county side)?

44th—(Ed Shouse?) connects Western and Middlebrook and has shoulders. Anne will check on this route. Pleasant Ridge to Bradshaw to Ball Camp?

Distinguish more between green rated road and greenway.

Fountain City route (the cut through of parking lot or cemetery)

Marketing/outreach meeting
Aug 10, 2009

Talked about targeting certain blogs to post on.

Get people to talk about/post about biking on facebook and twitter. Getting people who have large followings, especially.

Radio—Hallerin Hill show. 103.5, WUOT.

WBIR Live at Four, weekend morning shows

Have a campaign with one or two slogans over the period of 8 months.

Cool t-shirts that people will wear.

Commercial/video with cyclist talking into the camera calmly about why he is taking the lane while motorist behind is honking and yelling/gesturing angrily. Put on youtube and facebook.

Ask people to blitz their facebook etc to one link at a certain time.

Put posters online/facebook with cool messages.

Bike safety/education meetings
Aug 24 and Aug 27, 2009

Need to check out the bicycle curriculum for Safety City and Knox Sheriffs Dept (in-school). Talk to Safe Kids Coalition, Safe Routes to School etc.

What about a Train the Trainer program to get bike instruction into schools via teachers?
Need to talk to someone in the school system.

Are there any credit classes through the UT Outdoors Program? Could bike safety be one? Physical education?

Jim is going to check into getting it as part of UT Continuing Educ.

Hard to get people who need the class to take it. What targeting one to more experienced bicyclists, like a refresher course. "Getting the most out of..." or "insiders' tips and tricks" or "shortcut to better biking."