

Shreveport Bike Month 2017

Events, Planning, and Awareness Campaign Thought Document

Bike Month Events

Slow Roll to kick things off. Will ride the route that will be striped in the coming weeks. Focus on the paths, some education, awareness. City will push this event in a press release. This event also provides an opportunity for media to get b-roll and interviews to use throughout May.

Lead: Stephen Pederson

Where: Columbia Park, Creswell entrance (across from Creswell Elementary)

Date: Friday, April 29th, 2017

Time: 6:30 p.m. meeting time, 7:00 p.m. roll

Needs: Media presence. Stephen Pederson, Tim Wright, and Daniel Martin (318-470-7110) will be present for interviews.

Notes: This “roll” will ride the route of the bike paths. Tell everyone to come back when they are finished. City/Bike Shreveport/etc will make a big announcement when the next ride will take place.

Bike Month Co-Ops each Sunday

The bike co-op is a casual experience where riders can come to get a tuneup and recommendations for their bikes. Hand signals will be taught as well as basic bike safety and road rules.

Leaders: Meaux, others assist

Dates: Sunday, May 7; Sunday, May 14 (Mother’s Day); Sunday, May 21; Sunday, May 28 - Weather permitting.***

Times: 3pm - 5pm, perhaps later if large group arrives

Needs from City: Water, ice, paper cups, recycle bins, trash bins, 4x bike barricades

Wants: Access to artstation bathrooms, working with SRAC on this now.

National Bike to Work Week is May 15-19th. **Bike to Work Day** is May 19th.

Everyone will have different places to go to work, but we think it would be good to get the media to do their big pushes on this week. This gives them three weeks time from now to put together ideas and book their shows.

Slow Roll May 26th OR TBD June to coincide with the striping of lanes and painting of sharrows. This “roll” will ride the route of the newly-painted bike paths.

Needs: Media presence. Which rider spokespersons will be present is TBD.

Note: The streets may need to be swept before the ride if we stay in the lanes... there is frequently slippery/dangerous build-up on the side of the road (like gravel, dirt, leaves, branches).

Glossary of Terms for Website

Creating a glossary of terms and layman’s definitions aimed at new bikers and the drivers whom we are seeking to educate. More are needed. The terms discussed:

- **Sharrow:** A marker on the road to motorists that there will be cyclists on this street. Bicycle riders are allowed to use any road, but sharrows are usually present in areas of areas high in bike traffic.
- **Bike Lane:** A dedicated pathway just for bike travel. Bike lane travel is always the same direction as car traffic and are provided on each side of the street.
- **Three feet rule:** Drivers should keep a distance of three feet when passing a bike rider. It’s the law!
- **Two abreast:** Bikes are allowed, by law, to ride two bikes side by side. They are not required to ride single file. They may choose to ride single file to allow cars to pass, but are not required to do so.
- **Ride to the right:** bicycles are encouraged to “ride right” in the travel lane to make it easier for cars to pass. The exceptions are when preparing to turn left

or when riding on the right side of the lane is unsafe - open doors, cluttered roadway.

- **Salmon Riding:** When a bike rider is travelling in the opposite direction of traffic in a bike lane or on the street. Always travel WITH traffic, not against it.
- **Door zone:** The space in the roadway taken up by a parked car's open door. If a motorist opens their door, a passing cyclist can get "doored." Always ride away from parked cars when possible and motorists should check their mirror and turn their head when opening the door to check for bikes and cars.
- **The Dutch Reach:** a practice where instead of using your near hand — usually the driver's left hand — to open your car door, you use your far hand. Your right hand. In doing that, you automatically swivel your body. And you position your head and shoulders so you are looking directly out. You are very easily able to look back and see if there are oncoming bicycles or cars
- **Ninja rider:** That's a night rider who wears dark clothes and eschews bike lights. Not only a bad idea, but against the law in every state — a white front light and rear reflector or light are required.
- **Idaho stop:** Since 1982, Idaho law has given cyclists the right to treat a stop sign as a yield (slow down and roll through if traffic allows) and to treat a red light as a stop sign (look both ways and proceed if no cars are coming).

Awareness Campaign Ideas

These are ideas that need to be conveyed in the awareness campaign through different mediums. Which ideas are best suited for which medium (TV, radio, internet article, door hanger, flyer, billboard, etc).

For Motorists

- Bikers have full use of lane
- Sharrow are a **reminder** that bikes may be present, not only place they can go
- Bike lane is a dedicated place for bikes. No driving or parking.
- Three feet between a vehicle and a biker is required when passing - state law.
- Bikes may still use full driving lane even when a bike lane is present. Obstructions or road conditions may not allow for safe travel in bike lanes.
- Don't harass bikers by honking or yelling (it's the law!)

For Bicyclists

- Two abreast
- Lights at night, it's the law
- Be aware
- Using turning/hand signals
<https://www.nhtsa.gov/staticfiles/nti/pdf/8009-HandSignals.pdf>
- Tricks and tips - vests, mirrors, bells, etc
- Helmet legally required for children 12 and under
- Other safety tips

Suggested Messaging Ideas

These are some of the targeted ideas tossed out at the meeting. More work is needed in this area, including a more general message about bike paths apart from these specific concepts meant to educate riders and drivers.

- "Share the road" - A great reminder for everyone. Roads aren't just for cars and trucks. Share the road with bikes. Even pedestrians are allowed to use the road when sidewalks are in disrepair or are not available. Stay alert!
- "Three feet, please"
- "Merge early" - when a rider is ahead and you want to pass, change lanes early so cars behind you can see the rider.
- "Ride to the right"
- "Two abreast"
- "Cross the Double Line" - Did you know it's permissible to pass a bicycle over a double yellow line if no oncoming traffic is present?

Media Opportunities

The City will arrange or manage media opportunities and have asked the group to suggest which outlets are best to reach people, with what message, and when. Other than present members of the group, who might be best interviewed for radio, TV, print? How can we guide the media to ask the right questions and help spread the

message about safety, opportunity, and creating a more complete community? Help them help us carry the message, not just ask questions!

- A “sweeps” week approach for television. Several stories in a week on bikes - KTAL 6, KSLA 12, KTBS 3
- Radio channels, reaching the masses in their cars - 94.5 KRUF, 97.3 KDAQ, Alpha Media, 102.9 KMJJ, KRMD?, 710 KEEL...
- Newspapers and magazines - Shreveport Times, Bossier Press Tribune, Metro Leader, Forum/SB, Heliopolis, Shreveport Magazine
- Social media outlets: See above, plus...?

Links for Citizens

These videos are great resources for riders and motorists alike. It would be great to re-make these videos once we have the lanes and sharrows down.

Bicycle Safety Video

<https://www.youtube.com/watch?v=IMjns-M9oC0>

Using a Bike Lane

<https://www.youtube.com/watch?v=FRrceegltPE>

Using Hand Signals

<https://www.youtube.com/watch?v=7VqxBptV1fk>

Sportran Bike Racks on Busses

<https://www.youtube.com/watch?v=eDP0RQFo42E>

Using a Bike Repair Station in Shreveport

<https://www.youtube.com/watch?v=1gLaiznoqy0>

The Dutch Reach Tutorial/Explanation

<https://www.youtube.com/watch?v=Gzlf80eSfCg>

Images for Illustrating Different Bike Messages

See Chris for originals.

Bike Lane



Sharrows



Two Abreast





Three Feet Please



Hand Signals



Door Zone



Links for Consideration of City of Shreveport

Use these documents as a guide for creating usable resources for citizens in Shreveport concerning bikes. These documents should NOT be used directly as they do not directly correlate to Shreveport. They must be re-made or adapted.

Share the Road PSA

<https://www.youtube.com/watch?v=YIm4C84IrYw>

New Orleans Bike Map and Guide

<http://bikeeasy.org/files/BikeEasy-Map-Guide-2013-English.pdf>

Bike Safety Brochures

<http://www.redmond.gov/common/pages/UserFile.aspx?fileId=60862>

<http://www.redmond.gov/common/pages/UserFile.aspx?fileId=60866>

<http://www.redmond.gov/common/pages/UserFile.aspx?fileId=60864>

<http://www.redmond.gov/common/pages/UserFile.aspx?fileId=60868>

City of Redmond, Wa Bike Website

<https://www.redmond.gov/Transportation/GettingAroundRedmond/Bicycling/>

Three Feet Please

<https://www.3feetplease.com/>

Seattle Bike Brochure

http://www.seattle.gov/transportation/docs/SDOT_BikeBooklet_08_04_2014.pdf

Why Bike Lanes Are Good for Everyone?

<http://www.redmond.gov/Transportation/GettingAroundRedmond/Bicycling/21GoodReasonsToMarkBikeLanes/>

