

TOOLKIT



BIKE RACK SAFETY OUTREACH



First Edition
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HOW IT WORKS

Bike Rack Campaigns are designed to serve three goals:

1. To provide positive messages and encouragement for people who ride bicycles.
2. Raise awareness of bicyclist rights and responsibilities.
3. To improve compliance with the rules of the road amongst bicyclists and motorists.

This campaign can be applied to motorists on parking meters, with slightly different messaging.

The bike rack (and parking meter tags) are designed to withstand the rain, and they need to be interesting and engaging. They are located where you will find bikes and cars, in order to specifically target those road users.



BIKE RACK BIKE LAW TAGGING

THINGS YOU NEED

Materials:

- Bike Rack Signs
- Bike Law Tags
- Signage
- 12" Long Zip Ties
- Wire Cutters (Or Scissors)
- Bags For Holding Materials

Vendors:

- SB Signs (www.sbsigns.net): Signs And Waterproof Bike Law Tags
- Amazon (www.amazon.com): Zip Ties & Diagonal Wire Cutters
- Bike Law Tags: Free. To Order, Call 802-851-Road (7623)



BIKE RACK BIKE LAW TAGGING

MAKING IT HAPPEN

Two-Three Months Ahead:

- Contact local DPW (or your municipality's equivalent), police department and local businesses to get approval for putting the signs and tags on parking meters and bike racks.
- Coordinate printing of the signs and hang-tags with printing companies.

One Month Ahead

- Start recruiting volunteers to put the tags onto the rack.
- Purchase zip ties.
- Pick up signs and hang-tags.

Two Weeks Ahead:

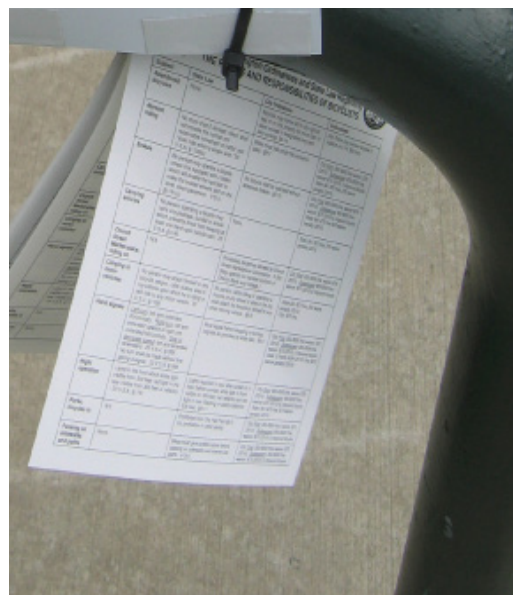
- Check in with DPW and local businesses to remind them about the bike rack campaign.
- Send out a reminder to volunteers about the event.

One Week Ahead:

- Confirm with volunteers.

One-Two Days Ahead:

- Put together bags of rack tagging materials.
- Send out reminders to volunteers.
- Send out another reminder e-mail to DPW and local businesses.



Bike Law Sheets attached to a bike rack

MAXIMIZING YOUR IMPACT

- Punch two holes on either side of the sign, so that it does not slide down the rack (see image below for how to punch the holes and attach the signs.)
- Put two signs on the ends of a long rack.
- Get a group of volunteers—a group of ten folks can cover a large area.
- Group people in sets of two—it helps to have a second pair of hands to install the rack tags.
- Send volunteers out periodically to tighten up the signs and replenish tags.



Note how the holes are punched for the zipties to attach the sign to the rack

BIKE RACK BIKE LAW TAGGING

LAW ENFORCEMENT E-MAIL

**Note--customize the e-mail in the areas with capitalized text.*

We have a valuable pedestrian and bicycle safety initiative that we would like to implement in [INSERT CITY]. This initiative will provide people on bikes with important information about the rights and responsibilities of bicycle riders. This initiative has been used in Burlington, and has generated a lot of interest and buzz.

The strategy is as follows: attach eye-catching and engaging signage, along with waterproof tear-off sheets imprinted with local bike laws to municipal bike racks, which will enable us to directly reach out to the people riding their bikes in [INSERT CITY].

Our plan is to attach these signs to the bike racks reminding people about how to remain safe while on bike. The signs will be installed with a bundle of tear-off bike law summary sheets (printed on waterproof paper) below each sign. Long racks will have two durable plastic signs (one on each end).

We are currently pursuing approval by [TOWN/CITY PUBLIC WORKS] for attaching the signs to the municipal bike racks.

We want to make sure that the signs and the bike law sheets meet your approval. The final designs for the signs and the tear-off sheets are attached for your reference.

We are very excited about this education project--which will help to promote safe behaviors in cyclists and pedestrians in Burlington. Thank you for your help and support in making this initiative successful!

Please do not hesitate to contact me with any questions you may have.

Sincerely,

[YOUR NAME]

PUBLIC WORKS E-MAIL

**Note--customize the e-mail in the areas with capitalized text.*

We have a valuable pedestrian and bicycle safety initiative that we would like to implement in [INSERT CITY] on [DATE]. This initiative will provide people on bikes with important information about the rights and responsibilities of bicycle riders. This initiative has been used in Burlington, and has generated a lot of interest and buzz.

The strategy is as follows: attach eye-catching and engaging signage, along with waterproof tear-off sheets imprinted with local bike laws to municipal bike racks, which will enable us to directly reach out to the people riding their bikes in [INSERT CITY].

Our plan is to attach these signs to the bike racks reminding people about how to remain safe while on bike. The signs will be installed with a bundle of tear-off bike law summary sheets (printed on waterproof paper) below each sign. Long racks will have two durable plastic signs (one on each end). We will also exclusively use zip ties to attach these signs, so none of the signage is permanent. The signs are easily removed from the racks with a pair of scissors. The final designs for the signs and the tear-off sheets are attached for your reference.

We would like to focus our bike rack signage first in the following [INSERT NUMBER] areas: [INSERT AREAS]. To reiterate: We are only installing them on racks on public property unless we get explicit permission from a private landowner to install them on their racks, and the signs are not permanently affixed to the racks. Do we have your go-ahead to do this?

Please do not hesitate to contact me with any questions, or if you would like to meet with me to discuss the project in more detail.

Thank you for helping support our safe streets initiative!

VOLUNTEER COMMUNICATIONS

**Note: Customize in the areas with capitalized text*

Recruitment Text:

Help Us Rock the Bike Racks!

Ever thought, “Hey, those bike racks would be a great way to distribute information to people on bikes?” We have too! Help us educate people on bike about the rules of the road with this project, by putting waterproof bike law information sheets on the racks, along with engaging signs with safety messages. It’s on-the-street guerrilla messaging!

With a lot of help from a whole lot of volunteers, we’re giving [TOWN NAME] a nudge about safe streets. Help us tag the bike racks (legally!), and be a part of this cool project! Interested? Of course you are! Contact us : CONTACT INFORMATION HERE

VOLUNTEER COMMUNICATIONS

**Note: Customize the e-mail in the areas with capitalized text*

Confirmation E-mail:

Thank you for volunteer to help out with the Safe Streets Bike Rack Tagging campaign. The event will be [DATE, TIME],

To be comfortable:

Wear sunscreen, comfortable clothes, comfortable shoes, and bring water.

Logistics of the day:

When you arrive, we'll have a safe place for you to put your backpacks, jackets and other gear. We'll start with a quick introduction and a training on how and where to attach the signs. Then, we'll split into groups of two, and head out to different parts of the community to begin putting the signs on the racks.

Thank you again for your help! We'll be sending a reminder e-mail closer to the date.

HEY YOU!

ON THE BIKE.

**FLY DOWN
THE ROAD!**
(ON THE SIDEWALK?
GO SLOW.)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**THE ROAD IS
FOR RIDING!**
(SIDEWALKS ARE
FOR WALKING.)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**YOU HAVE
RIGHTS!**
(AND A FEW
RESPONSIBILITIES...)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**YOU ARE
AWESOME!**
(PLEASE BE
PREDICTABLE, TOO...)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

SWEET RIDE!
(WE CAN ADMIRE IT
BETTER WHEN YOU STOP
AT THE LIGHT.)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**THANKS FOR
SAVING THE
PLANET!**
(HOW ABOUT SIGNALING
THOSE TURNS?)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**YOU HAVE
RIGHTS!**
(HOW ABOUT SOME
LIGHTS?)



**BETTER
BY BIKE**



HEY YOU!

ON THE BIKE.

**YOU'RE SAVING
\$\$\$ ON GAS!**
(WHY NOT BUY SOME
NICE LIGHTS?)



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Our mission is to promote people-powered transportation and recreation for healthy and sustainable Vermont communities. Please visit our website at: www.localmotion.org or call us at: (802) 861-2700



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