

Moving Forward

- ◎ Operating environment
- ◎ Prioritize efforts

Actions

- ◎ Policy (i.e. bike plan, “Complete Streets”)
- ◎ Infrastructure
- ◎ Events (i.e. ride, fair, etc.)

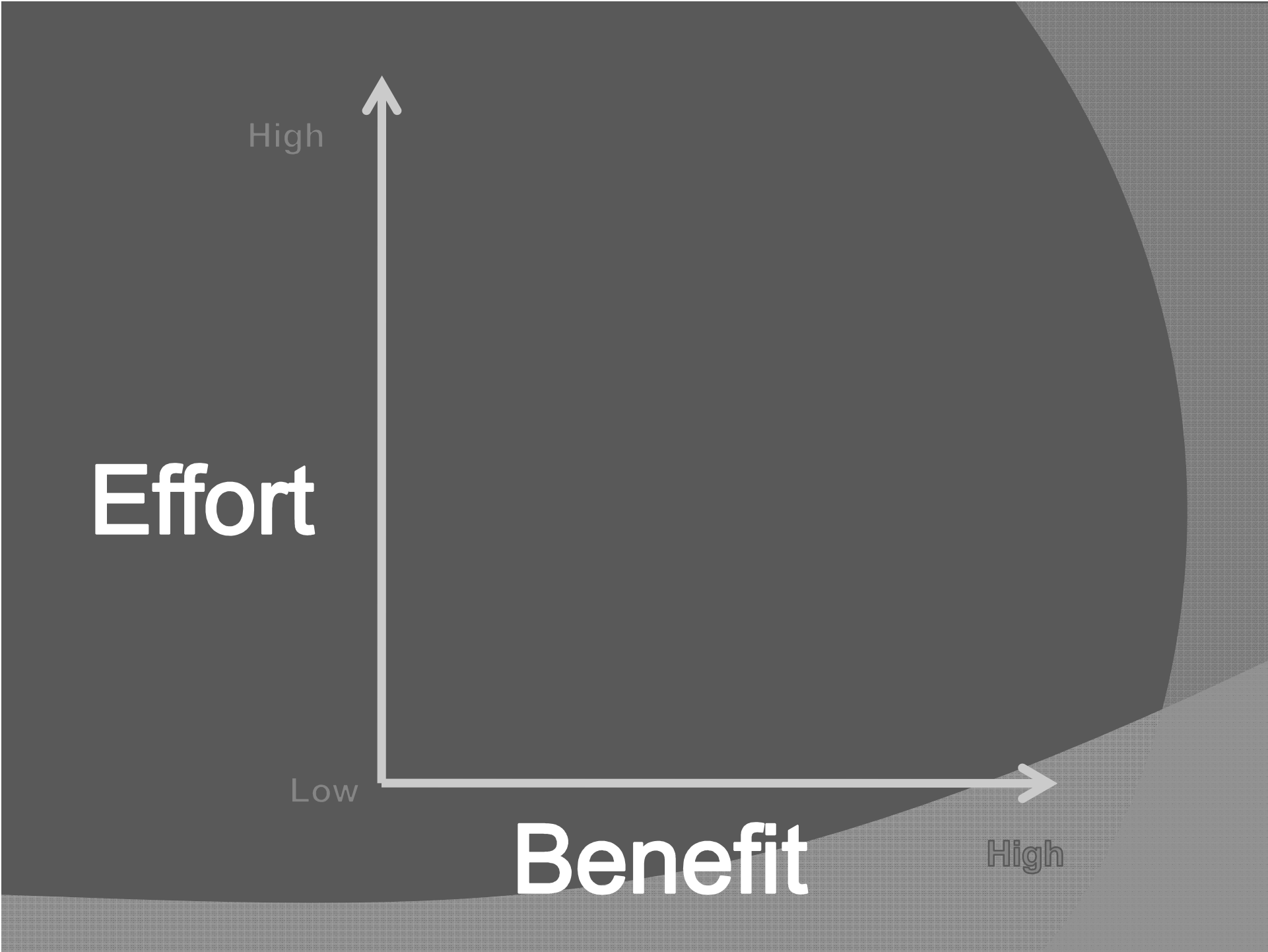
Effort

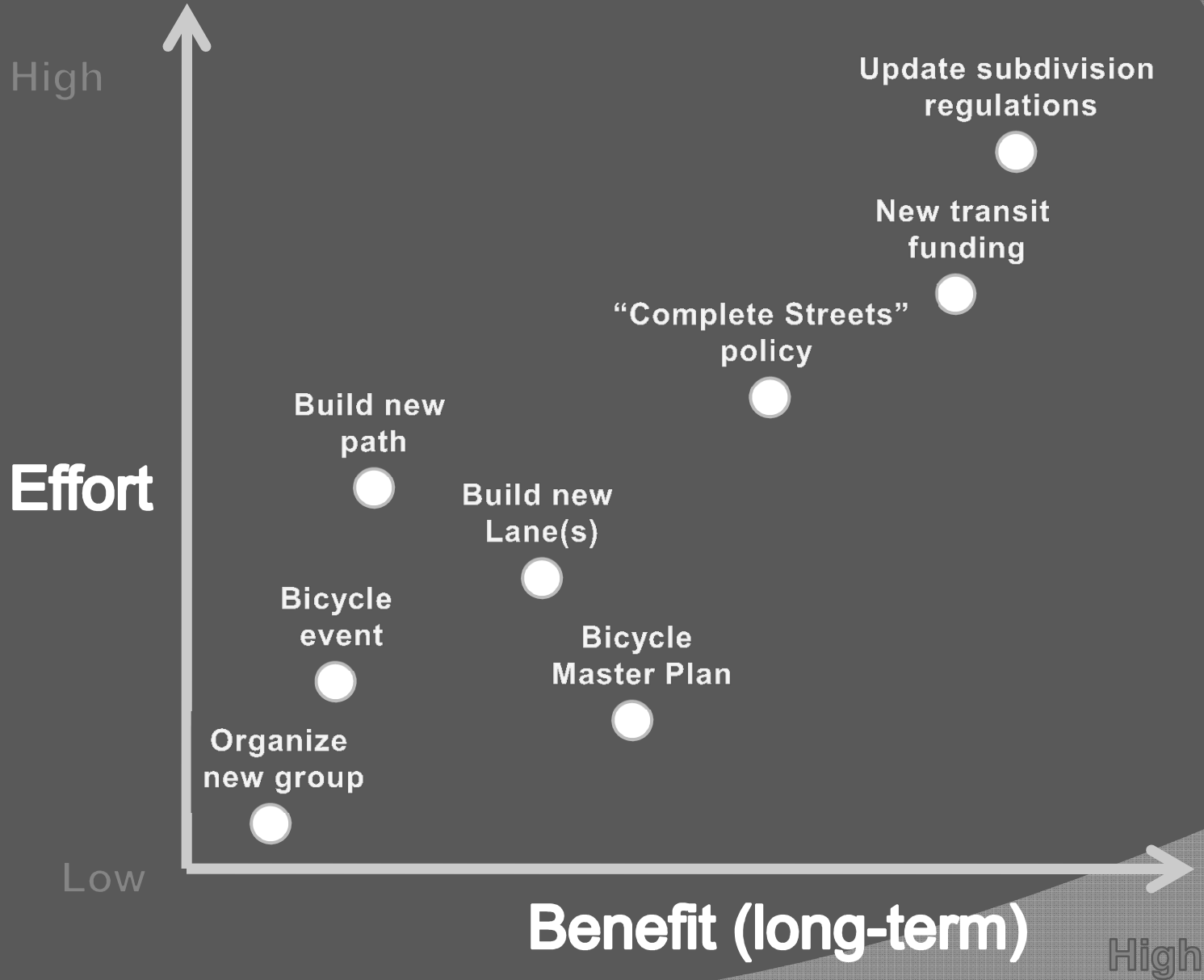
High

Low

Benefit

High





Adjust the scale

- ◎ Partnerships / coalitions
- ◎ Logical progression
- ◎ Momentum
- ◎ Target population / area

Partnerships / Coalitions

◎ Who else ...

- is doing this type of work already
- Cares about this issue
- Cares about a related issue (i.e. poverty, economic)

Partnerships / Coalitions

School bond (high effort, high benefit)

- USD 259, builders, business community

Logical Progression

What on the list would make other things easier?

- Bicycle master plan and bike lanes
- School bond vote #1

Momentum

What other events could impact the outcome?

- 2008 election and USD 259 bond

Target Population / Area

Is there a target population or area that would result in a disproportionate benefit?

- Low income neighborhood and bike lanes?
- Downtown and bike lanes?

Thoughts

1. Change the system to get the biggest impact
2. Paint is cheaper than concrete
3. Geography can be key
4. Work is already underway – how can you help
5. Consider long-term and annual action plans