

Bike Board Education Committee Meeting

March 7th

In Attendance: Brian, Marilyn, Frank, Harry, Drew

1. Purpose: this meeting was called to plan the SLM/BMUFL education campaign
2. Video https://www.youtube.com/watch?v=_z8MzmyiSwE
 - a. It's already made and it's good enough to begin sharing in anticipation of April installation of SLM/BMUFL signs -- let's focus on dissemination
 - b. Solicity feedback and approval from city council and traffic commission (**Drew**)
 - i. **Remind the city council that this should not be a surprise.**
 - c. **Chip** will communicate with Traffic Commission
 - d. Do we need to rework it? Maybe, but don't focus on that yet
3. Public meeting
 - a. Most recent public meeting was the televised presentation given to the CCCOW in October. Plan called for additional meetings but we have been waiting on an updated timeline for installation. **Do we want to have another one soon?**
 - b. Yes, as soon as we construct the first sharrow...
 - c. We should ask Damien and Jeff to host this meeting and invite entire city council
4. Promotion
 - a. Website, Facebook, YouTube? Twitter? Instagram?
 - b. Stickers
 - i. Frank is in communication with a stickermaker who holds the copyright for a design we refer to as "sharrow love" - a deep green, retroreflective sticker in the shape of a heart with a sharrow logo inside of it.
 - ii. Do we want to ask this person for permission to use the design?
 - iii. May be able to pay for some stickers with other grant funds
 - iv. Frank's cost is around \$0.50 per sticker. Person who makes them has costs of ~\$1 per sticker and sells them for ~\$2.
 - c. Press
 - i. **Harry will draft a press release**
 1. include sharrows and that we are a bike friendly committee
 2. talk about the grants we have received to do program
 - ii. Chelsi B has offered to help us review and disseminate these releases
 - d. Public Access channel
 - i. We currently have educational spots in rotation:
 - ii. www.bikemorgantown.com/articles.php?str=2010/08/psas-complete.html
 - iii. Need to ask city to put the aforementioned sharrow video in rotation
 - e. **Brian will review how other cities market their programs**
 - i. Review cities of similar size and scope as Morgantown with successful share the road programs