Bicycle Advisory Committee
Education and Encouragement Subcommittee
February 16, 2021, 6pm
Meeting Agenda

Agenda Item

1. Discussion of new subcommittee meeting guidelines (Will Washam).
2. Review of 2020 priorities for 2021 priorities review during the BAC meeting.

**Education & Encouragement:**
- Education on Driver and Bicyclist Behavior
  - Partners for Education -> DMV? Bike shops?
  - Resources for Education
  - What is the best medium
  - Who is the best entity to educate? What is the appropriate level of resources?
- Safer Streets
  - Prioritize funding for safety education
  - Understand the bicycle crash statistics
  - Advise council on a bike safety culture
3. Project updates.

  - Next meeting is March 16, 2021.

Big Ideas:
- What Vision have been established for Cycling in Charlotte?
  - Charlotte MOVES task force
    - Cycling is a piece of the overall mobility goals for Charlotte
  - Who owns and who advances for the vision for Cycling in Charlotte?
- How can BAC support and amplify community voices?
  - Who is working in the community to advance cycling within government initiatives?
    - Trips For Kids
    - Sustain Charlotte
    - Who else is doing work in the community?
      - Potential guests for the Subcommittee to share their work.
    - Based on what organizations are doing, how can the BAC influence the County and City to support the advancement of their work?
- Influence decision makers that bicycling education and encouragement (in many forms) is critical to the success of our city.

Two part strategy:
• What is going on related to cycling in the City and County?
• How and when do those efforts come before the bodies that the BAC advise?
  o Weaving Cycling education and encouragement into larger policy goals and decisions that the Commissioners and Council have to adopt
  o Get a feel for all of the County and City goals and policies
  o Determine where Cycling can fit into those goals and policies

Mecklenburg County
• What is parks and rec doing related to bicycle education?
  o BAC develop knowledge on the existing efforts and how the BAC advise the commissioners on those opportunities
• What is parks and rec doing for bicycle encouragement
  o BAC develop knowledge on encouragement efforts through Mecklenburg County
    ▪ Bike parks
    ▪ Mountain bike trails
    ▪ Other forms of bicycle recreation
• What resources does the County have dedicated to growing cycling?
• What other organizations are working on advancing bicycling education and encouragement through Mecklenburg County/City Government that the BAC can support?
• Mecklenburg County Health Department
  o How can the BAC support the promotion of bicycle through the Health Department?
  o What initiatives are ongoing currently

City of Charlotte
• What city programs can include cycling education and encouragement?
  o Corridors of Opportunity Program
    ▪ Can the inclusion of bicycle education and encouragement programs in the Corridors program help achieve the program’s goals in the community?
  o Transportation Demand Management?
    ▪ If the City is making big investments in Cycling Infrastructure how do we ensure folks are encouraged to use their bike more for trips
    ▪ Center City Partners a partner?
    ▪ University City Partners a partner?
  o SEAP (Strategic Energy Action Plan)
    ▪ Can increased bicycle ridership (through education and encouragement) help achieve these plan goals?
  o Affordable housing and upward mobility
    ▪ What polices and programs are related to these topics?
    ▪ How can cycling education and encouragement bolster these initiatives?