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Monthly Meeting Agenda December 18, 2014, 4 p.m. at WILMAPCO

- Feedback to University of Delaware on STAR Campus master plan (Mark Deshon)
- University of Delaware
 - Community Bike Sharing (Mark Deshon)
 - HealthyU Employee Wellness programs (Linda Smith)
 - Efforts to begin Bicycle Friendly University (BFU) application process
- Report from Newark Bike Project (Tom Price)
- Initiating efforts to encourage Bicycle Friendly Business (BFB) applications (all)
- Progress report on Delaware Avenue cycle track (Tom Coleman, Mark Deshon, James Wilson)
- Discussion on *Encouragement* section feedback from the League of American Bicyclists (all) – see back page
- Begin discussion on Bike Month events
 - Bike Summit
 - Bike to Work Day
 - Mayor's Ride
 - other?
- Old or new business
 - Outreach to local elementary schools (Mark Deshon)
 - New?



BICYCLE FRIENDLY COMMUNITY FEEDBACK



Encouragement

Expand encouragement efforts during Bike Month in partnership with the Newark Bike Project, Bike Delaware, WILMAPCO and DelDOT. Host, sponsor and encourage more bicycle-themed community events, campaigns and programs. Increase your efforts on Bike to Work Day and Bike to School Day by reaching out to new and non-traditional partners. Ensure to widely advertise all bicycle-themed community events and programs. For ideas and more information, visit <http://bikeleague.org/bikemonth>.

Consider offering an Open Streets type event, closing off a major corridor to auto traffic and offering the space to cyclists and pedestrians. See Open Streets in action.

Encourage the University of Delaware to promote cycling to students, staff, and faculty and to seek recognition through the Bicycle Friendly University program. Many colleges and universities have embraced the growing enthusiasm for more bicycle-friendly campuses by incorporating bike share programs, bike co-ops, bicycling education classes and policies to promote bicycling as a preferred means of transportation. The community will benefit as well: Communities near BFUs have a higher number of regular bicyclists (as many students bike to campus, shops and restaurants), less congestion around campus, safer streets, and university-hosted public bicycle events, programs, and classes. The League offers many tools to help promote the Bicycle Friendly University program in your community.

Encourage local businesses to provide discounts for customers arriving by bicycle or promote existing bicycle discount programs.

Promote cycling throughout the year by offering or supporting family-oriented community and charity rides, free bike valet parking at events, and bicycle-themed festivals, parades or shows.

Encourage local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program. Businesses will profit from a healthier, happier and more productive workforce while the community will benefit from less congestion, better air quality, increased amenities and new destinations for cyclists, new and powerful partners in advocating for bike infrastructure and programs, and business-sponsored public bike events or classes. Your community's government should be the model employer for local businesses, and your chamber of commerce or local business association can help promote the program and its benefits. The League offers many tools to help promote the Bicycle Friendly Business program in your community.