



# BUILDING A BIKE ADVOCACY GROUP

Bike Maryland Bicycle Symposium  
February 11, 2014

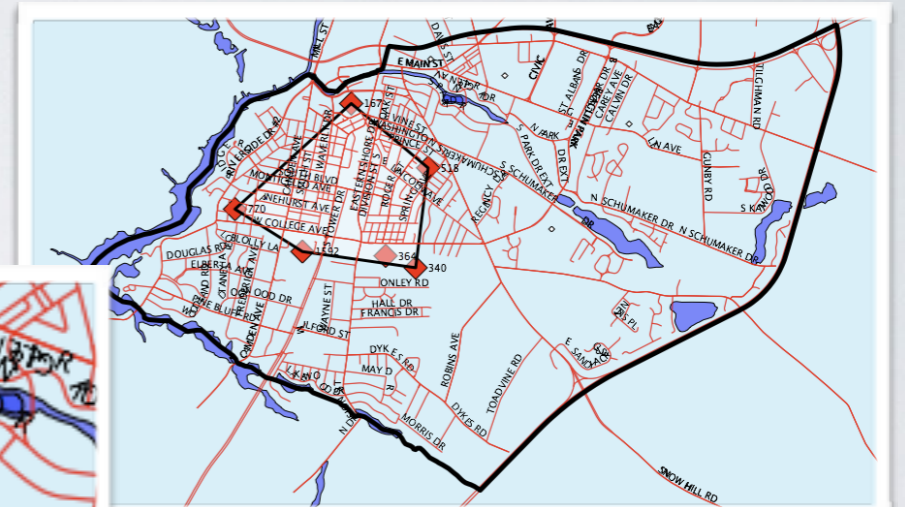
# BUILDING A BIKE ADVOCACY GROUP

- GIS demand study & Proposed Routes
- Petition Drive
- Work with Local Leaders
- Community Workshop
- Birth of local advocacy!



# INTRODUCTION & SUPPORTING DEMAND STUDY

- Focus: establish designated bike lanes in urban areas of Salisbury to increase bike commuting from home to work or school
- Location-based analysis (using GIS) predicts demand on existing roadways for bike lanes based on actual home and work/school locations



Study Area

## Primary Destinations

- SU
- PRMC
- Pinehurst Elem.
- Prince St Elem.
- BMS
- JMB High

# SUPPORTING DEMAND STUDY

- Study identified over 3700 people who live within 2 miles of their school or work place
- Location-based analysis (using GIS) predicts demand on existing roadways for bike lanes based on actual home and work/school locations

Organization	Population in Study Area
SU Staff	332
SU Students (off-campus)*	1260
WCBOE Students	1973
PRMC Staff	167
SUBTOTAL	3732

\* 2264 additional SU Students were noted as living on campus. These students could not be included in this study as they cannot be established as commuting daily on public roads.

# BIKE LANE DEMAND PROJECTION



Demand Study Routes

Traffic Shed Area	Total Projected Users (on Road Segment)	
East & West College Ave.	870	High Priority Roads (est. cost = \$64,000)
Roger St.	648	
South Blvd. & Kendall St.	557	
Smith St.	552	
South Division St.	473	
Bateman St.	451	
Riverside Dr. (North)	436	
Eastern Shore Dr.	374	
Camden Ave. (North)	662	Moderate Priority Roads (est. cost = \$39,000)
Vine St.	357	
Waverly Dr.	288	
Dykes Rd.	284	
Wicomico St.	256	
Onley Rd.	253	
Milford St.	198	
Newton St.	178	
Carroll St.	175	Lesser Priority Roads (est. cost = \$27,000)
Camden Ave. (South)	142	
Robbins Ave.	114	
Riverside Dr. (South)	55	

# PETITION DRIVE FOR BIKE LANES

- Use web-based contact management designed for political campaigns (Nation Builder)
- Started drive in Feb 2012
- Set goal of 500 signature by Earth Day
- Editorial in local paper supported drive
- Goal was achieved!!

I, the undersigned, petition the Mayor and City Council of Salisbury, Maryland to take immediate action to properly plan, design, fund, construct, and maintain dedicated on-street bike lanes in Salisbury. Bike lanes in our City will greatly improve the quality of life of its citizens, promote a more sustainable way of living, increase property value, and improve traffic circulation by reducing the number of vehicles on roadways.


I understand that constructing these dedicated bike lanes may require changes such as narrower travel lanes for vehicles, fewer travel lanes for vehicles, and a reduction or elimination of on-street parking on some streets. These potential solutions are completely acceptable as the merits of bike lanes will provide a greater benefit to all of the citizens of and visitors to Salisbury.

**697 SIGNATURES** **GOAL: 500 signatures**

**Thank you for signing!**

Change your comment


[Update signature](#) [Remove signature](#)


 [Bikesby](#) [Bike-Sby.org](#)


**Like this to spread the word:**

[Like](#) [Share](#) You, and 118 others like this. [Tweet](#) [g+1](#)

**Showing 605 reactions** [Following Reactions X](#)

 [Alex Siegel](#) signed 5 days ago

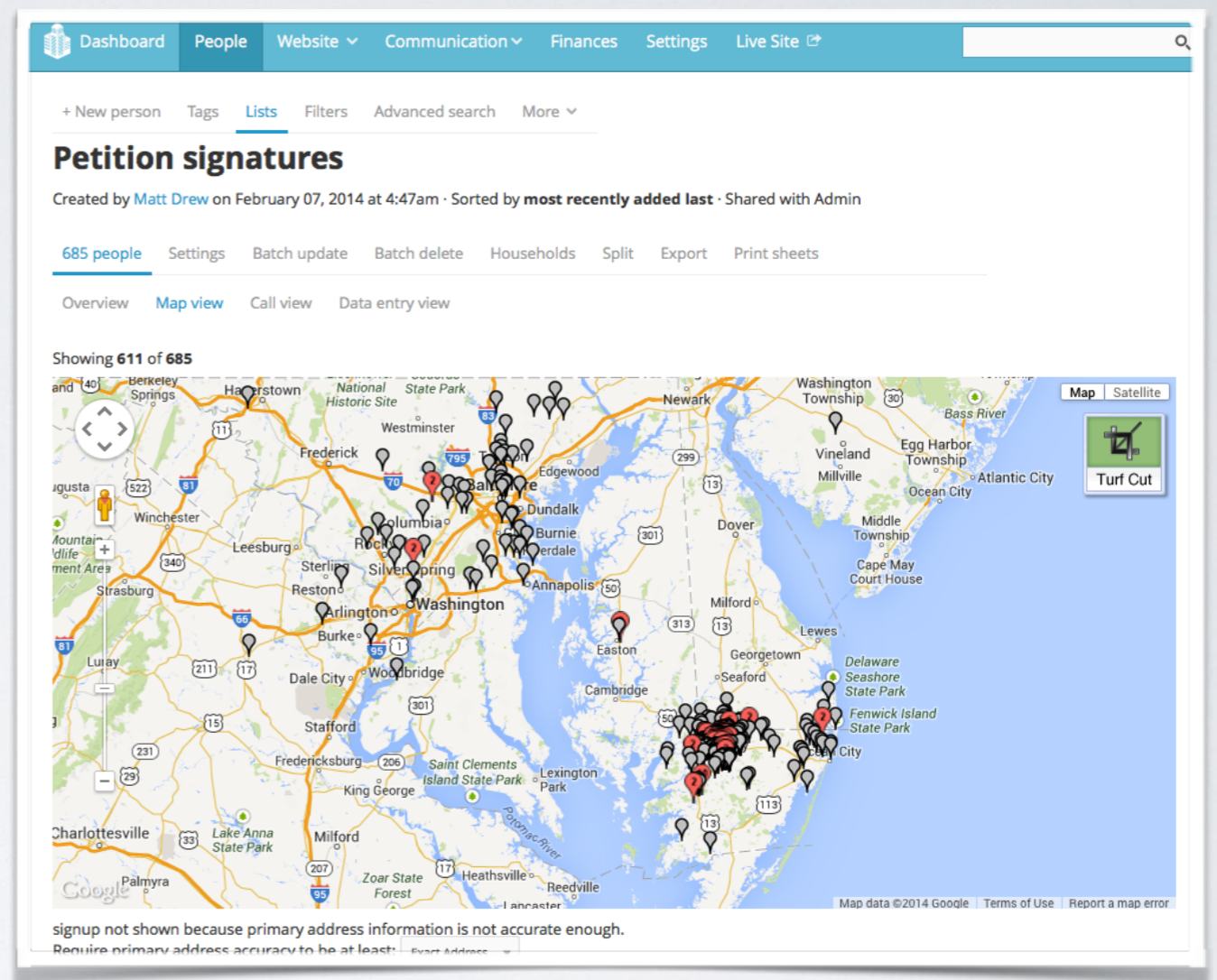
 [Joseph Louis Hill](#) signed 5 months ago

 [Adrienne Naleppa](#) signed via [Larissa Luck](#) 9 months ago

On-line petition for Bike Lanes

# FROM SIGNATURE TO SUPPORTER

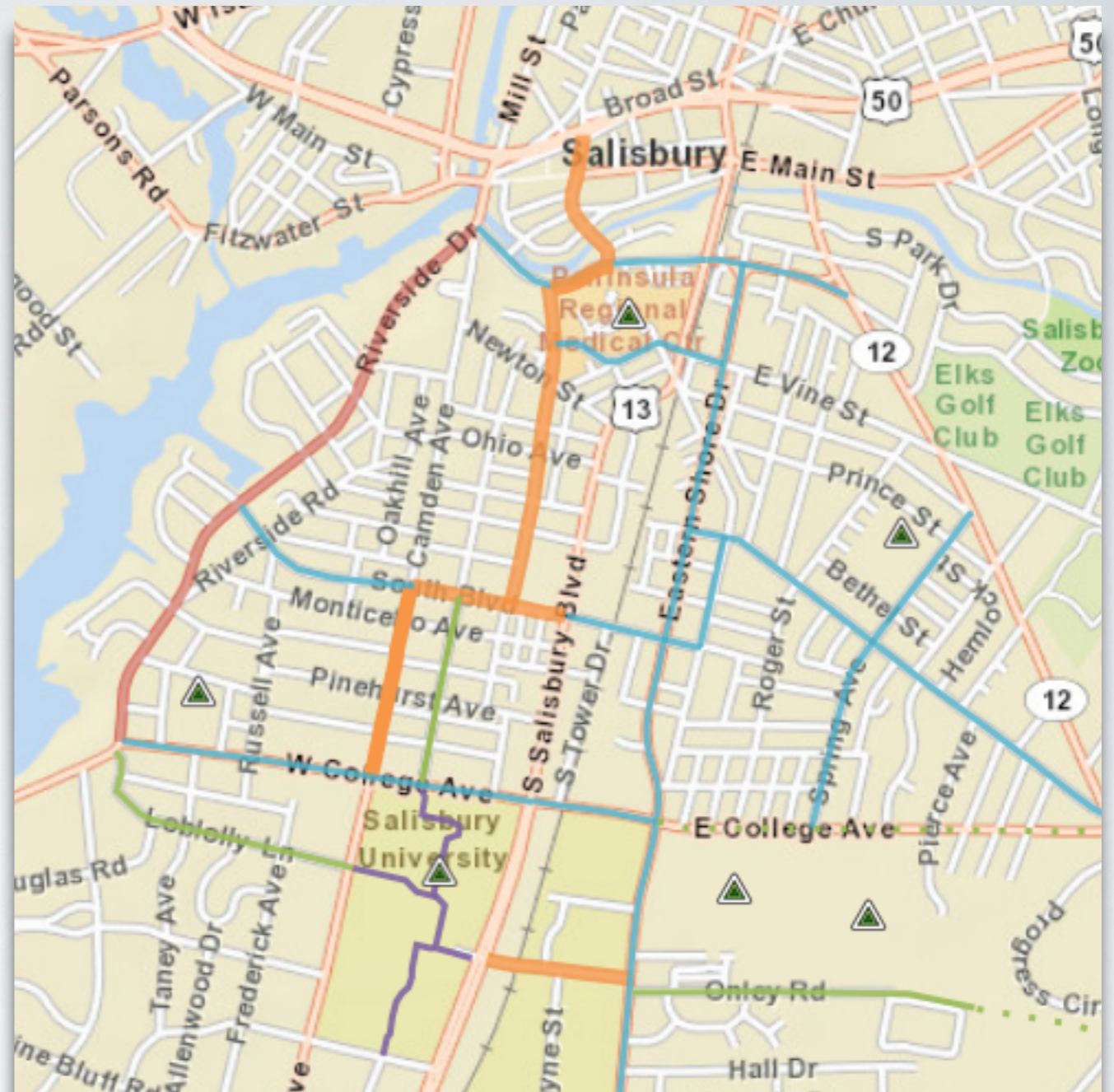
- Petition signers became Bike-SBY supporter network
- Used Nation Builder website to build supporter database
- Integrated social media
- Email blast
- Fund raising
- Events calendar & RSVP
- Blog



Bike-SBY Supporters (from petition drive)

# SUPPORT OF LOCAL ELECTED LEADERS


- Petition signatures & GIS data make compelling case
- Mayor Ireton's vision for Revitalization of Downtown
- Phase I: Bike lane to connect University to Downtown
- Spine for future network




Phase I Route (Orange Line) completed Oct 2013

# COMMUNITY WORKSHOP: BIRTH OF AN ORGANIZATION

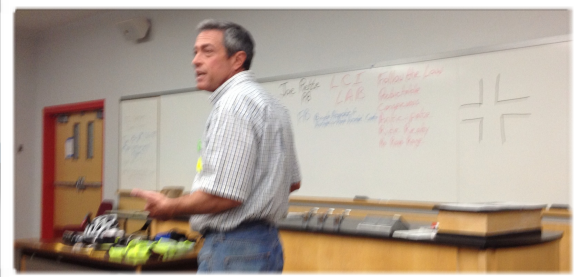
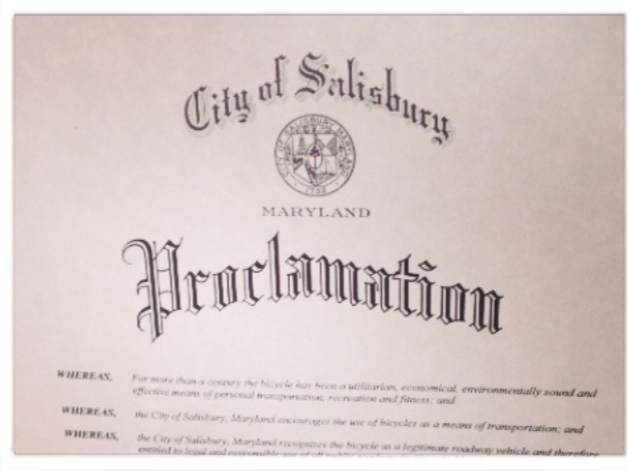

- Bike Maryland developed & organized Bicycle Friendly Community Workshop in June 2012
- Invited petition signers, over 65 attended
- League of American Bicyclists presentation on Bicycle Friendly Community
- Video message from Mayor McClement (Frederick) to Mayor Ireton (Salisbury)
- Workshop resulted in developing a cohesive local organization



## Agenda



- Introductions
- Overview of BFC program
- Review of local issues
- Breakout group discussions
- Creating a Bicycle-friendly Salisbury: recommendations



# LESSONS LEARNED

- Pick a single, achievable project, then rally the troops around it
- Use social media, web presence to build an informed community of supporters
- Work closely with local leaders *(If you're not at the table, you're on the menu!)*
- Stay positive at all times
- Organize your group around League's 5 E approach to BFC
- Create events that bring people in the community together



# THANKS!

Stay informed at

[www.bike-SBY.org](http://www.bike-SBY.org), "Like" Bike-SBY

on Facebook, and follow

@Bike\_SBY on Twitter