

**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?
  - Weaving Cycling education and encouragement into larger policy goals and decisions that the Commissioners and Council have to adopt
  - Get a feel for all of the County and City goals and policies
  - Determine where Cycling can fit into those goals and policies

#### Mecklenburg County

- What is parks and rec doing related to bicycle education?
  - 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
  - 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
  - How can the BAC support the promotion of bicycle through the Health Department?
  - What initiatives are ongoing currently

#### City of Charlotte

- What city programs can include cycling education and encouragement?
  - 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?
  - 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?
  - SEAP (Strategic Energy Action Plan)
    - Can increased bicycle ridership (through education and encouragement) help achieve these plan goals?
  - Affordable housing and upward mobility
    - What policies and programs are related to these topics?
    - How can cycling education and encouragement bolster these initiatives?