

# Creating a Culture of BICYCLING & WALKING

## Schools

Support efforts that encourage walking & biking to school.

## Businesses & Worksites

Align efforts to support activity throughout the day.

## Media Awareness

Promote events and provide education across media outlets.

## Safety Patrol

Local residents trained in traffic & crowd safety to support events.

## Leadership

Shared responsibility among diverse stakeholders.

## Open Streets & Cyclovias

Pedestrian and biking friendly traffic-free times and zones in town.

## Infrastructure

Create an environment that supports physical activity.



## Leadership

Local leaders from cross-sector entities – government, schools, businesses/places of work, universities, and the community at-large – should collaborate to promote walking and biking in ways that align with their existing priorities.



## Businesses & Worksites

Programs like *Make Your Move Experience* challenge worksites to increase employees' physical activity, and provide support & incentives. Promote local businesses in "Open Streets" event advertising.



## Safety Patrol

The patrol, trained by local law enforcement, reduces event costs and engages community members. The patrol can help deliver free helmets to kids from low-income families.



## Media Awareness

Use the media to promote "Open Streets" events and provide bike safety education. Ensure advertisements and messages appear across a range of media outlets: local TV stations, newspapers, and social media platforms.



## Infrastructure

Ensure the physical environment supports active programs and initiatives. Ex: bike racks & repair stations at offices/schools, pedestrian walkways, and "Open Streets" events in areas that stimulate local businesses.



## Open Streets & Cyclovias

These events encourage the entire community to be active and provide a safe environment in which kids can learn and gain confidence on their bikes. Brownsville's "CycloBia" program is held six times per year and draws up to 10,000 new and returning participants.



## Schools

Promote activities along "Open Streets" routes that would encourage the community to learn how to ride their bike safely as well as see cycling as both a transportation and leisure activity.

