

Shreveport Bike Month 2017

Events, Planning, and Awareness Campaign Thought Document

Bike Month Events

Slow Roll to kick things off. Will ride the route that will be striped in the coming weeks. Focus on the paths, some education, awareness. City will push this event in a press release. This event also provides an opportunity for media to get b-roll and interviews to use throughout May.

Lead: Stephen Pederson

Where: Columbia Park, Creswell entrance (across from Creswell Elementary)

Date: Friday, April 29th, 2017

Time: 6:30 p.m. meeting time, 7:00 p.m. roll

Needs: Media presence. Stephen Pederson, Tim Wright, and Daniel Martin (318-470-7110) will be present for interviews.

Notes: This "roll" will ride the route of the bike paths. Tell everyone to come back when they are finished. City/Bike Shreveport/etc will make a big announcement when the next ride will take place.

Bike Month Co-Ops each Sunday

The bike co-op is a casual experience where riders can come to get a tuneup and recommendations for their bikes. Hand signals will be taught as well as basic bike safety and road rules.

Leaders: Meaux, others assist

Dates: Sunday, May 7; Sunday, May 14 (Mother's Day); Sunday, May 21; Sunday, May 28 - Weather permitting.***

Times: 3pm - 5pm, perhaps later if large group arrives

Needs from City: Water, ice, paper cups, recycle bins, trash bins, 4x bike barricades

Wants: Access to artstation bathrooms, working with SRAC on this now.

National Bike to Work Week is May 15-19th. **Bike to Work Day** is May 19th.

Everyone will have different places to go to work, but we think it would be good to get the media to do their big pushes on this week. This gives them three weeks time from now to put together ideas and book their shows.

Slow Roll May 26th OR TBD June to coincide with the striping of lanes and painting of sharrows. This “roll” will ride the route of the newly-painted bike paths.

Needs: Media presence. Which rider spokespersons will be present is TBD.

Note: The streets may need to be swept before the ride if we stay in the lanes... there is frequently slippery/dangerous build-up on the side of the road (like gravel, dirt, leaves, branches).