

OUTREACH TIPS FOR IMPLEMENTING BIKEMAPS.ORG



BikeMaps.org



How do I get the word out about BikeMaps.org in my community?

Get in touch with us by email. We can set you up with necessary graphics files, brainstorm ideas, and answer any questions. But first, keep reading to understand what is typically involved when implementing BikeMaps.org.



info@BikeMaps.org

Gather like-minded or potentially interested people and organizations. Here are some suggestions:

- Bicycling or active transportation advocacy groups.
- City staff such as planners, engineers, sustainability coordinators, and safe-routes-to-schools coordinators.
- Recreational cycling groups (including triathlon clubs).
- Academics (and their students) interested in urban planning, active transportation, road safety, public health, and/or geography.

Just prior to launching activities in a new city, create a media release to engage local traditional media.

Tip: Traditional media are routinely looking for bicycling content in the weeks leading up to Bike to Work Week.

Identify events where you could promote BikeMaps.org and contact the organizers.

Here are some ideas:

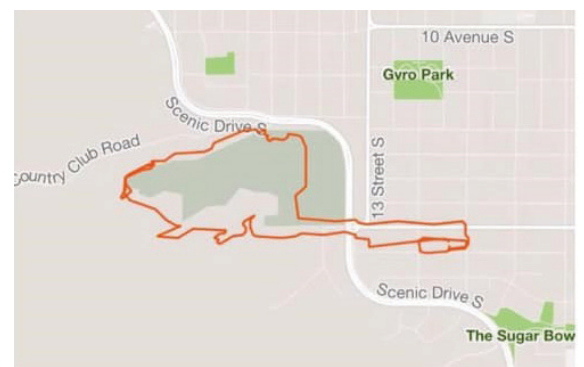
- Community festivals where people who bike are in attendance. For example, Car-Free Day.
- Bike to Work (or School or Shop) events.
- Events planned by Cycling Advocacy groups.
- Offer to assist another organization with bike valet responsibilities.
 - This will give them some extra hands, while you have the opportunity to engage with people who bike. Have cards or small swag items handy that you can give people. Be prepared with a quick elevator pitch as they are likely keen to park their bike and go enjoy the event.

Can't find an event? Create your own!

Creating an event:

- Bike-In Movie
 - Find an appropriate outdoor venue and choose a bicycle-themed film.
- Ciclovía, Slow-Roll, or a Critical Mass Event
 - Gather a group of people on bikes together for a ride through your city. Stop at various spots to discuss areas that have potential or problems.
- Virtual event – Strava drawing contest
 - Strava users create a graphic with the GPS track of their route. Have multiple prizes to encourage more participation.
- Pop-Up Event

Community festivals where people who bike are in attendance are a great place to promote BikeMaps.org.



Winning submission from the BikeBridge hosted Strava drawing contest. Lethbridge, AB. 2019.

- Pick a busy bicycling spot along a multi-use trail or plaza adjacent to a bike lane. Have some refreshments and swag on hand to draw people in. Partnering with local police or municipal government is strongly suggested as people often have questions or complaints best answered by these agencies.

Planning the event:

- Order branded swag, keeping in mind the nature of the event.
 - For example, fall event might benefit from lights, reflective bracelets.
 - Swag should be useful, with as minimal packaging as possible.
- Order t-shirts or hoodies for the team.
- Have the team familiarize themselves with the messaging and use inclusive, positive language.
 - Use the word collision or crash – not accident¹.
 - Refer to “people who bike” not cyclists. (Cyclists sounds exclusive or prone to stereotyping, whereas most people can ride a bicycle and it reminds people that it’s simply an action.)
 - Although you will be discussing hazards and crashes, stay positive – the health impacts of bicycling far outweigh the risks.



Branded swag is an effective way to increase awareness. Swag should be useful, with as minimal packaging as possible.

- Promote the event on social media channels.
 - In the days preceding the event, advertise on your social media channels. During the event try to post and finally, after the event share some photos.
- Information booth:
 - Do you have a tent and table? If not, ask the event organizers if they have one you can borrow.
 - Turquoise, blue or orange tablecloths and a table-top banner are recommended to draw people in.

At the event:

- Ensure the team is wearing BikeMaps.org branded t-shirts or hoodies.
- Distribute swag in an environmentally and economically conscious manner.
 - Ensure the team has engaged event attendees in a conversation on BikeMaps.org first.



“Have you heard about BikeMaps.org?” ...

- Increasingly, people only want swag they will use.
- Keep the message simple and straightforward. Recognize that sharing booths with other organizations may lead to competing messages.
- If possible, have a mobile device on hand to demonstrate the app.
- Take photos! Post on social media during the event and afterwards.

¹ <https://tirf.ca/wp-content/uploads/2017/12/Lets-Talk-About-Crashes-9.pdf>

Other events and activities to consider:

- Guerilla marketing – Distribute seat covers to parked bikes (even better on a rainy day); spoke cards; or water bottles with a note inside.
- Itinerant promotion – Members of your team bike around while stopping to hand out swag and telling people about BikeMaps.org, while wearing BikeMaps.org gear.
- Bike Valentine's Day cards & chocolate. This can be combined with International Winter Bike to Work Day (2nd Friday in February).

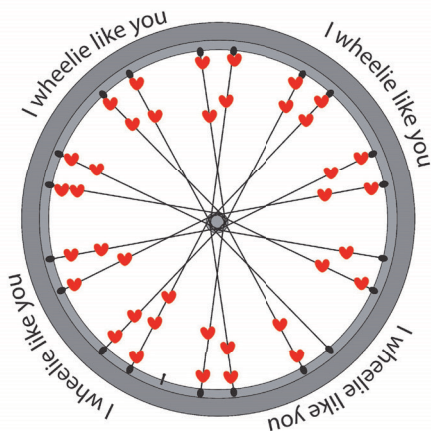
Love biking? ❤️ We do too.



Help us make it as safe as possible.
Report any falls, crashes, near misses,
or hazards on BikeMaps.org.



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- Draw prizes at the events of partnering organizations.
 - e.g., BikeMaps.org t-shirts or branded socks.
- Write articles for newsletters, blogs, websites and Facebook pages.
- Prepare a public talk.
 - This can be a simple and short 5-minute talk at the beginning of another event or meeting.



About

At BikeMaps we love biking as much as we love maps! Our goal is to map your cycling experience to make biking safer. You know your local cycling trouble spots and we want you to map them. Your knowledge of cycling safety, hazards, and even bike thefts will be analyzed using GIS and statistics to identify hot spots of cycling safety, risk, and crime. We are constantly updating our maps and technology, so send us feedback. And stay tuned for updated safety maps generated from YOUR biking experience.

Acknowledgements

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