



**BICYCLE ADVISORY COMMITTEE
VISION ZERO TALKING POINTS
MARCH 2019**

MISSION: By 2027 the City of Houston will be a safer, more accessible, gold-level bike friendly city.


OVERVIEW & SCOPE: In 2018 we advised and made recommendations to the Planning Commission and Planning Director on bicycling issues in Houston. We want the 9 government, 8 private and public non-profit organizations, and community representatives to assist in the promotion and alignment of Vision Zero initiatives via mass communications.

COLLATERAL: The following items need to be developed in preparation for collaborations and mass communications.

- Reasons to believe
- Education
- Information highways
- Calls-to-action
- Opportunities for people who engage with people on bikes in Houston area communities to self-actualize their ability to improve safety and improved road sharing.

COMMUNICATIONS TOOLS:

- MESSAGING ACCORDING TO VISION ZERO
 - Safe Bikeways brand with integrated Vision Zero language that supports our mission, vision, value, and brand attributes.
 - Reasons to believe that can others to understand why they are important.
- Elevator pitch. Can we explain safer streets initiatives to a 10 year old?
- Calls-to-Action that ignite participation in a measurable way.
- Education about cause and effect, what good outcomes should look like and what to repeat and/or remove.
- Information Highways that provide visual maps on the steps to access information.
- Framework for measurable outcomes and deliverables that we can use to report to all stakeholders.

ITEM	NOTES	COLLATERAL
MESSAGING	<ul style="list-style-type: none"> ● Safe Bikeways are important to the growing number of Houstonians who ride bikes. The goal is to improve street infrastructure to create a safer, healthier, more bike-friendly city. Goal/Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. The safe bikeways help to reduce and eliminate bicycle collision fatalities through the development and maintenance of high comfort protected bike lanes, and the development of park infrastructure. 	



Elevator Pitch (General)	<ul style="list-style-type: none"> ● Team collaboration 	
Reasons to Believe	<ul style="list-style-type: none"> ● Bikeable communities create safer streets for kids. ● Biking is a way to improve transportation and economic equity. ● Bike infrastructure helps improve inter-neighborhood connectivity. ● Bikes and bike share programs are available when you want them and use less space and money than cars. ● Biking improves health and impacts the prevention of chronic disease for persons of all ages. ● Technology is advancing innovation in mobility, making electric bikes sensible alternatives to single occupancy vehicles. ● Biking is better for the environment because it is emission free and there is less wear and tear on roads. ● Biking is an opportunity to impact economic growth through jobs and innovation. ● Bike-friendly improvements are good for all people who share public roads including people who drive, bike, or use the sidewalks. 	
Education	<ul style="list-style-type: none"> ● Top 10 Facts ● Top 10 Do's and Dont's ● Safer Streets ● Other education materials (Quick facts with calls-to-action) 	
Information Highways	<ul style="list-style-type: none"> ● How to Use Bikeways ● How to Share the Roads Safely ● How to Get Educated ● How to Be A Good Steward ● How to Include Your Neighborhood 	
Communications Framework	<ul style="list-style-type: none"> ● Partner organization list: <ul style="list-style-type: none"> ○ Mandatory ○ Need/Want ● Request for inclusion and support to promote: <ul style="list-style-type: none"> ○ What's in their portfolio? <ul style="list-style-type: none"> ■ Radio/TV ■ Outdoor ■ Website ■ Social Media ■ Print ● Create standard collateral for mass sharing with opportunities for logo placement: <ul style="list-style-type: none"> ○ Priority focus ○ Secondary partner ○ Group inclusion or support to general message 	