# Education Highlights

July 31, 2010

1. The 7 video spots are complete. The next step is to select the stations that will air them, decide the dates they will be aired and arrange with Comcast to do it. An Education Committee meeting is tentatively scheduled for Aug. 3 to make these decisions.
2. The Driver Ed instructor training has been complete since February but is hanging waiting for delivery schedule. Marilyn is working with the schools to get scheduled.
3. The billboards are waiting for a graphic.  The WVU info kiosks are awaiting the billboards. Gary Rodosta is developing the billboards. When he gets them done, **we will need someone to work with Lamar to get them up**. Hugh agreed to get them on the WVU info kiosks. Ryan may help him. The messages that are planned to go on the billboards are listed below under the heading [Billboard Messages](#_Billboard_Messages). An Education Committee meeting is tentatively scheduled for Aug. 3 to choose a leader and make a plan to get the billboards done.
4. The radio PSAs are not initiated.  We planned to make the PSA mirror the video spots. Since the PSAs are just audio, **we will need someone(s) to**
5. **transform the video scripts into radio PSAs;**
6. **work with the radio stations to arrange to get the PSAs broadcast;**
7. **record the scripts.**

(Update from meeting: Spencer will contact the former head of the WVU Communications Dept. to see if he can assist with this project.)

1. Ryan and gunnar have been doing a great job teaching the Confident City Cycling Monday night sessions. This month, we completed one set of Monday night classes with 2 graduates. We began a new sequence of Monday night classes with 3 participants. Class attendance is miserably low (3 last week) but not zero. We had no interest in the July full-weekend class and cancelled the August full-weekend class. We are focusing on the September 11-12 full-weekend class because we had 2 participants coming from Erie but they’re now probably going to make other arrangements because nobody else wanted to take it. Since we received notification to proceed with the grant, 13 people completed the full weekend course, 8 people completed the Monday night course and 9 people have completed some of the sessions. We proposed to deliver 38 classes with 8 participants/class or 304 participants each year. We need to discover why people aren’t signing up and identify and implement actions to increase enrollment.
2. We continued to run the reduced size CCC ad every Thu-Sat.
3. Status of newspaper [articles](#_Articles_1)? Status of publishing on BikeMorgantown.com? Status of Facebook?
4. Thanks to Aira for volunteering to design bumper sticker.
5. Mountaineer Yellow Pages has offered to give us free ad space but we must develop the ad. An Education Committee meeting is tentatively scheduled for Aug. 3 to identify a leader to get this done.

## Billboard Messages

Following are the messages that will be on the billboards:

•     4 Wheels, 2 Wheels, 1 Road: Let’s Roll Together

•     Same Roads, Same Rights, Same Rules

•     Drive Nice, Bike Nice

•     A Bicycle Friendly Morgantown is a (changing adjective) Community

Changing adjective: Healthier, Greener, Better Business

·         For Confident City Cycling

CLICK

(downward pointing arrow)

[BikeMorgantown.com](http://www.BikeMorgantown.com/)

At the bottom of each billboard layout will be the logo and [BikeMorgantown.com](http://www.BikeMorgantown.com/)

The current idea is that on each billboard, we will have 6 ads in rotation—visible for 8 seconds, every 40 seconds, can change any time, no animation. We still have flexibility.  We’re thinking that we will use 2 billboards: tentatively Mileground and Star City bridge.

## Articles

| **Topic** | **Author(s)** | **Due Date** |
| --- | --- | --- |
| 1. ABC Quick Check
 | Chip | ASAP |
| 1. National Bike Month (include info about the Bicycle Board and the MEBEP grant)
 | Frank | early April |
| 1. Same Road, Same Rights, Same Rules
 | Frank | before May |
| 1. Riding a Bike in Traffic (including TS101)
 | Frank & Marilyn | after 4/15, before May, |
| 1. Driving Near Bicyclists
 | Frank |  |
| 1. Bikes and Pedestrians (inc. rail trail)
 | Janel & Don S. |  |
| 1. Biking for Children
 | Alice |  |
| 1. Alternative Approaches: Bike Lanes, Road Share
 | Chet |  |
| 1. Civility on the Road
 | Aira |  |
| 1. Green Biking
 | Jim Rye |  |
| 1. Healthy Biking
 | Marilyn |  |
| 1. Morgantown Bike Route
 | Derek |  |
| 1. Biking Around the World (including US)
 | Chip and Frank |  |
| 1. Biking Trips Around Morgantown
 | Betsy |  |
| 1. Positive Spin
 | Nick Hein |  |
| 1. Bike Groups in Morgantown
 | Chip |  |
| 1. Biking for Parents
 | Alice |  |
| 1. Commuting
 | Jim Rye |  |