# Education Highlights

June 28, 2010

1. Thanks to Chip, Debbie, Ryan, gunnar, Marilyn, Don Spencer, Betsy, Derek, Alice, Cat Kinzer, Diana Cyphert, her man Tom, Barbara Watkins, Morgantown Police Chief Phil Scott, Morgantown Police Sergeant Jim Robinson, Morgantown Bicycle Police Officers Steve Bennett and Nicole Lucas, Aaron Shelton, Phil Rush and other members of Aaron's crew, we successfully completed shooting 7 bicycle education video spots Sunday June 13.  Aaron expects to deliver first cuts of the spots by the end of this week.
2. We need to decide where and when to run the videos.  Chip is developing a strawman proposal that he will present at the next Education Committee meeting.
3. 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.
4. gunnar is now maintaining the [bikemorgantown.com](http://bikemorgantown.com/) web site and **needs input about new content, how to format it and where to put it**.
5. 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).
6. 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**
7. **transform the video scripts into radio PSAs;**
8. **work with the radio stations to arrange to get the PSAs broadcast;**
9. **record the scripts.**
10. Ryan and gunnar have been doing a great job teaching the Confident City Cycling Monday night sessions. Class attendance is miserably low (3 last week) but not zero. Since we received notification to proceed with the grant, 13 people completed the full weekend course, 6 people completed the Monday night course and 6 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.
11. We continued to run the CCC ad 3 every Thu-Sat but reduced its size and negotiated a lower rate to save money.
12. Thanks to Paul we have had 3 newspaper articles published. We’re feeling the heat to get the next 3 done. The complete list of topics is below under the heading [Articles](#_Articles).
13. Bumper stickers?  Chip got some quotes: $452/1,000 bumper stickers but **we need someone(s) to design them**.

## 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 |  |