**Bike Board: A new set of objectives?**

Two broad categories of potentially helpful Tasks/Goals as identified by city staff

Infrastructure

* Guidance in **priorities** for infrastructure investments
  + Special / capital projects
  + Resurfacing upgrades – if political will doesn’t exist to make every street we touch a complete street, then which ones should we choose out of each year’s paving project?
* Ordinances
  + Review internally proposed changes
  + Proactively suggest updates / changes / additions / new paradigms
* Design review
  + Special / capital projects dedicated to bike/ped infrastructure
  + Complete Streets watchdog
    - Help suggest and review specific designs for specific streets in yearly city resurfacing /paving projects
    - Help review and suggest changes to specific designs in sporadic WVDOH local projects
* Expand the definition of infrastructure and help push the city for implementation
  + Electric Bike Share?
  + Play- and recreation-oriented infrastructure?

Culture

* Youth cycling initiatives
  + Help shepherd community-based initiatives
  + Help these initiatives communicate specific asks from city
* Social rides / Alley Cats / etc
* Bike to Work Days / Bike Month programming
  + Expand! Expand! Expand!
  + Consider multiple months – May is usually a bad month for Morgantown
  + Cycle September
* Bicycle Friendly Business Programs
* Plan promotion / participation
* Educational programs
  + How do they fit? Is the bike board still the appropriate vehicle for these?
  + Bike Rodeos – again, is the bike board the appropriate event organizer?
* Help to define cycling (and walking, etc) as a Good Thing To Do™, help to promote the idea that cycling can be both cool and responsible, new ad programs (our current PSAs are lacking and use aggressive “follow the rules”-based messaging)