

Request for City Council Committee Action from the Department of Public Works

Date:	May 14, 2013	
То:	Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee	
Subject:	2013 Bicycle Safety Campaign	
Recommendation:		
	Receive and file the presenta	tion
Previous Directives: None		
Department Information:		
Prepared by: Simon Blenski, Traffic and Parking Services		
Approved by:		
	Steven A. Kotke, P.E., Directo	or of Public Works
Presenters in Committee: Simon Blenski		
Reviews		
 Permanent Review Committee (PRC): Civil Rights Approval Policy Review Group (PRG): 		Approval Date Approval Date Approval Date
Financial Impact		

No financial impact

Community Impact

- Neighborhood Notification
- City Goals: Livable Communities, Healthy Lives Active lifestyles, walkable, bike-able, swimmable. A City that Works – Streets, bridges, sidewalks, sewers, bike lanes & paths - well managed and well maintained
- Comprehensive Plan
- Zoning Code
- Other

Supporting Information

In January of 2013, Public Works completed an analysis of bicyclist-motorist crashes in Minneapolis. The findings of the analysis are documented in the City report, Understanding Bicyclist-Motorist Crashes in Minneapolis, which was presented to the Transportation and Public Works Committee on January 15, 2013.

To disseminate the lessons of the report to the public, a safety campaign was created to promote safe driving and riding behavior. Working with a local design team and the City's Bicycle Advisory Committee, Public Works developed a campaign that addresses the primary causes of bicycle crashes while still portraying bicycling as a safe way to get around Minneapolis.

The four primary messages of the campaign include:

- Safety Starts with All of Us
- Ride Predictably
- Look for Bikes
- More Bikes, Safer Streets

The primary medium of the campaign will be transit shelter poster advertisements (see Attachment A). The advertisements will be visible May through June at 27 transit shelter locations along high bicycle crash corridors. Small posters and other campaign components will be distributed to libraries, schools, bike shops, community centers and select coffee shops, restaurants and bars in Minneapolis. Electronic versions of the posters will be available on the City's website and on social media websites. The posters will be available in English, Spanish, Somali and Hmong.

Funding for the campaign was provided by the Non-Motorized Transportation Pilot Program. The poster design was completed by Design Works, an in-house design firm at the Minneapolis College of Art and Design. The illustrations were completed by local artist Bill Rebholz.

Attachments:

Bicycle Safety Campaign Posters (English Versions)