

Presentation to Town of TOWN – DATE

Group/Committee Name
PO Box
City, State, Zip

PROJECT DIRECTOR: Name
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PROJECT PROPOSAL:

In order to raise awareness of the "3-Foot Law", which requires motorists to stay 3 feet away from bicyclists, GROUP NAME propose to place "3-Foot Law" signs on highly traveled bicycle routes in TOWN. The sign placement, planned Public Service Announcements and pamphlet distribution, coupled with heightened enforcement by the TOWN Police Department, will raise public awareness and reduce the incidence of automobile/bicycle collisions in TOWN.

The signs and installation will be paid for by donations from XYZ.

PROBLEM IDENTIFICATION:

There is a general feeling among bicyclists that a small percentage of the motorized public looks upon bicycle riders as a nuisance. These drivers seem unaware of the vulnerability of cyclists and the serious injuries that can be inflicted upon unprotected cyclists by the slightest interaction with a one or two ton motor vehicle.

The "3-Foot Law" was passed by the Maine Legislature in recognition of the eminent danger created by the disparity in weight, speed and protection between a cyclist and a motorist.

Bicyclists who are often motorists when not cycling and motorists who are sometimes cyclists, are not members of separate enemy alien societies, but rather neighbors, work colleagues and friends, all members of the same community sharing the same space.

The problem is obviously education and behavior modification, and with proper emphasis as with OUI, seat belt laws and texting-while-driving, bicycle safety can be nudged to the center of our consciousness to everyone's benefit.

PROJECT GOALS and OBJECTIVES

The GROUP NAME overall goal is improved bicycle transportation infrastructure that fosters more cycling participation, greater safety for cyclists, healthier lifestyles, less congestion on the roadways, and reduced fossil fuel consumption. In this proposal, the GROUP NAME plan to install large, recognizable signs that reinforce the 3-foot-law.

Current objectives include:

1. Raising public awareness of the "3-foot-law", which requires automobiles to stay at least three feet away from bicyclists on the road.
2. Working more closely with the TOWN Police Department to report and record dangerous car-bicycle encounters and accidents.
3. Working with the Town staff and elected officials, local schools and other recreational clubs and organizations to educate the public about not only the 3-foot-law, but also the need for safe cycling and the cooperation of automobile drivers and cyclists in realizing our larger goal.

A good example of the GROUP NAME community based activities is...

However, one factor we have little control over is the behavior of motorists towards these new riders and that is what this project is all about. We must change the behavior of those few motorists who present a clear danger to cyclists with an all-encompassing public awareness program.

IMPLEMENTATION:

The TOWN PD and Public Works and the bike club would endeavor to have all signs in place by DATE, before the start of the cycling season. April is our most dangerous month on the roads as drivers and cyclists again must share the roads.

The local access channel will air Bicycle Safety Public Announcements supplied by the Bicycle Coalition of Maine (BCM) throughout the winter and spring.

Flyers, posters and brochures regarding bicycle safety and the 3-Foot Law, supplied by BCM, will be placed around Freeport in the early spring.

The TOWN Police Department and other advocacy groups (the Wheelers, Midcoast Triathlon Club, Brunswick Bicycle Club, Access Health, Center Street Cycle, etc.) will hand out copies of "How we share the road", detailing bicycle laws. Again, a brochure supplied by BCM.

The Wheelers are conducting 'Ride Leader Training' this summer (2014) in preparation for next year's riding season. We are aware that bicyclists must follow the 'rules of the road' if we expect motorists to do so. In addition, we will devote a portion of each late winter and early spring membership meeting to review and discuss the rules of the road and defensive riding.

In the spring and summer of 2014, the TOWN PD would agree to heighten enforcement of the '3-Foot Law' in particular on arterial streets on which our new '3-Foot Law' signs have been installed.

Lastly, the Wheelers and Brunswick's other bike clubs will continue to run weekly rides, support Safe Routes to School, run Bike Rodeos, conduct weekly 'Cycle Tykes' training, support bicycle infrastructure, which is bike/ped friendly, and generally move towards a sustainable bicycle culture.

We do these things for our own enjoyment and health and because we know that the more bicyclists there are on the roads, the safer the roads will be!