



IDAHO'S BICYCLE AND PEDESTRIAN PROGRAM
STRATEGIC COMMUNICATIONS PLAN

Prepared by:



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SITUATION

Across the state of Idaho, there are a number of groups and organizations supporting the bicycle and pedestrian communities in a variety of capacities. These groups are working to educate the general public, lobby policymakers for improved safety, better bicycle and pedestrian routes and facilities, and educate Idahoans regarding the health, community, and environmental benefits of walking and biking. With these efforts, the groups are utilizing a variety of different communication channels to spread their messages including websites, social media (Facebook, Linked In, Twitter), blogs, printed collateral material (brochures, posters, bumper stickers, booklets, maps), email lists, events and surveys. In general, these groups are utilizing information and educational materials available to them through national advocacy groups and state organizations such as the Idaho Transportation Department (ITD).

Idaho's Bicycle and Pedestrian Coordinator, housed in ITD's Division of Public Transportation, is responsible for understanding, supporting, and building awareness of the bicycle and pedestrian challenges and opportunities across the state. In an effort to better support the groups that are "on the ground" working to improve their local biking and walking environments, the Bicycle and Pedestrian Coordinator has brought together a focus group comprised of individuals representing a variety of interests, to identify key messaging, target audiences and build a communications strategy that all interested stakeholders can use to better educate Idahoan's regarding biking and walking in our state.

Supporting Facts

- Idaho ranks 15th in the nation for number of commuters walking and biking to work (2010 Alliance for Biking and Walking Benchmarking Report)
- Idaho is ranked as 7th lowest number of bicycle and pedestrian fatalities in the nation (2010 Alliance for Biking and Walking Benchmarking Report)
- In Idaho, 3.1% of trips to work are by foot, 6.1 % of all trips are by foot (2010 Alliance for Biking and Walking Benchmarking Report)
- In Idaho, 1.1% of trips to work are by bike, 1% of all trips are by bike (2010 Alliance for Biking and Walking Benchmarking Report)
- Nationally, the majority of people who walk are ages 16 – 65 (63%), while the average biker is under 16 years old (58%) (NHTS 2001)



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- ITD manages several programs related to bicycle and pedestrian mobility which include the following messages and publications:
 - Bicycle and Pedestrian Program (current messages related to state laws, conditions that affect bicycle route selection on the state highways and information on safe riding techniques)
 - State highway conditions related to route selection (hard copy and interactive map)
 - Street Smarts and Commuter Guide publications
 - Summary of state codes related to bicycling and walking
 - ITD Division of Highway Safety Bicycle/Pedestrian Safety Program (message related to safety – techniques and equipment)
 - Head's Up helmet program (provides free helmets for deserving organizations)
 - Distributes educational collateral materials related to safety
 - Idaho Walk Smart booklet (with sections for children and safety tips for seniors)
 - Reflective Be Seen decals/strobe lights
 - Ride Safe/Walk Smart wallet card (English and Spanish)
 - From A to Z Bicycle Guides
 - A Correct Fit bicycle helmet brochures
 - Bicycle/Pedestrian Safety Fun Pages
 - Safety Grants to local jurisdictions
 - Safe Routes to School Program (SR2S) (messages related to health and safety for children K-8)
 - Share the Road bumper sticker
 - SR2S grants (education and infrastructure)
- More than 30 biking and walking advocacy groups and organizations are working to improve the walking and biking culture in Idaho including a statewide organization called Idaho Pedestrian and Bicycle Alliance



CHALLENGES & OPPORTUNITIES

Challenges

- Communication and outreach efforts are not coordinated at the local, regional or state level
- Some messages are more prevalently communicated, but not widely understood by those outside of the bike/pedestrian “movement”
- The Idaho Bicycle and Pedestrian Coordinator’s role in supporting local advocacy, education, and events needs further definition
- Currently there is no “shared vision” for bike and pedestrian efforts in Idaho
- Bicycle and pedestrian modes are often not integrated in traditional transportation planning activities and discussions
- In Idaho, given the rural nature of the state, the primary mode is the single occupant vehicle – elevating respect for bike and pedestrian modes has proven difficult
- The wide variety of unique audiences, ranging from young children to lawmakers, to non-English speaking populations, present messaging and delivery challenges
- Reasons for participating in walking and biking activities vary – recreation, transportation, exercise, budgetary limits, etc.
- Bicycle and pedestrian terminology do not resonate with the general public (“bicycle and pedestrian community” seems exclusive, “non-motorized transportation” seems cold). Those outside of the bicycle and pedestrian “inner-circle” do not consider themselves walkers or bikers.
- National bike/pedestrian days, such as “Bike to Work Day” are less than ideal, timing-wise, given Idaho’s inclement weather conditions
- Rural communities have different challenges than those experienced in more urban areas
- There is a seasonal aspect to bike/pedestrian activities and awareness – maintaining momentum year round is critical
- Funding to support bicycle and pedestrian infrastructure and educational programs is limited
- A “one-stop shop” for learning about bicycle and pedestrian opportunities, training, and education is not available
- For many, bicycling and walking are seen as “special activities” instead of a routine, normal, and viable way to get from point A to point B
- New technology being installed in many communities is not understood by pedestrians and bikers

Opportunities

- Reasons for participating in walking and biking activities vary – recreation, transportation, exercise, budgetary limits, etc.
- Opportunity to coordinate communications efforts and bicycle and pedestrian messaging across groups



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- Potential partnerships:
 - School Districts
 - Metropolitan Planning Organizations
 - Economic Development Councils
 - Idaho Smart Growth
 - Idaho Pedestrian and Bicycle Alliance (IPBA)
 - Idaho Planning Association
 - Cities/Association of Cities
 - Counties/Association of Counties
 - Federal/State Agencies:
 - Department of Health and Welfare in coordination with their Complete Streets taskforce efforts
 - National Parks Service Rivers and Trails Program
 - Division of Tourism
 - Commerce
 - Parks and Recreation
 - Transportation providers
 - Recreation organizations, conservation organizations and advocacy groups
 - Chambers of Commerce
 - Development Community
 - Irrigation Districts
 - Local Highway Districts
 - Realtors and associations
 - Retail partners (bike, shoe, and athletic gear shops)
 - Bike Organizations (SWIMBA; Look! Save a Life; etc)
 - Colleges and universities
 - Service organizations (YMCA, Kiwanis, Rotary, Scouts, Lions)
 - Local Mobility Networks through I-way and CTAI
- Idaho has a lot of positive activity happening around bike/pedestrian activities and there is an opportunity to promote what is already happening on a local and statewide level
- Pulling together as a unified group provides credibility to activities and messages and allows smaller groups to have a larger impact



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- Leveraging the power of Idaho's statewide transportation, bicycle, and pedestrian organizations' communications channels, events and activities to influence target audiences
- Leveraging the power of national associations' communications channels, events and activities to influence target audiences
- Empower District Mobility Managers, ITD district staff and other identified key messengers to promote and spread Idaho's bicycle and pedestrian messages within their communities
- Bicycle and pedestrian projects and priorities are identified in existing plans including local Bicycle and Pedestrian Plans, Comprehensive Transportation Plans, City and County Comprehensive Plans and local mobility plans, allowing for bicycle and pedestrian mobility needs to be planned for.
- Utilize existing websites, blogs, newsletters, email channels (ITD, i-way.org, Idaho Smart Growth, IPBA, CTAI and others as identified) to distribute bicycle and pedestrian information and resources
- Leverage individual desires to lead a healthier lifestyle and minimize their environmental impact



GOALS AND STRATEGIES

The objective of this strategic plan is to build a communication strategy that will support the ongoing efforts of Idaho's statewide bicycle and pedestrian program as well as local organizations in their endeavor to advocate, educate, and inform Idaho's citizens. The following goals, strategies, key messengers and key words are provided to help achieve this end.

Goals

The following goals provide guidance to the development of the overarching message this plan is trying to convey and the key messages developed for each target audience based on their values, as described in the next section of this plan.

- Create an awareness that biking and walking are normal and convenient, options for individuals of all ages and abilities
- Develop consistent messaging that can be utilized across a variety of organizations, events, and target audiences
- Demonstrate the value (economic, environmental and health) that bicycling and walking bring to communities
- Educate audiences regarding their responsibilities toward each other as motorists, bikers and walkers, creating mutual respect and a safer environment for all

Strategies

The following strategies were identified by the Focus Group based on their own biases, the challenges and opportunities presented in the previous section and the goals described above. These strategies are the mechanisms that will deliver the key messages in the most effective and efficient manner and guided the identification of specific tactics and tools for specific audiences which are described in the last section of this document.

- Leverage existing events and opportunities to educate and encourage bicycle and pedestrian modes across the state
 - Identify existing bike/pedestrian events (bike rodeos, fun runs/walks, road races, Safe Routes to School activities, speaking engagements, trainings, etc.)
 - Develop an online tool kit or reference page of bike/pedestrian resources that can be accessed and utilized to support these activities
 - Promote bike/pedestrian events via social media channels (via ITD, I-way, and partner organizations)
 - Identify existing bike/pedestrian materials used for national or local organizations that address the key messages
 - Identify opportunities to educate and engage with ITD staff regarding Idaho's Bicycle and Pedestrian plan, policies and goals



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- Provide a venue for bicycle and pedestrian groups to come together to share experiences, ideas, and build momentum behind Idaho's bicycle and pedestrian education, activities, and advocacy
 - Beginning in 2011, utilize the CTAI fall conference (or other appropriate venue) to provide a once-a-year forum for Idaho's bike/pedestrian groups to come together in person
 - Identify quarterly webinar conversations and/or training topics specific to bike/pedestrian interests and issues
 - Build Idaho's bike/ped online presence as the one-stop "shop" for information and resources, leveraged through I-way and ITD websites
 - Serve as host for online catalogue of bicycle and mobility tools
 - Provide links to bicycle and pedestrian group websites and encourage partner groups to link to ITD/I-way websites
 - Provide information related to Idaho's current bicycle and pedestrian circumstances, legal code and existing biking and walking infrastructure
 - Allow for easy on-line access/connections to bike and pedestrian safety information, regulations and recreational biking trail and walking path information specific to Idaho
 - Beginning in the 2010 local planning process, ensure that local bicycle and pedestrian organizations are aware of and present at the local planning meetings.
 - Promote statewide bicycle and pedestrian activities (Walk to School Day, Bike to Work Week, etc.)
- Help position key individuals from existing advocacy organizations (CTAI, IPBA, Idaho Smart Growth) as well respected individuals and existing legislative ambassadors as Idaho's bicycle and pedestrian messengers – advocating and lobbying for increased support for bicycle and pedestrian mobility.
 - These individuals and groups act as Idaho's legislative ambassadors – providing important information, statistics, and success stories to make a case for increased support and act as credible source for sharing successes, activities and challenges.
 - Identify potential partners to host events, advocate in support of increased bike/pedestrian infrastructure and funding, and assist in distribution of collateral materials
 - Identify organizations that provide credibility and opportunities to increase regional, national, and international exposure as a "bicycling destination", may include League of American Bicyclists, National League of Cities, Alliance for Biking and Walking
 - Work with CTAI to modify I-way Leadership awards to include bicycle/pedestrian and commuter recognition for each District



TARGET AUDIENCES, VALUES & MESSAGES

Bicycling and pedestrian advocacy groups and organizations are currently utilizing a variety of messages to reach their specific target audience. It is important for these groups to continue to engage with their audiences, while at the same time working together to communicate Idaho's consistent bicycle and pedestrian messages.

Umbrella Message: Walking and biking are enjoyable ways of getting around for people of all ages. By respecting each other and improving safety, more of us will be able to enjoy walking and bicycling for commuting, errands, and recreation.				
Target Audience	What they value	Message 1	Message 2	Message 3
Motorists	<ul style="list-style-type: none"> • Safety while on roads • Efficiency of getting from point A to point B quickly • Budget/economy 	Drive safely. Be aware of bicyclists and pedestrians and respect their right to share the road.	We all benefit from streets that are safe for cars, pedestrians and bicycles. Everyone can get where they are going efficiently and safely.	Walking or biking to errands close to home, or to work occasionally has a positive impact on your wallet and the environment.
Pedestrians	<ul style="list-style-type: none"> • Safety while on roads/paths • Health benefits of walking • Pleasant & relaxing experience • Environment • Budget • Freedom to choose 	Walk safely. Be aware of motorists and bicyclists and respect their right to share the road. Know the laws to walk safely.	Walking to work, for recreation, or to run errands has a positive impact on your health, the environment and your wallet.	Walking with a buddy helps keep you safe and motivated!
Bicyclists	<ul style="list-style-type: none"> • Health benefits of bicycling • Safety while on roads/paths • Pleasant & relaxing experience • Environment • Budget • Freedom to choose 	Bike safely. Be aware of motorists and pedestrians and respect their right to share the road. Know the laws to bike safely.	Biking to work, for recreation or to run errands has a positive impact on your health, the environment and your wallet.	Biking with a buddy helps keep you safe and motivated!



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Target Audience	What they value	Message 1	Message 2	Message 3
Parents and PTA	<ul style="list-style-type: none"> • Safety of their children • Spending family time together • Budget • Freedom to make best choice for family 	Be a role model. Demonstrate safe walking and biking practices to your children. While driving, be respectful of those walking and biking.	Walking and biking are fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle, and have a positive impact on your budget and the environment.	Get involved. Encourage your schools, workplace and community to support safe walking and biking options.
Kids grades 6-12	<ul style="list-style-type: none"> • Freedom/independence • Fun • Spending time with friends • Health benefits • Promotes a “Green” environment 	Be safe while walking and biking. Walk and ride predictably, always ride with a helmet and respect motorists.	Walking and biking are fun ways to spend time with friends and get to your activities.	Always walk and bike with a friend.
Kids grades K-5	<ul style="list-style-type: none"> • Spending time with family/friends • Fun • Accomplishing something on their own • Health benefits • Promotes a “Green” environment 	Be safe while walking and biking. Always ride with a helmet and watch for cars and walkers while riding. Always use a crosswalk when crossing at intersections. Stop. Look. Listen.	Never walk or bike alone. Having a buddy helps keep you safe.	Being “self-powered” helps keep you healthy and is good for the environment.
Seniors	<ul style="list-style-type: none"> • Reliability • Safety • Maintain independence • Budget 	Be safe while walking and biking. Respect motorists and their right to share the road.	Walking and biking are enjoyable options for daily errands, connecting to other transportation options, and exercise.	Walking and biking are fun, safe, environmentally and budget friendly activities to help you maintain your health and independence.



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Target Audience	What they value	Message 1	Message 2	Message 3
Business Community	<ul style="list-style-type: none"> • Efficiency • Cost-savings • Employee Satisfaction 	Supporting biking and walking options in your community drives economic development and has a positive impact on the community.	Providing walking and biking incentives to employees can build morale and demonstrate your commitment to employee satisfaction.	Get involved. Engage in your community's local planning process and advocate for walking and biking as part of the overall mobility plan.
Commuter	<ul style="list-style-type: none"> • Reliability • Safety • Maintain independence • Pleasant & relaxing experience • Budget/cost savings 	Walking and biking are safe, enjoyable and convenient options for getting to and from work.	Walking or biking to work has a positive impact on your wallet, your health and the environment.	Walking and biking with co-workers helps keep you safe and motivated!
Land Development Community [Developers, Planners, Landscape Architects, etc]	<ul style="list-style-type: none"> • Quality of Life • Community Needs • Economic Impact • Safety 	Providing safe and convenient walking and biking options provides economic development benefits, including increased business, residential development and property values.	Proactive planning for bicycle and pedestrian activity as part of the overall transportation and land use plans provides critical connections to other transportation services, schools, recreational opportunities, and jobs.	Planning for and developing active, integrated communities lead to increased resident satisfaction and less turnover in neighborhoods.



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Target Audience	What they value	Message 1	Message 2	Message 3
Law Enforcement	<ul style="list-style-type: none"> • Safety 	Cyclists have the same rights and responsibilities to share the road.	Understanding the rules of the road decreases the risk for potential accidents.	We all benefit from streets that are safe for cars, pedestrians and bicycles. Everyone can get where they are going efficiently and safely.
Medical Community	<ul style="list-style-type: none"> • Safety • Health Benefits 	Walking and biking to work, for recreation, or to run errands has a positive impact on your health.	Be responsible and courteous while driving and respect the rights of bicyclists and pedestrians to share the road.	Walking and biking are fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle.
New Drivers	<ul style="list-style-type: none"> • Freedom 	Be responsible and courteous while driving and respect the rights of bicyclists and pedestrians to share the road.	Enjoy your newfound freedom and remember that driving safely and being aware of bicyclists and pedestrians on the road will help you keep it.	Walking and biking are fun, safe, ways to spend time with your friends and spend less money on gas.
Policy Makers	<ul style="list-style-type: none"> • Economic Impact • Budget • Community Needs • Quality-of-life 	Providing safe and convenient walking and biking options provides economic development benefits, including increased business, residential development and property values.	Proactive planning for bicycle and pedestrian activity as part of the overall transportation and land use plans provides critical connections to other transportation services, schools, recreational opportunities, and jobs.	While Idaho has many safe walking and biking routes, there is a long way to go in order to create safe paths and connections in all communities.



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Target Audience	What they value	Message 1	Message 2	Message 3
School Administrators, Teachers, Board of Education	<ul style="list-style-type: none"> • Safety of children • Health Benefits 	Walking and biking are safe, enjoyable and convenient options for getting to and from school.	Walking and biking are fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle, and have a positive impact on your budget and the environment.	
Visitors	<ul style="list-style-type: none"> • Convenience • Recreational Opportunities • Safety • Pleasant & relaxing experience 	Idaho offers a number of scenic bicycling and walking trails for those looking for an extreme adventure or a leisurely ride.	Walking and biking allows visitors to enjoy urban downtowns and organized events from a unique perspective and eliminates the need to find parking.	Knowing and understanding Idaho biking laws helps keep you safe.



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TACTICS/NEXT STEPS

Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
Educational Materials	Develop standard bike/pedestrian collateral materials Use consistent terms Incorporate key messages	<ul style="list-style-type: none"> • Brochures • Website pages • White pages (highlighting benefits of bicycle/pedestrian mobility) • Informational brochures • FAQ • Talking points • Videos • Press release templates 	ALL	Develop, obtain, and make materials available in accordance with Bike Ped Program educational priorities <ul style="list-style-type: none"> • 1st priority - “rules of the road” for adult peds/bicyclists, children bicyclists and drivers all ages. • 2nd priority - walking/biking tips for parents and children (SR2S) Provide assistance to SR2S program coordinator and bicycle / pedestrian safety program grants officer Establish definitions for the many bicycle and pedestrian terms that are used interchangeably with one another. Make key messages available



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Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
Educational Trainings and Online Webinars	Promote existing educational trainings and online webinars conducted by national organizations	<ul style="list-style-type: none"> • Event calendar • Social media platforms • Email communications • Webinars 	<ul style="list-style-type: none"> • Policy Makers • Planning and Transportation Agency Staff • Partners 	Highlight trainings/webinar on periodic E-Blasts, Facebook, and Twitter accounts
Email Communications	Provide regular updates and information via email (include links to all associated social media platforms). Information could include upcoming events, training/funding opportunities, legislative updates, new research/publications, statistics, etc.	<ul style="list-style-type: none"> • Create calendar of potential bike/pedestrian email messages (success stories, bike/pedestrian events, etc) shared through I-way • Use partner distribution to forward monthly bike/pedestrian e-blast 	<ul style="list-style-type: none"> • Pedestrians • Bicyclists • Motorists • Commuters • Policy Makers • Business Community • Schools and Administrators 	<p>Maintain E-blast contact database</p> <p>Drive bike/pedestrian advocates and others interested in bike/pedestrian information to sign-up to receive updates</p> <p>Monthly E-Blasts</p>
Event Planning	<p>Identify and leverage existing bike/pedestrian events occurring around the state, regionally and nationally.</p> <p>Partner with coordinating agencies to provide tools and educational resources that support local efforts.</p>	<ul style="list-style-type: none"> • Email (e-blasts) • Social media platform event calendars • Key messengers • Educational materials • Local contacts and mobility managers (to identify best events, speakers, and training opportunities) • Partner communication channels 	<ul style="list-style-type: none"> • All, depending on event demographics and venue 	<p>Research possibility of a statewide event/activity that supports local activities</p> <p>Create a tool kit with resource information to assist in planning events to engage people.</p> <p>Highlight events on periodic E-Blast</p> <p>Consider contest for school</p>



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Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
				children to name the state's bicycle and pedestrian mascot. Or, enlist student feedback to vote on potential names to support the SR2S program coordinator.
Internet	Establish and update existing websites with key messages. Link with partner agencies.	<ul style="list-style-type: none"> • Key messages • ITD bike/ped website • I-way website • Partner websites 	<ul style="list-style-type: none"> • All 	<p>Ensure key messages are available.</p> <p>Provide subject matter assistance.</p> <p>Revise the ITD bike/pedestrian webpage (with seamless connections to I-way.org) to be an online resource for bike/pedestrian information, resources and tools.</p> <p>Include links to partner agencies.</p>
Legislative Outreach	Deliver key messengers to elected officials, including the ITD board, Governor's Transportation Taskforce, local, county and state officials.	<ul style="list-style-type: none"> • 1:1 meetings • Presentations to committees 	<ul style="list-style-type: none"> • Policy makers 	<p>Identify key messengers</p> <p>Annually present the "State of Bicycle and Pedestrian Mobility" to the ITD Board</p>
Media Relations	Identify opportunities for "earned media" locally	<ul style="list-style-type: none"> • Key messengers • Pitch Development • Letters to the editor 	<ul style="list-style-type: none"> • Media • Policy makers • Motorists 	Provide key messages and press release templates.



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Communication Channel	Tactics	Potential Tools	Primary Audience	Bicycle and Pedestrian Coordinator Role
		<ul style="list-style-type: none"> • In-studio segments • Press releases • Media training for spokespersons 	<ul style="list-style-type: none"> • Parents • Pedestrians • Bicyclists 	Identify key messengers
Partners	Deliver key messengers to key partners at various events	<ul style="list-style-type: none"> • Key messengers • Presentations to committees • Become involved in local and regional transportation and land use planning efforts 	<ul style="list-style-type: none"> • Policy makers 	Identify key messengers Promote the distribution of the "State of Bicycle and Pedestrian Mobility" at various meetings
Public Awareness Campaigns	Identify best options for "paid media" opportunities for sharing bike/ped message, targeted at specific audiences.	<ul style="list-style-type: none"> • Print • Radio spots • Online (Facebook/Google ads) • Outdoor (billboards) • Development/distribution of awareness videos 	<ul style="list-style-type: none"> • Parents • Motorists • Bicyclists • Pedestrians • Commuters • Seniors 	Create bicycle and pedestrian program "tagline" and use suggested tools to promote awareness of umbrella message.
Social Media/Blog	Explore and develop social media platforms.	<ul style="list-style-type: none"> • Facebook • Partner social media channels, including Facebook, Twitter, event calendars, blogs 	ALL	Create Idaho Bike / Ped Program Facebook page and Twitter Account. Link to partner social media accounts Research benefits of online social media video contest



RELATED ACTIVITIES

Key Messengers

Key messengers will be critical to the success of Idaho's Bicycle and Pedestrian communication efforts and to creating a safer environment for walking and biking in our state. Key messengers may come from bicycling and pedestrian organizations and advocacy groups, but consideration should be given to the "unexpected" alternate messengers. Appropriate messengers will depend on message being delivered and audience. It will be imperative to do training with key messengers to ensure consistency and comfort-level with presentations. Suggested key messengers include:

- ITD (Bicycle and Pedestrian Coordinator, Safe Routes to School Coordinator, district staff, and ITD Board Members)
- CTAI (Executive Director, Board Members and Mobility Managers)
- Idaho Smart Growth (Executive Director and Board Members)
- Urban Land Institute Idaho District Council
- Local Safe Routes to School coordinators
- Idaho Pedestrian and Bicycle Alliance (Executive Director and Board Members)
- Local bicycle and pedestrian advocacy group representatives

Potential alternate messengers include:

- Community organization CEOs
- Elected/appointed officials (Governor (past and present), senator/s representatives, county commissioners, local mayors and council members, highway district commissioners)
- Land Use Planning and Transportation Planners within local and county government
- Health and Wellness organizations (YMCA, Tow Your Tot, Stroller Striders, HEAL)
- Insurance companies [PacificSource, BlueCross, BlueShield]
- Hospital representatives
- Individuals that walk and bike regularly
- School children participating in Safe Routes to School program
- Representatives from MPO's and economic development agencies
- Business community leaders



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- Realtors and real estate associations

Consideration should also be given to creating an Idaho Bicycle and Pedestrian mascot that travels the state and appears at special events and elementary schools in order to educate children about the importance of being safe while walking and biking.

Key Words

During the development of this Communication Strategic Plan, Focus Group members were asked to describe bicycle and pedestrian mobility using words that would resonate with the non “bicycle/pedestrian mobility” savvy community. These words, included below, are provided so that others may use them while delivering key messages.

- Safety
- Respect
- Freedom
- Choices
- Normal
- Convenient
- Environmentally friendly
- Self-powered
- Healthy lifestyles
- Community building
- Affordable
- Predictability

Performance

The success of every plan is related to actual performance. The following illustrate two potential methods to evaluate how well the objective of this plan is met.

- Create a simple online reporting tool for bike/pedestrian groups to report progress against performance measures and submit success stories
- Establish a baseline of current circumstances and set goals based on stated performance measures