

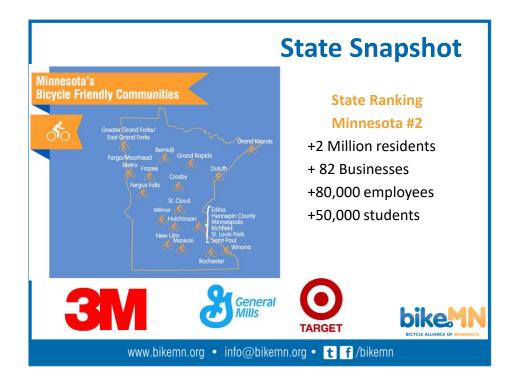
BikeMN Mission & Vision

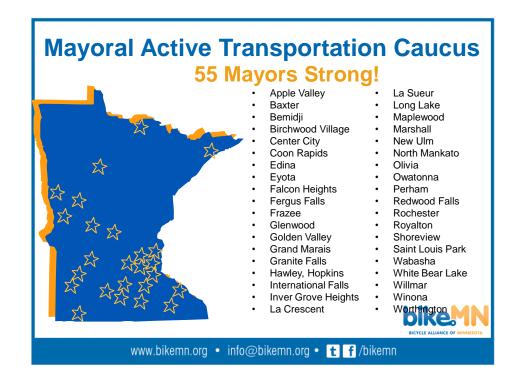


To unite and strengthen bicycle advocacy, provide education and work for a more bicycle friendly Minnesota.

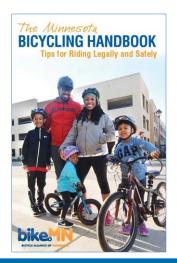
Minnesota is a place where bicycling is easy, safe and fun for everyone







What is the handbook?



The Minnesota Bicycling Handbook, created by BikeMN, is a free 40-page resource for all Minnesotans about riding safely and legally in Minnesota.

It's a resource for bicyclists and motorists.



www.bikemn.org • info@bikemn.org • t f /bikemn

History

- Problem identified in 2014: There's no allinclusive bicycling education resource for Minnesotans.
- Michigan's guide used as a jumping-off point.
- Three years of effort.
- Alignment with the new BikeMN Strategic Plan.



Content Creation and Curation

- BikeMN Education Committee
- LCI Network
- MnDOT
- Minnesota State Non-Motorized
 Transportation Advisory Committee (SNTC)
- The League of American Bicyclists
- City of Minneapolis Department of Public Works

www.bikemn.org • info@bikemn.org • t f /bikemn

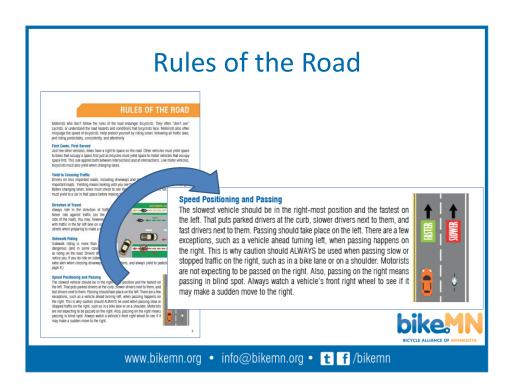
Section Review



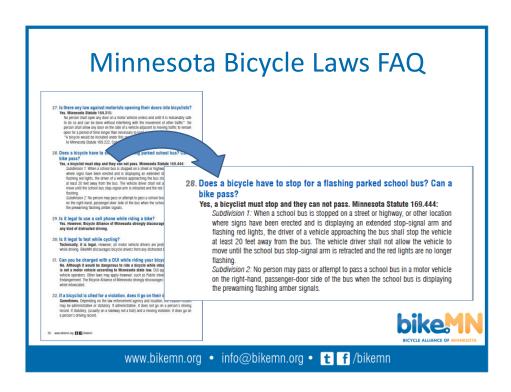
The Handbook contains lots of information. Our hope is that people don't read it cover-to-cover, but use it as questions come up on specific bike-related guidelines.

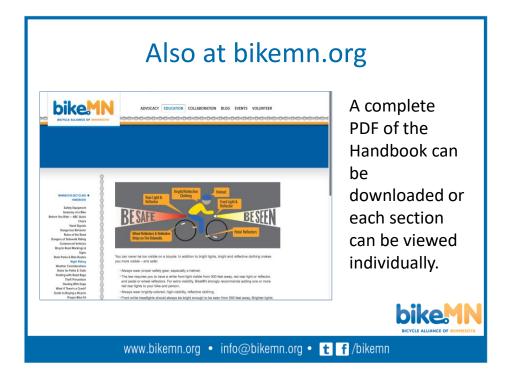
A few section previews...

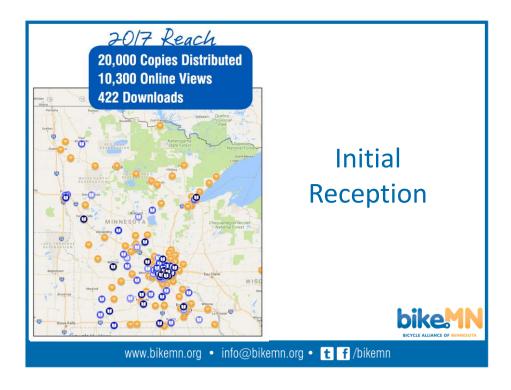












2018 Supporters & Sponsors

- Seeking support to distribute a minimum of 30,000 copies in 2018
- Multiple levels of support available
- Let us know if you have contacts at any organizations (nick@bikemn.org)



Promotions

- Statewide news release
- Focused media pitches
- Handbook distribution to legislators
- In-hand and distributed in April.
- · Launch www.mnbikelaw.org
 - Our Bike Law webpages are in the top 3 of our most visited pages.
- Social media
- BikeMNpaper and e-newsletters

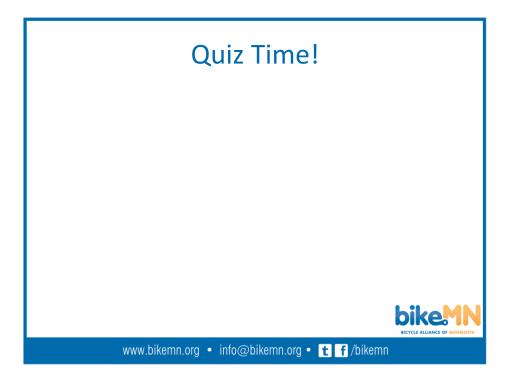


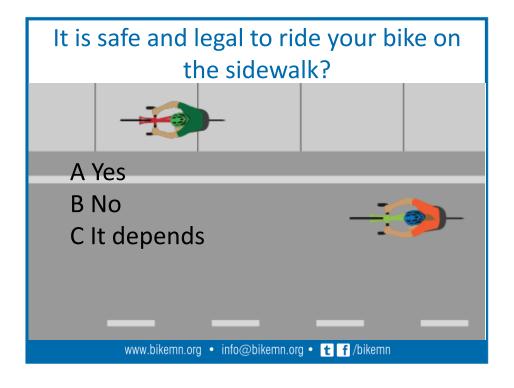
www.bikemn.org • info@bikemn.org • t f /bikemn

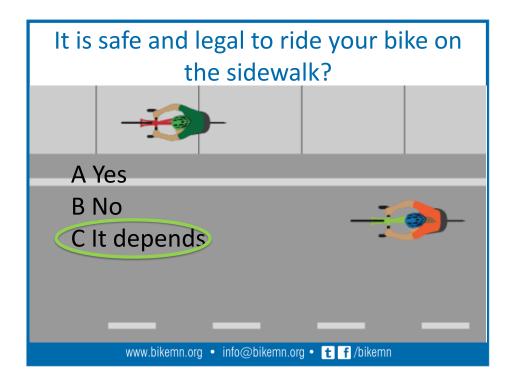
Distribution

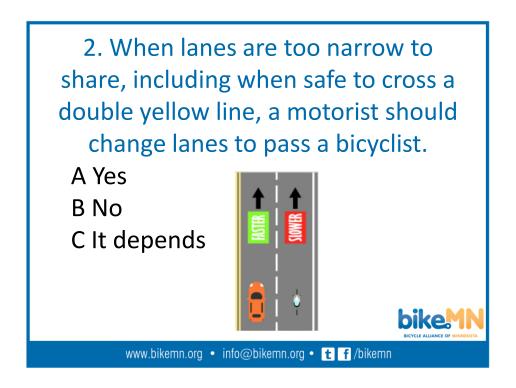
- Distribute 30,000 annually
 - Events
 - Classes
 - Individuals
 - Organizations
 - Clubs
 - Schools
 - Etc.
- Fulfill online requests of 10 or fewer Handbooks for free; requests of 25+ charge shipping and handling fee.
 - Pickup at BikeMN office would be free.

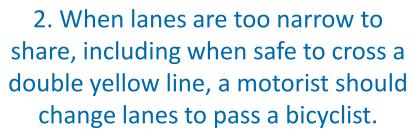




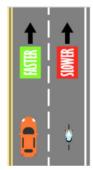








A Yes B No C It depends



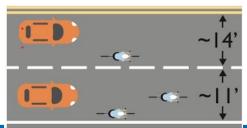


www.bikemn.org • info@bikemn.org • t f /bikemn

3. On a roadway, where exactly should a bicyclist ride?

A As far to the right as deemed safe by the cyclist.

- B The middle of the left lane.
- C The right most lane that serves their destination.
- D All of the above.

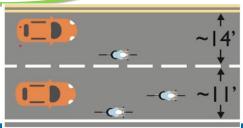




4. On a roadway, where exactly should a bicyclist ride?

A As far to the right as deemed safe by the cyclist.

- B The middle of the left lane.
- C The right most lane that serves their destination.
- D All of the above.

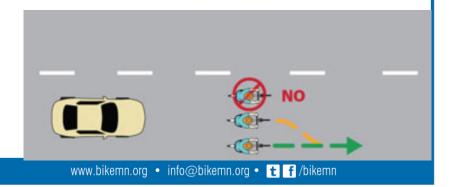


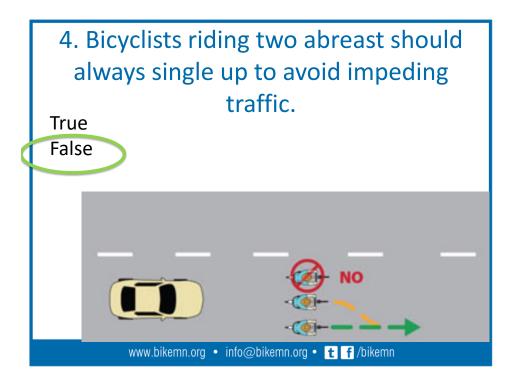


www.bikemn.org • info@bikemn.org • t f /bikemn

4. Bicyclists riding two abreast should always single up to avoid impeding traffic.

True False







5. When preparing for a right turn next to a solid line marked bike lane, a motorist should yield to bikes and proceed to turn right from their current travel lane.





www.bikemn.org • info@bikemn.org • t f /bikemn

Thanks!



False

Nick Mason
Deputy Director
612-986-6096
nick@bikemn.org



