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## AGENDA

- Welcome and Introduction
- Building Business and Community Support for Active Transportation Funding
- Adaptive Bikes (Austin Hauf)
- Adaptive Equipment at Three Rivers (Sam Tabaka)
- SRTS Adaptive Trail to School Infrastructure (James Gittemeier)
- Open Space

**11:30am** Building business and community support for active transportation funding (CJ Lindor)

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## Building Support for Active Transportation

- [MN Mayoral Active Transportation Caucus](#)
- Connections with Business Leaders
- League of MN Cities delivered letters & [fact sheets](#) to mayors
- Partnership with Healthy Kids Coalition
- BikeMN provides assistance and support for advocates -- just ask!



**bikeMN**  
BICYCLE ALLIANCE OF MINNESOTA

[www.bikemn.org](http://www.bikemn.org) • [info@bikemn.org](mailto:info@bikemn.org) • [t f /bikemn](https://www.facebook.com/bikemn)

### 2015 High Points

Communications can be challenging to give a concise update on, give that communications staff are frequently involved in all components of the organization's work. It's not uncommon for Jo to work on projects in all of our program areas on any give day, so I'll do my best to give an update without dipping into too many programmatic updates from other departments.

- Expanding communications channels and engagement
  - "Shift" the BikeMN paper newsletter made a strong comeback and is mailed quarterly to all members and 1-year expired members. We frequently have people post on our social media citing articles from the paper newsletter.
  - Our e-communications frequently have an open and click through rate that's higher than the expected nonprofit average.
  - We've seen a 40% growth year-over-year on Facebook and 33% growth year-over-year on Twitter, which is fantastic!
- Targeted communications. We know that someone is more likely to open your email, letter, or other communication if it's targeted specifically to them. We've dabbled in this in the past, but 2015 was a big year for time and money investment in targeted communications
  - Customized member-only communications for end of year appeals.

- Formal advocate-only communications twice per month.
  - Personalized communications to ride participants introducing them to BikeMN
  - Facebook advertisements targeted by region and interest.
  - Customized business-only communications
- Local-level media engagement
    - When BikeMN visits greater Minnesota for Walk! Bike! Fun! Trainings, Bike Rodeos, etc., we often send a customized news release to the local paper along with an invite to attend. Most of the time, we are able to include a quote from the local organizer in the news release which gives it great local credibility. It's fairly common for the local media to publish content from our news release, and about 50% of the time they're able to send out a reporter for photos or video.
    - We've also made an effort to engage more BikeMN supporters to engage in the "big" issues through writing Letters to the Editor. We've had a fantastic success rate in getting them published.

### **2016 Big Picture Goal**

We've got a lot planned for 2016. We're going to learn how to most efficiently use our 1-click engagement tool, we're updating how our newsletter looks, our website content will get an overhaul to make it a more user-friendly resource, and we'll continue to explore other communications channels – like Facebook livestreaming today! But I don't think that's what this question is getting at.

- Our big picture communications goal for 2016 is to meet BikeMN supporters where they are and further engage them in the organization through well placed and well-timed communications efforts.
  - The truth is that everyone is supporting and engaging in our organization in their own way. Sometimes it starts with just one facebook "like." How, through communications, can we guide that supporter who made just one click of the mouse along and engage them enough that they want to pivot that Facebook like to a Facebook share...to coming to a happy hour event...to volunteering at an Open Streets event...to telling their friends about our organization...etc. and so-on. It's about the right communication and the right time, and we're figuring out what that looks like. But it's different for everyone.

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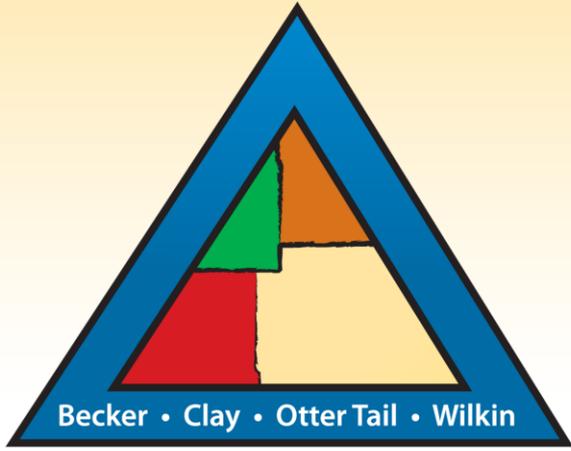
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# PartnerSHIP 4 Health

## CCRI Adaptive Bikes and Bike Rodeo

Alyssa Johnson, Health Equity Coordinator  
Austin Hauf, LCI, MN GreenCorps Member

[www.partnership4health.org](http://www.partnership4health.org)

## PartnerSHIP 4 Health

A collaboration of community and public health partners in Becker, Clay, Otter Tail and Wilkin counties working to prevent chronic disease through sustainable changes that increase physical activity, healthy eating and reduce tobacco use and exposure. PartnerSHIP 4 Health is at work with schools, worksites, communities, health care, child care and human service organizations.



[www.partnership4health.org](http://www.partnership4health.org)

# Health Equity Initiative

Assist human service organizations in enhancing their current work by implementing PSE strategies to increase physical activity and healthy eating and reduce tobacco use and exposure. Partner organizations include those that serve:

- Low income
- Physically disabilities
- Mental illness
- Elderly
- LGBTQ
- Minorities
- Youth



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Boys and girls clubs

Mental health social clubs

Homeless shelters

# Strategy Support Funding

## Application

- Brief summary of request
- How the request supports or leads to sustainable PSE change
- Population reached - significant proportion of at-risk/high risk populations?
- How the request is reasonable and cost-efficient
- Is it sustainable without PS4H funds
- Is it a good use of public funds



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## Creative Care for Reaching Independence (CCRI)

***Mission:*** To enhance and enrich the lives and learning of people with disabilities.



Serve over 450 individuals—children, adults and families touched by disability

- born with disability
- acquired disability through illness or accident
- invisible disability - brain injury, learning differences or a mental health disorder



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Huge barrier to physical activity for clients = inadequate equipment or opportunities

Adaptive bikes would allow people with disabilities to experience biking and, thus, physical activity



5 bikes

1. Rifton – Large tricycle = \$2,515

2. Paramount Sports - Recumbent hand cycle = \$1449

3. Workman Cycles - Side-by-side Team Dual (2) =  $\$2,004 \times 2 + \text{Shipping } 450.88 = \$4458.88$

Total = \$15,217.88

## Memorandum of Understanding

- Develop a plan to share and promote the use of the adaptive bikes with other clients/consumers, staff, community groups, and organizations as appropriate.
- Develop a checkout system.
- Develop a sustainability plan to maintain the bikes and related equipment long-term.
- Provide data on client/consumer, staff and community.



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- Checkout system – weekend in Hawley
- Creativity in making the bikes accessible to the greater community is encouraged
- E.G. STREETSALIVE!
- Data – still early, end of summer

# Bike Rodeo

- Facilitated in summers of 2015 and 2016
- CCRI Life Enrichment Coordinator played important role
- Helmet fitting - AAA provided helmets
- Skills are the same, stations designed dependent on the style of bike participants are using
  - Braking
  - Signaling/Turning
  - Weaving
  - Riding consistent line
  - Avoiding obstacles
- Challenge - organization vs. community = less resources



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1. Mobility and Access, Inc. - wheelchair bicycle tandem = \$6795



"I gain independence being able to go out biking by myself."

-Wendy, Client

"It is fun to spend time with the people we work with on the two-person bike and it is good exercise."

-Michelle Buckendahl,  
CCRI caregiver

"The adaptive bikes have given people the opportunity to ride a bike. That sounds simple, **but for people with various physical abilities, bike riding isn't that simple.** It has been amazing to watch people experience that for the first time. The Bike Rodeo was great for everyone to learn what each of the bikes does. **Some people didn't think they could ride a bike, but thanks to the Duet bikes, their staff could help them power it and they were able to have that experience.**"

-Anna Larson, Development Associate and Volunteer  
Coordinator at CCRI



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Questions?



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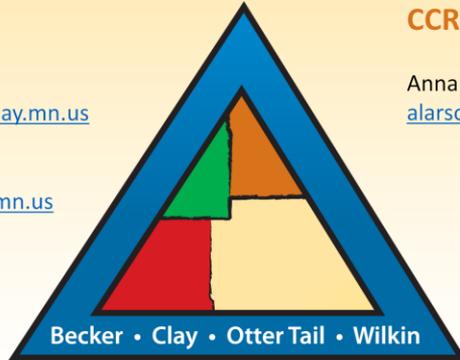
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**PartnerSHIP 4 Health**



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# ANNOUNCEMENTS

ProWalk ProBike ProPlace September 12-15, 2016

Next Call: **September 22; 10:00 – 11:00AM**

Topics: Evaluation and Preparing for events

Not announced, but you should know...

Apply to host a Walk! Bike! Fun! curriculum training in your area to implement the curriculum change for schools. Doing so will provide area teachers and community educators with the skills to teach children safe pedestrian and bicycle skills! Complete and submit this application: [https://www.surveymonkey.com/r/fallwbf\\_2016](https://www.surveymonkey.com/r/fallwbf_2016)  
Deadline, August 5.

Contact Michelle (Breidenbach) Kiefer with questions [michelle@bikemn.org](mailto:michelle@bikemn.org).

## 2016 MEETINGS

**2016 Meeting Dates:**

~~January 21~~

~~February 18~~

~~March 17~~ **Changed to March 24**

~~April 21~~

~~May 19~~

~~June 16~~

~~July 21~~

***August 18 (Wed Aug 17, 11:30 – 12:30)***

**September 15 rescheduled to 22**

**October 20 (Confirm MEA)**

**November 17**

**December 15**

**Call Time: 10:00 – 11:00AM**



**THANK YOU.**

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