



2023 Bike Walk Macon Work Plan DRAFT

ADVOCACY

- **CLIMATE CHANGE**

- Promote reducing Macon's collective carbon footprint through our programs and outreach.
 - Examples - Car Free Day incentives and expended programming, partner with MTA, additional social media and blog content

- **MICROMOBILITY**

- Explore and monitor opportunities for expanding micromobility rentals in Macon-Bibb County.
- Partner with major employers, hotels, and Bike Tech Macon

- **OCMULGEE HERITAGE TRAIL**

- Attend OHT Executive Committee meetings.
- Assist with recruiting volunteers for cleanups and maintenance.
- Advocate for implementation of the Ocmulgee Heritage Trail Master Plan 2.0.
- Continue to host free, community events that promote the Ocmulgee Heritage Trail, like Bike Party and Trails Day.

- **SAFE AND COMPLETE STREETS**

- Collect more data to help identify and prioritize the unsafest streets in Macon-Bibb County.
- Advocate for spending on multimodal projects for any new stimulus or recovery funding from state or federal governments.

- **WORK WITH MACON-BIBB COUNTY**

- Work with Macon-Bibb County to implement the Vision Zero Action Plan and Complete Streets Policy.
- Work with Macon-Bibb County to develop a residential traffic calming policy to help create a process for implementing traffic calming interventions in residential areas.
- Explore opportunities for Bike Walk Macon to lead more traffic calming projects and community engagement.
- Advocate for Macon-Bibb County to hire a Traffic Safety Manager to coordinate projects and programs that help create safer streets in Macon-Bibb County.

COMMUNITY

- **EXPAND OUR REACH**

- Host Open Streets Macon and additional outreach events in the Houston Rd neighborhood.
- Have a presence at more community events.



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- Enhance our social media presence and reach by highlighting more testimonials, successes, and member stories
- **PLAY STREETS**
 - Implement new Play Streets initiative to give residents the opportunity to close and activate their own streets.
- **PROVIDE ADDITIONAL RESOURCES**
 - Provide educational maps and resources for bicyclists and pedestrians that identify safe and convenient routes for biking and walking in Macon-Bibb County.
 - Provide accessible information on our website related to trails and biking and walking resources.
- **TOURISM** | Partner with Visit Macon to promote Macon-Bibb County's trails and additional biking and walking opportunities and resources.

EDUCATION

- **BIKING AND WALKING EDUCATION**
 - Provide more training opportunities for citizens to receive instruction and guidance on the basic principles of vehicular bicycling so they can help lead educational training with us in the future.
 - Example - Traffic Skills 101, League Cycling Seminar
 - Provide additional opportunities for educational classes and workshops for community groups and major employers.
 - Potential partners discussed - Recreation centers, Hispanic community, Walk with a Doc, Boy Scouts, Atrium Health, Chamber of Commerce, Keep Macon-Bibb Beautiful
 - Provide more adult bicycle and pedestrian education at all Open Streets events.

ORGANIZATION

- **EXPAND REACH** | Explore opportunities to connect our mission to a variety of issues to expand our reach.
 - Examples - climate change, physical health, mental health
- **FINANCES**
 - Continue to explore opportunities for earned revenue through traffic calming projects.
 - Explore additional sponsorship opportunities for our events.
- **LIABILITIES** | As events and projects grow, ensure we are protected from liability.
- **ORGANIZATIONAL CAPACITY** | Build the capacity of the organization to achieve our mission by recruiting additional volunteers and potential board members.