

KB Bike/Ped Education Plan Goals - 2024

Committee to build, ratify and communicate a multi year Education framework and plan which is to include :

Funding requirements for 2024 initiatives identified by town council offsite **Complete**
\$250 Dedicated education/advocacy boards
\$ 75 Be Safe be Seen reflective giveaways

A plan with high level initiatives supported by targeted campaigns **Review in Feb/**

Initiatives

- Bike/Ped Resource Center
- Pedestrian Safety
- Island Bicycle Safety for KB residents and visitors

Campaigns

- Implement 5 dedicated advocacy boards in 2024
- Compelling content for KB rec FB to be widely shared on social media
- Plan and implement a crosswalk awareness month
- Sponsor a "Be safe be seen" dress for visibility event
- Take the lane / Give 6 feet on Fort Fisher and neighboring streets

Updates on plan complete for committee review **March**

Identify campaign candidates for 2025 **October**

Management of plan through updates at Bike/Ped Committee meetings **Monthly**

Initiative and Campaign Details

1) Bike/Ped Resource Center

We seek to enhance the safety, accessibility, and enjoyment of active transportation modes by providing comprehensive resources, online education, and accessible support for cyclists and pedestrians.

2024 Campaigns -

Develop timely educational content and campaign awareness to post on town website, KB Parks FB and Bike/Ped FB

Leverage existing kiosks (town hall, ocean front park,) and future (connector) to post educational and information content

Design and implement up to 5 Bike/Ped advocacy boards to be maintained in key public locations. Locations under consideration include - community center, Pier shop, Blakeslee recreation center, Food Lion bike shop (joint with CB), Bike rental shops, Ocean Dunes

2) Pedestrian Safety

The objective of this initiative is to foster a town culture of pedestrian safety. Through education and awareness campaigns we aim to eliminate pedestrian accidents and create environments where everyone can walk and commute safely.

We will continue to educate on how we are advocating for pedestrian-friendly infrastructure, promoting responsible driving behavior, and empowering individuals to actively contribute to the well-being of pedestrians. Together, we strive to build inclusive, accessible, and secure spaces for pedestrians, enhancing the overall quality of life in the town of Kure Beach.

2024 Campaigns -

Sponsor crosswalk yield awareness month - Date TBD

- Quizzes - how many crosswalks, can u name
- Heads up - phones down
- Be healthy , Walk Safely
- Social media, support of town law enforcement

Be Safe be seen

- Community gathering at the K street intersection with participants in bright colors, yellow vests, giveaways such as yellow bands
- Newspaper coverage & social media, Thanks for seeing us & Can you see me now signs or banners

Research other campaigns Be a looker, Watch for me NC,

3) Island Bicycle Safety for KB residents & visitors

We seek to encourage safer choices by both cyclists and drivers to reduce injuries and increase enjoyment while in Kure Beach or touring across the island.

To promote and ensure the safety of cyclists by Our initiatives intend to raise awareness, while providing education on responsible cycling practices. Lets create a culture that prioritizes the well-being of cyclists, fostering a community where everyone can enjoy the benefits of cycling safely and confidently.

Bike safety - helmets

Thanks for the six feet

Our bike lanes are not always adequate

Slow down, you're here

Its ok to cross a double yellow for slow moving vehicles

Take the lane, Be a car

Reduce usage of fort fisher for bicycles

Golden Rollers - Ebike education initiative, "Freedom, Independence, Courtesy"

Safe Routes to school

Traffic garden

Enjoying the benefits of cycling

Mental , physical health

Spiritual

Environment