



# 2024-2025 BIKE WALK MACON WORK PLAN

## ADVOCACY

**Bike/Ped Infrastructure and Funding Advocacy** - Collaborate with county officials and agencies to advocate for bike/ped infrastructure improvements, funding, and initiatives.

*Strategies:*

- Advocate for implementation of bike/ped infrastructure and connectivity to key locations.
- Support the update of the county's bike/ped plan in partnership with Planning and Zoning.
- Engage candidates seeking new commission slots, seeking support for BWM's initiatives.
- Explore local interest in TSPLOST.
- Explore federal and local funding opportunities such as OLOST to fund infrastructure and trail development.
- Support federally funded bike/ped projects and applications.
- Collaborate with MTA to promote first/last mile connectivity.

**Public Awareness and Engagement** - Educate the public about upcoming projects and initiatives to maintain enthusiasm and support.

*Strategies:*

- Identify opportunities to engage the public through current community concerns and major capital projects. Examples - amphitheater, interstate construction, high crash rates
- Provide programming and support from local leaders and influencers for initiatives, policies, and events like Car-Free Day.

**Micromobility Promotion** - Support initiatives promoting micromobility options to enhance transportation accessibility.

*Strategy:*

- Support Bike Tech in introducing bike rental program.

**Ocmulgee Heritage Trail** - Promote and improve the Ocmulgee Heritage Trail for increased usage and safety.

*Strategies:*

- Staff attendance at OHT committee meetings to enhance communication and collaboration.
- Advocate for the installation of more bike racks on the trail.
- Promote and support OHT Vision Plan 2.0 plan and projects to foster growth and development.

**Policy and Codes Advocacy** - Advocate for policy changes and zoning regulations that prioritize biking and walking safety and accessibility.

*Strategies:*

- Review P&Z codes for new developments, seeking examples from other cities to inform advocacy efforts, and review current zoning policies for Complete Streets compliance.
- Push for policies like a "no right on red" policy on pedestrian-heavy streets and the adoption of a MBC traffic calming policy.
- Support implementation of Complete Streets Policy and Vision Zero Action Plan.



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**Project Leadership and Maintenance** - Take a leading role in project implementation and ensure the maintenance of completed projects.

*Strategies:*

- Conduct presentations for design firms, particularly civil engineers, to advocate for bike/ped-friendly designs.
- Work with engineering and P&Z to increase engagement during public outreach events for infrastructure projects.
- Explore opportunities for Bike Walk Macon to be contracted to provide services for transportation initiatives and projects. Opportunities include leading community engagement, data collection and reporting, and traffic calming.

**Traffic Calming Initiatives** - Implement measures to calm traffic and improve safety for bicyclists and pedestrians.

*Strategies:*

- Establish a comprehensive maintenance plan for completed traffic calming projects.
- Collaborate with MBC to maintain existing traffic calming improvements and develop a residential traffic calming program.
- Implement additional traffic calming initiatives in neighborhoods that have requested collaboration, including Ingleside Village.

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## COMMUNITY

**Strengthen Community Partnerships** - Foster stronger partnerships with various community groups to enhance engagement and education efforts.

*Strategies:*

- Connect with and seek support from diverse groups including faith-based organizations, young adults, college students, Spanish community, etc. to promote inclusivity and diversity.
- Engage with youth groups like Mentors Projects and Boy Scouts of America, and continue Walking School Bus partnership with United Way.
- Identify and partner with supportive organizations and events aligned with BWM's mission. Examples - mental health advocates and Cherry Blossom Festival.
- Host events in multiple zip codes to increase interest in biking and walking initiatives.

**Trail Promotion** - Promote the Ocmulgee Heritage Trail and additional trails in Macon and organize events to encourage trail usage.

*Strategies:*

- Continue to host events along the trail.
- Organize a "Take a Kid Mountain Biking Day" in collaboration with local mountain bike groups to promote outdoor activities for youth.
- Highlight other trails such as Arrowhead and LH Thompson, and engage Southern Queer Folks Hike and Boy Scouts for trail activities and clean ups.



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**Media and Outreach** - Utilize media platforms and advertising opportunities to increase visibility and promote bicycling and walking initiatives.

*Strategies:*

- Seek opportunities to appear on radio and TV talk shows to share BWM's mission and initiatives and reach out to national groups for broader exposure.
- Connect with Visit Macon and other relevant groups to promote Macon as a bike/ped destination.
- Promote Car-Free Day and launch a "How to Ride the Bus" campaign, engaging local leaders to support public transportation initiatives.
- Explore ways to engage partners and existing supporters for marketing through testimonials, questionnaires, and participation in initiatives.

**Resource Development** - Create resources and guides to support biking and walking activities and improve accessibility to information.

*Strategies:*

- Develop a biking and walking guide along with maps.
- Provide information on current access points and routes for the Ocmulgee Heritage Trail.
- Create a plan for expanding and improving Play Streets, empowering community leaders for better implementation.
- Establish a solid format for Play Streets events and host information sessions to educate the community about Play Streets initiatives.

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## EDUCATION

**Online Reach** - Utilize digital platforms to educate and engage the community on safe biking and walking spaces in Macon.

*Strategies:*

- Launch a digital campaign highlighting safe spaces to ride/walk in Macon.
- Provide online maps showcasing biking and walking routes in the area.
- Expand biking classes to virtual audiences to increase accessibility and reach.

**Partnership Development** - Collaborate with key partners to expand educational opportunities and reach diverse audiences.

*Strategies:*

- Partner with organizations like Head Start, Boys and Girls Clubs, and Big Brother Big Sister to offer biking classes.
- Connect with existing bike mechanics and train more bike mechanics to offer opportunities for bike maintenance education through classes and events.
- Seek strong partnerships with diverse audiences to fulfill objectives set by the Governor's Office of Highway Safety (GOHS).



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**Recreational Center Engagement** - Promote biking education and support within recreational centers to increase accessibility and participation.

*Strategies:*

- Establish goals for the number of bikes per recreational center and source bicycles for classes.
  - Increase the frequency of classes at recreation centers in Macon. Expand to more centers and reach new age groups.
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## ORGANIZATION

**Fundraising** - Secure funding to support Bike Walk Macon's initiatives and operations.

*Strategies:*

- Secure \$50,000 in sponsorships from businesses and organizations in the next 3 years.
- Highlight the positive economic impact of biking and walking initiatives to attract sponsors.
- Explore revenue-generating opportunities such as offering community engagement services, traffic calming support, and grant assistance.
- Increase revenue through estate planning and encourage donations to the BWM fund.
- Create a sellable Play Streets guide or service to generate income.
- Introduce new incentives to attract and retain members and revamp the annual meeting to make it more engaging and impactful.

**Staff Capacity Enhancement** - Expand organizational capacity through creative solutions and strategic partnerships.

*Strategies:*

- Hire a dedicated development/fundraising position to focus on securing financial support and sustainability.
- Seek interns, classes, or other volunteer opportunities to assist with various projects and tasks.

**Recognition and Visibility** - Increase recognition and visibility for Bike Walk Macon's efforts and achievements.

*Strategies:*

- Explore the possibility of hosting a conference in Macon in collaboration with GA Bikes.
- Improve signage at traffic calming projects to raise awareness and support for BWM's efforts.
- Create a plan to celebrate Bike Walk Macon's 10th anniversary in 2025 to draw more support and donors.