

Amy Harvey

From: Jeanette Coffin
Sent: Wednesday, November 16, 2022 3:49 PM
To: Brian Van Cleave
Cc: Bergen Watterson; Lance Norris; Chris Roberts; Adam Searing; Amy Ryan; Camille Berry; Jeanne Brown; Jess Anderson; Karen Stegman; Michael Parker; Pam Hemminger; Paris Miller-Foushee; Tai Huynh; Amy Harvey; Ann Anderson; Carolyn Worsley; James Baker; Laura Selmer; Loryn Clark; Mary Jane Nirdlinger; Maurice Jones; Ran Northam; Ross Tompkins; Sabrina Oliver
Subject: RE: Wayfinding

Thank you for your correspondence with the Town of Chapel Hill. The Mayor and Town Council are interested in what you have to say. By way of this email, I am forwarding your message to the Mayor and each of the Council Members, as well as to the appropriate staff person who may be able to assist in providing additional information or otherwise addressing your concerns.

Again, thank you for your message.

Sincerely,

Jeanette Coffin



Jeanette Coffin
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From: Brian Van Cleave <Brian_VanCleave@trekbikes.com>
Sent: Wednesday, November 16, 2022 3:19 PM
To: Town Council <mayorandcouncil@townofchapelhill.org>
Subject: Wayfinding

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Hi all,

I spoke briefly with Councilman Searing today and we discussed the wayfinding you have on your agenda this evening. I work at Trek Bikes here in Chapel Hill and had a few things to pass along :

- We spend an inordinate amount of time showing customers how to get somewhere by bike. While we are of course eager and happy to do so, I strongly support additional signage along our existing greenways, bike lanes, and bike routes to show riders how to use bike infrastructure to best get to where they are trying to go.
- Having similar information (a map of trails, bike lanes, etc.) would be a great addition on the buses to encourage further bike/bus combination trips.
- We want to help promote bikes as "last mile" transportation. Having a practice bike rack from one of the buses (like in downtown across from Time Out) would be a great addition outside Chapel Hill's bike shops. We likely need to double check with our shopping center ownership, but we would be eager to have a way to show customers who have just purchased a new bike or have just gotten their bike repaired how to use it as transportation, not just recreation. A map or a QR code to an app that can show routes that combine bike and public transport would be a great addition

Hope this helps -- if you have any follow-up questions please let me know.

Tail Winds,

Brian Van Cleave

Trek Chapel Hill

919-589-1609