

# Town of Chapel Hill

## Go Buddy Bike Program



### Overview

Town staff, in coordination with community bike advocacy groups and residents, will develop a program for Bike Month 2020 to encourage bicycling by offering assistance through route planning, safety trainings, and volunteers that will act as a “buddy” for first-timers or those needing/wanting support.

### Outcomes

- **Project Launch:** The Town of Chapel Hill’s Transportation Demand Management program, Go Chapel Hill, will coordinate with various Town departments, agencies, advocacy groups, TDM regional partners and volunteers to provide safety workshops and develop route planning. Volunteers will be paired with those requesting a buddy during first few bicycle or transit trips. Go Chapel Hill will provide a toolkit containing items such as maps, information with online links and apps, as well as items such as bells, lights or raingear.
- **Channel Local Expertise:** This project will engage community members in a hands-on planning and development of the program and necessary trainings as part of the Town of Chapel Hill’s volunteer program.
- **Shared Ownership:** This project will involve interested community members for design, implementation, and evaluation. This process will create greater likelihood for sustainability due to buy-in and shared ownership of the program.
- **Collaboration:** This project is an opportunity to work closely with the University, Orange County, Go Triangle TDM partners, bicycle advocacy groups, and community volunteers.

### Deliverables

- ✓ Go Buddy Bike program for Bike Month
- ✓ Evaluation of program
- ✓ Possible continuation of program

### Phases

The project began in August 2019 and ends in May 2020. The project involves the following steps:

- ***Summer 2019 Initiation*** – This project began with engaging project supervisors to review the proposal, work plan, and schedule.
- ***Fall 2019 Project Development***— During project development, the project support team acted as a resource and Go Chapel Hill will work with Town Attorney to determine any possible liabilities for staff or volunteers.
- ***Winter 2020 Project Design***—Go Chapel Hill will engage with the Town Attorney to determine any potential liability issues. Project Manager will work on program design including classes, trainings, promotions and best practices for implementation. This phase will also require resource identification and approvals.
- ***Spring 2020 Implementation***—This phase will involve community engagement, public outreach, and actual implementation of the program. The program will be initially rolled out during bike month.
- ***Summer 2020 Evaluation***—The final step is to evaluate the success of the project, record observations and results, and create a report.
- ***FY20/21 Continuation of Go Buddy Bike Program***— If evaluation of the Go Buddy Bike program is positive, the Town will consider continuing the program into the next fiscal year.

## Roles and Responsibilities

Project Sponsor: Bergen Watterson, Transportation Planning Manager, Town of Chapel Hill

Project Manager: Len Cone, TDM Community Manager, Town of Chapel Hill

Project Support team: A Project Support team will be convened for project vetting, brainstorming activities, and resources.

- Interested staff
- Town Advisory Team
- Town Bike Ped Team
- Community Advocacy Groups

Project Supervisors: This group will be kept informed of project activities and milestones and may be used throughout the process for guidance and approvals.

- Judy Johnson, Interim Planning Director
- Bergen Watterson, Transportation Planning Manager
- Sarah Poulton, Downtown Special Projects Manager

Implementation Team: This team will provide resources, volunteers and feedback.

- Project Support Team
- Bicycle Advocacy Groups
- Other interested community members

