THEMES

More Than One Team

- Umbrella organization
- Sequim specific community group
- City of Sequim committee
- Port Angeles committee

Marketing

- Local and regional
    - Victoria, Clallam, Jefferson, Kitsap & Seattle
- Website
- Social media
- New maps
- Bike routes
- Regional promotion
- Work with the Chamber of Commerce
- New trail identification, markers and kiosks
- Wayfinding
- Bike routes on Google Maps

Commercial Opportunities

- Promotion of bicycle rentals
- Connecting merchants with bicyclists through marketing
- Bike friendly business incentives
- Boarding
- Package the region as a bicycle destination
    - What should we see?
    - Where should we stay?
    - Where should we eat?
    - Where should we shop?

Events

- Bike to work week (coordination with Port Angeles)

Education

- Youth skills
- Adult skills
- Rules of the road
- Safety equipment
- Bicycle maintenance
- Educate drivers

Participation

- Youth
- Cycling groups
    - Spoke folks
    - Women on Wheels
    - Sequim Wheelers
    - Friday rides

Infrastructure

- Bike lanes
- Sharrows
- Safety markings
- Trails
- Signage
- Art
- Maintain infrastructure

Resources

- Washington Bikes
- League of American Bicyclists
- Cascadia Bike Club

Enforcement

- Traffic enforcement

Safety

- Street sweeping
- Check existing infrastructure

Bicycle Friendly Community

- Maintain Bronze level certification
- Increase the designation to silver, gold, platinum and diamond
- Topics include: Enforcement, Education, Engineering, Key Outcomes, Evaluation, Encouragement

VISIONING

OUR CAUSE *Who? What? Where?*	• Biking Community • Motorists • Sequim Residents • Community • Seniors	• Visitors • Individuals • Children • Potential Residents • Future Residents
OUR ACTIONS *What we do*	• Working together • Traffic sting • Strategies (development) Implementing plans • Coordination of City, County, Businesses & Citizens • Maintain infrastructure	• Safety • Mentorship • Increased wayfinding • Involve founding fathers & mothers, business, tourism, Chamber of Commerce, Recreation Board
OUR IMPACT *Change for the better*	• Total wellbeing • Feeling safe • Cycling destination • Five star destination • Healthy Community • Comprehensive education & safety program	• Gold or higher certification • Increased tourism / economic development • Attracting professionals • Bike friendly community • Infrastructure improvements • More commuting seniors