

Positive Community Norms Project - March 2021

Bicycles	<p>Overview: Share two kinds bicycle safety messages; one relational, one data-centric.</p> <p>Core Principle: Be Purposeful</p> <p>Structure:</p> <ul style="list-style-type: none">•Localize the bicycle safety template(s) for your community•Share the localized messages and the infographics on social media and with local partners•Compare reach of messages <p>Supporting Resources:</p> <ul style="list-style-type: none">•Project details document•“This is what a cyclist looks like” template•Bicyclist Traffic Fatalities infographics	<p>7 Core Principles</p> <ol style="list-style-type: none">1-Be Positive2-Be Present3-Be Perceptive4-Be Purposeful5-Be Perfected6-Be Proactive7-Be Passionate
Spirit	<p>•Core Principle: Be Purposeful - We’re intentional with the content of our messages and seek to grow positive outcomes from them. This month’s project has two kinds of messages: one that encourages us to think of cyclists as part of our community rather than an us-vs-them mindset; the other is straight-up data about cyclist-involved crashes. By sharing both kinds of messages we’ll have an opportunity to see how people respond to them and hopefully grow in our understanding of how to best reach people with our messages.</p>	
Science	<ul style="list-style-type: none">•Although cyclists are involved in fatal crashes much less frequently than any other road user group, cyclist-involved fatalities are increasing¹•Positive messaging can increase driver concern for cyclists•Data on crash factors can help drivers and cyclists understand the risks <p>¹Target Zero Plan 2019</p>	
Action	<ul style="list-style-type: none">•Adapt the “This is what a cyclist looks like” template for your region by replacing the stock photo with a bike rider in your community - they don’t need to be on/with a bike (you can do multiple versions with several people if you’d like)•Throughtout the month, share both the localized template(s) and the Bicyclist Traffic Fatalities infographics on social media and with your local partners•When possible, review your views and feedback from your social media platforms and see how the posts performed	
Return	<p>At the end of the project, ask:</p> <ul style="list-style-type: none">•Which message performed best for you?•What worked?•What would you do different?	