



lincoln.ne.gov (keyword: bike)

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SHARE THE ROAD CAMPAIGN

LINCOLN, NE

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SHARE THE ROAD CAMPAIGN



Purpose: The Share the Road Campaign has been developed to promote biking and walking for more active living and to educate drivers, bicyclists and pedestrians on safe ways to share space.



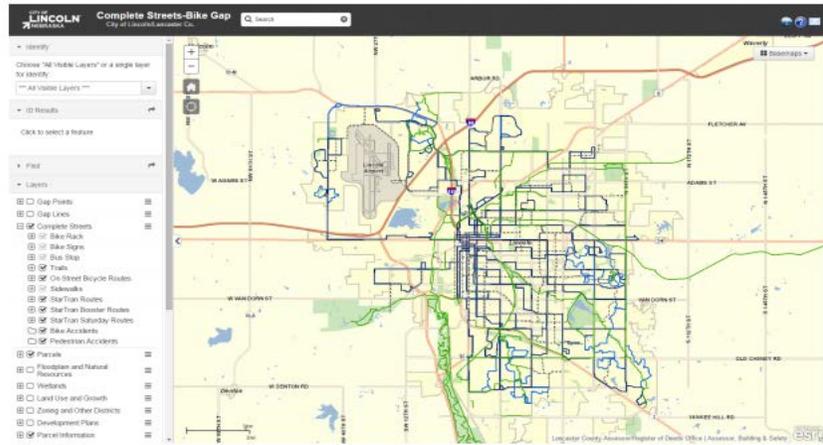
SHARE THE ROAD CAMPAIGN



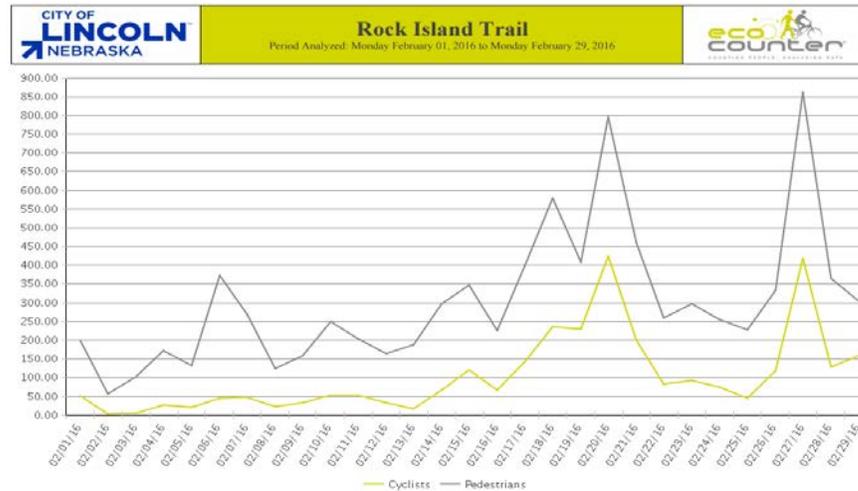
Educating people about safe bicycling and walking, enforcing laws that make it easier and safer for people to bicycle and walk, and encouraging people to bicycle and walk may help increase walking and bicycling activity, especially when combined with infrastructure improvements.

(US Department of Transportation – Encourage and Promote Walking and Biking)





This strategy is related to and supports existing local efforts such as: Safe Routes to School, Complete Streets, and Expand and Improve Bicycle and Pedestrian Infrastructure, such as the N Street Cycle Track.



SHARE THE ROAD CAMPAIGN



Based on strong evidence of effectiveness for producing intended behavior changes, the Guide to Community Prevention Services Task Force recommends health communication campaigns that include the following:

	Phase 1 Summer/Fall 2015	Phase 2 Summer/Fall 2016	Phase 3 Continuation/ Sustainability
Mass Media		XX	X
Small Media		XX	X
Social Media	XX	X	X
Interpersonal Communication	XX	X	X

X – Continuation

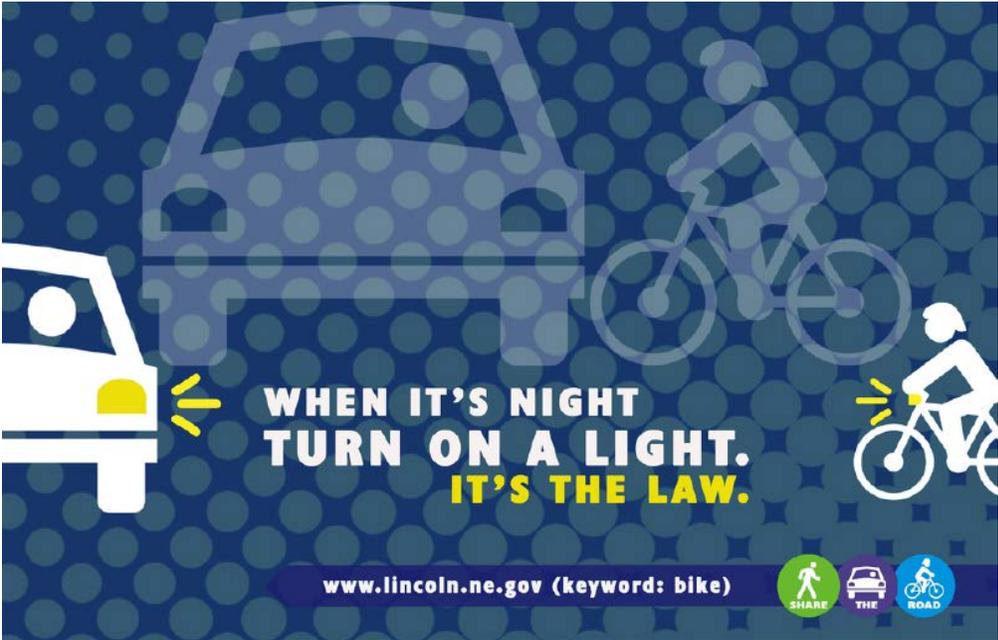
XX - New





SMALL MEDIA

- (e.g., brochures, post cards, posters, banners, signs, window clings)



BE SAFE. SHARE THE ROAD.



Whether you're going for a stroll, getting some exercise, out doing errands, or commuting to work, please **Share the Road**. It is everyone's responsibility to get all of us home safe.

BE SAFE. SHARE THE ROAD.

For more **Share the Road** education and tips, please visit www.lincoln.ne.gov, keyword: bike.



SOCIAL MEDIA

- (e.g., Facebook, Twitter, YouTube, websites)

The screenshot shows the YouTube channel page for 10HealthLincoln. The channel has 234 subscribers. The main video is titled "10 Health TV" and is 0:01 / 0:30 long. Below the main video, there are several video thumbnails with titles and view counts:

- "Shape of the City (Summer Biking in Lincoln)" by 10HealthLincoln, 13 views • 3 weeks ago
- "N Street Cycle Track PSA 1 (General Information)" by 10HealthLincoln, 249 views • 3 months ago
- "N Street Cycle Track PSA 2 (Green Zones)" by 10HealthLincoln, 365 views • 5 months ago
- "Home Alone! (In the Kitchen)" by Michelle Welch, RD, LMNT (LPS Wellness) gives you simple, affordable and nutritious tips for when your preteen or teenager is home alone!
- "Quick and Easy Veggie Pizarr (In the Kitchen)" by 10HealthLincoln, 8 views • 1 week ago
- "Home Alone: Boredom Eating? (In the Kitchen)" by 10HealthLincoln, 8 views • 3 weeks ago
- "Home Alone: Smart & Healthy Shopping! (In the Kitchen)" by 10HealthLincoln, 10 views • 3 weeks ago

The screenshot shows the Bike Lincoln website. The header includes the City of Lincoln Nebraska logo and the text "Bike Lincoln". The navigation menu includes: Home, N Street Cycle Track, Bike Safety, Bike Share, Bike to Work, Complete Streets, Get Biking, Plan Your Trip, Programs, Events & Education, Resources, Trail Counts, and About. The main content area features a banner for "American Planning Association - 2014 Great Places in America" with a photo of a park. Below the banner, the text reads "Lincoln is a Bike City!" and "Bike Lincoln is the City's bicycling information and resource site, featuring useful information on registering your bike and planning your trip as well as smart cycling tips, informative videos, links to local non profits and bike shops and applicable laws. Use the easy comment form to provide input on improving your Lincoln bicycling experience." A bicycle wheel icon is also present. At the bottom, there are links for "Bike Share", "LINI Student", and "Contact Us".

- [10 Health YouTube Page](#)
- [Bike Lincoln Page](#)

MASS MEDIA

- (e.g., television, radio, bus signs)



INTERPERSONAL COMMUNICATION



- (e.g., one-on-one or group education)

Collaborative Partners include:

- City Departments
- Local Bike Shops
- Mayor's Bicycle and Pedestrian Advisory Committee
- Lancaster County Safe Kids Pedestrian and Bike Safety Task Force
- Other community members of the bicycling and running community
- County Sheriff
- Great Plains Trail Network





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