



Central New Hampshire Bike Coalition

Advocacy Toolkit

More People on Bikes More Often



Table of Contents:

Foreword.....4

Education.....5-14

 Cyclists: Rules of the Roads.....6

 Cyclists: Know your Rights.....7

 What to do in a Crash.....8

Bike Safety Clinic.....10-14

 Kids Safety Clinic.....11

 Adult Safety Clinic.....14

Advocacy.....15-23

 Call to Action.....16

 Current New Hampshire Bicycle Laws.....19

 Create an Advocacy Plan.....21

 Take Action.....23

Appendix.....24-28

 Call to Action Planner.....25

 Bike Safety Adult Clinic: Presentation Materials.....27

 Sample Letter to Local, State, or Federal Representatives.....28



ADVOCACY TOOLKIT



Foreword:

Central New Hampshire Bike Coalition works tirelessly to promote bicycling in Central New Hampshire through education, advocacy, supporting individuals access to bicycles, and more bicycle infrastructure. This advocacy toolkit is to help community members become involved in the bike advocacy process. We hope to make every community in Central New Hampshire more bike-friendly and, ultimately, have more people on bikes more often.

This advocacy toolkit is split into two sections: Education and Advocacy. Each of these sections has a different focus on how you can help your community become more bike-friendly. This varies from helping kids learn how to bike safely in parks and neighborhoods to advocating for more bike-friendly laws - making your community a bike-friendly community.

We thank you for your enthusiasm towards bicycling. For advice and help on how to become a “bike ambassador” in your community, please contact us at cnhbc603@gmail.com for more information.

Happy Trails,

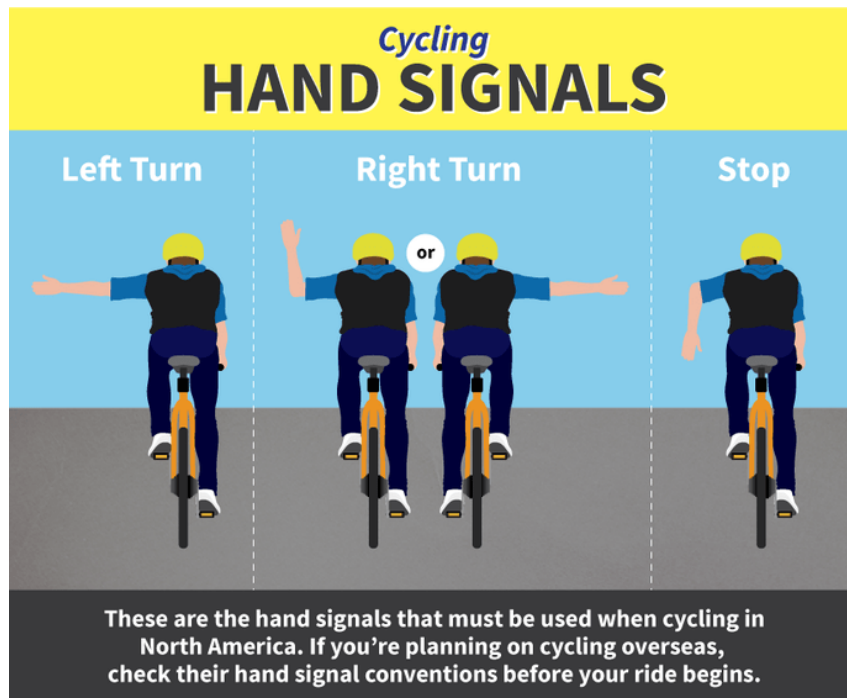
The Central New Hampshire Bike Coalition Executive Board



EDUCATION:

Rules of the Roads – What Every Bicyclist Should Know

Signaling:



These hand signals should be used at any intersection or when you are making a turn. (Picture provided by bikelifecities.com)

These hand signals are used to tell other cyclists which direction you are turning or if there is a hazard in the road. By using these hand signals, motorists can give cyclists the necessary room needed when making a turn or avoiding a hazard. It is crucial to signal early in often. At least 100 feet before making a turn or coming to a stop you should signal what you plan on doing. This will give the motorist some time to acknowledge what you are doing and act accordingly.

When using the stop signal, this gesture should be used if you know that it is unsafe for the car to pass you on a blind corner, or hilltop and you see another vehicle or bicycle approaching from the other direction. By using this signal, it increases the probability of a car waiting to pass you until it is safe or giving you the space you need when at an intersection.



3 Key Rules of the Road:

1. Heads Up:

Look ahead for potholes, debris, and other hazards. As soon as you see one, look behind and merge left (if traffic permits) well before you reach the hazard.

2. Be Seen:

When bicycling after dark or before sunrise, you must use a white front headlight and a red rear light to be visible from *at least* 300 feet.

3. Safety First:

Check steering, brakes, tires, chains, and cables to make sure your bike is safely operable before every ride.

NH Laws about Bicycles:

These laws are from the NH Statutes Title XXI: Motor Vehicles, Chapter 265: Rules of the Road and all cyclists are required to follow these laws.

- Yield the right of way to approaching traffic before entering the roadway.
- Stop at all stop signs.
- Don't cross the stop line when the traffic signal is red.
- Stop for pedestrians in all crosswalks. Don't pass vehicles stopped at a crosswalk.
- Take left turns from the outmost left turn lane when applicable.
- Do not ride your bicycle on sidewalks or the wrong way on one-way streets.
- A bicyclist may operate *any part* of a lane. Bicyclists should remain on the right side *unless it is unsafe* to do so or when:
 - Overtaking / Passing another bicycle or vehicle moving in the same direction
 - Proceeding straight through an intersection where right hand turns are allowed.
 - Necessary to avoid hazardous conditions like broken pavement, glass, debris, sand, ice, the opening of doors of parked vehicles.
 - Necessary to avoid fixed or moving objects like vehicles, other bicycles, pedestrians, or animals.
- Bicyclists *must* wear at least one item of reflective apparel from ½ hour after sunset to ½ hour before sunrise.
- Helmets are required by law for cyclists under 16 years of age.
- Ride on the right side of the road, with traffic - always.



What to do in the Event of a Crash:

1. Stay Calm and Slow Down:

- Move off the road if possible to make sure you and your bike are safely out of danger.
- If you cannot move, try to yell, make noise, and attract attention so that other cars are aware an accident has occurred.
- Do NOT get back on your bike immediately, assess yourself.

2. Check yourself for injuries.

- Check yourself for any cuts, scrapes, broken bones, lots of blood, a concussion, or other injuries.
- If you have any severe injuries, call emergency services to get proper medical attention.
- If you are unable to bear weight or move your arms, legs, etc. then you should call emergency services.

3. See if anyone saw the crash.

- Get details from the driver involved in the dispute (if the accident involved a vehicle), bystanders, other cyclists, etc.
- This will be helpful information if the crash was severe enough for emergency services to be called.

IF A VEHICLE WAS INVOLVED IN THE ACCIDENT:

- Get the license plate number of the car, driver's name, contact information, and insurance, the names of passengers in the vehicle.

4. Take photos of your injuries and the state of your bike.

- This is important to do if legal action needs to be taken.

5. Check your bike.

- Is your bike in rideable condition?
- Is anything loose or missing that would cause injury if you get back on your bicycle.
- If your injuries are minor, your bike is in operable condition, and emergency services were not called, bike to your location safely.

6. Get Legal Guidance if Necessary.

- If your injuries were due to unsafe bicycling or motorist practices, please seek legal guidance. They will be able to help you move forward with the aftermath of the accident and determine if legal action must be taken.



7. Report your Crash.

- Report your crash on www.cnhbc.org so that we can help other cyclists be aware of the dangers of the area.
- We can compile the crashes to help advocate for more bike-friendly streets and "share the road" signs.



Bike Safety Clinic: How to Get Started

Planning a bike-safety clinic can be intimidating at first. It is important to have an established plan and a written out timeline so that it is easier for you to stay on target with your goals. Ultimately, this will make the day of your clinic as stress-free as possible.

1. Who's the target group?

Before beginning to plan, you need to figure out if your safety clinic will be targeted at children or adults. Depending on who your target audience is, how you present the material and advertise the event in different ways.

For Kids:

- The best route for a bike safety clinic would be a “Bike Rodeo”.
- These are common events to promote bike safety and have children learn the importance of bike safety through planned activities.

For Adults:

- Adult bike clinics can occur in bike shops, public buildings, etc.
- This format can be a presentation with Q & A at the end.
- This is an opportunity for adults to learn more about the current dangers facing cyclists and hopefully engage more individuals in becoming a part of bike advocacy and promotion.

2. Create a Committee to Organize the Event:

To successfully hold a bike rodeo or large-scale bike clinic, it is essential to have as much help as needed. By creating an organizing group, you will be able to assign roles to various individuals and help manage the amount of work that needs to be done.

Once you have created your committee, set up a regularly scheduled time to meet and update each other on their assigned tasks. This will help develop deadlines and ensure that all of the necessary pieces are in place to have a successful event.

3. Set a Date.

Set a date early so that you have a date to tell potential participants about. Make sure you set it early enough in advance so that people can put it on their calendars before other, events, appointments and schedules come up.

By having a date “on the books,” it also makes it easier for you and your committee to create a realistic timeline for deadlines. By creating a schedule for various responsibilities, this will help you better plan and be prepared.



4. Start working!

Now that you have assembled your team and created a plan, it's time to start working towards those deadlines. Similar to when you were creating your timeline, complete tasks on time, and work towards the most time-consuming tasks first. For example, location permits and speakers usually take a while and can't be left to the last minute. Start with introductory emails and then go from there.

Bike Safety Clinics for Kids: Bike Rodeos

A bike rodeo should be run with stations and a volunteer instructor at each station. This approach gives kids the ability to have a hands-on safety clinic. In this style bike rodeo, the station "instructor" can provide a five-minute talk about what aspect of bicycle safety is necessary to practice and why it is important. Then, the instructor will demonstrate the safety behavior the children are learning. Next, you should ask the children to demonstrate the safety practice. In total, there should only be three to five stations. Too many will make the children quickly distracted and bored. By keeping it short and simple, you will keep more kids engaged and excited about what you are teaching them.

Overarching goals:

- **Teach children the basics of bike safety so that they are confident while riding alone, with friends, or with parents.**
- **Have children be more aware of their surroundings when riding.**
- **HAVE FUN! Although kids need to learn how to ride a bike safely, keep this event fun so that kids enjoy riding their bike and hopefully are getting out on two wheels more often!**

Here are the safety lessons that you should include in your bike rodeo:

1. Helmet and Bike Check:

Although this lesson is more difficult to make fun for children, it is a necessary aspect of your bike rodeo. This generally is one of the first activities kids will participate in when they get to the bike rodeo. The two key goals of this lesson are to teach kids: **what a properly fitting helmet looks like** as well as how to **check your bike to make sure it is safe to ride.**

Helmet Check:

Here are some things to look for when you are helping kids understand how their helmet should look and feel on their head.



- The helmet should not sit on top of the head. It should sit level on the child's head. To test if this is true, a good rule of thumb is that the helmet should only sit 1 or 2 fingers-width above their eyebrows.
- Once the helmet is level, adjust the back of the helmet, so it is snug around their head. This is usually adjusted by a dial on the back of the helmet.
- Adjust the straps so the buckle is in the middle of the child's chin. It should be snug on the child's head. For reference, the child should usually be able to get two fingers between their chin and the straps. This will provide the most comfortable fit and ensures the helmet is worn properly.
- Once the chin strap is adjusted, adjust the side straps. These should be adjusted so that they make a "Y" around their ear. This helps keep the helmet on and do its job in the event of a crash.
- Final Check:
 - For the final check, put your hand on top of the child's helmet and ask them to move their head side-to-side slowly and then up and down. There should be little movement from the helmet and their head. If there is substantial movement, go back through these steps to get the proper fit.

2. *Learning the Rules of the Road: Signals*

Once all of the kids have their helmets on, and their bike is safe to ride, it's important to teach them the rules of the road and how to tell cars which way you are planning on turning. This station will focus on how to tell cars which way you are turning, if they need to slow down, and where these bikers can ride in the road.

Here's an example of how this station is run:



- A. Take five minutes to explain the importance of signaling while on your bicycle. Signaling gives cars the ability to slow down and make sure you turn onto the next road safely and efficiently.
- I. Show the different hand signals and have a print out on a poster as to what the hand signals look like.
 - II. Have the kids while standing still practice the hand signals. This can be similar to the game “red light green light.”
 - i. One volunteer would say for example, “right turn,” and all that did the correct hand signal would scoot their bike forward one pedal stroke. This would continue on until there was a winner (whoever got to the designated finish first.)
 - III. The key goal of this station is to have kids practice these signals over and over. The more they can do them confidently, the more likely they will be able to recall and use these signals out on the road.
- B. If there is still time at this station, set up a “mock road” with several different types of turns.
- I. Have each kid pedal to the “intersection”, stop and make the correct signal.
 - II. When they are signaling at the “intersection” remind them to look both ways for “cars” and make sure that the coast is clear before pedaling through.

3. *Obstacles in the Road: What to do*

- a. This station is devoted to making sure that children are avoiding obstacles in the road, parking lot, or in parks safely.
- b. The goal of this station is to have kids become confident with making a quick call and maneuvering their bike around a rock, cone, or other objects wherever they bike.
- c. This will be a part of the long obstacle course (which is the last station).
- d. Set up a mock road with obstacles (cones, leaves, etc.) and have the kids maneuver around these obstacles.
 - i. This station is focused on building confidence on their bike and having them learn that they can handle little obstacles in the road. This is a crucial aspect of the Bike Rodeo as you want every child leaving more confident and excited about biking.

4. *Balance race:*

- a. This race is another confidence booster for kids when on their bikes. This station is used to test kids balance skills on their bikes. For this station to work effectively, have all of the participants lined up on a line with the finish line approximately 50 ft. away. The last person who can stay on their bike the entire time and cross the finish line last will be the winner.
 - i. The objective of this station is to teach kids that it’s just as important to be able to go slow on your bike as it is to go fast. This will help kids become more confident riders if they are able to have better balance.

5. *Time Permitting and Wrap Up Station:*

- a. The fifth and final station is an obstacle course. This station can be used as a wrap-up station where children are able to test out their recently learned skills in



an obstacle “mock road” set-up. This obstacle course can be set up however the organizer pleases but should include some of the following:

- i. Intersections where participants will have to practice signaling and looking for “cars”
- ii. Windy corner
- iii. Stop signs
- iv. Obstacles/hazards where they will have to avoid these to continue on in the course.

These five stations are the basics that every bike rodeo should have. Depending on the size of your bike rodeo, and amount of participants you could add or merge various stations. When you decide the number of stations and the activities, make sure you plan them out enough so that participants are always actively doing something and no one is just standing around. It is crucial to keep these children busy and engaged as you want them to be excited about biking and not bored.

Bike Safety Clinics for Adults:

Bike safety clinics for adults can be run in a presentation style with a small portion of hands-on activity and can focus not just on rules of the road, but current legislation, future bike legislation, and the need for more bike lanes and signage throughout the community. This presentation should be used to bring awareness to community members about how to properly signal and approach traffic as well as gain support for better bicycling throughout NH.

In the appendix of this Toolkit will be a presentation that bicycle advocates can use to share information regarding legislation, road signaling, passing laws, and more. Below is an outline of what will be discussed in this presentation.

Bike Safety Clinic Presentation Outline:

- Introduction:
 - Brief review of what will be covered in the presentation
 - Overview about what CNHBC does
- Safety Basics: What to do as a rider
 - Signaling
 - 3 Rules of Thumb for the Road
 - Heads Up
 - Be Seen
 - Be Aware
 - Intersections and Share the Road Signs



- What to Do in a Crash:
 - Steps to follow when you are in a bicycle crash or witness a bicycle crash
 - Report a Crash
 - On our website and with proper authorities
- What to Watch for on the Road and the Trails:
 - Current dangers to cyclists
 - How to stay alert in high traffic areas
 - How you can help
- Share the Road: Current Legislation for Bicyclists
 - Connection to People For Bikes
 - Current NH Legislation
 - Complete Streets
- How you can help:
 - Joining CNHBC and becoming a community advocate
 - Pledging to help more communities become certified bike friendly communities
 - Follow us:
 - Opportunity to show links, social media, and brochures.
 - Handout that outlines upcoming events and local groups



ADVOCACY



Call to Action:

A Call to Action (CTA) is a great way to quickly share your message with the community and spread awareness of various legislation, issues facing the community, and gain support for your organization. In this toolkit, CTA's will be crucial for obtaining the necessary support future bike legislation before the bill can be drafted. By taking the time to create specific and focused CTA's it will become much easier to discuss these issues with state representations and officials.

Here are just a few Call to Actions that CNHBC are currently committed to:

- Bike Friendly Communities:
 - CNHBC is committed to helping more towns and cities become certified Bike Friendly Communities
 - This includes ensuring there is the proper infrastructure in place
- Complete Streets:
 - Advocating for towns to adopt a plan for making their roads both pedestrian and bike-friendly
- Community Grants for Better Bicycling:
 - Rail Trail Support
 - Bike Racks at Local Businesses
 - Safer Bike Routes to School
- Bicycling Legislature:
 - Commuter Bills
 - E-Bike Laws
 - Rail Trails
 - Bike Paths

How to Structure a Call to Action:

It is crucial in a Call to Action to have your message be clear and concise – a clear message with a definitive action requiring immediate attention. By creating multiple CTAs with slightly different wording, you will be able to target specific demographics to gain the necessary support from various groups. By creating effective CTA's, we have seen an upswing in participation on social media, subscribers, volunteers, and support via petitions for better bicycling infrastructure.

To make an effective CTA, there are several guidelines to follow:

- Have a clear headline.
 - This should include specific numbers and convey the urgency of action.
 - Imputing specific statistics help back up the credibility of your Call to Action.
 - *EXAMPLE:*
 - *More than 200 people bike to work in New Hampshire without having access to a bike lane.*



- A brief background of the action you are hoping to take.
 - This will give your audience the necessary background information as to why this CTA is urgent and must be addressed now.
 - *EXAMPLE:*
 - *1 out of every 25 bikers in New Hampshire has been involved in bike crashes this year due to a lack of bicycling infrastructure. Bike lanes are not accessible in most communities, and motorists are not aware of the proper maneuver to use when passing a bicycle, resulting in a dangerous situation for cyclists and motorists.*
- An image that captures what you are trying to gain support for.
 - A clear image will help solidify your message and spread awareness. This is necessary when creating a CTA because people are more likely to remember your message when it is paired with an image.
 - *EXAMPLE:*
 - *An image that would fit the continuing example could be of a biker weaving through traffic since there is no bike lane, or bikers using a bike lane to show the community members what it would look like if the proper infrastructure was set in place.*
- Where to take action:
 - It is essential that in your CTA it is prominently displayed how to help. This could be via a link to subscribe to one of our projects, following CNHBC on Instagram, Twitter, or Facebook.
 - This is also necessary for collecting information on community members and determining what demographic you should be targeting in order to get the most support.

Our Current Call to Actions:

1. Complete Streets:
 - a. Complete Streets makes roads user-friendly for everyone no matter what mode of transportation you are using. By providing safe and accessible space for motorists, bicyclists, pedestrians, and public transit, complete street communities are more accessible and user-friendly to community members of all ages.
2. Bike Friendly Communities:
 - a. Certified Bike Friendly Communities are communities that have shown their commitment to bicyclist safety. These communities apply for this title and can prove that their town/city gives bicycles the proper access to safe bicycling. This can be shown through wider roads, bike lanes, share the road signs, bicycle safety clinics for kids and adults.
3. Rail Trail Support:
 - a. New Hampshire has been working tirelessly to give its residents access to safe bicycling routes. One of the major projects we have been currently working on is extending the Merrimack County Rail Trail. This rail trail will offer families and



individuals the peace of mind they need while biking through various towns in New Hampshire. These multi-use rail trails allow individuals to enjoy bicycling without having to fear cars or other significant obstacles.

4. Recycled Cycles

- a. We work tirelessly to put more people on bikes more often. One of the programs we give bicycles a new life and a new home. By fixing donated bikes to become fully functional again, we work with local community programs to help these bikes find a new home.

For more information regarding our current Call to Actions, please contact us at cnhbc603@gmail.com.



Current New Hampshire Bike Laws and Policies

As a bike advocate, it is important to be familiar with current bike laws and policies in the Granite State. Although this list is up to date as of July 2019, it is essential for advocates to continue to be aware of upcoming votes on laws that will affect the bike community. In addition to this list, make sure to stay up to date on nation-wide bicycling laws and current bills by reviewing People for Bikes and the League of American Bicyclists' websites:

Here is current bicycle legislature for the State of New Hampshire:

1. All bicyclists under the age of 16 must wear a helmet when operating a bicycle.
 - a. These helmets must pass the standards of the Department of Health and Human Services and properly fit the child.
2. All cyclists biking within a half an hour before or after sunset and sunrise must have *at least one* article of reflective outerwear that can be prominently visible. This can include a jacket, vest, helmet strips, and more.
3. All bicycles should remain on the right side of the road unless one of the following situations occurs:
 - a. Passing a car or bicycle that is traveling in the same direction.
 - b. Making a left turn.
 - c. If you are continuing straight and right turns are permitted in the rightmost lane.
 - d. To avoid hazardous objects in your path which includes but is not limited to: broken glass, animals, cars, ice, potholes, broken pavement, and debris.
4. Bicycles are permitted to pass slower moving vehicles or stop vehicles on the right side of the road.
5. Bicycles should give at least 100 feet of warning before making a turn by making the appropriate hand signal.
 - a. For proper hand signals when making a turn, please review **page 6** to see examples of these signals.
6. Bicycles must abide by the same rules of the road as cars.
 - a. Bicycles must obey by all road signs such as traffic lights, stop signs, and yield signs.
 - b. Bicycles must yield to pedestrians in crosswalks.
7. It is illegal to ride a bike while under the influence. A police officer has the right to stop anyone on a bicycle. If a cyclist is under the influence, they can give the bicyclist a DUI.
8. All individuals bicycling at night is required to wear a headlamp that allows them to be seen by motorists and pedestrians by 300 ft. in front and 300 ft. in the back.
9. E-Bikes are allowed to operate in a bike lane as well as on rail trails. E-bikes must follow all of the same bicycling laws as other bicycles.
10. Bikes that are riding 2 or more cyclists wide must stick to the proper lane of the road and not impede traffic. When cars are approaching, riders must create a single file line.
11. No bicycle should carry more persons than it is equipped to hold.
12. No bicycle should attach itself to a vehicle to reach high speeds.



13. No bicycle should carry packages or bags that prevent the cyclists from keeping at least one hand on the wheel.
14. Any peace officer can stop a bicycle at any time to be inspected.
15. A bike should not be operated if it is not in safe riding condition.
16. Bicycles shall not be operated unless it has the proper seat for the bicycle and is properly installed.
17. If a share the road icon is in the road, bicycles have the right to “take the lane” this means that an individual cyclist can use the full width of the lane since the designated breakdown lane is not accessible due to street parking or tight roads. However, on group rides, cyclists shall remain in single or double file to allow cars to pass if space allows for it.
18. Bicycles are prohibited from being ridden on the sidewalks. If on a sidewalk, you must dismount the bicycle and walk it along the walkway.
19. Safe Passing Law:
 - a. Vehicles must give the appropriate amount of space to the cyclist when passing. If the biker is traveling on a 30 mph road, the car must provide at least 3 feet of width when passing the bicycle. If on a 40 mph road, 4 feet of space, and 50 mph road would require 5 feet of space.



Make an Advocacy Plan:

To help us reach our goals, we need enthusiastic advocates like you in communities across New Hampshire. Our goal is to help provide a strong outline to help community activists create an action plan to help you grow a group of volunteers and start to see a positive change in your communities. Here is a step-by-step outline of how to go about advocating for change in your community. Following this outline, there will be an example of a “mock” advocacy plan.

1. *Choose a specific problem to advocate change for.*
 - a. By narrowing down what you hope to achieve into a clear and concise argument, it will make it easier to quantify and sketch out your timeline.
 - b. When choosing what area of bicycle safety and advocacy to seek change for, ask yourself why it is important to seek this change and what the benefits will be from it.
2. *Identify specific problems you will address.*
 - a. Once you have determined what area within bicycle advocacy you would like to work on, it's important to decide on what specific problems you will address. For the most effective advocacy work, try to limit your team to focus on solving one or two critical issues within the bicycle community.
 - b. Although your team might want to solve more than two key issues, it is important to focus on solving these problems well and getting overwhelming support from the community rather than not being able to resolve any of your goals and get limited support from the community.
3. *Start to Create Your Call to Action.*
 - a. This is a great way to start gaining support from the community for your advocacy efforts.
 - b. To organize your call to action, start by filling out our “Call to Action” planner which is available in the Appendix. This will help you organize your message and create an effective plan and timeline for your work.
 - i. By creating a CTA plan, it will become easier to target your key demographic and target individuals who would feel strongly about helping your team's cause and ultimately volunteer.
4. *Facts and Figures: Background Collection.*
 - a. After creating your team's timeline, CTA, and assigning team member roles, it is important your team spends time collecting the necessary facts and figures to back up your argument for the change you are advocating for. This information not only will familiarize your team with crucial details of the issue they are hoping to resolve but will also come in handy when trying to get the community's approval as well as when meeting with state representatives and officials.
5. *Start Working!*
 - a. After assembling your team, creating your advocacy plan, your CTA, and collecting your background information, your team is now ready to start working towards your goal.



- b. To stay on track, try to stick to your timeline as closely as possible and record progress towards your goal. This will help you once you have achieved change in the bicycling community. By recording your progress, it will also help you in your team's next advocacy project to be more efficient and correct any errors you believe hindered progress.



Take Action:

As a community advocate, it is critical to reach out to local, state, and federal officials. By sharing your concerns with your representatives, it will be easier to create change more quickly. To do this, you must know the proper means of communicating with your officials.

Some tips to follow when you are reaching out to local officials:

- Have an idea of the official's past voting record.
- Facts and statistics regarding why the representative should support the decision towards better bicycling.
- Why this would be better for the community and what the short and long term positive benefits for this would be.
- A letter to send to your representative outlining why they should support better bicycling laws and infrastructure.

When reaching out to local officials, it is important that you are contacting them in the most efficient way possible. For local officials, this might be by calling their office and sending them an email as to why you would like them to support a specific bicycling decision. For State Representatives, this could be done by contacting their staff or sending a letter to the New Hampshire State House. For Congressmen, Congresswoman, and Senators, it is most efficient to call their office as well as send a follow-up letter.

If you visit our website, we have standard letters depending on what type of change you would like to see in the community. It is important that when sending one of our standardized letters to a local, state, or federal official that you have correctly filled out the proper information to who will be receiving the letter.

We will regularly update our website's advocacy section to ensure our base letters/emails to these officials are up to date with the current legislation that is up for debate.

If we have not yet created the necessary standard letter for a new piece of legislature, please contact us at cnhbc603@gmail.com.



Appendix



Call to Action Planner

Headline: Should be clear and concise. You want to immediately peak interest.

Background: What key facts and statistics are important for your Call to Action.

Images: What should your image feature? What will it convey?



How do you want people to take action? (Share, subscribe, donate, etc.)

Content: Draft what you would like the content of your CTA to look like.

Overarching goal: What do you hope to accomplish with this CTA?



Bike Safety and Advocacy Clinic for Adults: Presentation Materials

This presentation is best to be done using PowerPoint or google drive. In the presentation bike safety and advocacy will be covered. Please visit the following link to download the presentation.

Below is an outline of what information the presentation will include:

- Introduction:
 - Brief review of what will be covered in the presentation
 - Overview about what CNHBC does
- Safety Basics: What to do as a rider
 - Signaling
 - 3 Rules of Thumb for the Road
 - Heads Up
 - Be Seen
 - Be Aware
 - Intersections and Share the Road Signs
- What to Do in a Crash:
 - Steps to follow when you are in a bicycle crash or witness a bicycle crash
 - Report a Crash
 - On our website and with proper authorities
- What to Watch for on the Road and the Trails:
 - Current dangers to cyclists
 - How to stay alert in high traffic areas
 - How you can help
- Share the Road: Current Legislation for Bicyclists
 - Connection to People For Bikes
 - Current NH Legislation
 - Complete Streets
- How you can help:
 - Joining CNHBC and becoming a community advocate
 - Pledging to help more communities become certified bike friendly communities
 - Follow us:
 - Opportunity to show links, social media, and brochures.
 - Handout that outlines upcoming events and local groups

LINK TO PRESENTATION: www.cnhbc.org/advocacy-kit



Sample Letter to Send to Representatives: How to ask for their support on a bill.

DATE

TO WHOM THIS LETTER IS BEING SENT TO

ADDRESS

CITY, NH

ZIP CODE

Dear Senator/Representative/Local Official,

Currently, the State of New Hampshire has only one mile that is deemed an official bike protected lane. Although various towns and cities have some partial bike lanes or “sharrows” which gives bikes the space they need on more high-traffic roads. However, the proper bicycle infrastructure is still not in place and bike accidents will continue to occur.

Complete Streets is a national movement to promote roads that are safe and accessible for all – motorists, pedestrians, and bicyclists. I ask you to support our local infrastructure changes to have New Hampshire have more of these communities. When roads and communities are designed to accommodate pedestrians, motorists, and cyclists, we see our local community thrive. I would urge you to support this nationwide action that promotes healthy and active lifestyles.

INSERT OWN PARAGRAPH HERE ABOUT SPECIFIC BILL THIS APPLIES TO.

I thank you for your service, **XXXXXX**, and listening to your constituents. I hope that you can show your support for bike-friendly legislature in the future. I look forward to watching your term and the positive change that can be made to make New Hampshire more bike-friendly.

Sincerely,

YOUR NAME

TITLE

NOTE: Please note that this is only a sample letter that discusses supporting Complete Streets in New Hampshire. If you are writing your local, state, or federal representative about a different issue, please use this sample as an example when writing your letter.