




THE POWER OF COLLABORATION

When Cycling Retailers and Cycling Advocates Meet

Cobb County Georgia



- N.W. Suburb of Atlanta
- Population 2007 estimate, 691,905
- Governed by four commissioners and one Commission chairperson
- 70 County Elementary Schools
- 25 County Middle Schools
- 17 County High Schools
- 5 bicycle stores in the entire county



There are ordinary citizens
in every market that have
the same dreams as you

- Take time to learn who the individuals and groups are and engage them
- Ask what you can do to assist them in accomplishing their goals
- Be careful to keep your involvement non-competitive. Always make an effort to include other cycling retailers in your market



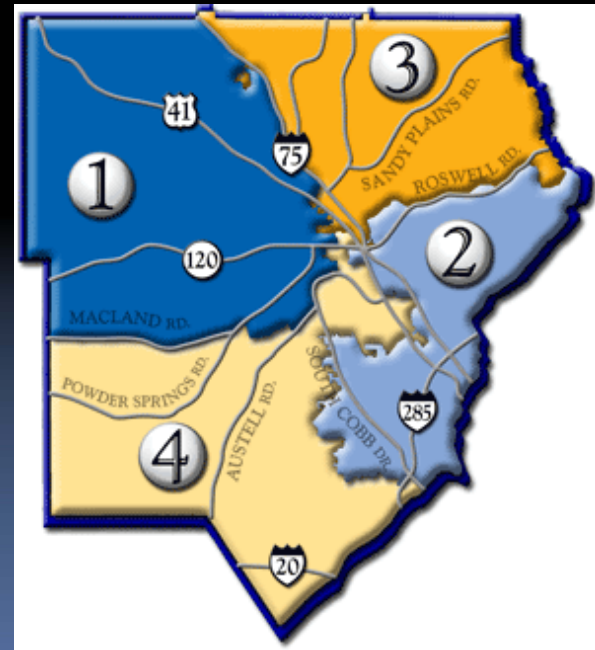
How Can I Help?

- If there is already an organization in place ask what you can do to assist
- If there is not begin to build a team of others interested in making cycling and walking an important part of the community and get the ball rolling
- You can donate seed money to get a new organization off the ground
- Offer to host meetings in your store before and after hours
- Offer to use your business connections such as attorneys, printing, advertising, etc
- Use your business to promote the organization by posting advocacy membership information on your windows
- Sell memberships thru your store

Get to Know Your Local Officials

Cobb County government structure

- Governed by 4 commissioners and 1 Commission chair



Anti-Cycling Ordinance Stirs Cycling Advocate Group

- Recent ant-cycling ordinance passed after weeks of arguing the issues
- Ordinance read that if you rode two abreast along one specific road you could be sited
- The penalty was “You could not return until the next day after 6 AM”
- Commission Thompson went back on his word and pushed thru his ordinance
- Next election we had formed Bike Cobb and worked hard to un-seat Thompson a 16 year commissioner

Spring of 2008 Bike Cobb Was Formed



Accomplishments in one year

- Formed Board of Directors and Committees
- Incorporated as a non-profit
- Opened up checking account
- Created www.bikecobb.org web site with on-line registration and ability to accept donations
- Gained a seat as a stakeholder on the 2008/09 Cobb County Cycling and Pedestrian Master Plan

- Assisted with the annual Georgia Rides To The Capital event by adding a starting point in Cobb County that merged with the main ride of almost 1500 cyclist

