Create Bike to School Day events to complement your current in-school education activities. Bike to School Day events can include competitions related to bicycle use, outreach to parents, and coordination between the schools and the city to create safer routes to schools. Pop-up bicycle lanes or other demonstration projects coordinated with Bike to School Day activities may be a great way for people to experience changes that can be made to their neighborhoods.

Consider whether the FHWA’s Small Town and Rural Multimodal Network Guide may have some appropriate solutions for your roadways as you increase your bicycle network.

Your application indicated that you have some very exciting developments that will significantly change the bike and roadway networks in New Ulm, including creating separated on-street bike facilities on the main arterial streets and converting the main street from one-way to two-way. Make sure that these significant physical changes are complemented by communications and outreach explaining how they improve the safety and mobility of all road users in New Ulm.

Parents play a key role in whether and how often children and youth ride. By providing family-oriented classes parents and children can learn safe riding practices and other bicycle-related skills together and become more comfortable riding as a family and individuals.