



BIKE WELLINGTON BROCHURE

Public Safety Committee

September 13, 2023



Brief Overview

Goal

- Promote a safe, convenient, and enjoyable cycling experience in Wellington

Content

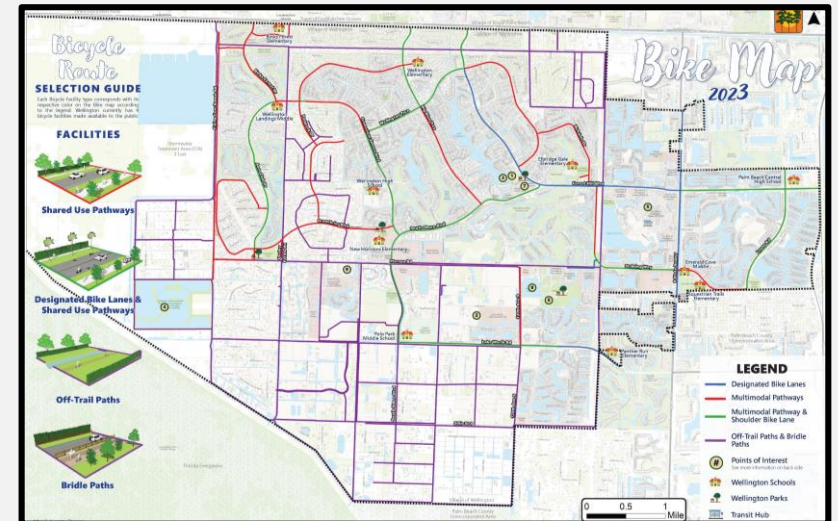
- Safe Cycling Tips
- Florida Biking Laws
- Riding within Equestrian Community
- Helmet Fitting
- Vision Zero Info
- Suitability Map
- Bike Route Selection Guide
- Points of Interest

9-fold Brochure (24" x 36")

Front Side
(Informational Page)



Back Side
(Bike Map Page)



Purpose

- To improve and develop safe cycling habits
- Inform Wellington bicyclist's and motorist's users of Florida bicycling laws
- Illustrate bicycle suitability routes within Wellington
- Encourage bicycling as an alternative mode of transportation
- Increase chances for a *Bicycle Friendly Community* designation from *The League of American Bicyclists*
- Provide Wellington residents and visitors with a physical and mobile brochure that educates, encourages, and promotes bicycling.
- Distribute printed brochures at various targeted locations
- Reach persons of all ages and abilities through in-person and online promotion
- Highlight Wellington bike routes in correspondence to popular points of interest, schools, and parks

Request

Wellington requests input and comments from the Public Safety Committee.

Questions?

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