

DRIVING CHANGE

HELP US IMPROVE ROAD RELATIONSHIPS

As one of our community's leading advocates for Greater Grand Rapids, we are asking for your help. The Grand Rapids area has one of the worst bicycle-related crash rates in Michigan. Please help us to promote awareness of the Driving Change bicycle safety education campaign.

Our objective is to curb the number of bicycle crashes and fatalities in the Greater Grand Rapids area. Kent County ranks fourth in the state in population, but it had the third-highest number of car-bike crashes in 2014 with 151. Two of those were fatal.

We are working to improve traffic safety through education about new bicycle infrastructure, create awareness of the rules of the road for bicyclists and motorists, and build a more respectful culture between bicyclists and motorists.

As part of our education push, we are providing you with this toolkit that includes:

- A Frequently Asked Questions document that explains why the campaign is necessary.
- Posters and brochures that we ask you to distribute for placement in prominent public spaces and businesses.
- Spoke cards that can be shared for display on bicycle spokes that highlight the city's new rules of the road for motorists and bicyclists.
- A flash drive that includes high-resolution format images of the posters and brochure for dissemination to your key stakeholders.
- A water bottle and car cup holder coaster as a gratuity for your assistance in helping to promote our campaign.

Thank you for your support.

Please visit GRDrivingChange.org to learn more.

