



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**TO: BOARD OF DIRECTORS**

**THROUGH: PHILLIP A. WASHINGTON** *PAW*  
**CHIEF EXECUTIVE OFFICER**

**FROM: THERESE W. MCMILLAN** *TW*  
**CHIEF PLANNING OFFICER**

**SUBJECT: METRO BICYCLE EDUCATION SAFETY TEAM (BEST)  
PROMOTIONAL STRATEGY**

### **ISSUE**

On March 23, 2017, Metro Board of Directors approved a contract award for the Bicycle Education Safety Team (BEST) training program which conducts bicycle skills classes and community rides to promote safe bicycling and encourage mode shift. At the Planning and Programming Committee, staff received a request from Director Solis to make additional improvements to promotional strategies in an effort to get the word out regarding classes and bicycle ride information to communities in the San Gabriel Valley.

### **DISCUSSION**

Since 2013, Metro has offered free bicycle safety classes and guided community bicycle rides to the residents of Los Angeles County. The BEST program continues these efforts in a single, coordinated effort. Classes and rides will be held in all nine (9) sub-regions in Los Angeles County, such that all communities across the region have reasonable access to bicycle encouragement and safety resources.

Responding to, enlarging the reach of Director Solis's request, and to support and better market the BEST efforts, Community Ambassadors will be recruited for nine sub-regions of the County, whose duties include, but will not be limited to, event promotion, advertising, one-on-one assistance with skills learned in community rides, and acting as a resource for bicycle and other active transportation related activities in their respective communities. Community

Ambassadors can communicate and engage with communities directly and more effectively at the grassroots level. Municipal, educational, business districts, non-profit, media, or other partners in service of the public will also be recruited to support and promote BEST events at the local level. Marketing and promotional materials will be developed in multiple languages to meet the needs of local communities. Resources would also be dedicated to social media and web-based promotional campaigns, including and not limited to email newsletters, Facebook, Twitter, Instagram, Metro's public events calendar, and promotional requests to bicycle blogs across Los Angeles County.

### **NEXT STEPS**

Staff will continue to engage with local and sub-regional ambassadors and other partners, as well as utilize social media and web-based promotional tools to better market BEST efforts throughout Los Angeles County.