



### "Walk Your Wheels" Program

The City of Richland Center has Ordinance No 101.25 (8a) that states you cannot ride a bike, skateboard, or scooter on the sidewalks on certain blocks of our downtown for safety reasons. The sidewalks are not wide enough to allow people who walk out of a store and be seen by a fast-moving wheeled bike etc.

We want to provide a positive message with an artistic look to remind people – young and old alike, to "Walk Your Wheels."

Public Safety: We are asking to:

- a. Amend Ordinance 101.25(8a) 7 - Removing (7) Jefferson Street from the list of streets, which will allow safe travel on the sidewalk to the Pine River Bike Trail, Parks, and Aquatic Center. From the last time we met, we believed it was included when the grocery store was there.
- b. Possibly work in some social media marketing to identify the street or sidewalk as the "Stay Safe" route.

Funding: We are asking for funding for the graphic/design and printing costs for posters and stickers.

- c. The design/graphic will be printed on 11 x 17 and/or 8.5 x 11 stock will be distributed to downtown businesses, to display the sign in their front window during the Spring/Summer months.
- d. The design/graphic will be used on the information/marketing materials for the "Bike Safety" program that the Miller Public Library organizes each year.
- e. The design/graphic will also be used on Parks/Rec social media marketing and any handout/brochures.
- f. If the schools would like to participate and include the design on a handout, social media, or programing they are doing before school is out that would be welcomed.

If businesses want to have this graphic on a sidewalk sign, as we discussed previously, they can purchase on their own.

Safety – Motion: Recommend to Finance for funding and recommend to Council to amend Ordinance 101.25 (8a) 7– remove #7 Jefferson Street between Mill Street and Seminary.