Community Engagement for Bike Projects

Profiling a Project that Didn’t Succeed

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“Change happens when the pain of holding on becomes greater than the fear of letting go.”

- Spencer Johnson, *Who Moved My Cheese?*
“The quicker you let go of old cheese, the sooner you find new cheese.”

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Big Issues here in Nashville

1. New residents
2. More density
3. More congestion
4. More people walking and biking
5. More traffic deaths
6. Failed transit referendum
7. Affordability
8. Gentrification
9. Mixed land uses
10. Equity
11. Mobility opportunities
12. Business opportunities
13. Adopted WalknBike Master Plan
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Introducing Change

• Change is difficult, but necessary.
• Allowing change to be framed in terms of loss, makes the conversation much more difficult

51st Avenue North, Nashville, TN
Bike Projects are Change

If you don’t control the narrative, someone else will.

- **Talk to your audience, not at them.** If they care about traffic calming, show how your project helps calm traffic.

- **Don’t make your project about just one thing—whether that’s bikes, transit, or anything else.**
Master Plan Recommendation

Balanced Approach
Show Advantages and Disadvantages of Different Design Options

--But don’t just talk about bike lanes:
Leave Cleveland Street Alone!!!

A/O with bike lanes as proposed. Like that you will have a plan to ease traffic info removing stop signs. Believe alternate routes should still be considered as traffic needs.

A: Leave stop signs in at 91st Street.

We need safe streets to walk, bike, ride, and drive.

- We NEED Safe Streets to Walk, Bike, RIDE and Drive.
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There must be at least one storm drain on the street.

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Lessons Learned from Cleveland Street

• Talk to people early and often
• Talk to elected officials early on
• Distrust is a hard thing to overcome
• Conversations about change begin loaded
• Frame your conversation
  – It can’t just be about bikes, buses, or loss
• You need allies
North Nashville
Belmont Blvd
Harpeth Knoll
Ongoing Bikeway Projects in Nashville: mpw.nashville.gov/bikeways