

## Talking about our Plan...

A great idea like promoting bicycling isn't as easy as...well...riding a bike. It takes a groundswell from many people at many times to create the "buzz" to build momentum. When you go to church, shopping, work, or just to visit friends or family, here are some of the key ideas behind the Wilson Bicycle Plan that you can share to keep things moving...

- **15% of the people in Wilson don't own a car** – the second-highest rate of any similar-sized city in the State. If you love cycling, then share old but still in good shape bicycles with those less fortunate.
- Bicycling helps you and the ones you love by **creating a healthy lifestyle**, losing weight, and increasing heart health without impact to your knees or other joints.
- Riding safe is easy, but you should **learn the rules of the road** before you go on a trip, and always wear a helmet – it's the law in North Carolina.
- **Learning more about bicycling isn't hard.** See our City's website to look at the Plan we have for bicycling ([www.wilsonnc.org](http://www.wilsonnc.org)) or go see [www.bicyclinginfo.org](http://www.bicyclinginfo.org) for getting the most out of biking.
- Volunteering gets bicycling going. **Learn more about how you can make Wilson a great bicycling City** by talking to our staff or visiting our City's website.

[www.wilsonnc.org](http://www.wilsonnc.org)



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Wilson  
Bicycle  
2008 Plan

*Bicycling is for Everyone...*

# Bicycling

## FOR EVERYONE...

Bicycling is making a comeback. Everywhere you look in Wilson, you will see more people taking their bicycle to work, shopping, running errands, or going with the family to a nearby park. There are a lot of reasons to ride these days:

**1 . FOR YOUR HEALTH.** Bicycling is a very low-impact, aerobic exercise that compliments a lot of different lifestyles and ages. Getting in shape has never been more useful or fun.

**2 . FOR THE MONEY.** Gas prices aren't going to get lower in general, and keeping up a lot of cars and making a lot of trips in them is time-consuming and expensive, especially when you factor in the maintenance. Just two 5-mile trips a week made on a bicycle can save you and your family \$90 a year on gas alone, plus much more in maintenance costs.

**3 . FOR THE FUN OF IT.** Bicycling is a way to get everyone away from the TV and together taking a trip to a park, to get ice cream on a hot summer day, or just to take a trip around the block. Challenge yourself by taking a trip to your child's school ... getting a group ride to work ... or just creating a new way to get around on a quiet Saturday morning for a cup of coffee.

## FOR BETTER BUSINESS...

Bicycling is making sound economic sense. Many customers access businesses on a bicycle; more will do so as fuel prices continue to climb. Here are some ideas for creating more business through biking:

**1 . GET SAVVY.** Learn more about bicycling through Cyclists of Wilson (COWs) and get involved in cycling groups. There is no better way to understand the bicyclist than by doing it yourself and biking with others.

**2 . PARKING IS GOOD.** Just like auto drivers, parking for bicyclists is important. If your business doesn't have a bike rack, then work with other businesses to purchase one – they usually cost less than \$400 installed. Make sure to locate the bike rack in a place where it won't interfere with foot traffic and is at least 6' away from walls or other obstructions.

**3 . DON'T WAIT FOR SOMEONE ELSE.** Sponsor a Bike Ride, Safety Class, Share the Road sign, or other cycling opportunity. Bicyclists respect businesses that show them support.



## FOR OUR FUTURE ...

Communities across the country are realizing that biking and walking are a part of a healthy lifestyle. Young professionals looking to relocate like places that can offer them great access to shops, restaurants, workplaces, and events – and they will actively seek out those cities that are successful in providing those choices.



*Both on- and off-road bicycle facilities are important, as is a sound understanding of the rights and legal responsibilities of cyclists.*

Ask the City of Wilson about how you can participate in making the future of Wilson a more bicycle-friendly place.