



LOCAL BUSINESSES
BUILDING
A BICYCLE-
FRIENDLY
SALISBURY

New Partners for Smart Growth
January 31, 2015
Baltimore, Maryland

SO... HOW CAN MY BUSINESS BECOME BIKE FRIENDLY.

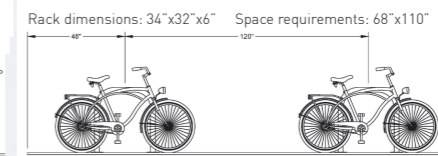
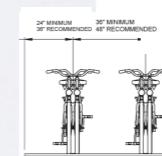
- Add a bike rack!
- Give cyclists an incentive to buy from you business!
- Join Bike-SBY's Bicycle Friendly Merchant program



BUSINESSES WITH BRANDED BIKE RACKS

- Main Roots Coffee, (installed)
- WalMart N Sby Blvd (installed)
- Rise Up Coffee (installed)
- Cheers (installed)
- Salisbury Chamber of Commerce, Gov Off Bldg (future)

Communicate your business' commitment to bike friendliness! The City of Salisbury and Saris Cycling Group are working together to offer you an opportunity to purchase the new city standard 'Bury Branded Bike Dock at a discounted rate, direct from Saris Cycling Group. Providing safe, secure bike parking is a statement that encourages cyclists to patronize your business.



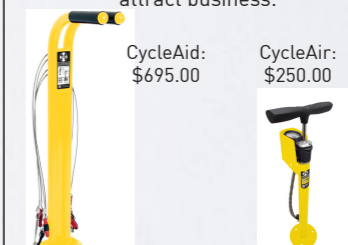
21% off MSRP

Questions? Contact jtupper@saris.com

Place orders via fax to 608.274.1702 or by email at dgimpel@saris.com

	MSRP	Your Cost:	Qty	Total
Branded Bike Dock	\$310.00	\$250.75		
6260 Anchor Kit	\$22.99	\$11.50		
Shipping	\$35 per rack. Bulk (6+) discounts apply			
Ship To:				
Address:				
City:	State:	Zip:		
Phone:	Fax:			
E-mail:				
Bill To:				
Address:				
City:	State:	Zip:		
CC#:				
Exp Date:	Security Code:			
Signature:				

Other improvements that help attract business:



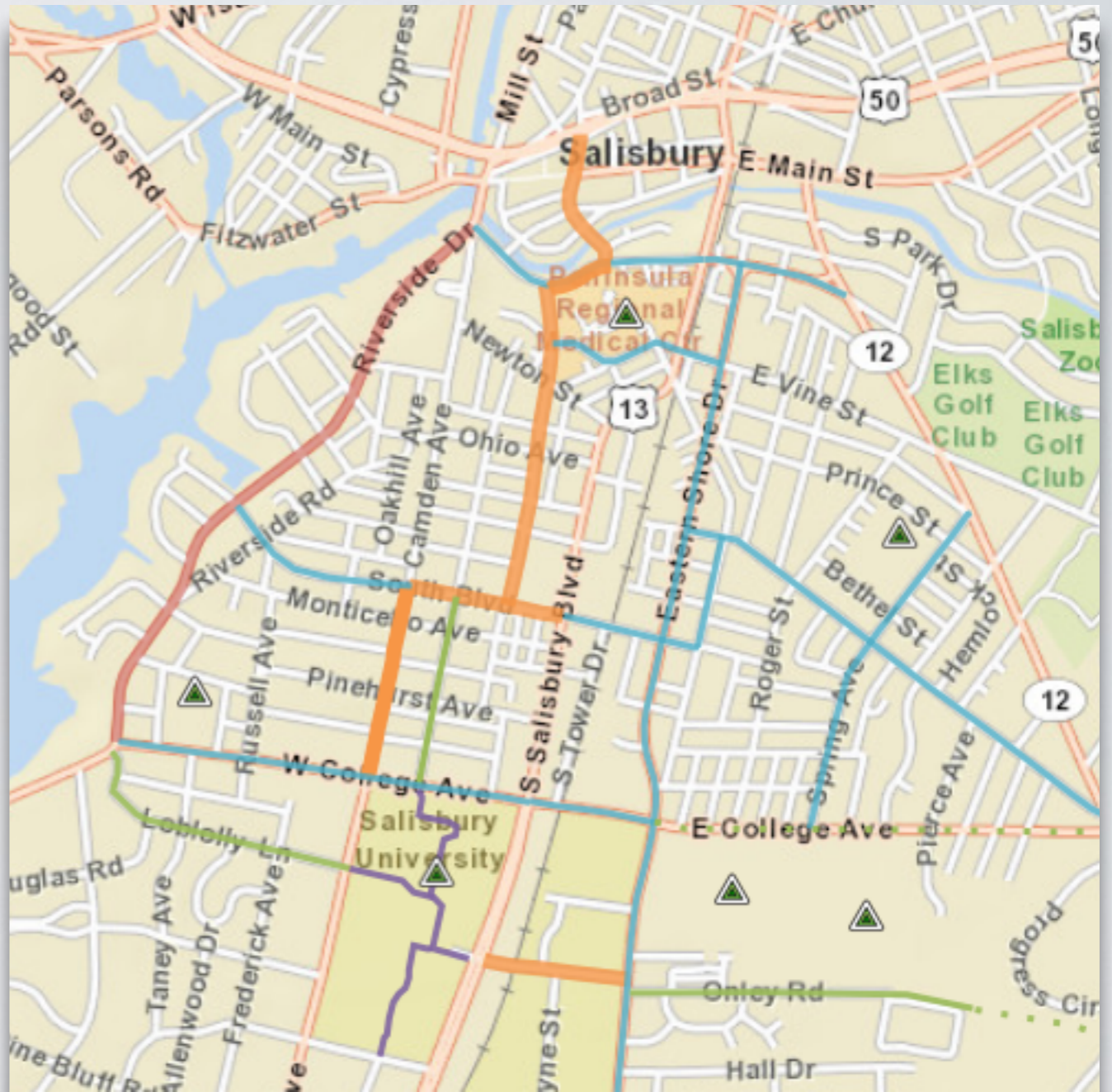
The City of Salisbury reserves the rights to determine final placement of all bike parking racks purchased through this program. If you have questions regarding site placement considerations, please contact Amanda Pollack, Deputy Director of Public Works for the City of Salisbury: apollack@ci.salisbury.md.us, 410-548-3170

Saris Cycling Group, Inc. 5253 Verona Road Madison WI 53711 Ph: 608.783.7257 Fx: 608.274.1702 www.sarisparking.com 9/13

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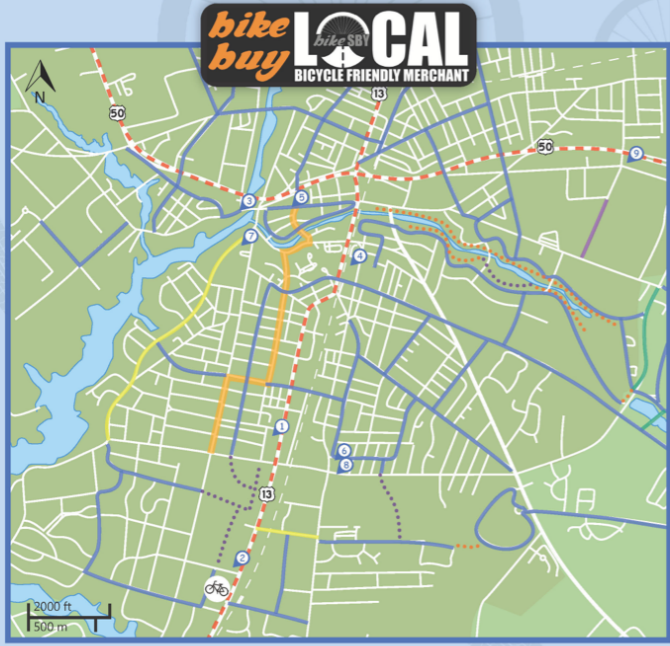
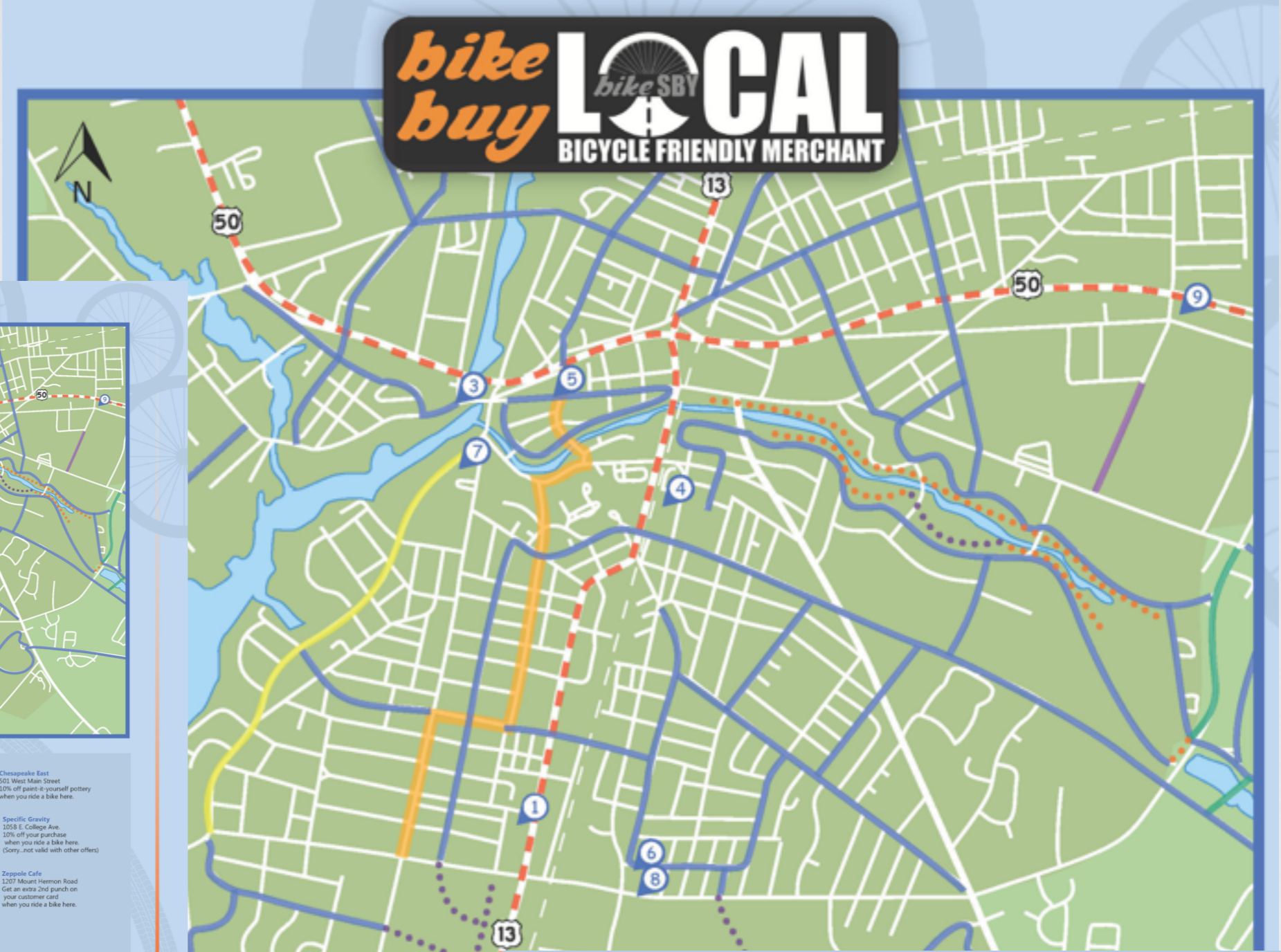
PHASE I "ORANGE ROUTE"

- Connects key destinations
- Allows for expansion
- Integrates with Mayor's vision for Revitalization of Downtown
- Route was officially opened on Sept 5, 2013



Phase I Route (Orange Line)

PROMOTE WITH MAPS



- 1 Bagel Bakery Cafe
1006 South Salisbury Blvd
10% off your purchase when you ride a bike here.
- 2 Cheers
1324 South Salisbury Blvd
10% any beer or wine purchase when you ride a bike here.
- 3 Chesapeake East
501 West Main Street
10% off paint-it-yourself pottery when you ride a bike here.
- 4 Evolution Craft Brewing & Evolution Public House
201 East Vine Street
20% off your entire bill when you ride a bike here. (Sorry...not valid with other offers)
- 5 Main Roots Coffee
11 W. Main Street
15% off your purchase when you ride a bike here.
- 6 Specific Gravity
105B E. College Ave.
10% off your purchase when you ride a bike here. (Sorry...not valid with other offers)
- 7 Rise Up Coffee
529 Riverside Drive
Get an extra 2nd punch on your customer card when you ride a bike here.
- 8 Viva Espresso (store #1)
105A E. College Ave.
10% off your purchase when you ride a bike here.
- 9 Zeppole Cafe
1207 Mount Hermon Road
Get an extra 2nd punch on your customer card when you ride a bike here.

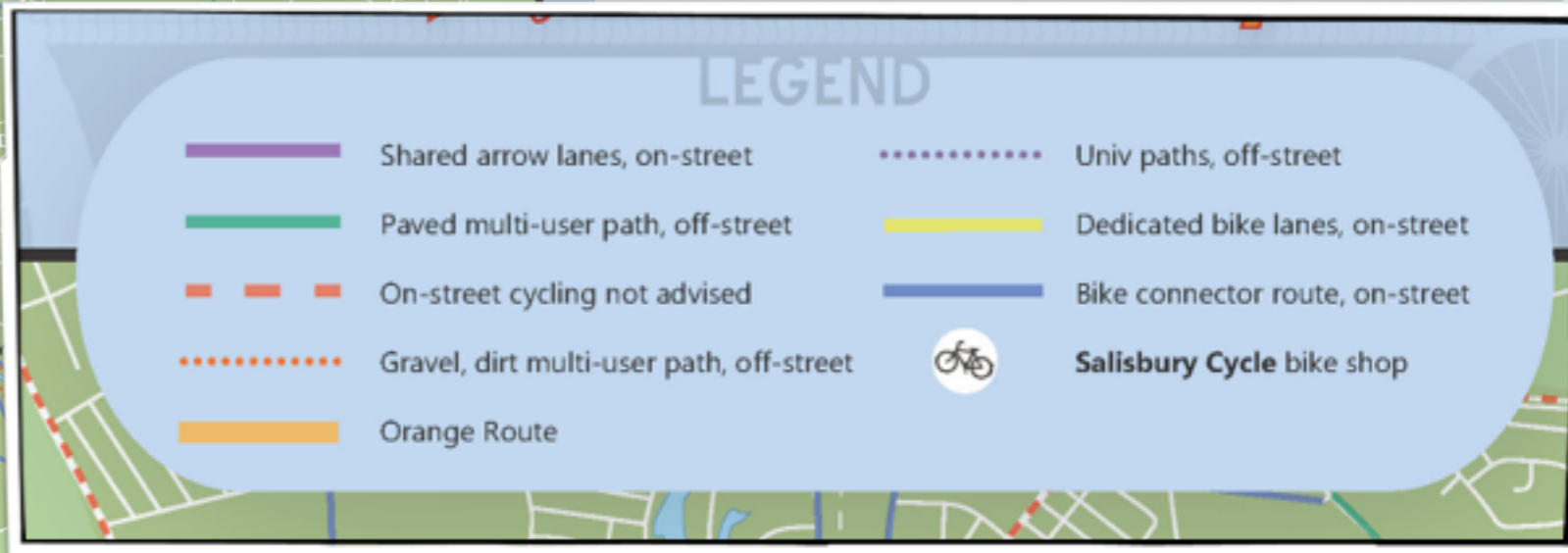
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Fall 2013



Bike Route Map for Salisbury, Maryland

PROMOTE WITH MAPS



Tips for Safe Bicycling

OBEY ALL SIGNS & TRAFFIC LIGHTS
Bicycles must be driven like other vehicles if they are to be taken seriously by motorists. Never ride against traffic.

RIDE CONSISTENTLY
Ride as close as practical to the right. Exceptions: when travelling at the normal speed of traffic, avoiding hazardous conditions, preparing to make a left turn, or using a one-way street.

USE HAND SIGNALS
Hand signals tell motorists what you intend to do. For turn signals, point in the direction of your turn. Signal as a matter of courtesy and safety and as required by law.

CHOOSE THE BEST WAY TO TURN LEFT
There are two ways to make a left turn: A.) Like an auto: look back, signal, move into the left lane, and turn left. B.) Like a pedestrian: ride straight to the far-side crosswalk, then walk your bike across, or queue up in the traffic lane.

GO SLOW ON SIDEWALKS
Pedestrians have the right of way on walkways. Give an audible warning when you pass. Cross driveways and intersections at a walker's pace and look carefully for traffic.

AVOID ROAD HAZARDS
watch for sewer grates, slippery manhole covers, oily pavement, gravel and ice. Cross railroad tracks at right angles. For better control as you move across bumps and other hazards, stand up on your pedals.

RIDE A WELL-EQUIPPED BIKE
Outfit your bike with a good bike lock, tool kit, fenders, and bike bags. You are required to use a strong headlight (visible from 500') and a rear reflector (visible from 600') at night and when visibility is poor.

DRESS APPROPRIATELY
Wear a hard-shell helmet whenever you ride (required by law for cyclists under 16 years old). Wear light colored clothes at night. Make yourself visible as possible.



BIKES BRING CULTURE

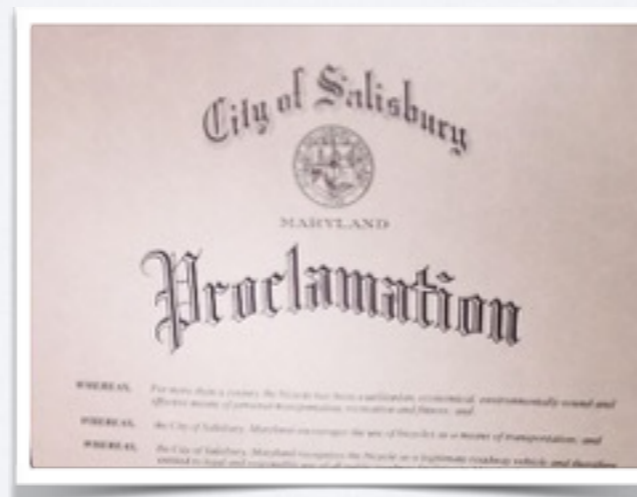
Art Bike Racks
(Cooperative effort
with SU Art
students, Bike-SBY,
Evolution Brewing)



Art Bike Racks

BIKES BUILD COMMUNITY

- Community Bike Swap (Evo)
- Pedal Thru the Park (Main Roots)
- Bike to Work Week (Bagel Bakery, Main Roots, Rise Up Coffee)



NEXT STEPS

- Complete Phase 2 Bike Lane Improvements (Riverside Dr, South Blvd) Scheduled for Spring 2015
- Implement city-wide kiosk & way finding system for bike routes between major destinations
- Work with Bicycle Pedestrian Advisory Committee to develop Complete Streets Policy
- Work with local businesses to develop then implement for-profit bike share system in Salisbury
- Encourage more businesses to support biking by embracing bike incentives, providing bike facilities, and encouraging employees to bike to work





THANKS!

Stay informed at www.bike-SBY.org,
"Like" Bike-SBY on Facebook, and
follow @Bike_SBY on Twitter