

Walk & Roll Testimonials



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Our Discussion Flow



- **Background on the Golden Helmet Award**
- **New Project Idea: Walk and Roll Testimonials**
- **Timeline of the Walk & Roll Testimonials**
- **Questions and Feedback**



Background on the Golden Helmet Award



- Pros:

- Recognized bike advocates, highlighting and rewarding their efforts in promoting active transportation.

- Cons:

- Limited social Impact
- Distribution Challenges
- Press Coverage
- Time Intensive
- Redundancy



New Project Idea: Walk & Roll Testimonials



- Purpose:
 - Replacing Golden Helmet Award
 - Increase community awareness
 - Normalizing biking and walking
- Outcomes:
 - Video testimonials of real life stories.
 - Behavioral Change
 - Social Media Campaign

Timeline of the Walk & Roll Testimonials



SUMMER 2024: MAY-JULY

- Receive feedback from Bike & Ped Committee.
- Draft & finalize script for interviews.
- Begin filming interviews.

FALL 2024: AUGUST - NOVEMBER

- Continue capturing interviews across diverse locations and groups.

WINTER 2025: DECEMBER - FEBRUARY

- Edit footage for final presentation
- Presentation to Bike & Ped Committee

SPRING 2025: MAY

- Bike Month: Launch videos on social media and website.



Questions and Feedback



- Do you like this idea overall?
- Who should be represented in the videos?
- What messages should come through in the videos?
- How long should the videos be?
- Are there Committee members who can help with the project?