

What is B.R.A.S.S.?

The Baton Rouge Advocates for Safe Streets (B.R.A.S.S.) is a tax-exempt, 501(c)3 grassroots organization dedicated to:

- promoting bicycling and walking in Baton Rouge and the surrounding area;
- making these modes of transportation as safe and convenient as possible, and;
- educating the public of the associated environmental and health-related benefits.

We will accomplish these goals by actively and cooperatively advocating for them within the community as a whole, the local business community, and the local and state governmental agencies.

Together we can build on what already exists to create a better Baton Rouge with a healthier and happier population, less motor vehicle traffic, safer streets, and cleaner air. And we will have fun while doing it!

Please consider joining us to make Baton Rouge the city we would all like it to be. See our membership form on the inside, fill it out, and mail it and your dues to us at the address on this brochure. Thank you!

Join the B.R.A.S.S. Yahoo group for up to the minute info!

<http://groups.yahoo.com/group/BRAdvocatesforSafeStreets/>



Baton Rouge Advocates for Safe Streets
B.R.A.S.S.
PO Box 19403
Baton Rouge LA 70893-0403

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**Place
stamp
here**

B.R.A.S.S.

Baton Rouge Advocates for Safe Streets

Why B.R.A.S.S.?

Would you like to enjoy a pleasant ride around the neighborhood on your bicycle? Need to go to the store to pick up a few things but hate to get in your motor vehicle to go a few blocks? Is your daily commute just another stress filled incident rather than an invigorating experience? Want to add a little more exercise to your daily routine without consuming time you don't have? B.R.A.S.S. knows how you feel.

Baton Rouge is the home of two nationally rated mountain bike trail systems—Hooper Road and Comite. We have one of the few velodromes in the United States where both participants and spectators may engage in some of the most thrilling sport known. There are a number of road racing teams, an active and well organized recreational bicycle club, and a vibrant BMX scene. BREC—the Recreation and Park Commission of East Baton Rouge Parish—has a stated commitment to maintain, expand, and create additional bicycle recreational facilities.

Baton Rouge also has many of the right things for daily bicycling—flat terrain, mild climate much of the year, and an extensive network of reasonably well paved streets. Unfortunately, if we want to use those BREC facilities or go to the store for a few things or just enjoy a simple ride we have to use a motor vehicle to do so safely. B.R.A.S.S. needs your help to change



that. Together we can create a better place to ride, a better place to walk, a better place to live.

So, how to do it? How to make Baton Rouge a good place to ride in comfort and safety? B.R.A.S.S. will take a 4-fold approach to the problem.

1. **Engineering**—with input from you, the community, B.R.A.S.S. will work with city, parish, and state traffic engineers and designers to create new bicycle and pedestrian facilities. We will work together to connect and expand the few existing bicycle lanes in the Parish into a clearly marked, well defined, interconnected system that will allow bicyclists to move around the city and the parish safely. We will advocate for complete streets with sidewalks and bike lanes as well as space for ample motor vehicle flow.
2. **Education**—we will work together to provide safe bicycle training to all citizens of the City-Parish. A number of Federally funded programs, such as Safe Routes To School, mandate education as an integral part of the program. B.R.A.S.S. will work with all appropriate agencies to help ensure that educational component is fulfilled. We will seek ways to also educate drivers on sharing the road with bicyclist and pedestrians to help create a safer riding and walking environment.
3. **Encouragement**—together we can show that there is a need for better bicycle and pedestrian facilities. By encouraging ourselves and others to ride safe and ride smart, by being visible as bicyclist and walkers, and by contacting local, state, and national officials in support of better facilities B.R.A.S.S. will help make visible the often invisible community of bicyclist and pedestrians.

4. **Enforcement**—better facilities, better educated riders and walkers, and a firm commitment to change needs a similar commitment to enforcing the law equally for drivers, riders, and walkers alike. Enforcing the rights of citizens to free and safe access to public facilities is essential to the success of any city. Perhaps most importantly, self-enforcement of the rules of the road for riders, walkers, and drivers alike must be a component of any program. B.R.A.S.S. will work with local law enforcement and other public agencies to bring riders' and walkers' rights and responsibilities to light.

We can do these things together. As a member of B.R.A.S.S. you will have a hand in making Baton Rouge a better place to live, a safer place to ride and walk, a place to enjoy in new ways. By doing so other benefits will come your way—a healthier body, a calmer mind, a cleaner environment. Who wouldn't want those things?

You can help in many ways. First, become a member of B.R.A.S.S. Simply mail in the membership form on this brochure with your check. Second, volunteer to lend a hand for B.R.A.S.S. events. Third, spread the word, ride your bike safely, enjoy a walk, and tell us what facilities you'd like to see.



B.R.A.S.S.

Baton Rouge Advocates for Safe Streets

Join us in making Baton Rouge
safe and friendly for bicyclists and
pedestrians !

Membership level

- | | |
|---|----------|
| <input type="checkbox"/> Benefactor | \$250.00 |
| <input type="checkbox"/> Sustainer | \$100.00 |
| <input type="checkbox"/> Family | \$50.00 |
| <input type="checkbox"/> Individual | \$25.00 |
| <input type="checkbox"/> Pay what you may | \$ |

Method of Payment

- Check Cash

Name

Address

City

State Zip

E-mail

Signature