**SAMPLE CITY COUNCIL ACTIONS**

1)  Declares the Reach a Best Practice for the City of [      ], and encourage all drivers and passengers who live or drive into the City use the Reach, and therefore include it in the City's Transportation Safety Plan.

2)  Teach the Reach to the public: Include Reach in all City Traffic, Parking & Transportation behavior education activities including signage, safety programs, and safety literature.

Implement a City-wide outreach campaign:  webpage, window decals, parking meter stickers, traffic dept's electronic billboards; swag with messaging, etc. ; link for text & video instruction; announce it in Mayor's letters to citizens, press releases; include a flier in annual Parking Permit packets.

3)  Institute the Reach as official practice by all City employees and fleet drivers such as Public Works, Police, Fire, etc.

4)  Require City Hackney Carriage Unit to require drivers training in the Reach; placement of decals/stickers to train passengers on the requirement to exit safely using the Reach.

4)  Consult with School Committee/ & Suprintendent etc. on how to introduce the Reach into the public school curricula for students of various ages -- school children, teens, in Health & Safety, and Driver Education classes. Involve the PTA/PTO to educate parents – as kids and teens being dropped off at school by car may endanger students arriving by bicycle. This is an excellent opportunity to train both children and adults and change the driver/passenger culture going forward.

5)  Devise strategies to educate new comers and visitors by collaborate with hospitality industry, colleges & universities, growth sector companies which bring new drivers and cyclists into the city, unaware of doorings and how to navigate alongside bicycles.

6) Collaborate with adjacent cities and towns whose drivers and cyclists frequent our streets, and likewise with public and private stakeholders seeking safe sustainable transportation solutions.   v1 083116