



**HAWAII
BICYCLING
LEAGUE**

www.hbl.org

HBL AMBASSADORS



Introductions

What is your name?

Why did *you* become a member of the HBL?

Why do you want to be an HBL Ambassador?



WELCOME

HBL Basics

What's the future of bicycling in Hawai'i?

Be an HBL Ambassador

HBL Membership 101

Mission

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To enable more people to bicycle for *health, recreation,*
and *transportation* through **advocacy, education, and**
events.

How do we do it?

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Education

-

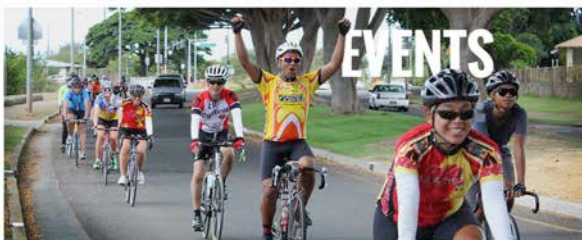
Advocacy

-

Events



Our Mission: To promote bicycling for health, recreation, and transportation through advocacy, education, and events.



ADVOCACY »

We are committed to making Hawai'i a paradise for people riding bikes and improving road safety for all. Unite as one voice for a bicycle friendly community with safer streets, better laws and enforcement, and policies to make cycling accessible to all.

EDUCATION »

We have workshops for every level of rider, whether you are just learning or are a veteran cyclist wanting to improve your mechanical skills, and education for drivers as well. We have Senior Cycling, which provides recumbent trikes to kūpuna and BikeEd which provides cycling education to over 9,000 keiki each year.

EVENTS »

Join us for the Hale'iwa Metric Century, the Honolulu Century Ride, Zachary Manago's Ride in Paradise, Bike Month, weekly group rides, and more. There's something for everyone, so come join the fun!

MEMBERSHIP »

As a HBL member you receive 5-10% discounts at bike shops all over the island, plus discounted prices to HBL events and merchandise. Join us to make our voice stronger for Hawai'i's cycling community as a whole.



JOIN TODAY AT HBL.ORG/JOIN
Every member makes our united voice stronger

Hawaii Bicycling League 3442 Waiālae Ave. Suite 1
808-735-5756 bicycle@hbl.org Honolulu, HI 96816



facebook.com/HBLridealoha



[@HBLridealoha](https://www.instagram.com/HBLridealoha)



[@HBLridealoha](https://twitter.com/HBLridealoha)



strava.com/clubs/hblridealoha

How do we do it? Education

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Keiki – BikeEd Program

HBL teaches safe cycling skills to over 9,000 4th graders every year.

Adults – Free cycling workshops for all levels of riders

Adult Learn to Ride

Bicycling Basics

Biki Bicycling Basics

Road Cycling Skills

Basic Bike Maintenance

– And free presentations to drivers of bicycles and automobiles alike!

Beginner's Guide to Bicycling, Biking in Hawai'i, Bicycle Infrastructure Updates, Bikes = Business, Cycling for Seniors, Walk Bike Drive

Kūpuna – Senior Cycling Workshops

How do we do it? Education

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ADULT LEARN TO RIDE

A workshop for any adult that doesn't know how to ride a bike. Students meet in a safe learning space and practice balance and bike handling with skilled instructors. Bring your bike or borrow ours!



BICYCLING BASICS

This on-bike course is perfect for those who are looking to gain confidence with their bikes on the roads of O'ahu. We'll go over safe cycling practices, your rights as a cyclist, rules of the road, equipment safety checks, lane positioning and more.



BIKI BICYCLING BASICS

It's our "Bicycling Basics" workshop, with a "Biki" twist! Refresh your biking skills and knowledge and try out O'ahu's new bike sharing system... for free!



ROAD CYCLING SKILLS

Ramp up your cycling game! This on-bike course will cover how to use your bike more efficiently and teach cyclists rules &



BASIC BIKE MAINTENANCE

A hands-on introductory course to teach participants how to fix a flat tire with ease, lubricate their chain, and keep their bikes in tip-top shape.



SENIOR CYCLING

The Hawaii Cycling League now offers classes just for seniors and older adults! Seniors 50 years and older are provided free recumbent tricycles to take a

Education

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Key Takeaway:

HBL offers free cycling education (workshops and presentations) suited to cyclists of all ages and abilities.

Our mission is simply to get more people on bikes. We not only educate cyclists on how to ride safely but also motorists to drive safely as well!

How do we do it? **Advocacy**

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Bike Walk Vote – walking & biking candidate questionnaires

Complete Streets – roads that accommodate all

O‘ahu Bike Count – data matters

O‘ahu Bike Plan – getting it built

Minimum Grid – bikeways for those 8-80

Regional Advocacy – bring your vision to life

Vision Zero – goal of ZERO bicycle & pedestrian fatalities

How do we do it? Advocacy

ADVOCACY



WALK BIKE VOTE

Know where your candidates stand on funding for pedestrian and bike improvements, building a network of bikeways, and more.



MINIMUM GRID HNL

Minimum Grid HNL will make cycling safe, convenient, and accessible to all. Join the movement.



BIKE ADVOCACY TEAM

Join the HBL Bike Advocacy Team to be part of the change you want to see.



VISION ZERO HAWAII

Let's envision ZERO bicycle and pedestrian fatalities.



LEEWARD BIKEWAY

23 miles of multi-use path from the Aloha Stadium to Nanakuli. Find out how you can



BIKE PARKING ADVOCACY GUIDE

You deserve bike parking! This guide will give a step by step on how to make it

Advocacy

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Key Takeaway:

HBL mobilizes community members and works alongside decision makers to advance projects and policies to create safer cycling conditions all over the island for riders of all ages and abilities. This means safer streets for everyone!



How do we do it? **Events**

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Honolulu Century Ride

Regional Aloha Fun Rides

Hale'iwa Metric Century

Zachary Manago's Ride in Paradise

Bike Month

HBL Annual Dinner & Fundraiser

Weekly Group Ride Calendar

How do we do it? Events

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EVENTS



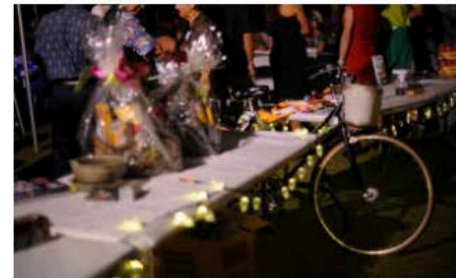
HONOLULU CENTURY RIDE

Hawaii's largest cycling event! Come Ride Aloha on 9/30/18



HALEIWA METRIC CENTURY RIDE

A great day of cycling on O'ahu's North Shore! 4/29/18



ANNUAL DINNER

Join us on January 27th, 2018 at the Waikiki Aquarium for our Annual Dinner & Fundraiser



ALOHA FUN RIDES

A series of shorter rides across the island!



ZACH'S RIDE IN PARADISE

Honor Zachary Manago - July 8, 2017



BIKE MONTH

May is national bike month and full of cycling events!

Events

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Key Takeaway:

HBL organizes rides and events with the goal of getting more people exposed to the joy of cycling.



Join us for the 37th Annual

Honolulu Century Ride

9.30.2018 **SUN**



HAWAII BICYCLING LEAGUE
www.hbl.org



Honolulu Century Ride

Choose between:
25 Miles, 50 Miles,
75 Miles, or 100 Miles



Aloha Fun Ride

9 Miles or 18 Miles

All ages & abilities welcome!
Enjoy 'ono snacks, beverages, and entertainment along the route and at the Kapi'olani Park Finish Area

All funds raised from ride go to putting on the event and supporting Hawaii Bicycling League's advocacy and education efforts to make Hawai'i's streets safer for all.

Register today at www.HBL.org/HCR



HBL Ambassadors

HBL Basics

What's the future of bicycling in Hawai'i?

Be an HBL Ambassador

HBL Membership 101





HBL Ambassadors

HBL Basics

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HBL Membership 101

HBL Ambassador Activities

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What do HBL Ambassadors do?

- **Tabling / Outreach**
- Lead Events
- Bike Valet
- Spread your passion for cycling!



HBL Ambassador Program

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1. Attend HBL Ambassador Training → **“HBL Ambassador”**, *receive official Completion Certificate*
2. Table at three (3) events in a year → **“HBL Super Ambassador”**, *receive free event shirt**
3. Help lead an HBL Ambassador Training Session → **“HBL MASTER AMBASSADOR”**, *receive your choice of HBL shirt**

*Some restrictions may apply when selecting your shirt

Keeping Your Certification

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1. Attend another HBL Ambassador Training (scheduled quarterly)
- OR
2. Complete the Stay-In-The-Know Cycling Quiz every 6 months (online)

HBL Ambassador Activities - Tabling

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Tabling – a general guide

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Setting up the table

- ▣ Follow the checklist
- ▣ Clean, useful, logical

ADDRESS
3442 Wai'ālae Ave.,
Suite 1
Honolulu, HI 96816

Phone
808-735-5756



FAX
808-735-7989

EMAIL
bicycle@hbl.org

HBL Tabling Checklist

EVENT: _____

DATE: _____

- Table (if needed)
- HBL tablecloth
- 2 large clipboards with petitions/sign-ins
- 2 small clipboards
- HBL membership forms
- Volunteer nametags
- Pens (3-5)
- Sharpies (2-3)
- Relevant event posters/handouts
- Appropriate HBL handouts
 - Cycling workshop cards (blue cards)
 - Walk Bike Drive handouts (orange/green squares)
 - HBL stickers
 - Share the Road stickers (yellow)
 - Reflector anklets
 - Hawai'i Bicycle Laws (white black and yellow pamphlet)
 - Protected Bike Lane pamphlet
- Paperweights (you can be creative, use a multitool, wrenches, et.)
- Outreach supply baggie with:
 - Scissors
 - Tape
 - String
 - Zip ties
 - Rubber bands
 - Box of paperclips

Bringing your Outreach Training Cheat Sheet to
tabling events may be helpful!

Tabling – a general guide

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- “What is the goal of tabling at this event?”
 - Membership?
 - Petitions?
 - Exposure for the HBL?

- You don’t have to engage every person
 - Let them engage with you how they like

- Encourage people who come to the table to follow us on our other social media outlets too!
 - [Facebook.com/HBLridealoha](https://www.facebook.com/HBLridealoha)
 - [Instagram: @HBLridealoha](https://www.instagram.com/HBLridealoha)
 - [Twitter: @HBLridealoha](https://twitter.com/HBLridealoha)
 - [Strava.com/clubs/HBLridealoha](https://www.strava.com/clubs/HBLridealoha)

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HBL AMBASSADOR HIGHLIGHTS

Hawaii Bicycling League 101

Mission

To enable more people to bicycle for health, recreation, and transportation through advocacy, education and events.

Gaining Members: HBL.org/join

1. Learn

- Assess their mood
- Introduce yourself
- Ask if they ride a bicycle
- What do they know about HBL?
- Find points of interest in their story

2. Share

- Tie what you learn from them to the HBL
- What the HBL is, and what it isn't
- Why membership will benefit them

3. Close

- Ask them to join and WAIT for their response
- Address counter objections
- Sign them up!
- Welcome them to the 'ohana and spread the aloha!

HBL Membership Benefits

- Uniting as one voice for a bicycle-friendly Hawai'i
- Opportunities to get them involved with the bicycle movement
- Discounts on HBL events and merchandise
- Discounts at local bike shops (5-10\$ off parts/accessories)

- Facebook.com/HBLridealoha
- Instagram: @HBLridealoha
- Twitter: @HBLridealoha
- Strava.com/clubs/HBLridealoha

How we do what we do...

Education – HBL's *BikeEd* teaches over 8,000 4th graders the basics of safe cycling every year
Free cycling workshops for adults: Adult Learn to Ride, Cycling Skills 101, Efficient Riding Skills, Basic Bike Maintenance, and Senior Cycling
Free presentations to educate drivers and cyclists: Everyday Cycling, Staying Alert through Cycling, and Walk Bike Drive
HBL.org/workshops

Events: HBL's signature rides and events include: Honolulu Century Ride (Sept.), Hale'iwa Metric Century (Apr.), Zachary Manago's Ride in Paradise (July), and Bike Month (May). We also have group rides 6 days out of the week. HBL.org/calendar

Advocacy: HBL is working to get Complete Streets and the O'ahu Bike Plan on the ground. Our work has already helped make our roads more bicycle-friendly and got more people bicycling than ever before! But we have a long way to go! Our vision is a *minimum grid* of protected bikeways that makes cycling truly accessible to everyone from our keiki to our kūpuna. HBL.org/advocacy

Outreach Tips

- Get to know the projects near your outreach location: HBL.org/OahuBikePlan
- Familiarize yourself with HBL.org for the latest information
- HBL is not just for cyclists, anyone, anywhere (and any age) can join!
- Share what the HBL means to you
- Admit when you don't know something, it's okay! You can always invite them to send HBL staff an email at: Bicycle@HBL.org
- Invite everyone, members or not, to follow HBL on our social media outlets!

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EVENT EVALUATION

Name: _____
Phone: _____
Email: _____

Event name: _____ Location: _____
Date/Time: _____
Purpose for HBL presence: _____

HBL Equipment & Supplies:

Tent Banner(s)
 Table Table cover
 Brochures/handouts Pens & clipboards

If used, any issues with the above?

Overall number of people at event: _____
Overall number people who stopped by: _____
Emailed representative photos to bicycle@HBL.org Yes No

People showed most interest in:

People complained about:

Overall assessment of this event:

Would you recommend that we participate at this event again?

Other comments?

Tabling – FAQ

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- You don't have to be a legal expert
 - Law pamphlets available to you
 - Let's look it up together
 - It's okay to say you don't know

- You don't have to be a gear expert
 - What sort of bike should I ride?
 - My back hurts when I ride, what do I do?

- You *should* know enough about HBL

- Encourage them to go HBL.org
 - Lots of resources there, familiarize yourself!

Tabling – FAQ

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BIKEED HAWAII MAKES BICYCLING SAFELY FUN

The Hawaii Bicycling League and the City and County of Honolulu have partnered to bring BikeEd Hawaii to fourth graders on Oahu. This comprehensive ...

[READ MORE](#)



RIDES AND EVENTS



EDUCATION



[Join or Renew](#)



[Donate Now](#)



[Get Email Updates](#)



[Business Support](#)

Tabling – Dealing with Difficult Individuals

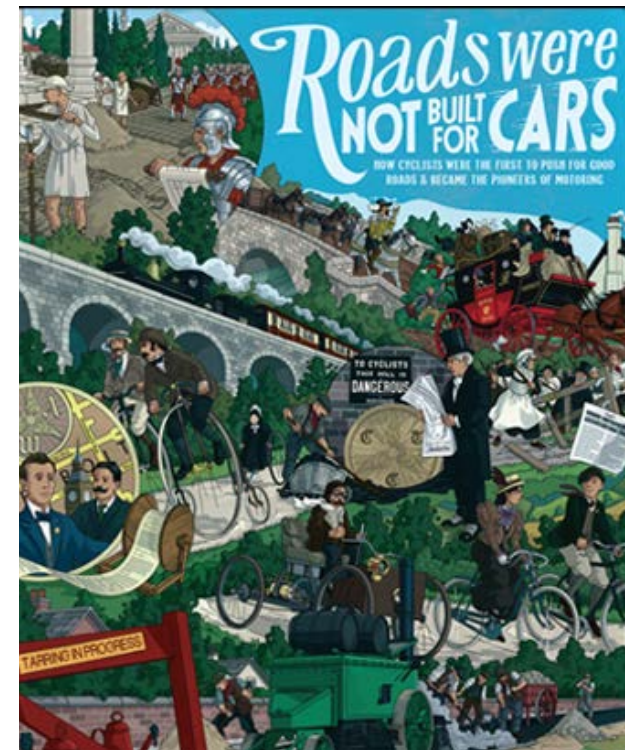
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- Invite them to email us
 - If you come across an individual expressing their complaints:
 - Try your best to be neutral and not emotional
 - Tell them that you don't have the answer and invite them to send an email to HBL at:
bicycle@HBL.org so that someone there can address it accordingly

Tabling – Common Myths and Misconceptions

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- ❑ “All bicyclists don’t follow the laws”
- ❑ “Bicycle lanes make for more car congestion”
- ❑ “Bicyclists don’t pay road taxes therefore shouldn’t be on the road”
- ❑ “Roads are meant for cars”
- ❑ “Bicycling is dangerous”





HBL Ambassadors

Role-play
Practice!

Practice: Elevator Speech Role Play

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Time: 15 minutes

Goal: Explain who the HBL is in less than 2 minutes.

- You can take turns being a “difficult individual” if you would like!

- Turn to your neighbor and practice your elevator speech
 - ▣ Role 1: “HBL Ambassador”
 - ▣ Role 2: Potential Member

- Flash your skills to the group

What do HBL Ambassadors do?

- Tabling / Outreach
- **Lead Events**
- Bike Valet
- Spread your passion for cycling

HBL Ambassador Activities – Leading Events

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What do HBL Ambassadors do?

- Tabling / Outreach
- Lead Events
- **Bike Valet**
- Spread your passion for cycling

HBL Ambassador Activities – Bike Valet

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HBL Ambassadors

HBL Basics

What's the future of bicycling in Hawai'i?

Be an HBL Ambassador

HBL Membership 101

Practice

Membership propels our movement

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- 1,400+ members currently
- More members →
stronger organization →
louder voice!

Membership Recruitment - growing the bicycle movement in three easy steps

41

1. **Learn**
2. **Share**
3. **Close**

Step 1: Learn

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- Assess their mood
- Introduce yourself
- Ask if they ride a bicycle
- What do they know about the HBL?
- Show interest in their story

Step 2: Share

43

- Tie what you learn from them to the HBL
- Flex your membership muscle
- Explain what the HBL is (and what it isn't)
- Why **their** membership will benefit **them**

Membership Benefits

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- Uniting as one voice for a bicycle-friendly Hawai'i
- Opportunities to get involved with the bicycle movement
- Discounts on HBL rides and merchandise
- Discounts at local bike shops
- Discounts at our Ride Aloha Deal (RAD) partners

RAD Partners

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Step 3: “Close”

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- Ask them to join the HBL & WAIT
- Address any counter objections
- Sign ‘em up
- Spread the aloha!
 - ▣ Make them feel welcome

Sign 'em up!

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1. Have them fill out a membership form
2. Encourage them to have a family member join as well (for only \$10)!
3. Their HBL membership card will be mailed to them
4. Welcome them to the 'Ohana!

HBL Membership Form

RENEWAL NEW MEMBERSHIP CHANGE OF INFORMATION

LAST NAME	FIRST NAME	MIDDLE INITIAL(S)
ADDRESS, LINE 1		ADDRESS, LINE 2
CITY	STATE (Province)	ZIP
PHONE	T-SHIRT SIZE	DATE OF BIRTH
EMAIL		
EMERGENCY CONTACT & PHONE NUMBER		

Make checks payable to:
Hawaii Bicycling League
 Mail, Fax, or e-mail your form to:
 3442 Wai'alae Avenue, Suite 1
 Honolulu, HI 96816

808-735-5756 • Fax 808-735-7989
 www.hbl.org bicycle@hbl.org



Credit Card Information	
Name _____	
# _____	
Exp Date ___/___	CVV Code _____
Signature _____	
OFFICE USE ONLY:	TOTAL CHARGES:
	Membership _____
	Family Mem _____
Version 1.2018	Total: _____

Annual Memberships

- \$35 – Standard
- \$60 – Supporter
- \$120 – Advocate
- \$300 – Believer
- \$600 – Champion
- \$1200 – John B. Kelly Hui
- \$25 – Student, Senior, Military

Add Household Family Member(s):
 \$10 each with Basic, Standard, & Supporter
 Free with Advocate, Believer, Champion & JBK

Name _____ Email _____

Interest in volunteering:

- Advocacy
- Membership
- Communications
- Event Planning
- Mountain Biking
- BikeED™ Hawaii

[ABOUT](#)[ADVOCACY](#)[EVENTS](#)[EDUCATION](#)[CALENDAR](#)[SHOP](#)[JOIN](#)

Renew or Become a Member

Thank you for supporting us in getting more people to ride bicycles for health, recreation, and transportation by making Hawaii's streets safer through advocacy, education, and events.

As a member, your benefits are:

- Uniting as one voice for a bike friendly community with better Engineering, Enforcement, Education, Encouragement and Evaluation for bicyclists. Every member makes our united voice stronger!
- Reduced registration fees on the Haleiwa Metric Century Ride, Honolulu Century Ride, and Traffic Skills 101 classes.
- HBL Member discounts on HBL merchandise.
- Email news and announcements.
- 5 to 10% HBL Member Discounts at your local bike store: EKI Cyclery, McCully Bicycle, The Bike Shop, Island Triathlon & Bike, BIKEFACTORY, and Rusty Chain Cyclery. HBL members must present valid membership cards at time of purchase. 10% discounts apply to regularly priced bikes, bike parts, and accessories. No discounts on service and repair labor.

In the last year:

- Kalakaua Ave and Kalaheo Ave shoulder (Kailua) bike lanes were striped, Waialae Ave Bike lanes were approved, and the Date St bike path was repaved.
- Honolulu City & County adopted a Complete Streets Ordinance that requires all transportation facilities (including repaving) to consider all end-users, including cyclists.
- The Vulnerable User's Bill became Hawaii State Law, highlighting protection for vulnerable pedestrians, cyclists, and police officers on our roadways.
- The Haleiwa Metric Century, Zach's Ride in Paradise, and the Honolulu Century Ride all enjoyed great turnouts and the spirit of harmony and aloha among participants.
- HBL supported free group rides, and conducted classes to teach adults to cycle smarter.
- Our BikeEd team taught 8,002 kids at 90 schools on Oahu.

Please call us if you have any questions at (808) 735-5756.

Ride Aloha,

Chad Taniguchi
Executive Director

Potential HBL members?

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Potential HBL members?

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YES!

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Mahalo!



Daniel Alexander

Advocacy, Planning & Communication Director

Daniel@HBL.org

Sateash Diehm

Events Director

Sateash@HBL.org

Micah Mizumoto

Membership Coordinator

Micah@HBL.org

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Adult Education Manager

Malia@HBL.org

Bri Foulke

Youth Bike Education Manager

Bri@HBL.org