

ADDRESS

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

Phone

808-735-5756

**FAX**

808-735-7989

EMAIL

bicycle@hbl.org



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)
- Discounts at HBL's Ride Aloha Deal Partners (such as: Wet 'n' Wild, Downbeat Diner, The Public Pet, Road ID, just to name a few!)

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: Everything from learning how to ride to training for a Century Ride. HBL.org/workshops

Free presentations to educate drivers of motor vehicles and bicycles

HBL.org/presentations

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 has 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!

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

NOTES

MISSION

ADVOCACY

EDUCATION

EVENTS

MEMBERSHIP

OTHER

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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?