

Why?

The earth continues to warm. This is mostly due to gases released by energy production and usage. As the earth is getting hotter it begins to affect its biological beings. If the heat continues to climb worldwide it will become inhospitable for life. Cars account for a large portion of these gases sent into the atmosphere. In order to decrease the amount of cars driven we must encourage people to ride their bikes to get to places that are reasonable to ride to.

I recently did some energy research about efficiency and statistics about cars vs. bike and found that a car must get at least 1600 mpg to be as efficient. I know that most Americans travel less than seven miles to work and cars account for 50% of carbon emissions in the world. This inspired me to work with Shane to promote and inspire people to ride their bikes more through a group gathering. I also really like riding bikes.

Vision

I would like to see Durango be a town where your average person is more willing to ride to destinations in town instead of driving. Driving uses gas which emit particles that are harmful to our atmosphere. If we rode our bikes as often as possible we could significantly limit the amount we release harmful particles in the environment.

Durango is a small town where people already have bikes but neglect to ride them to work. Through this event that may happen annually, I want to inspire people through the power of the cycling community attitude to ride their bikes whenever possible. This makes a growingly obese world healthier and a carbon filled atmosphere cleaner. Through the efficiency of a bike, people can change world for future generations.

Mission

We will organize a three hour event. Participants will gather on bicycles and ride around the town. During which we will encourage people in cars to ride their bike instead. Good times will be had by all and snacks will be provided.

Audience

The audience will be the citizens of Durango. Anyone who we see around town will be all like, "Woah thats a big group of people encouraging me to mount my bike instead of driving. I'm gonna start doing that."

Strategy

My strategy will be to organize a critical mass. We will have picket signs that say things such as, "Ride ya Dang Bike!" We will yell at people in gas guzzlers.