



BOISE
GOAT
HEAD
FEST

Jimmy Hallyburton

Goal for today's presentation

Eliminate the Goathead Monster!



Goal for today's presentation

Eliminate the Goathead Monster!

- Context / My Story



Goal for today's presentation

Eliminate the Goathead Monster!



- Context / My Story
- Boise Goathead Fest

Goal for today's presentation

Eliminate the Goathead Monster!



- Context / My Story
- Boise Goathead Fest
- Offer a template



Freedom

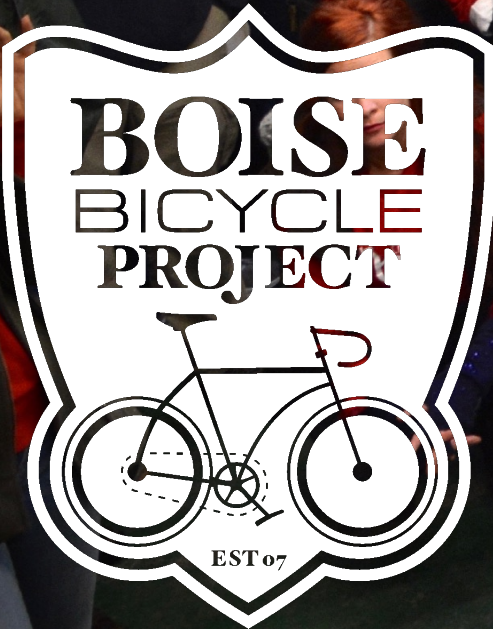




BOISE
BICYCLE
PROJECT

B
B
P

Ride









citysidelofts
406
S. 13th Street

AVAILABLE

TRES

Tony's Real Estate Services

TONY ESQUIVEL

208 869 3925

3 BEDROOMS



Since 2007

- 21,500 bikes recycled
- 7,250 bikes donated to kids
- +5000 bikes to low/no income adults



"I would like to have a bike to ride. I do not have one to ride.

My cousin has a bike to ride and can go everywhere but I cannot go with him because I do not have one.

My Nana is raising me and doing all she can, but she do not have money for a bike.

I have coins I have saved and will give them to help.

All of my friends have bikes and I cannot go and feel sad. I would be so happy to have a bike. I do not care about color, I would be thankful just to have one.

That is all I want for Christmas. Thanks."

Andrew McCormick.



when the FREEDOM ends





An effort to unite the bicycle
community through the elimination
of the Goathead Monster!



Education

(May)

Collection

(June 1 - July 31st)

Celebration

(1st Saturday in August)

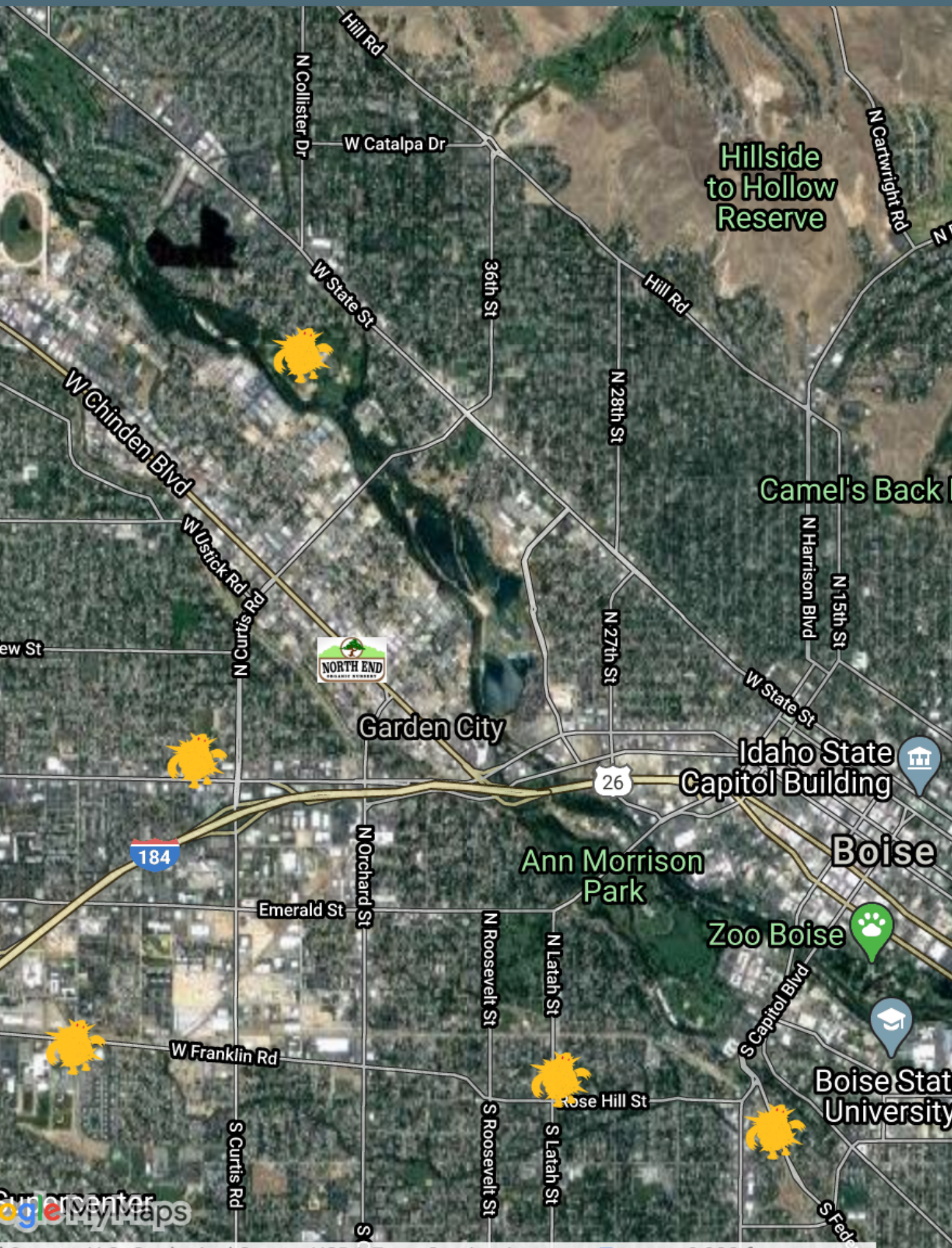


Education

What are goatheads?

- Origin
- Negative impact (why)
- Identification
- How they spread

tribulus terrestris
puncture vine
#nutlets



Education

Where are goatheads?

- Common areas
- Target/High impact
- Community identified

ts!" Boise Goathead Fest



Education

Removal

of goatheads

- Proper identification
- Tools needed
- Methods of removal
- Disposal / Locations

Collection Efforts

- Timeframe
 - June 1 - July 31st
 - Green / Less mean
 - Special events
- Incentives
- Partnerships



Collection Efforts

- Timeframe
- Incentives
 - Tracking
 - Rewards
 - Social credit
- Partnerships



Collection Efforts

- Timeframe
- Incentives
- Partnerships
 - Local Businesses
 - Government
 - Neighborhoods
 - Nonprofits



Celebration!





Celebration

- Parade
- Party
- Awards





Celebration

- Parade
 - Message
 - Movement/Unity
- Party
- Awards

5000-6000
Riders!



Celebration

- Parade
- Party
 - Display the impact
 - Further engage
- Awards

2000 + 6000 lbs
Goatheads
Pulled!





Celebration

- Parade
- Party
- Awards
 - Reminder/Trigger
 - Gratitude

1200 lbs
Top Puller!

15 people
pulled over
100 lbs!

300 beer & ice cream
tokens rewarded!



MERCI

TRAVIS.BERG



ONA FIDE BOISE



WONDERFULLY WE

ALUMINUM BOTTLE



GIVEN

DERFU

BONA FIDE BO

NICA
NATIONAL INTERDISCIPLINARY CYCLING ASSOCIATION

Empowerment Template



- Awareness
- Opportunity
- Education
- Encouragement
- Ownership
- Celebration
- Next Steps

Empowerment Template



- Awareness

We have a problem

And this is how it's
affecting our community

Empowerment Template



- Opportunity

The Vision Statement

This is our solution

If we do THIS,
then THIS can be
our future

Empowerment Template



- Education

With this information...

You can be an expert

You can make an impact

You can be the hero

Empowerment Template



- **Encouragement**

Social Credibility

"People like me,
do things like this"

Incentives

Instant gratification

Bigger prizes for
bigger efforts

Easy and FUN!

Empowerment Template



- Ownership

Make it Personal

How does this affect me?

People I care about?

My neighborhood?

I can't do everything,
but I can do this

Empowerment Template



- Celebration

Create a feeling of...

Personal

Wow, I did that!
Look at what I did!

Collective

Wow WE did this!
Look at what we did!

A thank you atmosphere

Empowerment Template



- Next Steps

Today

Tomorrow

Next Year

Larger role?

Empowerment Template



- Next Steps

Today

Contact me

Tomorrow

Empowerment template

Next Year

Host a community event

Larger role?

Your own Goathead Fest!



**NO OVERNIGHT
BIKE PARKING**
BIKES LEFT UNATTENDED
FOR 48-HOURS WILL BE
CONSIDERED A DONATION

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www.boisegoatheadfest.com

www.boisebicycleproject.org

