# Champaign-Urbana Bike Month 2022

## 11 July 2022

## Weekly Task List

Blue = meetings

Red = deadlines

Purple = events

# January

~~☐ Tuesday, 1/10, 10-11 am: C-U SRTS Project meeting~~ **~~(Cynthia)~~**

☒ Begin updating Roles & Responsibilities List and Weekly Task List **(Gabe)**

☒ Update the year to 2022 on Bike Month website, connect current Bike Month Google Calendar to Bike Month website. **(Thomas/Gabe)**

# February

☒ Tuesday, 2/8, 10:30 am-12 noon: Bike Month Planning Team meeting **(Gabe)**

# March

☒ Tuesday, 3/8, 9-10:30 am: C-U SRTS Project meeting **(Cynthia)**

# April

☒ Tuesday, 4/12, 9-10:30 am: C-U SRTS Project meeting **(Cynthia)**

~~☐ Saturday, 4/23: Celebrate Trails Day~~ **~~(Park Districts?)~~**

# May

☒ Monday, 5/2 afternoon: Prepare and distribute Bike to School Day gifts and station materials at the MTD office, 1101 E. University Ave., Urbana (details TBD). **(Cynthia/others)**

☒ Wednesday, May 4: Bike to School Day **(Cynthia/others)**

☒ Attend Bike to School Day event(s), take photos at events, collect event photos from greeters, post event photos to C-U SRTS Project and Bike Month social media and website **(Cynthia/others)**

☒ Pick up remaining gifts and materials from schools, depending on if schools want to return the materials or distribute them to other students who bike. **(Cynthia/others)**

☒ Tuesday, 5/10, 9-10:30 am: C-U SRTS Project meeting **(Cynthia)**

~~☐ Perform count of bikes at elementary school bike racks at Champaign-Urbana schools~~ *~~(if in-person instruction is happening)~~* **~~(Cynthia/others)~~**

~~☐ Playing It Safe Bike Rodeo preparation – gather materials, station instructions~~ **~~(Cynthia)~~**

☒ Wednesday, 5/18, 7 pm: Ride of Silence, iHotel **(Sue Jones)**

~~☐ Saturday, 5/21: Playing It Safe bike rodeo at Leonhard Recreation Center~~ **~~(Cynthia/others)~~**

~~☐ National Bike Month virtual events~~

# June

~~☐ Saturday, 6/4: National Trails Day~~ **~~(Park Districts?)~~**

~~☐ Tuesday, 6/14, 9-10:30 am: C-U SRTS Project meeting~~ **~~(Cynthia)~~**

☒ Determine Bike Month 2022 Donation Purpose **(CCB/Planning Team)**

☒ Update Bike Month 2022 sponsorship letter **(Charlie/Gabe/others)**

☒ Update Roles & Responsibilities List and Weekly Task List **(Gabe)**

# July

### BTWD Planning Week 1 (7/4-8)

☒ Monday, 7/4: Independence Day – CCB in Champaign County Freedom Celebration **(CCB)**

☒ Finalize Bike Month 2022 sponsorship letter **(Charlie/Gabe/others)**

☐ CCB distribute Bike Month 2022 sponsorship letter, other Planning Team members send potential sponsors to CCB **(Charlie/others)**

### BTWD Planning Week 2 (7/11-15)

~~☐ Tuesday, 7/12, 9-10:30 am: C-U SRTS Project meeting~~ **~~(Cynthia)~~**

☐ Thursday, 7/14, 4-5 pm: Bike Month Planning Team meeting, Zoom **(Gabe)**

☐ Update bus board artwork for Bike Month 2022. Request quote from MTD for running bus boards as decals. **(Gabe/Charlie/Thomas)**

### BTWD Planning Week 3 (7/18-22)

☐ Follow up with organizations who were contacted to be a Bike Month 2021 sponsor **(Charlie/CCB)**

☐ Request funds from CCB through Bike Month budget to fund bus boards **(Charlie/CCB)**

☐ Thursday, 7/21 deadline: determine Bike Month 2022 Theme **(CCB/Planning Team)**

☐Friday, 7/22: Contact 2021 Bike to Work Day station managers to determine participation this year **(Gabe)**
☐ Friday, 7/22: Planning Team deadline to determine how much fundraising money we have to spend on Bike Month, although funds can still be collected after this time **(Charlie/CCB)**

### BTWD Planning Week 4 (7/25-29)

☐ Reach out to people who may want to host a new Bike to Work Day and/or Bike to School Day station **(Gabe/others)**

☐Contact City of Champaign, City of Urbana, and University of Illinois requesting to add a newsletter article about Bike Month in the September editions of their e-newsletters **(Gabe – Cities / Sarthak – UIUC)**

☐ Date & Time TBD: Bike Month Planning Team meeting, Zoom **(Gabe)**

# August

### BTWD Planning Week 5 (8/1-5)

☐ Update registration questions, send to Planning Team for editing and approval **(Charlie/Gabe/others)**

☐ Follow up with undecided Bike to Work Day station managers about decision to participate **(Gabe)**

### BTWD Planning Week 6 (8/8-12)

☐ Tuesday, 8/9, 9-10:30 am: C-U SRTS Project meeting **(Cynthia)**

☐ Date & Time TBD: Bike Month Planning Team meeting, Zoom **(Gabe)**

☐ Set up Facebook event for Bike to Work Day **(Gabe)**

☐ Finalize registration questions **(Charlie/Gabe/others)**

☐ Prepare newsletter article for Champaign Insider e-newsletter, It’s All About U e-newsletter, and University of Illinois e-week and GradLink. **(Gabe/Sarthak)**

☐ Friday, 8/12 deadline: all new/returning Bike to Work Day station managers to confirm participation **(Gabe)**

### BTWD Planning Week 7 (8/15-19)

☐ Monday, 8/15: Target date to open Bike Month Registration to the public. **(Charlie/CCB/Gabe)**

☐ Finalize newsletter article for Champaign Insider e-newsletter, It’s All About U e-newsletter, and University of Illinois e-week and GradLink. **(Gabe/Sarthak)**

☐ Share these articles with Planning Team reps from these agencies to get posted. **(Gabe/Sarthak)**

### BTWD Planning Week 8 (8/22-26)

☐ Monday, 8/22: Send number of registrants to Station Managers. **(Gabe)**

☐ Prepare static Bike Month announcement ads for CGTV and UPTV announcing Bike to Work Day and Light the Night, and send them to the City of Champaign and City of Urbana respectively. **(Gabe)**

☐ Request funds from CCB through Bike Month budget to create and post Bike Month Facebook ads. **(Charlie/CCB)**

☐ Draft a messaging sheet to be used by Bike to Work Day station managers and volunteers at stations for media interviews and talking with participants, send to Planning Team for editing and approval. **(Gabe)**

☐ Date & Time TBD: Bike Month Planning Team meeting, Zoom **(Gabe)**

☐ Friday, 8/26: Planning Team deadline to finalize t-shirt design. **(Jeff/others)**

# September

### BTWD Planning Week 9 (8/29-9/2)

☐ Monday, 8/29: Send number of registrants to Station Managers. **(Gabe)**

☐ Thursday, 9/1: Champaign Insider and It’s All About U e-newsletters are released.

BTWD Planning Week 10 (9/6-10)

☐ Monday, 9/5: Labor Day

☐ Tuesday, 9/6: Send number of registrants to Station Managers. **(Gabe)**

☐ Wednesday, 9/7: Planning Team deadline to finalize t-shirt order. **(Jeff)**

☐ Wednesday, 9/7: Connect Bike to Work Day volunteers to station managers by email. **(Gabe/Charlie)**

☐ Update Bike to Work Day and Light the Night media release. **(Gabe/Sarthak)**

☐ Thursday, 9/8: Work with MTD Communications staff (Autumn) to prepare media release document for release. **(Gabe)**

☐ Contact WCIA about discussing Bike Month on The Morning Show or CI Living. **(Gabe/Autumn/Stacey)**

☐ Finalize and distribute a messaging sheet to be used by Bike to Work Day station managers and volunteers at stations for media interviews and talking with participants, send to Planning Team for editing and approval. **(Gabe)**

☐ Print out in-person registration forms BEFORE station boxes are assembled – generally distribute 5-10 for small stations, and 20-25 for large stations **(Gabe)**

☐ Print out Project 529 bike registration forms BEFORE station boxes are assembled **(Sarthak)**

☐ Make copies of bike handouts BEFORE station boxes are assembled **(Jeff)**

☐ Date & Time TBD: Bike Month Planning Team meeting, Zoom **(Gabe)**

☐ Friday, 9/9: Send out email reminding people to register for Bike to Work Day. **(Jeff)**

☐ Saturday, 9/10, 8 am-12 noon: Bike to Market **(Jeff/Charlie)**

BTWD Planning Week 11 (9/12-17)

☐ Monday, 9/12: Work with MTD Communications staff (Autumn) to release media release **(Gabe)**

☐ Monday, 9/12 afternoon, 2:00-4:00 pm: Prepare and distribute Bike to Work Day gifts and station materials at the MTD Training Facility, 1207 E. University Ave., Urbana. **(Everyone)**

☐ Tuesday, 9/13, 9-10:30 am: C-U SRTS Project meeting **(Cynthia)**

☐ Tuesday, 9/13: Send final list of registrants and volunteers to Station Managers, provide printed list of registrants for Station Managers to check off registrants during the event on Wednesday morning. **(Gabe)**

☐ Tuesday, 9/13: Create a text chain between the main event organizers the day before Bike to Work Day, to easily communicate during the event to share pictures, request materials, etc. **(Gabe/Sarthak/Charlie/Jeff)**

☐ Wednesday, 9/14, 7-10 am: Bike To Work Day (BTWD)

☐ Attend Bike to Work Day event(s), take photos at events, collect event photos from station managers, post event photos to Bike Month social media and website, collect remaining gifts and materials from station managers.

☐ Wednesday, 9/14: Send the Bike to Work Day post-event survey to station managers no more than 24 hours after the event is over, to ask how this year’s process went, what they would like to see improved next year, and reminding them to send their pictures and return their boxes. **(Gabe)**

☐ Wednesday, 9/14: Create a text chain between the main event organizers the day before Light the Night, to easily communicate during the event to share pictures, request materials, etc. **(Gabe/Sarthak/Charlie/Jeff)**

☐ Thursday, 9/15, 4-7 pm: Light the Night (LTN)

☐ Friday, 9/16, 7-10 am: Bike to Work Day (BTWD) Rain Date

☐ Saturday, 9/17, 8 am-12 noon: Bike to Market

BTWD Planning Week 12 (9/20-24)

☐ Review paper registration lists returned by all station managers to get an actual participant count for Bike to Work Day and Bike to Market Day **(Charlie)**

☐ Tuesday, 9/20, 9-10:30 am: C-U SRTS Project meeting – move this meeting from Tue. 9/13 in case there is too much activity focused on Bike Week. This meeting will need to be held to prepare for Walk ‘n’ Roll to School Day. **(Cynthia)**

☐ Tuesday, 9/20, 4-7 pm: Light the Night (LTN) Rain Date

☐ Saturday, 9/24: Bike Your Park Day

BTWD Planning Week 13 (9/26-30)

☐ Bike Month Planning Team post-event meeting

# October

### Week 14 (10/3-7)

☐ Wednesday, 10/5: Walk ‘n’ Roll to School Day

# Ongoing Tasks

☐ Determine Bike Month 2022 theme.

☐ Continue to update website as needed.

☐ Continue to update Bike Month Google Calendar of events as needed.

☐ Contact previous Bike to Work Day station managers asking if they would like to run a station again.

☐ Communicate with potential Bike to Work Day station managers asking if they would like to run a station.

☐ Follow up with organizations who were contacted to be a Bike Month 2021 sponsor.

☐ Update bus board for Bike Month 2022. Request quote from MTD for running bus boards.

☐ Request funds from CCB through Bike Month budget to fund bus boards.

☐ Set up Facebook events for Bike to Work Day, Walk ‘n’ Roll to School Day

☐ Request funds from CCB through Bike Month budget to create and post Bike Month Facebook ads.

☐ Prepare static Bike Month announcement ads for CGTV and UPTV.

☐ Prepare newsletter article for Champaign Insider e-newsletter, It’s All About U e-newsletter, and University of Illinois e-week and GradLink. Share these articles with Planning Team reps from these agencies to get posted.

☐ Update Bike Month media release. Work with MTD Communications staff to release press release.

☐ Draft a messaging sheet to be used by Bike to Work Day station managers and volunteers at stations for media interviews and talking with participants, send to Planning Team for editing and approval.

☐ Contact WCIA about discussing Bike Month on The Morning Show or CI Living.