**Champaign-Urbana Bike Month 2023**

**Roles & Responsibilities**

**20 July 2023**

**This document updated after Bike Month 2022**

**Event Dates:**

Bike to Work Day (BTWD) date: Thursday, September 14, 7-10 am  
Bike to Work Day (BTWD) RAIN date: Friday, September 15, 7-10 am

Light the Night (LTN) date: Tuesday, September 19, 4-7 pm  
Light the Night (LTN) RAIN date: Thursday, September 21, 4-7 pm

Other #BikeThere events happening this fall:

* Friday, September 22: Car-Free Day
* Friday, September 22: PARKing Day
  + Sixth Street north of Green Street
* Saturday, September 23: Bike Your Park Day
* Wednesday, October 4: Walk ‘n’ Roll to School Day

**Planning Team:**

What agencies and which members will comprise the team planning these events:

Executive & Planning Team members:

1. Champaign County Bikes (CCB) – Jeff Yockey, Vice-Chair
2. Champaign County Regional Planning Commission (CCRPC) – Gabe Lewis, Planner
   1. LRTP Outreach – Thomas Valencia, Intern
3. Champaign-Urbana Safe Routes to School (C-U SRTS) Project – Cynthia Hoyle, Chair
4. University of Illinois – Sarthak Prasad, Sustainable Transportation Assistant
   1. Alternate – Stacey DeLorenzo, TDM Coordinator
   2. Alternate – Morgan White, Director of Sustainability

Planning Team members:

1. City of Champaign – Lily Wilcock, Planner
2. City of Urbana – ?
   1. Light the Night station manager – Marcus Ricci, Planner
   2. Alternate – John Zeman, City Engineer
   3. Alternate – Bridget Broihahn, Communications Specialist
3. Village of Savoy – Nick McDuffee, Parks & Recreation Director
   1. Alternate – Ryan Skarr, Savoy Recreation Center
   2. Alternate – Ireland Hieb, Savoy Recreation Center
4. Village of Mahomet – Ellen Hedrick, Engineer
   1. Alternate – Abby Heckman, Planner
5. Village of Rantoul – Jake McCoy, Assistant Public Works Director
6. Village of St. Joseph – Joe Hackney, Village Administrator
7. Champaign Center Partnership – Xander Hazel, Executive Director
8. Champaign County Forest Preserve District (CCFPD) – Sam Ihm, Planning Assistant
   1. Alternate – Bridgette Moen, Planning Director
9. CUMTD – Jay Rank, Operations Director

C-U SRTS Project is operated by CUMTD. CCRPC membership includes the City of Champaign, City of Urbana, Village of Savoy, Village of Mahomet, Village of St. Joseph, and Village of Rantoul.

**Planning Team Meetings:**

Who and/or what agencies will be invited to Planning Team Meetings:

* Planning Team members
* Any other related stakeholders, as needed

How often will Planning Team Meetings be held: Twice a month. Meetings will be canceled if there is insufficient business to discuss.

When will Planning Team Meetings be held: Every other Wednesday through September between 3:00 and 4:15 pm (July 12, July 26, August 9, August 23, September 6, and September 20).

Where will Planning Team Meetings be held: Zoom, to be set up by CCRPC.

Who will organize Planning Team meeting agendas: CCRPC, with assistance from other Planning Team members as needed.

**Sponsorship:**

What is the Target Budget: $17,500 for Bike Month 2023-24

What items do you want to spend the budget on: Bus Boards, Facebook Ads, T-shirts, T-shirt design services by Weiskamp, Backpack Reflectors, Other Gifts for Participants

Who will update, finalize, and distribute the Fundraising Donation Letter: Gabe can begin updating this letter that Charlie and Audrey created last year, and then he will send it to Jeff and CCB to finalize and distribute. Other Executive Team members are welcome to review the letter. CCB should distribute it to sponsors, since they are the agency that can solicit and collect funds. However, all Planning Team members are encouraged to share this letter with any returning and potential new sponsors.

Who will be requested to donate to the Bike Month 2023-24 Budget: Carle, OSF, Christie Clinic, Athletico, Neutral Cycle, Champaign Cycle, Durst Cycle, Common Ground Food Co-Op, Veo, University of Illinois, New Belgium Brewing Company (local distributor, or Environmental Stewardship Grants Program information is available at <http://www.newbelgium.com/sustainability/Community/Philanthropy.aspx>), Riggs Brewery, University Group, Industrial Donut, Body ‘n’ Sole, Vista, Rugged Outdoors, 25 O’Clock Brewery, BR Bikes, MTD, CCFPD Foundation, Urbana Park District, i3 Broadband, Wolfram, Busey Bank, University of Illinois Community Credit Union (UICCU), Champaign Park District, CUrbanism Club.

When will the Fundraising Deadline be to determine how much money we have to spend on Bike Month: Friday, July 28

**Fundraising:**

What do we want the Bike Month Donation Purpose to be: Bike to Work Day 2023-24 donations will be directed to Champaign County Bikes’ (CCB) Student Safety and Education Fund.

1. Student Safety: promote the benefits of walking and cycling to school to K-12 students, while also advocating for safer active transportation infrastructure at and near schools. Instill habits of lifelong bicycling at a young age.
2. Education: teach kids and adults how to safely ride a bike. Education creates a culture of bicycling and driving safety. Develop a facility where bicyclists can go to learn and practice skills.

**Advertising:**

What types of Bike Month advertisements do we want to create? Bus Boards, Facebook Event (free), Facebook Ads, CGTV static ad (free), UPTV static ad (free), Smile Politely ad, Yard Signs, MTD digital kiosk ad, MTD social media, Daily Illini full-page ad, Bike at Illinois social media (free), News-Gazette ad.

\*\*List BTWD main date and rain date on ALL advertising.

Other methods of promoting Bike Month: Champaign Insider e-newsletter, It’s All About U e-newsletter and monthly video, WCIA 3 Morning Show or CI Living segment, Smile Politely, event calendar, Bike to Work Day flyer, Community Calendar posts, Healthy Champaign County (HCC) calendar, Bike Month Google calendar, University of Illinois eWeek newsletter, University of Illinois Grad Link newsletter, University of Illinois digital ads (to run at Dining Halls, Campus Rec, Illini Union), ~~Illinois Marathon Expo,~~ University of Illinois Quad stall, Veo push messages, University of Illinois Project 529 bike registration messaging, University of Illinois “Lock Your Bike Right” future events on the Quad where bicyclists can post photos of correctly locked bikes and be eligible for prize giveaways, engagement with University of Illinois Departments of Kinesiology and Public Health, engagement with the University of Illinois International Student and Scholar Services (ISSS), Champaign Park District program guide, Urbana Park District program guide, Mahomet Parks & Recreation program guide, Rantoul Recreation Department program guide.

Who will create Bike Month advertisements: Staff or interns from MTD/C-U SRTS Project, CCRPC, University of Illinois, and/or any other capable organization.

**Engagement:**

How do we engage people to run a Welcome Station: Outline the task list and ease of implementation to interested persons, highlight room for making a Welcome Station your own and what would appeal to your audience to participate.

How we determine winners and distribute donated Bike Month raffle prizes: Assign participants random numbers, use Internet Random Number Generator to pick winners or hold a public drawing at a Bike to Market Saturday. Participants can pick up the prize at the event, it can be made available to pick up at a Planning Team office, or a Planning Team member can deliver it to them.

How do we engage people from underrepresented areas of the community in Bike Month events: Share Save the Date and Bike Month materials at the Habitat for Humanity Bike Rodeo in Champaign on Saturday, July 22, 2023. Partner with Urvana, Y on the Fly, and Don Moyer Boys & Girls Club to be a part of existing events. Ask City of Champaign, Champaign Park District, City of Urbana, Urbana Park District, and Village of Rantoul to help coordinate an event within their jurisdiction. Ask Salt & Light if we can host an event for Silverwood neighborhood residents in Urbana, or join the Silverwood Block Party on Saturday, July 29, 2023. Ask bike mechanic(s) if they will attend and do bike repairs. Bring incentive materials (e.g. t-shirts, reflectors, bike locks). In the spring, hold “Bike Into Spring” pop-up bike repair & registration events on weekday afternoons or Saturdays in underrepresented neighborhoods (e.g. Douglass Park, Garden Hills, Bristol Place, Countrybrook, Town Center, Silverwood, Lierman Neighborhood). Be a part of existing events whenever possible. Host Champaign event at a site where Spring Fling will *not* be, so that multiple neighborhoods will have bike events in the same year.

Partner with Champaign Unit #4 School District, Urbana School District #116, Rantoul City Schools District #137, Champaign County Head Start, and/or Eastern Illinois Foodbank to be present at and share bicycle information at food distributions.

Include Bike Month information in program guides for the Champaign Park District, Urbana Park District, and Rantoul Recreation Department.

Ask if City of Champaign, City of Urbana, and Village of Rantoul can distribute emails to neighborhood associations; explore doing mailings, door hangers, and/or yard signs targeted to underrepresented neighborhoods.

Hold a Ride with the Mayors event that runs through underrepresented neighborhoods.

Engage major employers and ask them to give prizes to employees who bicycle to work, such as bike lights, reflective gear, etc.

CCB: pilot events and outreach for 2nd and 3rd shift workers, potentially pop-up welcome stations with tents along bicycling routes to jobs.

**Registration:**

What do we want the Bike to Work Day Registration target number to be: 1,000  
(2022 number was 921, 2021 number was 887)

What do we want the Walk ‘n’ Roll to School Day Registration target number of participating schools to be: 12 (2022 number was 6 schools, 2021 number was 9 schools)

Who will be the Lead Contacts for managing the Registration Database: Jeff & Gabe

Who will have access to viewing the Registration Database: Executive Team members (Gabe Lewis (CCRPC), Thomas Valencia (CCRPC), Jeff Yockey (CCB), Cynthia Hoyle (C-U SRTS Project), Sarthak Prasad (UIUC)), and any other Planning Team members by request

When is the Target Date to Open Registration to the public: Monday, August 14

**Website:**

Who will be the Lead Contacts for updating the Bike Month Website: Cynthia, Gabe, Thomas, Jeff

Who will be updating the Bike Month Google Calendar of events: Gabe, Jeff, Cynthia

Who will be updating the Bike Month static calendar of events: Gabe

**Social Media:**

Who will be the Lead Contact for updating the Bike Month Facebook Page: Cynthia Hoyle. Other people who can post are Gabe Lewis (CCRPC), Thomas Valencia (CCRPC), and Bridget Broihahn (Urbana).

Who will be the Lead Contact for updating the Bike Month Twitter Page: Cynthia Hoyle. Other people who can post are Gabe Lewis (CCRPC), Thomas Valencia (CCRPC), and Bridget Broihahn (Urbana).

**Media:**

Who will be the Bike to Work Day Media Contact: Jeff (primary), Gabe (secondary)

Who will be the Walk ‘n’ Roll to School Day Media Contact: Cynthia (primary), Gabe (secondary)

Who will be the Lead Contacts to update and distribute the Bike Month Media Release: Gabe, Jeff, Cynthia, and MTD Communications (Autumn, via Jay)

When will the Bike Month Media Release be released to the media: Monday, September 11

Who will update and distribute the Save the Date announcement: Gabe. Create this announcement in July 2023 and April 2024 with the major Bike Month event dates. All Planning Team members should post and distribute the announcement as they feel appropriate.

**T-shirts:**

How will we decide on the theme and final design: Discuss at Bike Month meetings and by email outside meetings. Majority vote among the Planning Team (one vote per agency).

Who will be the T-shirt Designer: Weiskamp designer Warren, designer of 2017, 2019, 2021, and 2022 Bike Month t-shirts

When is the Deadline to finalize the t-shirt design: Friday, August 25

When is the Deadline to finalize the t-shirt order: Wednesday, September 6  
We will have to estimate the number of t-shirts needed based on registration numbers at that time, and welcome station guests from previous years.

**Bike to Work Day Welcome Stations:**

Who will be the Lead Contacts for handling requests to run a Welcome Station: Gabe, Jeff

When will 2022 station managers be asked to decide whether or not they’re participating this year: Friday, August 11

When is the deadline for all station managers (new and returning) to confirm their participation: Friday, August 11

When and how often will Station Managers be notified of how many people are registered to attend their station:

* First notification: Monday, August 21
* Frequency of notifications: Beginning of each workweek (Monday, August 28; Tuesday, September 5; Monday, September 11)
* Final notification: Wednesday, September 13

When will Station Managers be notified of how many people are volunteering at their station: Wednesday, September 13

When will Bike Month Planning Team members sort welcome station materials: Monday afternoon, September 11

When will Station Managers receive welcome station materials: Between Monday, September 11 and Wednesday, September 13

How will Station Managers pick up welcome station materials: We can distribute them, or they can be picked up at a central location, potentially CUMTD, CCRPC, or Savoy Recreation Center.

Who will write up Messaging for All Station Managers to Use: Gabe & Jeff. We at least need consensus from the Executive Team on the final draft. This should be done by Wednesday, September 6.

Post-event follow-up: Request Urbana Mayor Diane Marlin and other officials to sign thank you cards for station managers.

**Walk ‘n’ Roll to School Day Welcome Stations:**

When and how will emails to schools go out inviting them to participate in the event?

* First notification: Thursday, August 24
* Second notification: Thursday, September 14
* Final notification: Thursday, September 28

When and how often will Station Managers/Greeters be notified of how many people are expected at their school?

* First notification: Monday, September 18
* Frequency of notifications: Every Monday
* Final notification: Monday, October 2

When will Station Managers/Greeters be notified of how many people are volunteering at their station: Monday, October 2

When will C-U SRTS Project steering committee members sort school materials: Friday, September 29, 3 hour timeframe, at the MTD office.

When will Station Managers/Greeters receive welcome station materials: Monday, October 9

How will Station Managers/Greeters pick up welcome station materials: C-U SRTS Project members can distribute them, or they can be picked up at the MTD office.

Post-event follow-up: Request Urbana Mayor Diane Marlin and other officials to sign thank you cards for volunteers, teachers, and/or principals who participate in this event.