**Champaign County Bike Month 2024**

**Roles & Responsibilities**

**19 July 2024**

**This document updated after the July 9th Planning Team meeting**

**Event Dates:**

Bike to Work Day (BTWD) date: Wednesday, September 18, 7-10 am  
Bike to Work Day (BTWD) RAIN date: Friday, September 20, 7-10 am

Light the Night (LTN) date: Thursday, September 19, 4-7 pm  
Light the Night (LTN) RAIN date: Tuesday, September 24, 4-7 pm

Other related events happening this fall:

* Saturday, August 17: Pedal the Preserves
* Saturdays, August 17 & 24 and September 7 & 14: Bike to Market Saturdays
* Friday, September 20: PARKing Day
  + Goodwin Avenue and Nevada Street, near the Cultural Houses
* Sunday, September 22: Car-Free Day
* Saturday, September 28: Bike Your Park Day
* Wednesday, October 9: Walk ‘n’ Roll to School Day

**Executive & Planning Teams:**

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

Executive & Planning Team members:

1. Champaign County Regional Planning Commission (CCRPC) – Gabe Lewis, Planner III
2. Champaign-Urbana Safe Routes to School (C-U SRTS) Project/Champaign-Urbana Mass Transit District (CUMTD) – Abby Kipping, Co-Chair/Communication Design Specialist
   1. Qiushi Huang, MTD Planner
   2. Cynthia Hoyle, Co-Chair/Transportation Planning Consultant
3. University of Illinois – Sarthak Prasad, Sustainable Transportation Assistant

Planning Team members:

1. Campus Bike Center – Jake Benjamin, Coordinator
2. City of Champaign – Lily Wilcock, Associate Planner
   1. Alternate – Dan Saphiere, Associate Planner
3. Village of Savoy – Ryan Skarr, Savoy Recreation Center Program Manager
   1. Alternate – Caitlin Kelly, Community Planner
4. Village of Mahomet – Ellen Hedrick, Engineer
   1. Alternate – Abby Heckman, Planner
5. Village of Rantoul – Jake McCoy, Assistant Public Works Director

Invited Planning Team members:

1. Champaign County Bikes (CCB)
2. Champaign County Forest Preserve District (CCFPD) – Sam Ihm, Planning Assistant
   1. Alternate – Bridgette Moen, Planning Director
3. City of Urbana – Marcus Ricci, Planner II
   1. Alternate – Bridget Broihahn, Communications Specialist
4. Village of St. Joseph – Joe Hackney, Village Administrator

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 Friday through September between 11:00 am and 12:00 noon, with announced exceptions.

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: *Unknown* for Bike Month 2024-25. A minimum of $6,000 will be needed for a mass t-shirt order; this figure is only based on costs from previous years. The target budget for Bike Month 2023-24 was $12,000.

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 in 2022, and then he will send it to Executive Team members to finalize and distribute. Other Planning Team members are welcome to review the letter. All Planning Team members are encouraged to share this letter with any returning and potential new sponsors. **However, a non-profit agency to collect funds still needs to be identified.**

Who will be requested to donate to the Bike Month 2024-25 Budget: Carle, OSF, Christie Clinic, Athletico, Neutral Cycle, Trek Bicycle Champaign, 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 Outdoor, Rugged Outdoors, 25 O’Clock Brewery, BR Bikes, MTD, Champaign County Conservation & Design (CCDC) Foundation, Champaign County Forest Preserve District (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, August 16

**Fundraising Donations:**

What do we want the Bike Month Donation Purpose to be: *Unknown* for Bike to Work Day 2024-25. It could go towards C-U SRTS Project supplies and expenses, since that group did not receive its IDOT SRTS award in 2024. **However, a non-profit agency to collect funds still needs to be identified.** Bike to Work Day 2023-24 donations were directed to the Friends of the Kickapoo Rail Trail (KRT) to purchase a maintenance vehicle and tools.

**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), 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, Savoy Recreation Center 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 with QR code to the Bike Month registration webpage with Habitat for Humanity of Champaign County Bike Rodeo participants, and at the Champaign Unit 4 School District School Supply Giveaway at Market Place Mall on Tuesday, August 6, 2024. 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. 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: 1,200  
(2023 number was 1,165; 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: 10 (2023 and 2022 number was 6 schools, 2021 number was 9 schools)

Who will be the Lead Contact for managing the Registration Database: Gabe

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

When is the Target Date to Open Registration to the public: Monday, August 19

**Website:**

Who will be the Lead Contacts for updating the Bike Month Website: Abby, Qiushi, Cynthia, Gabe

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

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

**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), Abby Kipping (C-U SRTS Project/MTD), 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), Abby Kipping (C-U SRTS Project/MTD), and Bridget Broihahn (Urbana).

**Media:**

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

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

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

When will the Bike Month Media Release be released to the media: Monday, September 16

Who will update and distribute the Save the Date announcement: Gabe. Create this announcement in June 2024 and April 2025 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 active Planning Team members (one vote per agency).

Who will be the T-shirt Designer: We can ask MTD’s Abby Kipping if she can or wants to do it. Otherwise, contact Dixon Graphics designer Warren Bensken, designer of 2017, 2019, and 2021-2023 Bike Month t-shirts.

When are the Deadline to finalize the t-shirt design: Friday, August 23 (initial deadline); Wednesday, September 4 (final deadline).

When is the Deadline to finalize the t-shirt order: Friday, 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 (Countywide), Sarthak (University units)

When will 2023 station managers be asked to decide whether or not they’re participating this year: Wednesday, July 24

When is the deadline for all station managers (new and returning) to confirm their participation: Wednesday, August 14

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

* First notification: Monday, August 26
* Frequency of notifications: Beginning of each workweek (Tuesday, September 3; Monday, September 9; Monday, September 16)
* Final notification: Tuesday, September 17

When will Station Managers be notified of how many people are volunteering at their station: Tuesday, September 10 (initial count) and 17 (final count)

When will Bike Month Planning Team members sort welcome station materials: Monday and Tuesday afternoons, September 16-17, 2-6 PM

When will Station Managers receive welcome station materials: Between Monday, September 16 after 5 PM and Tuesday evening, September 17

How will Station Managers pick up welcome station materials: They can pick them up at 1207 E. University Ave. in Urbana between Monday, September 16 at 5 PM and Tuesday, September 17 at 6 PM. Otherwise, they can be delivered by a Planning Team member.

Who will write up Messaging for All Station Managers to Use: Gabe. We need consensus from at least the Executive Team on the final draft. This should be done by Wednesday, September 11.

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: Monday, August 26
* Second notification: Tuesday, September 3
* Final notification: Monday, September 9

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

* First notification: Monday, September 16
* Frequency of notifications: Every Monday
* Final notification: Monday, October 7

When will Station Managers/Greeters be notified of how many people are volunteering at their station: Tuesday, October 8

When will C-U SRTS Project steering committee members sort school materials: Monday, September 30, 3 hour timeframe, at the MTD office.

When will Station Managers/Greeters receive welcome station materials: Wednesday, October 2

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.