# Champaign County Bike Month 2024

## 19 July 2024

## Weekly Task List

Blue = meetings

Red = deadlines

Purple = events

# May (National Bike Month)

☒ Update the year to 2024 on Bike Month homepage. **(Abby/CUSRTSP)**

☒ Wednesday, May 8: Bike to School Day **(Abby/Cynthia/CUSRTSP)**

☒ 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 **(Abby/Cynthia/CUSRTSP)**

☒ 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. **(Abby/Cynthia/CUSRTSP)**

☒ Tuesday, 5/14, 11:45 am: C-U SRTS Project meeting **(Abby/CUSRTSP)**

☒ Wednesday, 5/15, 7 pm: Ride of Silence, iHotel **(Sue Jones)**

# June

☒ Organize first Bike Month & Light the Night Planning Team meeting time **(Gabe)**

☒ Friday, 6/28, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, Zoom **(Gabe/Sarthak)**

# July

### BTWD Planning Week 1 (7/1-5)

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

### BTWD Planning Week 2 (7/8-12)

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

☒ Tuesday, 7/9, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, MTD office, 1101 E. University Ave., Urbana **(Gabe/Sarthak)**

☒ Tuesday, 7/9, 12 noon-1 pm: C-U SRTS Project meeting **(Abby/Cynthia)**

### BTWD Planning Week 3 (7/15-19)

☒ Finish updating Roles & Responsibilities List and Weekly Task List, send to Planning Team for review and edits **(Gabe)**

### BTWD Planning Week 4 (7/22-26)

☐ Update Bike Month 2024 sponsorship letter **(Gabe/others)**

☐ Connect current Bike Month Google Calendar to Bike Month website **(Abby/Qiushi/Gabe)**

☐Wednesday, 7/24: Contact 2023 Bike to Work Day station managers to determine participation this year **(Gabe)**
☐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)**

☐ Friday, 7/26, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, Zoom **(Gabe/Sarthak)**

☐ Determine what agency(ies) can receive sponsorship funds **(Planning Team)**

☐ Determine if there will be a Bike Month 2024 Donation Purpose **(Planning Team)**

### BTWD Planning Week 5 (7/29-8/2)

☐ Finalize Bike Month 2024 sponsorship letter **(Gabe/others)**

☐ Distribute Bike Month 2024 sponsorship letter **(Planning Team)**

☐ Follow up with organizations who were contacted to be a Bike Month 2023 sponsor **(Planning Team)**

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

☐ Begin t-shirt design process if not already started. Determine if MTD can do this work, or contact Dixon Graphics. **(Gabe/Abby)**

☐ Update registration questions **(Gabe/others)**

☐ Request quote from MTD for running bus boards as decals. **(Abby/Gabe)**

# August

### BTWD Planning Week 6 (8/5-9)

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

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

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

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

☐ 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)**

☐ Check sponsorship funds to determine if bus boards can be funded **(Planning Team)**

☐ Update bus board artwork for Bike Month 2024. **(Abby)**

☐ Friday, 8/9, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, Zoom **(Gabe/Sarthak)**

### BTWD Planning Week 7 (8/12-17)

☐ Tuesday, 8/13, 11:45 am: C-U SRTS Project meeting **(Abby/Cynthia)**

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

☐ Wednesday, 8/14 deadline: all new/returning Bike to Work Day station managers to confirm participation **(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)**

☐ Friday, 8/16: Planning Team deadline to determine how much sponsorship money we have to spend on Bike Month, although funds can still be collected after this time **(Planning Team)**

☐ Saturday, 8/17, 8 am-12 noon: Bike to Market **(CCB)**

☐ Saturday, 8/17: Pedal the Preserves **(CCFPD)**

### BTWD Planning Week 8 (8/19-24)

☐ Monday, 8/19: Target date to open Bike Month Registration to the public. **(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)**

☐ Check sponsorship funds to determine if we can create and post paid Bike Month Facebook ads. **(Planning Team)**

☐ Friday, 8/23: Initial deadline for Planning Team to finalize t-shirt design. **(Gabe/others)**

☐ Friday, 8/23, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, Zoom **(Gabe/Sarthak)**

☐ Saturday, 8/24, 8 am-12 noon: Bike to Market **(CCB)**

### BTWD Planning Week 9 (8/26-30)

☐ Monday, 8/26: Send number of registrants to Station Managers. **(Gabe)**

☐ 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)**

☐ Check sponsorship funds to determine if we can create and post paid Bike Month Facebook ads. **(Planning Team)**

☐ Install “Light the Night Station Location” yard signs. **(Sarthak/F&S)**

☐ Thursday, 8/29: Contact MTD Communications staff (Autumn) and start drafting the media release document. **(Gabe/Abby)**

# September (Champaign County Bike Month)

### BTWD Planning Week 10 (9/1-7)

☐ Sunday, 9/1: Champaign Insider e-newsletter is released.

☐ Early September: It’s All About U e-newsletter is released.

☐ Monday, 9/2: Labor Day

☐ Tuesday, 9/3: Install “September is Bike Month” and Bike to Work Day Welcome Station Location” yard signs. **(Sarthak/others)**

☐ Tuesday, 9/3: Send number of registrants to Station Managers. **(Gabe)**

☐ Wednesday, 9/4: Final deadline for Planning Team to finalize t-shirt design. **(Gabe/others)**

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

☐ 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)**

☐ Friday, 9/6, 11 am-12 noon: Bike Month & Light the Night Planning Team meeting, Zoom **(Gabe/Sarthak)**

☐ Friday, 9/6: Planning Team deadline to finalize t-shirt order. **(Gabe)**

☐ Saturday, 9/7, 8 am-12 noon: Bike to Market **(CCB)**

BTWD Planning Week 11 (9/9-14)

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

☐ Tuesday, 9/10: Connect Bike to Work Day volunteers to station managers by email. **(Gabe)**

☐ Tuesday, 9/10, 11:45 am: C-U SRTS Project meeting **(Abby/Cynthia)**

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

☐ Thursday, 9/12: Work with MTD Communications staff (Autumn) to prepare media release document for release. **(Gabe)**

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

☐ 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. **(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 **(Sarthak/Jake/others)**

☐ Friday, 9/13: Send out email reminding people to register for Bike to Work Day. **(Gabe)**

☐ Saturday, 9/14, 8 am-12 noon: Bike to Market **(CCB)**

BTWD Planning Week 12 (9/16-21)

☐ Monday, 9/16: Work with MTD Communications staff (Autumn) to release media release **(Gabe)**

☐ Monday morning, 9/16: Print list of registrants for Station Managers to check off registrants during the event on Wednesday morning. **(Gabe)**

☐ Monday, 9/16 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. **(Planning Team)**

☐ Tuesday, 9/17: Send final list of registrants and volunteers to Station Managers. Separate list of registrants who signed up after printing the list on Monday morning, and ask Station Managers to print or manually add these names to their registrant list. Station managers must check off all registrants during the event on Wednesday morning. **(Gabe)**

☐ Tuesday, 9/17: Create a text chain between the Executive Team/main event organizers the day before Bike to Work Day, to easily communicate during the event to share pictures, request materials, etc. **(Gabe/Sarthak/Abby)**

☐ Wednesday, 9/18, 7-10 am: Bike To Work Day (BTWD)

☐ Wednesday, 9/18: 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. **(Planning Team)**

☐ Wednesday, 9/18: 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, 9/18: 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)**

☐ Thursday, 9/19, 4-7 pm: Light the Night (LTN)

☐ Friday, 9/20, 7-10 am: Bike to Work Day (BTWD) Rain Date

☐ Friday, 9/20, 11 am-12 noon: Bike Month & Light the Night Planning Team post-event meeting, Zoom **(Gabe)**

☐ Friday, 9/22, 1-4 pm: PARKing Day on Nevada Street west of Goodwin Avenue **(SPO)**

Week 13 (9/22-28)

☐ Sunday, 9/22: Car-Free Day

☐ Tuesday, 9/24, 4-7 pm: Light the Night (LTN) Rain Date

☐ Review paper registration lists returned by all station managers to get an actual participant count for Bike to Work Day **(Gabe/Planning Team)**

☐ Saturday, 9/28: Bike Your Park Day

# October

Week 14 (9/30-10/4)

☐ Walk ‘n’ Roll to School Day planning **(Abby/Cynthia/CUSRTSP)**

### Week 15 (10/7-11)

☐ Wednesday, 10/9: Walk ‘n’ Roll to School Day **(Abby/Cynthia/CUSRTSP)**

# Ongoing Tasks

☐ Determine if there will be a Bike Month 2024 fundraising purpose.

☐ Continue to update Roles & Responsibilities List as needed.

☐ Continue to update Weekly Task List as needed.

☐ 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 2023 sponsor.

☐ Update bus board for Bike Month 2024. Request quote from MTD for running bus boards.

☐ Check Bike Month sponsorship budget to fund bus boards.

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

☐ Check Bike Month sponsorship budget to create and post paid 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.