

PROJECT NAME: Bike at Illinois Website and Campaign

OVERVIEW

Biking on the University of Illinois campus and in Champaign-Urbana is an excellent option for much of the community. Illinois has been recognized as a bronze-level bicycle friendly university by the League of American Bicyclists. The City of Champaign has been recognized as a bronze-level bicycle friendly community and Urbana as a gold-level bicycle friendly community.

Those coordinating biking efforts for Facilities & Services (F&S) seek a website, apart from the F&S website, and marketing campaign to better showcase the resources available to cyclists.

DELIVERABLES AND SCHEDULE

A. Bike at Illinois Website | \$15,200 | Production Time: 190

Creative Services will design and develop a website for bicycle resources and information at Illinois. The website will be in Wordpress (using Publish Illinois) and will feature modern, responsive design, backed by a content strategy that supports the research done by Lily Wilcock and her main program goal of providing a tool to cyclists to use and understand resources, and engage with one another. We will position the look and feel of the website with the campus direction of unified graphics and layout.

Main website goal(s):

1. Establish Bike at Illinois as the trusted go to resource for all things biking on campus.
2. Encourage participation in programs that improve the comfort and safety of the biking experience.
3. Grow the biking community through education and advocacy around core cycling community values including sustainability and healthy/active lifestyle choices.

Phases include:

- **Content review and research (4-6 weeks)** – Creative Services will review any existing content/and content plans along with the current website, communications and marketing activities to understand current practices and gain further understanding of any specific challenges and opportunities. This will likely involve CS/client meeting time to discuss goals, content and functionality.

- **Final review, launch and hand-off (1-2 weeks)** – Creative Services will review site, fix bugs and test in browsers. Client will review site and provide any content changes. Significant changes to design at this point may delay the site launch. Following the launch, Creative Services will meet with client to provide an overview for managing the site in Wordpress.

B. Marketing Campaign | no cost | Production Time: TBD, aligns with site concept and production
Creative Services will create a local marketing campaign aimed at either promoting the new website, or promoting active transportation/biking on campus—the topic will be determined based on our audience interviews and research.

Further deliverables may include: additional web page of related content; social media graphics; physical and electronic mailers; ads; media kit. Overall campaign timeline, with specific deliverables, will be determined as content is finalized.

C. Schedule

The following is a proposed high-level schedule for the project stages.

October

Content review and research

November

Content review and research (continued)

Project Definition and Concept

Design

December

Design

Finalizing Content

January

Design

Development

February

Development

Final review launch and handoff

March

Final review launch and handoff (continued)

SIGNATURE

Upon approval of this proposal, please sign, date, and include the account you'd like to use. Return this page by fax to (217) 244-7124 or by email to creativeservices@illinois.edu

We look forward to working with you!

PROJECT NUMBER: Bike at Illinois Website
PROJECT NAME: 17.046
CLIENT: Facilities & Services

Client signature Date

Printed name / Title

Email address

Chart	Fund	Organization	Account	Program	Activity	Location
<input type="text" value="1"/>	<input type="text" value="304056"/>	<input type="text" value="311007"/>	<input type="text" value="142900"/>	<input type="text" value="311026"/>	<input type="text"/>	<input type="text"/>

Working with Creative Services

- This estimate is based on initial information summarized in this proposal.
- Successfully following the proposed schedule will ensure meeting the stated delivery date.
- This estimate is for Creative Services time only, and does not include printing, photography, or other outside services. Additional estimates will be provided if these services are needed.
- This estimate includes two rounds of client alterations unless otherwise noted. Additional revisions, including changes in the scope or timeline of the project, will be managed through Creative Services' change control procedures. If changes in scope occur, or if client deadlines are missed, this project will move to the end of the Creative Services project queue and will result in a delayed completion date.
- Creative Services time spent on this project counts toward the 2,080 hours agreed on in the Public Affairs/Office of the Provost/Office of the Chancellor Memorandum of Understanding.

Thank you for your interest in our office. Please do not hesitate to contact us should you have questions.

I acknowledge that I have read and understand the terms of working with Creative Services:

Initials Date