

Champaign-Urbana Bike Month 2020

13 January 2020

Weekly Task List

January

Week 1 (1/13-17)

- Tuesday, 1/14: C-U SRTS Project and Bike Month Planning Team meeting
- Begin updating Roles & Responsibilities List and Weekly Task List

Week 2 (1/20-24)

- Finish updating Roles & Responsibilities List and Weekly Task List
- Determine Bike Month 2020 Donation Purpose
- Update Bike Month 2020 sponsorship letter

Week 3 (1/27-31)

- CCB distribute Bike Month 2020 sponsorship letter, other Planning Team members send potential sponsors to CCB
- Friday 1/31 deadline: determine Bike Month 2020 Theme

February

Week 4 (2/3-7)

- CCB distribute Bike Month 2020 sponsorship letter, other Planning Team members send potential sponsors to CCB

Week 5 (2/10-14)

- Tuesday, 2/11: C-U SRTS Project and Bike Month Planning Team meeting
- CCB distribute Bike Month 2020 sponsorship letter, other Planning Team members send potential sponsors to CCB

Week 6 (2/17-21)

- Update registration questions, send to Executive Team for editing and approval

Week 7 (2/24-28)

- Follow up with organizations who were contacted to be a Bike Month 2020 sponsor
- Friday, 2/28: Contact 2019 Bike to Work Day station managers to determine participation this year
- Friday, 2/28: 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

March

Week 8 (3/2-6)

- Reach out to people who may want to host a new Bike to Work Day and/or Bike to School Day station
- Contact Champaign Park District, Urbana Park District, Neutral Cycle, and Champaign Cycle about holding Pop-Up Events on Tuesdays in April
- Contact City of Champaign, City of Urbana, and University of Illinois requesting to add a newsletter article about Bike Month in the April editions of their e-newsletters

Week 9 (3/9-13)

- Update bus board for Bike Month 2020. Request quote from MTD for running bus boards
- Request funds from CCB through Bike Month budget to fund bus boards
- Tuesday, 3/10: C-U SRTS Project & Bike Month Planning Team Meeting
- Friday 3/13 deadline: all new/returning Bike to Work Day station managers to confirm participation

Week 10 Spring Break (3/16-20)

- Set up Facebook event for Bike to Work Day, Bike to School Day

Week 11 (3/23-27)

- Monday, 3/23: Target date to open Bike Month Registration to the public.
- Prepare newsletter article for Champaign Insider e-newsletter, It's All About U e-newsletter, and University of Illinois e-week.
- Share these articles with Planning Team reps from these agencies to get posted.

April

Week 12 (3/30-4/3)

- Request funds from CCB through Bike Month budget to create and post Bike Month Facebook ads.
- Monday, 3/30: Planning Team deadline to finalize t-shirt design.
- Monday, 4/1: Champaign Insider and It's All About U e-newsletters are released.

Week 13 (4/6-10)

- Prepare static Bike Month announcement ads for CGTV and UPTV
- Contact WCIA about discussing Bike Month on The Morning Show or CI Living.

Saturday 4/13: *Bike Month Pop-Up Event at Lierman Neighborhood Community Garden*

Commented [GL1]: Update.

Week 14 (4/13-17)

- Draft a messaging sheet to be used by station managers and volunteers at Bike to Work Day stations and media interviews, send to Executive Team for editing and approval.
- Tuesday, 4/14: C-U SRTS Project and Bike Month Planning Team Meeting

Week 15 (4/20-24)

- Update Bike Month press release
- Work with MTD Communications staff to prepare document for release.
- Wednesday, 4/22: Planning Team deadline to finalize t-shirt order.

Tuesday, 4/21: *Bike Month Pop-Up Event at Douglass Park*

Thursday, 4/23: *Bike Month Pop-Up Event at Garden Hills Park*

Commented [GL2]: Update

Week 16 (4/27 – 5/1)

- Friday, 5/1: [Bike to Work Day](#)
- Monday, 4/27: Work with MTD Communications staff to release press release
- Prepare and distribute Bike to Work Day gifts and station materials on **Mon. 4/27, 2:30-4:30 pm, MTD**

Training Facility, 1207 E. University Ave., Urbana.

Commented [GL3]: Update

- 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.

May

Week 17 (5/4-8)

- Tuesday, May 5: [Bike to Work Day Rain Date](#)
- Wednesday, May 6: [Bike to School Day](#)
- Prepare and distribute Bike to School Day gifts and station materials **on Tue. 5/5, 9:30 am, MTD office**
- 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
- Pick up remaining gifts and materials from schools.

Commented [GL4]: Update

Commented [GL5]: Depending on if schools want to return the materials or distribute them to other students who bike.

Week 18 (5/11-16)

- Tuesday, 5/12: C-U SRTS Project and Bike Month Planning Team Meeting
- Playing It Safe Bike Rodeo preparation – gather materials, station instructions
- Saturday, 5/16: Playing It Safe bike rodeo at Leonhard Recreation Center

Ongoing Tasks

- Determine Bike Month 2020 theme.
- Update website.
- 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 2020 sponsor.
- Update bus board for Bike Month 2020. Request quote from MTD for running bus boards.
- Request funds from CCB through Bike Month budget to fund bus boards.
- Set up Facebook event for Bike to Work Day, Bike 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.

Commented [GL6]: Ongoing

- Prepare newsletter article for Champaign Insider e-newsletter, It's All About U e-newsletter, and University of Illinois e-week. Share these articles with Planning Team reps from these agencies to get posted.
- Update Bike Month press release. Work with MTD Communications staff to release press release.
- Draft a messaging sheet to be used by station managers and volunteers at Bike to Work Day stations and media interviews, send to Executive Team for editing and approval.
- Contact WCIA about discussing Bike Month on The Morning Show or CI Living.
- Help prepare for April events in underrepresented communities:
 - Lierman Neighborhood Community Garden
 - Silverwood
 - Douglass Park
 - Garden Hills School/Park