2018 Bike Month Plan

# Committee Members

**Events committee currently consists of:** Harry Grandon, Chip Wamsley, Bridget O’Meara

**People that expressed an interest in helping:** Marilyn, Jing, Drew, Frank

## Roles we need to fill

* Sponsorship person
* Volunteer coordinator
* Marketing designer (maybe Jing is partially filling this role)
* PR coordinator (we might be able to lean on communications department for this)
* Leaders for each event

# Event Dates

* Proclamation of May as Morgantown's Bike Month
  + Either April 17th or April 24th city council meeting
* Appalachian Spring Spectacular, May 5th-6th
* Bike to School, May 4th
* Cyclofemme (Mother's Day), May 13th [**UNCONFIRMED** THAT WE WANT TO PURSUE THIS]
  + Many in the April 5th bike board meeting believed that no one would ever show up to an even that is scheduled for Mother’s Day. Why?
  + Maybe we could encourage people to ride with their moms on this day, but not host any specific type of event
  + https://cyclofemme.com/?v=7516fd43adaa
* Bike to Work Week, May 14th - 18th
* Bike to Work Day, May 18th
* Bike Rodeo, May 19th

# To Do List

## Marketing

* Add events to Bike League events page
  + <https://bikeleague.secure.force.com/lab_evententryform>
* Poster / flyer creation (Due: before Earth Day, April 21st)
  + Jing will update the two posters that we’ve used in the past for General Bike Month
  + We may need separate posters/flyers for Bike to School Day and Bike Rodeo?
  + We should decide whether we want to reprint stickers
  + We need to allocate funding
  + We need to figure out who will distribute the flyers and where
    - Schools, local biz, where else?
* Social Media
  + We need a dedicated social media manager for our Facebook page & group
* PR Coordination
  + All media releases should be coordinated with Andrew Stacy / City Communications
  + At minimum, media outlets reached should be:
    - Morgantown Magazine
    - Dominion Post
    - Daily Athenaeum
    - WDTV
    - WBOY
    - WAJR

**Other Promotional Partners**

|  |  |  |
| --- | --- | --- |
| **Organization / Business** | **Contact Person / Info** | **Contacted? Info?** |
| [Well WVU](https://well.wvu.edu/about) | Shannon Foster, Director  304-293-2355, [shannon.foster@mail.wvu.edu](mailto:shannon.foster@mail.wvu.edu) |  |
| Nat’l Center for Excellence on Women’s Health | Betty Critch | Yes. Eager to help |
| WVU Sustainability | Traci Knabenshue | Yes. Eager to help |
| Morgantown Health & Wellness Commission | Recently formed group. Ryan Wallace, David Loomis, and Dan Shook are contacts. |  |
| WVU Hospitals |  |  |
| Adventure WV | Nathan Harlan (Director) (304) 293-9650, [nathan.harlan@mail.wvu.edu](mailto:nathan.harlan@mail.wvu.edu) |  |
| IMBA Chapter |  |  |
| Local Bike Shops (including Positive Spin) |  |  |
| Mon County Health Center (WIC) | (304) 598-5181 WIC Program |  |
| Main Street Morgantown | (304) 292-0168 |  |
| NIOSH | Erik Sinsel |  |
| Mylan | Kevin |  |
| Green Team | Pamela Cubberly (chair) (703) 463-7643, [pamela@cubberly.net](mailto:pamela@cubberly.net) |  |
| Tour Morgantown |  |  |
| MRTC | Ella Belling (chair) |  |

## Proclamation (April 17th)

In general, proclamation should be drafted by end of March, approved by both the board and the mayor, and then given to the city clerk by early April for inclusion in a late April city council meeting. Proclamations can only be read in regular meetings (the first and third Tuesdays of every month).

* We should have as many bike board members attend the proclamation as possible to express our support and show our faces to the new city council. 7pm, Tuesday, April 17th.

## Update the Website

Jing is working to create a new website concept. Stay tuned for that, but in the meantime….

* We need to have a few new sections drafted for our current website
  + Bike Parking
    - Location map for all parking (maybe just a layer on our existing map?)
    - Lockers – how to use them, how to rent them, link to MPA site
    - Loops – how to use them (words and embedded video)
  + Bike Rodeo
    - Information and Registration form?
  + Bike Month
    - Event dates
    - National Bike Challenge
    - Commuter Tips

# Bike to School Day, May 4th

* Which schools?
* We could consider moving this to after our bike rodeo??

# Bike to Work Day May 18th

As of April 5th, the bike board is committing to host one commuter energizer station as we have done in the past. We would like to keep it simple and do what we’ve done before:

* Host it at Hazel Ruby McQuain (if available)
* Get coffee and pastries from The Grind
* Hold a photo opportunity around 8:30am
* Give away gift certificates
  + Tailpipes, Starbucks, Pathfinder ($25 gift certificate), Wamsley Cycles, Morgantown Brewing Company, Table 9, Mountain State Brewing Co., Black Bear Burritos

We spoke about having multiple stations if we can find hosts... probably won’t do this unless we rope in representatives from Neighborhood Coordinating Council

* Woodburn circle
* Alumni Center
* Courthouse Square
* HSC
* Collins Ferry?

# Bike Rodeo

Major plans…. Outlined in another document yet to come.

* Safety town pilot! Paint, cones, Damien signs, etc
* Where exactly will this be held in the mall?

# Ideas from the League of American Bicyclists (IDEAS ONLY)

Website: http://www.bikeleague.org/BikeMonthGuide

## BIKE MONTH RIDE(S):

Bike to Work Day is certainly a highlight but it’s just one day in the month of May. Keep the momentum going by hosting rides with different themes, to different destinations or for different constituencies.

## BIKE RODEOS:

Both entertaining and education, bike rodeos teach kids bicycle handling and safety skills, while also sharing the rules of the road in a safe environment. A great idea for Bike to School Day!

## NATIONAL BIKE CHALLENGE OR LOCAL COMMUTER CHALLENGE:

Inspire new and veteran riders with a little friendly competition. Encourage your company, advocacy organization, or community to sign up for the National Bike Challenge at www.nationalbikechallenge.org. The online resource not only allows riders to track their miles, but provides community support, monthly prizes and, of course, friendly rivalries.

## BICYCLE-THEMED PARTY:

Whether it’s a fashion show, a happy hour or a festival, there are so many ways to share the joy, diversity and camaraderie of cycling. What’s unique about bike culture in your community? Put it on display!

## SMART CYCLING CLASSES:

League Cycling Instructors offer a wide variety of classes for any audience, including Commuters, Group Rides, Traffic Skills and more. Recreational clubs can sponsor group-riding clinics and advocacy organizations can sponsor classes for public officials.

**9 STEPS TO A SUCCESSFUL EVENT**

1. Write the plan: February
2. Initiate Fundraising Efforts: February
3. Build Partnerships: February/March
4. Recruit Volunteers: Feb/March
5. Promote event: April/May
6. Enjoy the event: May
7. Reward Volunteers and Recognize Sponsors: March/May
8. Evaluate Success: May/June
9. Prepare for Next Year: On going