**2016 Bike Month Plan**

**Committee Members:**

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| --- | --- |
| Brian Ricketts (Leader) [ricketts34wafa@gmail.com](mailto:ricketts34wafa@gmail.com)  Drew Gatlin [johngatlin@gmail.com](mailto:johngatlin@gmail.com)  Emily Vasile [emilyvasile@gmail.com](mailto:emilyvasile@gmail.com) | Jonathan Rosenbaum [info@positivespin.org](mailto:info@positivespin.org)  Frank Gmeindl [fgmeindl@gmail.com](mailto:fgmeindl@gmail.com)  Marilyn Newcome [mjcycling@msn.com](mailto:mjcycling@msn.com) |

**Events:**

1. Bike to School, May 4th. (Organizer?) (Volunteers: Christiaan Abildso, Mountainview ES)
2. Bike to Work Week, May 16-20 (Organizer?)
3. Bike to Work Day, May 20th (Organizer?)
   1. People come to Amphitheater on Trail (group organized ride.
      1. Rode to seneca center up blvd to read enter.
   2. Get donations for food.
   3. Group Picture
   4. Promotion
4. PROCLAMATION OF MAY AS NATIONAL BIKE MONTH: (Brian R.)
   1. Ask your Mayor, City Council or Governor to officially proclaim May as National Bike Month

**To Do List:**

1. Proclamation and events for bike month. (Brian will handle)
   1. BB approval
   2. Email sent
      1. Draft proclamation. Get BB approval. Attach draft to e-mail message from BB chairman to Linda Tucker, City Clerk, llittle@cityofmorgantown.org w/cc to Mayor Marti Shamberger, mshamberger@morgantownwv.gov . In message, ask that proclamation to be declared before May.
   3. Add events to Bike League Events <https://bikeleague.secure.force.com/lab_evententryform>
2. Any feedback on our current plan?
   1. What events should happen during Bike to Work Week?
3. Marketing (?)
   1. Poster/ flyer creation (Multiple?)
      1. General Bike Month
      2. Bike to School Day?
   2. Website update
   3. Social media
   4. PR release to media
      1. Morgantown Magazine
      2. Dominion Post
      3. Daily Athenaeum
      4. WDTV.com
      5. WBOY.com
   5. Prints (funding and locations)
   6. List of locations to promote Bike Month Events
      1. Schools
      2. Local Businesses
      3. Others?
   7. Who to partner with to market programs.
      1. City website
      2. WVU WELL [Jerilyn.Miller@mail.wvu.edu](mailto:Jerilyn.Miller@mail.wvu.edu)
      3. WVU Hospitals Ruby Memorial Hospital [304-598-4000](tel:304-598-4000)
      4. WVU Adventure, Nathan Harlan
      5. IMBA
      6. Pathfinder
      7. Wamsley Cycles
      8. Positive Spin
      9. Monongalia County Health Center (304) 598-5181 WIC Program
      10. Main Street Morgantown 304 292-0168
4. Assign leaders for each event.
5. Create timeline
6. Determine and contact potential partners
7. Secure volunteers
8. Sponsors for the events?
9. Others?

To Do:

1. Send proclamation to Linda Tucker CC Mayor Marti Shamberger.
   1. Ask for Proclamation to be done on April 19th meeting.
      1. Drew, Me and whoever else needs to be there.
2. Create info for flyer and send to Jing to create jingzhangaicp@gmail.com
   1. Bike Month
   2. Flyer to schools for Bike Advocates
      1. Bike to School Day
      2. Bike Rodeo, Sunday, April 22nd. 1-4pm
3. Send email to everyone about plans and what each needs?
4. Contact bike advocates at schools, Mark, Christiaan? (Who else)
   1. Chip, Kelly (Mountain Line), Marylin, Mark?
5. Events
   1. Bike to School Day, May 4th.
      1. Contacts,
         1. Christiaan Abildso, [cgabildso@hsc.wvu.edu](mailto:cgabildso@hsc.wvu.edu), Mountainview ES,
         2. Mark Thorne, [mwthorne@k12.wv.us](http://south.mono.k12.wv.us/Staff/staff_directory#), South Middle School
         3. Positive Spin email list
         4. Kelly, Mountainline Transit
         5. Bike Board Membership
         6. City Web Site
         7. Pamela Cubberly [pamela@cubberly.net](mailto:pamela@cubberly.net), Cubberly & Associates [703-218-5417](tel:703-218-5417) (tel) [703-463-7643](tel:703-463-7643) (cell)
      2. Email/ PR to send out to parents.
      3. Schools to promote to. Elementary Schools
      4. Sponsorships for snacks.
   2. Bike to Work Day May 20th 8am and 5pm?
      1. Volunteers,
      2. 8-8:30am Chip Wamsley, Drew Gattlin, Christiaan, Christina, Bridget O'Meara, [bomeara123@gmail.com](mailto:bomeara123@gmail.com),
      3. 5-5:15pm, Drew, Chip, Bridget
      4. We will meet at Hazel Ruby McQuain Park between 8 and 8:30am.
      5. Plan on having snacks and coffee (Need Sponsor), possible gift certificates (sponsors)
         1. Possible sponsors
            1. Coffee and Snacks

Grind, Blue Moose, Panera, Starbucks

* + - * 1. Gift certificates

Tailpipes, Starbucks, Pathfinder ($25 gift certificate), Wamsley Cycles, Morgantown Brewing Company, Table 9, Mountain State Brewing Co., Black Bear Burritos

* + 1. Ride will begin at 8:30 am and will ride up Caperton Trail towards Star City.
    2. Possible meet up at 5pm to get beers at Black Bear, Mountain State Brewing Co, Morgantown Brewing Company?
  1. Bike Rodeo, Sunday, May 22nd 1-4pm Elementary and Middle Schools in area.
     1. Volunteers, Chip, Drew, Jonathan R.( 2-4 positive spin people)
     2. Pick a school to have it at.
        1. South Middle School (Has Bicycle Club Mark Thorne mwthorne@k12.wv.us
        2. Morgantown High School
        3. Richdale Middle School
     3. Volunteers 6-8 for day
     4. Sponsorships?
        1. Pathfiinder, Wamsley Cycles. WVU Health, Positive Spin, Black Bear Burritos, Morgantown City Health Department.
     5. Structure of events
        1. Mechanics (volunteers 1-2)
           1. basic skills
        2. Skills (volunteers 1-2)
           1. strait line
           2. cones
           3. slow race
           4. Others?
        3. Safety (Police and one other volunteer)
           1. Police to inform on safety
  2. Jing will send email about Year to Go Green with Holly from Deckers Creek about discussion they are holding during Bike Month.
  3. Promote other bike month friendly events during the month.

**I need:**

1. Sponsorship person
2. Volunteer coordinator
3. Marketing Designer
4. PR creation **Chelsey** [**chelsibee17@gmail.com**](mailto:chelsibee17@gmail.com)

*Hello Chelsey,*

*I was told that you would help with writing the PR statement for the Bike Month Events being put on by the Bike Board.*

*Here is the basic information about the month.*

*General information.*

*1. Tomorrow, Morgantown City Council will proclaim May as Morgantown Bike Month*

*2. Bike events include*

1. *May 4th, Bike to School Day*
2. *May 16-20, Bike to Work Week*
3. *May 20, Bike to Work Day (celebration and group rides to work)*
4. *May, 22, Bike Rodeo ( A day for kids to learn about bike safety, maintenance, and riding skills.)*

*Contact information would be Brian Ricketts at bikemorgantown@gmail.com or 804-241-8116. Web side address http://bikemorgantown.com/index.php*

*Please let me know if this is possible and what else you might need.*

*Thank you,*

*Brian*

1. Leaders for the day of events

**Programs for the Month:**

1. Bike to School Day Wednesday, May 4th. (Organizer)
   1. Marketing
   2. Schools
      1. Mountainview ES - Christiaan Abildso (ride leader from Wagner Rd.)
   3. Volunteer ride leaders
      1. Christiaan Abildso
2. Bike to Work Week May 16-20.
3. Bike to Work Day May 20.

Ideas:

1. BIKE MONTH RIDE(S):
   1. 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.
2. BIKE RODEOS:
   1. 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!
3. NATIONAL BIKE CHALLENGE OR LOCAL COMMUTER CHALLENGE:
   1. 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](http://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.
4. BICYCLE-THEMED PARTY:
   1. 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!
5. SMART CYCLING CLASSES:
   1. 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.

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

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

Yearly Calendar/Timeline

1. Add Tap Grant WV705 as yearly item.
2. Bike Month (May)
3. Other Events.