2018 Bike Month Plan

# Committee Members

|  |  |
| --- | --- |
| **Name** | **Primary Role** |
| Harry Grandon | Bike Bonanza facilities coordinator |
| Chip Wamsley | Bike Bonanza exhibitors coordinator |
| Bridget O’Meara | Social rides coordinator |
| Marilyn Newcome | Mon County BOE liaison |
| Jing Zhang | Staff support, graphic design, outreach |
| Drew Gatlin | Grease Monkey |
| Frank Gmeindl | Pragmatic Advisor |
| Christiaan Abildso | Bike to School Day ‘Bike Train’ coordinator |

## Roles we (might still) need to fill

* Sponsorship / project partner coordinator
* Volunteer coordinator (for exhibitors and project partners)
* PR coordinator
* Social media manager

# Event Dates & Brief Details

* Proclamation of May as Morgantown's Bike Month, April 17th
* Appalachian Spring Spectacular, May 5th-6th
  + Already planned, go to [crcyclists.org](http://crcyclists.org/) to get more info
* Bike to School, May 9th
  + Already planned for Mountainview, Suncrest, and South Middle
  + For more info email [cgabildso@yahoo.com](mailto:cgabildso@yahoo.com)
* Social Ride, May 11th (Maybe also May 18th)
  + Meet at Farmer's market pavilion at 6:00pm, ride at 6:30pm
* Bike to Work Week, May 14th - 18th
  + Nothing planned except the commuter snack station (below)
  + Riders can compete with coworkers and track their miles during this week and throughout the month by registering at [www.lovetoride.net](http://www.lovetoride.net/)
* Bike to Work Day, May 18th
  + Commuter Energizer Station and photo opportunity at Hazel Ruby McQuain Park (near bus depot) from 8:00am-9:00am (Maybe 7:30-9:30)
  + Free coffee and pastries provided by The Grind
* Motown Bike Bonanza, May 19th, 10am-2pm at Morgantown Mall
  + Details still being ironed out but will hopefully serve around 100-200 people
  + Exhibits from various cycling organizations
    - Try This! WV, WV Connecting Communities, and Erie insurance running a bike rodeo in coordination with BikeMorgantown
      * 5-10 interactive skills and safety-related stations
    - Skills Tests for all ages
    - Free bike helmets for first 125 people, with helmet fitting station
    - Bike check station
    - Maybe bike giveaways, definitely prizes
    - Bike demos (mostly for kids but maybe adults too)
    - MLTA, WVUPD, Westover fire and police probably will be doing exhibits
    - Science Behind Cycling probably doing exhibit
    - West Virginia Interscholastic Cycling League (NICA affiliate) will be recruiting riders and coaches and talking about their organization

## Events Not Pursued during 2018

* Cyclofemme (Mother's Day), May 13th
  + 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?
  + In the future, maybe we could encourage people to ride with the women in their lives on this day, but not host any specific type of event?
  + https://cyclofemme.com/?v=7516fd43adaa

# To Do List

## Marketing

* Add events to Bike League events page
  + <https://bikeleague.secure.force.com/lab_evententryform>
* Poster / flyer
  + Drew updated the general Bike Month poster
    - Jing printed it and displayed it at Earth Day, April 21st
    - We need to distribute it now (schools, local biz, where else?)
  + Sarah Guerry (Mountainview art teacher) had her class make a Bike2School poster
  + Do we need a separate Bike Bonanza Poster?
* Reprint “MAY USE FULL LANE” stickers
  + Stickers will be reprinted (HOW MANY?)
* 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

See table on next page:

|  |  |  |
| --- | --- | --- |
| **Organization / Business** | **Contact Person / Info** | **Contacted? Info?** |
| Science Behind Cycling | Andrew Hoover | **Yes, will provide bikes** |
| [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 (WVMBA) | ?? | Probably not interested (from Gunnar) |
| Local Bike Shops (including Positive Spin) | How |  |
| Mon County Health Center (WIC) | (304) 598-5181 WIC Program |  |
| Main Street Morgantown | (304) 292-0168 |  |
| NIOSH | Erik Sinsel |  |
| Mylan | Kevin | Yes, he’s waiting on a packet |
| Green Team | Pamela Cubberly (chair) (703) 463-7643, [pamela@cubberly.net](mailto:pamela@cubberly.net) |  |
| Tour Morgantown |  |  |
| MRTC | Ella Belling (chair) |  |
| NICA | Cassie Smith, Jessica Harmening | Yes (unconfirmed) |

# Motown Bike Bonanza Details

Schedule: Rodeo starts on the hour every hour?

Chip follow up:

* Andrew Hoover will get in the night before, maybe some science behind cycling
  + Need to get bike ready
  + Need to follow up on activities (and adult bikes)
* Kelli LaNeve
* Danny Camden

Drew follow up:

* Dennis Strawn (spoke with on May 2nd)
  + Helmets are taken care of (already purchased, no issues fitting to anyone at the other events)
  + Has been using the bike rodeo bible to set up 10 stations at other events
  + Registration Table…
    - Certificate of completion
    - Probably won’t require people to sign a waiver
  + Helmet Fit station (need volunteers here)
  + Bike check
  + Need 12 volunteers total… Dennis + ~4-5 from Erie, so we need 6-7 more from us
    - Need to get uniformed people on bikes to help with rodeo
  + Wants at least one shelters, 3-4 tables, 15 chairs for rodeo
* NICA (Drew spoke with Jessica Harmening on May 2nd)
  + Confirmed that at least two people will be there (Steve and probably her)
  + Will be recruiting for NICA participants and coaches

Location: Morgantown Mall

* + Front side in the Belk Parking lot…. Big!
  + Roping / fencing off will be taken care of by Harry
  + Tables, chairs, all provided by Harry Grandon
  + Restrooms inside, very close – no signs
* rain date is next day (May 20th)
* Need to figure out information handouts… windy…
* Magazine holders? Can we get something from the CVB?
* Vendors
  + Must provide their own electricity / generators
  + Harry will reach out for others?
  + Probably not welcome unless they want to pay a fee to the mall?
    - We need to solidify whether or not we will allow vendors
* Exhibitors
  + MLTA – Kelli LaNeve (Chip)
    - Bus driver with a carrier
  + Fire Truck
    - They are good at these types of events
  + Police
    - From where? WVU (Chip, Danny Camden), Westover/MPD (Harry)
    - What will they do??
  + Safety Town
    - Dan Shook is working on it and will contact WVUPD to see if they want to run some drills. Drew will keep in touch with Dan.
* Helmet giveaway
  + Erie Insurance, Try This WV, WVCC
  + What kind of helmets? Chip will contact Dennis
  + Strategy: get 100 one-size-fits-all helmets for kids, then save the rest to order later
* Positive Spin
  + Light giveaway
  + Promote
* Mall will do banner sign, social media,
* Science Behind Cycling (Andrew Hoover)
  + Chip will bring kid’s bikes!
* NICA (Jessica Harmening, Cassie)
* NCEWH
* Country Roads Cycling
* Nonprofits looking for opportunities to tell their stories
* WOMBATS, FROGS, IMBA, CRC, others who want to

# Bike to School Details

* Class dojo, announcement
  + Dr. Ladd (flyer approval)
* Principals need to be on board
* Confirmed Rides
  + Suncrest Elementary (Vaike, Beth)
  + South Middle (Kara Weld)
  + Mountainview (Christiaan)
* Unconfirmed but desired schools
  + North Elementary
  + Eastwood Elementary (Damien, Shannon Foster)
  + Suncrest Middle
  + Mountaineer Middle
* Where bike parking?
  + Strap them vertically to a post

## Update the 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 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
  + Reconfirmed with Tia on 1 May
    - Need to get a good estimate on amount of coffee / pastries we desire?
    - Also need to coordinate with Christine Wallace (she offered to bring snacks too)
* 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... won’t do this year. Next year (or maybe in September) we should consider doing the following locations:

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