**Champaign County Bike Month 2025**

**Roles & Responsibilities**

**25 July 2025**

**This document updated before the July 25th Planning Team meeting**

**Event Dates:**

Bike to Work Day (BTWD) date: Wednesday, September 10, 7-10 am  
Bike to Work Day (BTWD) RAIN date: Thursday, September 11, 7-10 am

Light the Night (LTN) date: Tuesday, September 16, 4-7 pm  
Light the Night (LTN) RAIN date: Wednesday, September 17, 4-7 pm

Other related events happening this fall:

* Friday, September 12: Friday Biweekly All Generation Kickapoo Rail Trail (KRT) Ride
* Saturday, September 13: River to Rail Ride Fundraising Event for the KRT
* Thursday, September 18: PARKing Day
  + 600 block of East Daniel Street, Champaign
* Monday, September 22: World Car-Free Day
* Wednesday, October 8: Walk ‘n’ Roll to School Day

**Executive & Planning Teams:**

What agencies and which members will comprise the team planning these events:

Executive & Planning Team members:

1. Champaign County Regional Planning Commission (CCRPC) – Gabe Lewis, Planner III
2. Champaign-Urbana Safe Routes to School (C-U SRTS) Project/Champaign-Urbana Mass Transit District (CUMTD) – Abby Kipping, Co-Chair/Communication Design Specialist
   1. Qiushi Huang, MTD Planner
   2. Cynthia Hoyle, Co-Chair/Transportation Planning Consultant
3. University of Illinois – Sarthak Prasad, Sustainable Transportation Assistant

Planning Team members:

1. Campus Bike Center – Jake Benjamin, Coordinator
2. Champaign County Bikes (CCB) – Jeff Yockey, Executive Director
3. City of Champaign – Lily Wilcock, Associate Planner
   1. Alternate – Dan Saphiere, Associate Planner
4. Village of Savoy – Ryan Skarr, Savoy Recreation Center Program Manager
   1. Alternate – Caitlin Kelly, Community Planner
5. Village of Mahomet – Ellen Hedrick, Engineer
   1. Alternate – Abby Heckman, Planner
6. Village of Rantoul – Jake McCoy, Assistant Public Works Director

Invited Planning Team members:

1. City of Urbana – Carmen Franks, Assistant City Engineer
   1. Alternate – Bridget Broihahn, Communications Specialist
2. Village of St. Joseph – Joe Hackney, Village Administrator

C-U SRTS Project is operated by CUMTD. CCRPC membership includes the City of Champaign, City of Urbana, Village of Savoy, Village of Mahomet, Village of St. Joseph, and Village of Rantoul.

**Planning Team Meetings:**

Who and/or what agencies will be invited to Planning Team Meetings:

* Planning Team members
* Any other related stakeholders, as needed

How often will Planning Team Meetings be held: Twice a month. Meetings will be canceled if there is insufficient business to discuss.

When will Planning Team Meetings be held: Every other Friday through September between 2:00 pm and 3:00 pm, with announced exceptions.

Where will Planning Team Meetings be held: Microsoft Teams, to be set up by CCRPC.

Who will organize Planning Team meeting agendas: CCRPC, with assistance from other Planning Team members as needed.

**Sponsorship:**

What is the Target Budget: $15,000 for Bike Month 2025-26. The budget for Bike Month 2024-25 was $13,350. A minimum of $6,000 will be needed for a mass t-shirt order; this figure is only based on costs from previous years. The t-shirt order for Bike Month 2024-25 was $12,190.

What items do you want to spend the budget on: Bus Boards, Facebook Ads, T-shirts, T-shirt design services by Dixon Graphics (if MTD does not design the shirt), Backpack Reflectors, Other Gifts for Participants

Who will update, finalize, and distribute the Fundraising Donation Letter: Gabe updated the letter and flyer that Charlie and Audrey created in 2022, and then he sent it to Executive and Planning Team members for final review. All Planning Team members are encouraged to distribute this letter to any returning and potential new sponsors. CCRPC will collect all funds.

Who will be requested to donate to the Bike Month 2025-26 Budget:

1. Bike Share: Veo
2. Bike Shops: BikeLab, BR Bikes and Repairs, Durst Cycle and Fitness, Trek Bicycle Champaign
3. Bike & Urbanist Groups: Champaign County Bikes (CCB), CUrbanism Club, Prairie Cycle Club (PCC), The Bike Project (TBP) of Urbana-Champaign
4. Businesses: 25 O’Clock Brewery, Athletico, Busey Bank, Common Ground Food Co-Op, Esquire Lounge, Forage Kitchen, i3 Broadband, Industrial Donut, Riggs Brewery, University of Illinois Community Credit Union (UICCU), Vista Outdoor, Watsons, Wolfram
5. Educational Institutions: Parkland College, University of Illinois
6. Healthcare Organizations: Carle Health, Christie Clinic, OSF
7. Leasing Companies: Community Property Management (CPM), Royse+Brinkmeyer, University Group
8. Local Governments: Champaign-Urbana Public Health District (CUPHD), Champaign-Urbana Mass Transit District (MTD)
9. Municipalities: City of Champaign, City of Urbana, Village of Savoy, Village of Mahomet, Village of Rantoul, Village of St. Joseph
10. Parks and Foundations: Champaign County Design and Conservation Foundation (CCDCF), Champaign County Forest Preserve District (CCFPD) Foundation, Champaign Park District, Urbana Park District

When will the Fundraising Deadline be to determine how much money we have to spend on Bike Month: Friday, August 29

**Fundraising Donations:**

What do we want the Bike Month Donation Purpose to be: Safe Routes to School, Facilities, and Education, and the Earn-A-Bike program. Donations will be collected by and go towards the C-U SRTS Project to fund its supplies and expenses, since that group did not receive its IDOT SRTS award in the 2023 cycle.

**Advertising:**

What types of Bike Month advertisements do we want to create? Bus Boards, Facebook Event (free), Facebook Ads, CGTV static ad (free), UPTV static ad (free), Smile Politely ad, Yard Signs, MTD digital kiosk ad, MTD social media, Daily Illini full-page ad, Bike at Illinois social media (free), News-Gazette ad.

\*\*List BTWD and LTN main date and rain date on ALL advertising.

Other methods of promoting Bike Month: Champaign Insider e-newsletter, It’s All About U e-newsletter and monthly video, WCIA 3 Morning Show or Noon News segment, Smile Politely, event calendar, Bike to Work Day flyer, Community Calendar posts, Healthy Champaign County (HCC) calendar, Bike Month Google calendar, University of Illinois eWeek newsletter, University of Illinois Grad Link newsletter, University of Illinois digital ads (to run at Dining Halls, Campus Rec, Illini Union), University of Illinois Quad stall, Veo push messages, University of Illinois Project 529 bike registration messaging, University of Illinois “Lock Your Bike Right” future events on the Quad where bicyclists can post photos of correctly locked bikes and be eligible for prize giveaways, engagement with University of Illinois Departments of Kinesiology and Public Health, engagement with the University of Illinois International Student and Scholar Services (ISSS), Champaign Park District program guide, Urbana Park District program guide, Savoy Recreation Center program guide, Mahomet Parks & Recreation program guide, Rantoul Recreation Department program guide.

Who will create Bike Month advertisements: Staff or interns from MTD/C-U SRTS Project, CCRPC, University of Illinois, and/or any other capable organization.

**Engagement:**

How do we engage people to run a Welcome Station: Outline the task list and ease of implementation to interested persons, highlight room for making a Welcome Station your own and what would appeal to your audience to participate.

How we determine winners and distribute donated Bike Month raffle prizes: Assign participants random numbers, use Internet Random Number Generator to pick winners or hold a public drawing at a Bike to Market Saturday. Participants can pick up the prize at the event, it can be made available to pick up at a Planning Team office, or a Planning Team member can deliver it to them.

How do we engage people from underrepresented areas of the community in Bike Month events: Share Save the Date and Bike Month materials with QR code to the Bike Month registration webpage with Habitat for Humanity of Champaign County Bike Rodeo participants, and at the Urbana School District #116 Back to School Night on Friday, August 15, 2025. Partner with Urvana, Y on the Fly, and Don Moyer Boys & Girls Club to be a part of existing events. Ask City of Champaign, Champaign Park District, City of Urbana, Urbana Park District, and Village of Rantoul to help coordinate an event within their jurisdiction. Ask Salt & Light if we can host an event for Silverwood neighborhood residents in Urbana, or join the Silverwood Block Party. Ask bike mechanic(s) if they will attend and do bike repairs. Bring incentive materials (e.g. t-shirts, reflectors, bike locks).

In the spring, hold “Bike Into Spring” pop-up bike repair & registration events on weekday afternoons or Saturdays in underrepresented neighborhoods (e.g. Douglass Park, Garden Hills, Bristol Place, Countrybrook, Town Center, Silverwood, Lierman Neighborhood). Be a part of existing events whenever possible. Host Champaign event at a site where Spring Fling will *not* be, so that multiple neighborhoods will have bike events in the same year.

Partner with Champaign Unit #4 School District, Urbana School District #116, Rantoul City Schools District #137, Champaign County Head Start, and/or Eastern Illinois Foodbank to be present at and share bicycle information at food distributions.

Include Bike Month information in program guides for the Champaign Park District, Urbana Park District, and Rantoul Recreation Department.

Ask if City of Champaign, City of Urbana, and Village of Rantoul can distribute emails to neighborhood associations; explore doing mailings, door hangers, and/or yard signs targeted to underrepresented neighborhoods.

Hold a Ride with the Mayors event that runs through underrepresented neighborhoods.

Engage major employers and ask them to give prizes to employees who bicycle to work, such as bike lights, reflective gear, etc.

CCB and City of Champaign: pilot events and outreach for 2nd and 3rd shift workers, potentially pop-up welcome stations with tents along bicycling routes to jobs.

**Registration:**

What do we want the Bike to Work Day Registration target number to be: 1,300  
(2024 number was 1,247; 2023 number was 1,165; 2022 number was 921)

What do we want the Walk ‘n’ Roll to School Day Registration target number of participating schools to be: 10 (2023 and 2022 number was 6 schools, 2021 number was 9 schools)

Who will be the Lead Contact for managing the Registration Database: Gabe

Who will have access to viewing the Registration Database: Executive Team members (Gabe Lewis (CCRPC), Sarthak Prasad (UIUC)), Abby Kipping (C-U SRTS Project), Cynthia Hoyle (C-U SRTS Project)), and any other Planning Team members by request

When is the Target Date to Open Registration to the public: Wednesday, August 13

**Website:**

Who will be the Lead Contacts for updating the Bike Month Website: Abby, Qiushi, Cynthia, Gabe

Who will be updating the Bike Month Google Calendar of events: Abby, Qiushi, Cynthia, Gabe

**Social Media:**

Who will be the Lead Contact for updating the Bike Month Facebook Page: Cynthia Hoyle. Other people who can post are Gabe Lewis (CCRPC), Abby Kipping (C-U SRTS Project/MTD), and Bridget Broihahn (Urbana).

Who will be the Lead Contact for updating the Bike Month Twitter Page: Cynthia Hoyle. Other people who can post are Gabe Lewis (CCRPC), Abby Kipping (C-U SRTS Project/MTD), and Bridget Broihahn (Urbana). ***Identify who has access to this account – there have been no posts since 2021.***

**Media:**

Who will be the Bike to Work Day Media Contact: Gabe (primary), Sarthak (secondary)

Who will be the Walk ‘n’ Roll to School Day Media Contact: Abby (primary), Cynthia (secondary), Gabe (tertiary)

Who will be the Lead Contacts to update and distribute the Bike Month Media Release: Gabe, Abby, Sarthak, and RPC Communications Coordinator

When will the Bike Month Media Release be released to the media: Wednesday, September 3

Who will update and distribute the Save the Date announcement: Gabe. Create this announcement in June 2025 and April 2026 with the major Bike Month event dates. All Planning Team members should post and distribute the announcement as they feel appropriate.

**T-shirts:**

How will we decide on the theme and final design: Discuss at Bike Month meetings and by email outside meetings. Majority vote among the active Planning Team members (one vote per agency).

Who will be the T-shirt Designer: Abby Kipping of MTD, or Dixon Graphics if MTD staff is too busy

When are the Deadlines to finalize the t-shirt design: Friday, August 22 (initial deadline); Tuesday, September 2 (final deadline).

When is the Deadline to finalize the t-shirt order: Thursday, September 4  
We will have to estimate the number of t-shirts needed based on registration numbers at that time, and welcome station guests from previous years.

**Bike to Work Day Welcome Stations:**

Who will be the Lead Contacts for handling requests to run a Welcome Station: Gabe (Countywide), Sarthak (University units)

When will 2024 station managers be asked to decide whether or not they’re participating this year: Monday, July 28

When is the deadline for all station managers (new and returning) to confirm their participation: Monday, August 11

When and how often will Station Managers be notified of how many people are registered to attend their station:

* First notification: Monday, August 18
* Frequency of notifications: Beginning of each workweek (Monday, August 25; Tuesday, September 2; Monday, September 8)
* Final notification: Tuesday, September 9

When will Station Managers be notified of how many people are volunteering at their station: Thursday, September 4 (initial count) and Tuesday, September 9 (final count)

When will Bike Month Planning Team members sort welcome station materials: Monday and Tuesday afternoons, September 8-9, 2-4 PM

When will Station Managers receive welcome station materials: Between Monday, September 8 after 5 PM and Tuesday, September 9

How will Station Managers pick up welcome station materials: They can pick them up at 1207 E. University Ave. in Urbana between Monday, September 8 at 5 PM and Tuesday, September 9 at 6 PM. Otherwise, they can be delivered by a Planning Team member.

Who will write up Messaging for All Station Managers to Use: Gabe. We need consensus from at least the Executive Team on the final draft. This should be done by Friday, August 29.

Post-event follow-up: Request Urbana Mayor and other officials to sign thank you cards for station managers.

**Walk ‘n’ Roll to School Day Welcome Stations:**

When and how will emails to schools go out inviting them to participate in the event?

* First notification: Monday, August 25
* Second notification: Tuesday, September 2
* Final notification: Monday, September 8

When and how often will Station Managers/Greeters be notified of how many people are expected at their school?

* First notification: Monday, September 15
* Frequency of notifications: Every Monday
* Final notification: Monday, October 6

When will Station Managers/Greeters be notified of how many people are volunteering at their station: Tuesday, October 7

When will C-U SRTS Project steering committee members sort school materials: Monday, September 29, 3 hour timeframe, at the MTD office.

When will Station Managers/Greeters receive welcome station materials: Wednesday, October 1

How will Station Managers/Greeters pick up welcome station materials: C-U SRTS Project members can distribute them, or they can be picked up at the MTD office.

Post-event follow-up: Request Urbana Mayor and other officials to sign thank you cards for volunteers, teachers, and/or principals who participate in this event.