

## FY14 Bicycle Education & Encouragement Campaign Plan

### Year-Round Resources

*The following resources & programs will be launched by the beginning of the 2013 fall semester, and will be available for the entire year and beyond.*

#### Online Resources

Develop a **new bicycle resources website** as a permanent online resource with all the information a current or future campus cyclist would need. Content would include:

- Benefits of using a bike to get around campus
- Where to buy a bike
- How/why to register your bike
- Where to go if you need to repair your bike
- How-to videos for basic bike repair, made in partnership with the Campus Bike Shop
- How to lock your bike to prevent theft
- Map(s) of bike parking, fix-it stations, and bike paths/lanes on campus
- Calendar of upcoming bike events & classes
- Progress updates on implementation of Campus Bike Plan
- Rules of the road/rights & responsibilities of cyclists
- How to get your bike back if it's been impounded by the University
- What to do if your bike has been stolen or vandalized
- What to do if you are involved in or witness a crash
- What to do if you get a citation while riding your bike
- Clubs, organizations and local resources for bicyclists
- How/where to donate/sell your bike
- How to give the University your input on other ways to be more bike friendly

Add bicycle-related/car-free living resources and links to the following **existing** websites:

- New Student Programs
- International Student & Scholar Services
- University Housing
- Student Affairs
- Admissions
- Division of Public Safety
- Office of the Dean of Students
- Center for a Sustainable Environment
- Facilities & Services

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### Social Media

Use the *Illini Bikes* social media accounts to promote bicycles for transportation, and to educate the campus community about the rights & responsibilities of cyclists, and the benefits of cycling in a fun, engaging way. Will use promoted and sponsored posts and advertisements to increase reach and exposure. Will also engage other UI social media accounts to reach key audiences (e.g. international students, on-campus residents, incoming/new students, etc.).

### Bicycle Ambassador Program

The Bicycle Ambassador program will provide students who are enthusiastic and knowledgeable about bicycles with tools and resources to help encourage their peers to ride bicycles, and to do so safely and responsibly. Interested students can sign up to become a Bicycle Ambassador, and will also be recruited at bicycle events and courses throughout the year. The program will help us spread key messages to the student body through peer-to-peer word-of-mouth communication, and will help put a personable face to the university's bicycle improvement efforts.

Specific plans for the Bicycle Ambassador program are still being formed, and the requirements to become an ambassador have not yet been set. We will seek the input of SSC and other student groups over the coming months to help finalize the details of this program.

## Events & Courses

*The following events & courses will be one-time or recurring opportunities for students and others to learn about bikes in a variety of settings, using a variety of approaches throughout the year.*

### New Events

*Several new proposed events will be offered in partnership with appropriate groups on campus. These events are all still in the planning stages, and are subject to change based on additional input from SSC and other stakeholders.*

### Welcome Week “Car-Free Living” Event

The goal of this event is to educate incoming students about the many alternatives to owning a car here, including bicycles. This will include information sharing and the chance to sign up for future opportunities, such as future bicycle courses and becoming a Bike Ambassador.

- We will partner with university groups such as the Illini Union Board, Housing,

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Admissions, and other Welcome Week organizers to offer this event at the beginning of the school year to specifically target incoming/new students.

- Invite representatives from local transportation planning agencies, MTD, the Wellness Center, Zipcar, and numerous local bike organizations to speak with students about the various alternatives to owning a car in Champaign-Urbana.
- Provide materials and information such as bike maps, information pamphlets, etc. for students to take home with them.
- Invite returning students and local residents who don't own cars to share their story of how they get around campus without a car, and to offer tips and advice for new students. We will also use this event to generate social media, videos, and other materials to offer throughout the school year to encourage car-free living on campus.

### **Annual Bicycle Expo**

This event will likely take place in the spring as the weather begins to warm up. It would likely be a multi-day expo featuring a series of events and activities across campus to promote bikes and foster a positive culture around bicycling.

- Would bring together all the local bicycle organizations and resources in Champaign-Urbana including bike shops, non-profit organizations, Registered Student Organizations, racing and recreational riding teams, clubs, and bicycle friendly businesses to participate and share information with students about their services, etc.
- Offer fun activities such as bike-blender smoothie making, a bicycle obstacle course, a campus bike parking scavenger hunt, contests, etc.
- Offer thought-provoking events such as panel discussions, debates, or lectures on topics such as the gender divide in biking culture, the debate on helmet laws, and the history of bicycling trends in America.
- Partner with the Campus Bicycle Shop to provide demonstrations in high traffic areas on campus.

### **Residence Hall Bicycle Challenge**

Would assign points for various bike-related activities and achievements of residents in participating halls, and reward prizes for highest-earning scores. For example, points could be awarded for each mile ridden by a resident of that hall, as well as for a range of achievements such as the number or percentage of residents who:

- Register their bike
- Sign a pledge to ride responsibility and follow the rules of the road
- Take safety course offered during contest period
- Post a photo of themselves wearing a helmet on our social media sites

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### **End-of-the-year Bicycle Donation Drive**

To encourage students to donate their unwanted bikes at the end of the school year instead of abandoning them on campus, we will have a year-end donation drive allowing students to easily donate unwanted bicycles directly to the Campus Bicycle Shop at centrally located drop-off locations across campus. We will also use this event to advertise the other ways of giving away or selling unwanted bikes at any point throughout the year.

Currently, between 400-600 bikes are abandoned on campus each year, and the Parking department collects them just before graduation, checks them for registration, and if they are not retrieved by their original owner after 60 days, the bikes are then donated to the Campus Bicycle Shop. Hosting a donation drive will reduce the time and space required to deal with abandoned bikes, and raise awareness about the problem of abandoned bikes on this campus.

### **Existing Events**

We will also work to integrate bicycle education and encouragement into a number of existing events that currently take place on campus annually, and to improve the existing bike-related events that already take place. Examples of these events are listed below, and are also included in the attached timeline.

#### **Fall Semester:**

- Welcome Week
- New Student Orientation
- Campus Rec's Rock the Block Party
- Quad Day
- Campus Safety Day
- Light the Night
- iHelp Day of Service
- Homecoming
- Sustainability Week

#### **Spring Semester:**

- Public Engagement Symposium
- Engineering Open House
- Campus Ecofeminism Summit
- Campus & Community Day of Service
- Earth Week
- Mom's Weekend
- Bike to Work/School Day
- C-U Bike Month

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### Bicycle Courses, Demos, and Workshops

A range of bicycle courses, demonstrations, workshops, and training sessions will be offered across campus regularly throughout the year. Some courses and workshops will require pre-registration, and will be offered either in a classroom setting or outside on-bike. Other hands-on demos and mini workshops will be made available to students in high-traffic areas such as residence & dining halls, Campus Rec facilities, the Quad, etc. The exact curriculum and schedule for these classes will be set prior to each semester, so that these opportunities can be well publicized at all events listed above, and through other publicity channels.

#### Example classroom/on-bike courses:

- Beginners' Bike Riding Lessons
- On-Bike Skills Workshop
- League of American Bicyclists' Traffic Safety 101
- Cycling Savvy
- Bike mechanics/repair courses (offered via the Campus Bicycle Shop)

#### Example on-site demos and mini workshops:

- How to use the Bike Repair Station tools
- How to change/repair a flat tire
- How to conduct an ABC-quick check before you ride
- How to properly fit a helmet
- How to winterize your bike
- How to prepare your bike for shipping

### Advertisements & Other Materials

*The following resources will be begin at the start of the fall semester, and will be updated monthly to reflect relevant, timely messages for specific audiences.*

#### Video

Produce up to a dozen new 30-60-second videos to offer online and display on screens throughout campus, on a range of bike-related topics including:

- How to use the fix-it station tools & air pumps
- How to change/repair a flat tire
- How to prepare your bike for winter

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- How to properly fit and wear a bike helmet
- How to bring a bike onto MTD buses
- Hand signals to use while riding your bike

### Posters & Advertisements

In order to reach beyond the existing bicycling crowd, several advertising methods will be used to reach as many students as possible across campus. The budget includes an annual digital signage budget and a monthly printed advertising budget, in order to allow for flexibility in changing messages as needed. Printing costs are also included for external busboards, large posters, lawn signs to be placed along bike paths, and 11x17 posters.

### Printed Materials

There are many existing printed materials for a general bicycling audience, such as the C-U Area Bike Map, League of Illinois Bicyclists rules of the road, etc., but new materials should be developed that cater to non-cyclists and to the questions, needs, and priorities of students related to bicycles. Potential new materials may include:

- A “car-free living” pamphlet
- Postcards to be mailed to all on-campus residents advertising events and resources for bikes on campus
- Multi-language ‘Rules of the Road’ cards with tips about local laws affecting bikes in Champaign-Urbana