



## Champaign-Urbana Bike Month 2022 Planning Team Meeting #6

DATE: Thursday, September 22, 2022

TIME: 4:00 p.m.

ZOOM: <https://ccrpc.zoom.us/j/81708272295?pwd=SXhjeVBXTytRMIhkK3oxSG9xUi9mUT09>

### AGENDA

1. Welcome
2. Bike to Work Day & Light the Night post-event documents
  - a. [Station Manager Survey Responses](#) (Google Drive spreadsheet)
  - b. [Lessons Learned \(Google Doc\)](#): BTWD & LTN 2022
    - i. You are invited to add your comments; please add your name at the end of the comment in bold parentheses.
3. Bike to Work Day
  - a. **Reevaluation Time**: Form a group to meet over dinner and discuss this at length with a white board at the ready.
  - b. **Date**: Wednesday, September 13, 2023?
  - c. **Participation**:
  - d. **Sponsorships**
    - i. Increase the levels from last year. \$500 or \$750 to get on the shirt.
    - ii. The shirt is full. Major sponsors, Minor sponsors
    - iii. Addition of a Bike Bag (additional sponsors, and vessel for other swag/info/food)
  - e. **Finances**: Report by Jeff
  - f. **Welcome Stations**
    - i. Number of stations

- ii. Types of stations
  - iii. Volunteers
- g. **Media coverage:**
- h. **T-shirts:**
  - i. Separate kid's shirts in spring of 2023?
  - ii. Design in 2022
  - iii. Determining design(s) in 2023
  - iv. T-shirt + bag in 2023.
- i. **Welcome Stations tables:**
  - i. Info available
  - ii. Cardboard stands
  - iii. Gathering all of it in a printed magazine (Jeff)
- j. **Analysis of 2021 and 2022 Registration Data:**
- k. **Metrics:** How do we measure the impact of this event? Can we tag bikes with our lights on them this year, and do a survey?
- l. **Promotion:** website/bus boards/etc.
- m. **Having a Chair of BTWD:** some one person to have the whole event in their head. Might be someone from the outside, new to cycling, but good with events to give us new eyes.

#### 4. Light the Night

- a. **Locations** – Let's talk about which to keep, modify, drop, or add.
  - i. Alma Mater – OK
  - ii. Hallene Gateway – move/modify to effectively engage all the bike travel now occurring on Green Street.
  - iii. Campus Bike Center – Let's evaluate this location.
  - iv. New location – North Quad, South Quad.
  - v. Let's experiment with new locations with the lights that are left. Jeff/Steve/and others that are open to this.
- b. **Type of bike light.** Planet Bike, silicon attachment.
  - i. If we are happy with this, decide and plan to get these lights next year, and talk to Planet Bike/other suppliers.
  - ii. Scope of event – cap at a goal of 1,000/ light a year. Or grow it?
- c. **Funding** – with inflation, cost of lights may be expected to increase.
  - i. With our thank you, increase our request for next year to our 4 donors from \$1,500/7 to \$2,000. (It's been 15 years right – but the support has been flat (or increased?).

- ii. Seek to get funding from the Student Sustainability Committee – and get this funding timing wise that works with their decisions/use timetable. But likely to get the funding approved now/in the Spring for the Fall of 2023. Purchase the lights way ahead of time.
  - d. **Volunteers**
  - e. **LTN Project Chair** – Jeff suggests that we consider having a Chair of this event. One person's whose name is on this event and to think through all of it, from funds to lights, to locations, volunteers, and programing at the event.
  - f. **Metrics:** How do we measure the impact of this event? Can we tag bikes with our lights on them this year, and do a survey?
  - g. **Campus Bike Center:** Can we arrange ahead of time that for one month after the event, the Campus Bike Center sells the same light sets at cost + 25% (so \$7.50 this year) so we have a definite place to refer people too, and the extra \$1.50 goes to \_\_\_\_\_ project.).
5. **Plan for recognition and thank you's of sponsors and Welcome Station Managers**
  6. **Select a BTWD review committee.**
  7. **Adjourn**