
Planning Bike Events

— And building a community —

Rebecca Resman

- ❖ Cycling Advocate
- ❖ Kidical Mass Organizer
- ❖ Social Media Rabble Rouser
- ❖ Parent



Agenda

- ❖ How to organize a community ride
- ❖ Other events and organizing
- ❖ Brainstorm: Ride Themes

How To Organize a Community Ride



Photo credit: Oren Miller

What kind of rides are there?

(no wrong answers)



Advocacy-centric

- Riding for a purpose/to raise awareness.
- Engaging elected officials/Representatives/Mayor/etc.



Encouragement

- Casual and fun, meant to build community
- Theme/destination oriented
- Kidical Mass - hyper local, free, family ride
- Other Ex: Bike to School Day, Holidays, Bike to Park, Bike to Street Fest, etc

Step One: Champions Unite

Identify the people and partners you need/want.

- ❖ Other organizers
- ❖ Elected officials
- ❖ Local Schools
- ❖ Organizations
- ❖ Parent groups/meet ups
- ❖ Chambers of Commerce
- ❖ Bike Shops
- ❖ Sponsors
- ❖ Local Businesses

Step Two: Logistics

Identify the main ride details

- ❖ Date/Time
- ❖ Frequency
- ❖ Themes
- ❖ Audience
- ❖ Rain Plan
- ❖ Partners/tasks/deadlines

Step Three: Develop Key Messaging

- ❖ Ride details & tagline
- ❖ Partner logos
- ❖ SHAREABLE image (jpeg)
- ❖ Flyer
- ❖ Copy templates (for 3rd party)

Communications Sample: Marketing Blast



Rebecca Resman

Mar 21

to Lesley, bcc:

← Always BCC

Good Afternoon,

We are thrilled to announce **the return of Roscoe Village Kidical Mass**, a free, family friendly bike ride that takes place on the first Sunday of each month. We'd love to have your help in letting people know about this event. If possible, please mention it in your next newsletter and on your social media channels.

Previous Roscoe Village rides have attracted as much as 125 riders. With your help, 2016 will be our biggest year yet!

Below are some sample announcements for you to cut/paste:

For Newsletter/email:

Roscoe Village Kidical Mass returns! Kidical Mass is a fun, free bike ride for kids, kids at heart, and their families. The Roscoe Village ride will be held the first Sunday of every month beginning Sunday, April 3rd. Gather at the Audubon School playground (3500 N. Hoyne Ave.) at 10:00 for a 10:30 departure. Rain or shine. For more information please visit www.chicagokidicalmass.org or find us on [Facebook](#).

For facebook:

The first Roscoe Village Kidical Mass family bike ride will gather 10:00 Sunday, April 3rd at the Audubon School playground (3500 N. Hoyne) All are welcome to this free event.

For twitter:

Roscoe Village #KidicalMass family bike ride will gather 10AM Sunday 4/3 at Audubon School (3500 N. Hoyne) All R welcome 2 this free event. #BikeChi

Join us for Roscoe Village #KidicalMass family bike ride 10AM Sun 4/3 @ Audubon School (3500 N. Hoyne) [#BikeChi](#)

We have also attached a pdf, a jpeg of the event poster and a photo from a previous event.

If you're interested in partnering at one of our events, just let us know!

Thank you so much,

Rebecca Resman

Roscoe Village Kidical Mass Organizer

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Communications Sample: Flyer/Poster/image



A flyer for the Chicago Kidical Mass Roscoe Village Ride. The left side features a blue background with the text 'CHICAGO Kidical Mass' in a handwritten font, followed by 'FREE, Fun FAMILY Bike Parade' in large, colorful, stylized letters. Below the text is a silhouette of a family (two adults and two children) riding bicycles. The right side has a white background with the title 'ROSCOE VILLAGE RIDE' in bold red letters. Below the title, it lists the frequency '1st Sunday of each month', the time '10am (10:30 departure)', the meeting location 'Meet at Audubon School', and the address '3500 N Hoyne'. A '2016 Schedule' section lists dates and ride names in two columns. At the bottom, a red banner contains the website 'CHICAGOKIDICALMASS.ORG' and a Facebook logo.

CHICAGO Kidical Mass

FREE, Fun FAMILY Bike Parade

ROSCOE VILLAGE RIDE

1st Sunday of each month
10am (10:30 departure)
Meet at Audubon School
3500 N Hoyne

2016 Schedule

4/3 Kick Off Ride	9/4 Splash n' Play Ride
5/1 Superhero Spin	10/2 4th Anniversary Parade
6/5 River Roll	11/6 Fall Fun Tour
7/3 Independence Ride	12/4 Donut Ride
8/7 Pool Party Ride	

CHICAGOKIDICALMASS.ORG

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Step Four: Marketing

Distribute the Key Messages

- ❖ Posters - good for hyper local rides
- ❖ Share in Facebook groups/pages/messenger
- ❖ Ask/message/tag local businesses, schools and organizations to spread word
- ❖ Post free event listings in online parent resources, like Red Tricycle
- ❖ Email list - if you desire, but be prepared to manage it

Step Five:

Plan ride logistics



Plan Route

- Decide starting / end point
- Right turns, one ways, stop signs, limited lights, slow traffic
- Ride route a day or two to mitigate surprises
- Double check street fests/ closures



Other things to consider

- Rest & Water Stops
- Access to bathrooms (especially for children)
- Fun destinations/themes

Step Five:

Plan ride logistics

- ❖ Recruit a few volunteers
 - Preferably without children
 - Caboose - rides in the back and makes sure no one is left behind
 - Traffic helpers/blockers - assist the group get through intersections and gives verbal instructions to riders as needed
 - Photographer

Step Five:

Plan ride logistics

- ❖ Supplies to pack
 - Water (and extra if needed)
 - First aid kit
 - Basic bike tools
 - Signage for ride, flyers for on street promo
 - Fun extras: Music, bubbles, bike decorating, theme related, stickers, watermelon, etc!

Step Six: Ride!

Don't forget to have fun



Opening announcements

- Establish leader
- Route highlights, including endpoint
- Streets will have car traffic - Staying to the right
- Parents please watch children
- Educational presentation, like helmet fitting
- Shameless self promotion; "follow us on facebook, join us in October...."

Step Six: Ride!

Don't forget to have fun

- ❖ Find a pace that keeps the group together
- ❖ Mass up at stop lights
- ❖ Talk through traffic safety as you ride with kids at front
- ❖ Wave at people, smile and say Good Morning!

Other Stuff

- ❖ Liability
 - Less official = less liability
 - More official = more liability
 - What's the worst that can happen?
- ❖ Stick with it - consistency is key, weather is a jerk
- ❖ Keep it fun/convenient for yourself and don't burn out

Roscoe Village Kidical Mass

Sunday, 10/5 * 10am

Meet at Audubon School 3500 N. Hoyne

Fueled by KIND!
#kindawesome





INDEPENDENCE DAY BIKE PARADE!

SUNDAY 10AM

START @ AUDUBON ELEMENTARY -----> END @ HAMLIN PARK POOL!



Other Events & Organizing



Education

- ❖ Piggybacking off other events and doing helmet fits, route help, etc.
- ❖ Family bike resource events
- ❖ With the help of LCI, hosting a traffic skills class for adults and/or children
- ❖ Partnering with schools to distribute information on safe cycling

Chicago Family Bike Fair







Encouragement

- ❖ Bike Meet-Ups/Picnics/etc.
- ❖ Walking school bus / bike trains
- ❖ Developing an online community through social media
 - Facebook groups are great
 - Audience for event/resource sharing
 - Advocacy efforts

Online Facebook Group Sample



Discussion

Members

Events

Videos

Photos

Files

Search this group



Write Post



Add Photo / Video



Create Poll



More



Write something...

PINNED POST



Rebecca Resman

August 14, 2015 · Chicago

Welcome to Chicago Family Biking on FB! Let's talk bikes and routes and

ADD MEMBERS

+ Enter name or email address...

MEMBERS

547 Members (11 new)



DESCRIPTION

[Edit](#)

Let's talk bikes and routes and builds and kids. Anyone is welcome--whether you're a seasoned family rider or just bike-curious. Any existing CFB member can add new members to the group.

Ride Theme Brainstorm

