



2nd Annual Mayor's Bicycle Safety Challenge

Join Other Illinois Cities Promoting Safety for Cyclists and Motorists

How to Participate in this Educational Outreach Program

- 1) Contact Ride Illinois at info@rideillinois.org or (630) 978-0583 and let us know of your intentions to join the challenge. Ride Illinois would like to help promote your participation to our members and affiliated groups in your town, as well our statewide audience.
- 2) At a council meeting, proclaim a Bike Safety Week for both bicyclists and motorists. We suggest timing your city's Bike Safety Week with other existing events—National Bike Month in May, Chicago's Bike Week in June, or your town's existing organized bike events this summer. A template with suggested text for your proclamation is included in this packet.
- 2) Use your outreach channels to promote your Bike Safety Week and challenge your residents to complete one of our interactive learning quizzes at **BikeSafetyQuiz.com**. The site offers versions for adults, children, and motorists. Use the included article and press release templates for your city newsletter, website, social media channels, and publicity with local media. Ride Illinois will also help promote your town's Bike Safety Week and Mayor's Challenge through our outreach channels.
- 3) Ask the Mayor, other town officials, and community leaders to lead by example and take our bike safety quiz. A photo of the Mayor holding the quiz-generated Certificate of Completion is a great addition to a press release, newsletter, and social media posts.
- 4) Ride Illinois will track the number of BikeSafetyQuiz.com users in each participating town, and will report back results. Ride Illinois will also recognize the top three participating towns/mayors and award one for their exceptional efforts to promote bicycle safety at the Annual Illinois Bike Summit on September 19, 2016.

- over for more info -

2015 Participants - Bartlett, Bloomingdale, Canton, Carol Stream, Chester, Chillicothe, Collinsville, Crystal Lake, Dekalb, Downers Grove, Elgin, Elk Grove Village, Evanston, Galesburg, Glen Ellyn, Highland Park, Jacksonville, Johnston City, Lake Bluff, LaSalle, Libertyville, McHenry, Mokena, Normal, North Aurora, Ottawa, Rock Island



Mayor's Bicycle Safety Challenge

Optional — Partner with Local Businesses, Bike Clubs, and Volunteers

To incentivize resident participation, we recommend partnering with local businesses to offer small prizes — such as a free dessert or coffee at local cafes, or a discount at local bike shops, etc. The prizes would be redeemed with a print out of the quiz-generated Certificate of Completion. Larger prizes donated by local businesses could be raffled among entrants who email or mail their Certificate of Completion to City Hall or the donating business.

Ride Illinois will also be conducting a summer-long raffle to promote the use of the quiz. Every week from May through August, we'll pick two BikeSafetyQuiz.com users to win a Ride Illinois t-shirt. We invite you to mention our raffle in your promotions, or contact us to discuss a Ride Illinois conducted raffle specifically for your town.

Ride Illinois is also happy to put you in touch with local or nearby bike club leaders, bike ride organizers, and potential local volunteers who may be willing to help promote your town's efforts.

The Bike Safety Quiz Is Educational

The quizzes at **BikeSafetyQuiz.com** offer Bronze, Silver, and Gold levels, each averaging 8-11 multiple-choice questions. Learning comes from short explanations tailored to the user's right or wrong responses, and through repeated chances to answer the questions correctly. They are designed to work with a wide range of motorist and bicyclist experience levels. Most users complete all quiz levels in 15-30 minutes. The questions are approved by the Secretary of State and cover bicycle safety techniques and relevant Illinois laws. The site's explanations cover points most bicyclists and motorists have never learned.

BikeSafetyQuiz.com has been used by over 50,000 people including high schools, driver education classes, elementary schools, PTAs, scouts, police, bike clubs, and more. Contact us to learn more about using the quiz for educational and enforcement campaigns.

About Ride Illinois (formerly known as the League of Illinois Bicyclists)

Ride Illinois is a nonprofit organization dedicated to improving bicycling conditions throughout the state. We are the advocate for all Illinois bicyclists, promoting bicycle access, education, and safety.

We work with government and others to:

- Advocate for bike friendly road designs and policies
- Promote trail funding and development
- Educate officials on how their towns can be bicycle friendly
- Provide bicycle safety education for cyclists and motorists
- Serve on transportation policy-making committees
- Develop bike plans for cities and towns in Illinois



Learn more about us at rideillinois.org or contact us at info@rideillinois.org