

(Version as of Oct. 28, 2016)

DRAFT

2016 – 2017 Bike Task Force Communications Plan

Strategic Objectives:

- Identify what is available in Park Ridge for bike parking and bike routes.
- Work with major stakeholders such as the schools, parks, city government and business community to build consensus on programs and practices that enhance biking in Park Ridge.
- Build awareness of the benefits of biking to community members and stake holders.

Communications Plan Objectives:

- Create more awareness of the Bike Task Force and its activities.
- Influence favorable public attitudes towards biking.
- Affect changes in public policy to enhance biking, especially bike parking.
- Foster strategic partnerships with other civic and business organizations.
- Educate key stakeholders such as schools, parks, businesses, children and residents on all major aspects of bike safety including how to be a safe, responsible rider.

Target Audiences:

- Residents, especially families.
- Business owners.
- All major forms of local government including schools and the park district.
- Elected local, regional and state officials.

Core Messages (to be expanded/modified by committee input)

- Biking is a safe activity which promotes good health, saves money and helps protect the environment. It also reduces traffic congestion and helps relieve parking shortages.
- Enhancing our biking opportunities benefits the community, residents and businesses.

Ongoing Activities and Outreach

- Press releases with some photos to local media including online posting to:
 - The Journal & Topics Newspapers (online and print)
 - Pioneer Press/Chicago Trib Media (online and print)
 - The Bugle Newspaper (print)
 - Park Ridge Patch.com (can boost with social media activity)
 - The Spokesman (quarterly to all postal addresses in City). Can kick off with article in the first quarter edition followed in each edition with Task Force Update.
 - Chamber of Commerce newsletter (weekly opportunity)
- Media relations can include Letters to the Editor, Guest Commentary/Op Ed and features.
- Working with school districts to send news, tips, etc. addressed to parents and children.
- Presentations to civic, church and other groups to seek support and possible funding.
- Social Media such as Facebook, Twitter posts, a blog etc. We supply prepared posts for others.
- Email blasts to opt-in list (to be developed)
- Community events -- either participate in events such as:
 - Memorial Day Parade (have group of adults and kids on bikes). Use a banner?
 - Taste of Park Ridge. Have bike related activity on Saturday in Hodges Park.
 - Cruisin' Park Ridge Car Shows. Have information table at all four events.
 - Host activities during May (Bike Month) such as a *Dress-Up Your Bike* parade.
- Community events – create our own such as:
 - Family Bike Rides. Could be short and end up at Dairy Queen or Oberweis.
 - Bike Safety Checks.
 - Decorated bike contests around Halloween or other holiday themes.

Misc. or One-Time Activities

- Create a Bike Park Ridge logo as easily identified symbol to help branding.
- Use standard hashtag with any Facebook, Google Plus, Twitter posts. #bikeparkridge
- Establish/enhance web page on City of Park Ridge website with links to Task Force and other resources.
- Establish means by which the public can opt into our email list, ask questions, volunteer time, etc. by generic email such as bikeparkridge@gmail.com or similar. Possible phone number?
- Provide incentives for people to ride bikes to events such as the Farmer's Market, Movie in the Park, etc. Incentives could be free stuff or raffle ticket.