CHECKLIST

Planning the CITY CYCLING campaign – recommendations for coordinators
Welcome!

We’re delighted that your municipality would like to participate in CITY CYCLING – the world’s largest campaign for promoting cycling further, helping to protect the climate and improving quality of life.

The campaign owes its success to reliable cooperation:
**We** provide the entire IT infrastructure (including the CITY CYCLING app) along with a diverse selection of accompanying resources for your PR and support, and are also always on hand to advise.
**You** implement the campaign locally according to your needs, organise registration, encourage local citizens to participate, and act as the local point of contact. Find out how to do this – and much more – over the following pages.

The CITY CYCLING checklist is intended for all newcomer municipalities, new CITY CYCLING coordinators and anyone wishing to see at a glance everything that needs to be done.

We have organised the information chronologically and divided it into three sections: ❶ **Campaign preparation**, ❷ **Campaign implementation** and ❸ **Campaign follow-up**. The procedure we describe is merely a recommendation. How big you wish to make the campaign depends entirely on your local conditions (municipality size, campaign budget, etc.).

We will refer to helpful documents and websites as appropriate where you can find further explanations, instructions and tips. Allowing you to prepare implementation of the CITY CYCLING campaign step by step.

We wish you an enjoyable read and every success with your local CITY CYCLING campaign!
SECTION 1

Campaign preparation

Let us first turn our attention to preparation of the campaign. How can you register your municipality for CITY CYCLING? What resources should you plan for the campaign? And what is it important for you to consider in terms of PR? Find out more here!

Conditions for participation

• Any municipality (town, city, rural district, etc.) anywhere in the world is able to participate in the campaign.
• While a municipal resolution is not mandatory, official consent from the local authorities (e.g. the (lord) mayor or local council) is required.
• The municipality must appoint at least one person to mediate between Climate Alliance, cyclists and the local press (local coordinator).
• This local coordinator is responsible for preparing, implementing and following up on the local CITY CYCLING campaign.

Information on the CITY CYCLING campaign

• See online for information on the campaign, rules of participation and further ideas for your local campaign: city-cycling.org/resources.
• Subscribe to the CITY CYCLING newsletter to receive regular campaign updates (e.g. on funding opportunities and other recent developments). Local coordinators are automatically added to the mailing list when their municipality is registered. Please note that the newsletter is only available in German.

Review your resources

Personnel resources

• We recommend you plan an average of about five working hours per week for a period of approximately four months.
• Which organisational tasks (e.g. PR, graphic design, cyclist support) can you complete internally and which would it be better to outsource?
• Be sure to inform the involved departments or agencies – both internal or external – in good time and coordinate closely.
• Please do not plan any holidays during the campaign itself or the grace period thereafter – or designate a suitable substitute whom you can brief well in advance.
• Do you also want to offer the RADar! reporting platform (radar-online.net) – and do you have sufficient resources for this?

What is RADar!?

RADar! is a reporting platform enabling citizen participation. Citizens are able to report issues such as potholes, cycle routes that suddenly end, etc. to their local authorities. Please note that RADar! is only available in Germany and Luxembourg so far.
Financial resources

- See city-cycling.org/register for the current participation fees. You will also find details of funding opportunities here.
- Towns/communities that are registered by their rural district/region and run the campaign during the same period pay a reduced participation fee
- So it is well worth coordinating the local campaign period with your rural district/region. See city-cycling.org/register for the conditions.
- What budget is available for the campaign (e.g. for specific activities, PR, etc.)?
- Acquire sponsors and partners to support the campaign financially, contribute material prizes and get involved in the campaign.

Networking

- Network with the appropriate parties, such as your national cycling association, Agenda21, municipal department responsible for green spaces, tourist office, PR and communications departments, civil society, etc. to assign tasks and take advantage of synergies.

Registration

- Do you want to use RADar! as well as participate in CITY CYCLING? You should already decide when you want to offer RADar! (e.g. only during the campaign or for a set period beyond this) when you register for CITY CYCLING. You will also need to provide the details of a contact person for RADar!
- If you plan to participate in CITY CYCLING via your rural district/region, then the rural district/region must register you! Only in this way can your town/community take advantage of the reduced flat-rate fee for participating in CITY CYCLING. Be sure to provide your rural district/region with your local coordinator’s contact details.
- Use the online form available on city-cycling.org/register to register. NB: this registration is binding – fees will apply accordingly!
- Determine which special categories you wish to set for teams to select when they sign up.
- You are also able to order general CITY CYCLING flyers and posters as well as other merchandise while registering. If your rural district/region registers you, they can order flyers and posters on your behalf. Be sure to inform them of the desired quantities beforehand. Please note that printed Flyers are only available in german.
- It is possible to register up to and including September, but the 21 CITY CYCLING days must be completed by 30 September.
- Register your CYCLE STAR(S). For more information, see city-cycling.org/star.

PR

- Should you wish, you can set thematic focuses (e.g. road safety, cycling infrastructure, cargo bikes, commuting, etc.) and define target groups. Indicate the special categories you’ve chosen when registering or under the “Manage municipality” tab.
• Approach relevant target groups and multipliers.
  • municipal parliament
  • institutions, companies, associations, educational establishments, health institutions, etc.
  • local citizens
  • celebrity support (local athletes, musicians, etc.)
  • media partners: local press, (local) radio and TV broadcasters, etc.

• Each municipality is assigned a subpage on city-cycling.org to display their contact details, photos, greetings, event information, etc. Use this for your communication and be sure to always keep it up to date! You can also use it to direct users to your municipal website.

• Plan a kick-off event, specific activities and events. Take a look at the document containing ideas for municipalities available on city-cycling.org/resources.

• Our CITY CYCLING Ambassador always plans his tour early in the year. If you would like him to visit your municipality, then please contact us about this well in advance – so already in spring.¹ For more information get in touch with the CITY CYCLING team.

• Create and distribute information materials (city-cycling.org/resources).

CHECKLIST

Campaign preparation

☐ Obtain consent to organise CITY CYCLING in your municipality

☐ Review personnel and financial resources

☐ Determine a local coordinator

☐ Read the concept and rules of participation and subscribe to the newsletter

☐ Submit a binding registration, either via the town/community or via the rural district/region

☐ Specify the special categories for teams

☐ Order flyers and posters in the registration form

☐ Assign tasks to complete internally and externally

☐ Network with local stakeholders

☐ Set thematic focuses

☐ Approach relevant target groups and multipliers

¹ Due to the coronavirus pandemic, the CITY CYCLING Ambassador unfortunately will not be going on tour in 2021.
Set up the municipal subpage on city-cycling.org
Organise a kick-off event
Plan specific activities and events
Create and distribute information materials
Register CYCLE STAR(S) and upload their statement(s) and photo(s)
SECTION 2

Campaign implementation

It’s time to get pedalling! It is very important for you to be available to the cyclists in your municipality during the local campaign, to continue encouraging people to participate and to ensure that the kilometres are entered in the cycle log as soon as possible.

Information on the CITY CYCLING campaign

• Read the CITY CYCLING newsletter to keep up to date with the latest campaign news.

Continue your PR work!

• Regularly update the information on your municipal subpage and check that it is correct.
• Inform the local press (advance announcement, campaign launch, interim update, campaign conclusion);
• Advertise CITY CYCLING via your municipality’s social media accounts (e.g. Facebook, Twitter, Instagram).
• Display flyers and posters in highly-frequented places.
• Do you have a CYCLE STAR? Get them to help raise awareness for the local campaign.
• Don’t forget your cyclists! Contact them via email – to boost motivation, inform of local CITY CYCLING events, share the interim and final results, or simply thank them. Various mailing lists can be exported from the database.

What is a CYCLE STAR?

A CYCLE STAR is a public figure, who shows how the bicycle can be used as an everyday means of transport. They are not allowed to set foot in a car at all during the 21-day campaign period. They report on their experiences every week in a blog. Get your CYCLE STAR(S) to help promote the campaign and get the local press to report on their endeavours.

Support for cyclists

• You’re the local contact for cyclists in your municipality. Answer any questions they may have and provide assistance as required. Should you not be able to help them, you can contact the CITY CYCLING team for support ([info@city-cycling.org](mailto:info@city-cycling.org) or call +49 69 717139-39).
Manage your municipality during the three-week campaign period

• You will be sent your login details once your municipality has been registered.
• Regularly remind cyclists to record their kilometres (you are able to generate mailing lists for this).
• Check that newly registered teams, subteams and team captains’ statements do not contain any offensive names or content. You will automatically be notified of new cyclists and messages via email.
• Create user accounts and enter kilometres for cyclists who do not have internet access, and collect their cycle logs every week.
• You have the option of adding schools (or school classes), companies, associations, etc. to the list of special categories when registering or under the “Manage municipality” tab.
• Regularly check the following:
  • entries of teams and individuals recording a lot of kilometres. If necessary, ask how they managed to cover such large distances.
  • number of cyclists: sometimes the kilometres for several people are recorded in one single account, but the number of cyclists is not adjusted in the account settings.
  • Parliamentarians: are they really elected parliamentarians with voting rights? And are they only recording their own kilometres? If necessary, compare the registrations with a list of local parliamentarians, as the parliamentarian quota is decisive to the “Most active local parliaments” prize category.

What is a subteam?
To make the competition even more exciting, cyclists are now able to form subteams (e.g. for individual company departments or school classes) within their main team (company, school, public authority, club, etc.). The kilometres count towards the sub-team as well as the main team. The subteams’ results can be compared under “My team” after logging in. The main teams join together again to compete in the overall competition, hence the subteams’ results are not displayed on the municipal subpage.

Managing your municipality during the grace period

• The grace period lasts one week for cyclists and two weeks for coordinators.
• Kilometres can be entered retroactively as long as they were covered during the three-week campaign period.
• Only coordinators are able to create new user accounts during the grace period.
• No more entries or changes are possible after the grace period ends.

RADar!

• If you have decided to use RADar!, check cyclists’ reports promptly, comment on them as necessary and process the reports or forward them to the responsible authorities.
CHECKLIST 2
Campaign implementation

- Check whether your login details work
- Regularly remind participants to record their kilometres
- Regularly review new teams
- Create user accounts for cyclists with no internet access, collect their cycle logs and record their kilometres
- Indicate special categories
- Regularly review the entries of teams, individuals and parliamentarians who record a lot of kilometres as well as the number of cyclists
- Read and comment on RADar! reports
- Regularly update your municipal subpage
- Regularly update the CITY CYCLING results statistics
- Advertise the campaign in the local press and social media
- Regularly distribute flyers and posters
- Email cyclists to encourage them to get involved
- Remind cyclists of the grace period
SECTION 3

Campaign follow-up

You have now cycled as many kilometres as possible with the teams from your municipality during a three-week period. Now it's time to review the kilometres entered in the cycle log, celebrate the results at a local closing event and begin planning next year's campaign.

Review the following one final time:

• Entries of teams and individuals recording a lot of kilometres. If necessary, ask how they managed to cover such large distances.
• Number of cyclists: sometimes the kilometres for several people are recorded in one single account, but the number of cyclists is not adjusted in the account settings.
• Parliamentarians: are they really elected parliamentarians with voting rights? And are they only recording their own kilometres? If necessary, compare the registrations with a list of local parliamentarians.

PR

• Plan a closing event. Take a look at the document containing ideas for municipalities on city-cycling.org/resources.
• Announce the final results and the end of the campaign in the local press and social media.
• Attend Climate Alliance’s closing event for the CITY CYCLING campaign where the successful campaign year is celebrated and the winning municipalities honoured (and awarded prizes!).

Evaluation

• What went well and what would you like to do differently next year?
• Remember that word of the CITY CYCLING must first spread around your municipality! It will probably take several years of participating in CITY CYCLING for it to develop into a major campaign in your municipality.

After the campaign is before the campaign

• Save the CITY CYCLING results on your local server so that you have statistics to compare the following year’s results with. Be sure to do this, as the website is reset every new campaign year and the statistics from the previous year will then no longer be available there!
• Save the mailing lists of participants in your municipality. These are the first people you should contact in the following year to inform about the next CITY CYCLING campaign.
CHECKLIST 3
Campaign follow-up

- Review all entries one final time
- Verify parliamentarians’ status
- Communicate the final results and end of campaign
- Organise a local closing event
- Save your municipality’s results locally and download and save the mailing lists
- Evaluate the local campaign
Participation in the CITY CYCLING campaign is voluntary and at participants’ own risk. There is no recourse to legal action. The participating municipality assumes responsibility for local organisation of the CITY CYCLING campaign as well as for all related measures and events.

CITY CYCLING collects personal data, which you are able to access as the local coordinator. Please use this data exclusively in accordance with our privacy policy – see city-cycling.org/privacy-policy.

You are able to download all campaign resources from city-cycling.org/resources. You must obtain written approval from Climate Alliance before you use resources created by your municipality or other participants. See here for more information on obtaining approval: city-cycling.org/resources

Please do not hesitate to contact us should you have any further questions about the campaign:

CITY CYCLING Team
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