



CHECKLIST

Planning the CITY CYCLING campaign –
recommendations for coordinators

CITY CYCLING

Checklist

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: **1 Campaign preparation**, **2 Campaign implementation** and **3 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

- For information on the campaign concept, rules of participation and further ideas for your local campaign, see city-cycling.org/resources; a preliminary overview is also available on city-cycling.org/thats-what-its-all-about.
- Sign up for the CITY CYCLING newsletter to keep up to date with all campaign news, for example on funding opportunities or the latest developments. Simply use the form available under “For municipalities” on city-cycling.org/contact. Coordinators are automatically added to the distribution list when they register their municipality. Missed a newsletter? Check our news feed for important information about the campaign.

Attend an open consultation

About once a month, we run online sessions during which you can ask technical questions about aspects such as using the website or promoting the campaign and also exchange with other municipalities. We communicate the dates for these sessions (incl. the registration link) in our newsletter.

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.

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

- It's possible to register for CITY CYCLING right up until September, however there must still be time to run the 21-day campaign so that it ends no later than 30 September. See www.city-cycling.org/register for the binding registration (fees apply!).
- If you participate in CITY CYCLING via your rural district, then it must register you. Only in this way can you benefit from the reduced participation fee. Simply provide the rural district with the contact details of your local coordinator(s) as well as all other relevant information. Ideally, use the Excel template available on the resources page for this.
- Decide which **special categories** you wish to set for teams to select when they sign up (to then be considered in the special evaluation).
- Order general CITY CYCLING flyers and posters as well as other merchandise while registering. If your rural district registers you, they'll order flyers and posters on your behalf. Therefore, be sure to inform them in advance of your desired quantities – ideally using the Excel template mentioned above.
- 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.
- Create and distribute information materials (city-cycling.org/resources).

CHECKLIST 1

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
- 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 and check the news feed for the latest information about the campaign.

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, X, 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 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:
 - If teams and individuals have collected a lot of kilometres and this seems implausible, ask them how they managed it.
 - 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.
 - Cyclists are unable to enter very high numbers themselves (more than 300 km per trip). They must contact you via email instead. If the number of kilometres is plausible, you (as the local coordinator) are able to add the kilometres on their behalf
 - For more tips on how to check cyclists' entries, see "How can I check the kilometres my cyclists have covered?" in our FAQs.
 - Parliamentarians: The local coordinator is responsible for setting the parliamentarian status. Cyclists who want to take part in CITY CYCLING as a parliamentarian should email their local coordinator, who will then check that they are an elected member of the town/city parliament or district council. The coordinator will then tick the appropriate box in the corresponding account to activate this status. The parliamentarians quota is decisive for the award category of "Most active local parliaments"

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 subteam 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 periode.
- 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.

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
- 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:

- When necessary, ask teams and individuals with a large number of kilometres how they managed to achieve this total. See city-cycling.org/faq for more information on where exactly to check.
- 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: Do they only enter their own kilometres? Parliamentarians are only able to enter the kilometres that they have cycled.

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 Excel table containing the overall results for your municipality. It's available in the login area under "Evaluation".
- The list contains your CITY CYCLING results so that you can compare your results over the years.
- It also contains the email addresses of past campaign participants. You can contact them all in the following year to inform them in good time about the upcoming campaign.
- Important: Please delete all personal data collected during CITY CYCLING (cyclists' titles, names and email addresses) that is more than two years old as well as the data of cyclists, who contact you specifically to request that their data is deleted.

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

Contact and legal notice

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

Support hotline: +49 69 717139-39

info@city-cycling.org