



CITY CYCLING



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, 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 in this checklist.

The CITY CYCLING checklist is intended for all newcomer municipalities, new CITY CYCLING coordinators and anyone wanting 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, 3 Campaign follow-up**. Bear in mind that 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 also refer to helpful documents and websites as appropriate where you can find further explanations, instructions and tips. Allowing you to prepare CITY CYCLING step by step.

We wish you an enjoyable read and every success with your local 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) anywhere in the world can participate.
- 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, the participating 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 be among the first to learn all the latest campaign news, for example on funding opportunities or new 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? Then check our [news feed](#) for important information about the campaign.

Attend one of our open support sessions

We run online events about once a month during which you can ask technical questions about aspects such as using the website or promoting the campaign and exchange with other municipalities. We offer sessions focusing on the login area, RADar! and PR. We communicate the dates of these sessions (incl. the registration link) in our newsletter and news feed.

Review your resources

Personnel resources

- We recommend that you plan in around 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 (internal and external) in good time and coordinate closely with them.

Make arrangements

- 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 (city-cycling.org/radar) and do you have sufficient resources for this?

What is RADar!?

Citizens can use the RADar! citizen participation and reporting platform to report issues with the cycling infrastructure such as potholes, cycle paths that suddenly end, etc. to their municipality.

RADar! is currently only available to municipalities in Germany.

Financial resources

- See city-cycling.org/register for the current participation fees. You will also find details of funding opportunities there.
- 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's 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.

Get 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.

Register your municipality

- 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. You can submit your binding registration on city-cycling.org/register (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 your 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.
- Would you like to use RADar!? You must already have decided on the RADar! reporting period (e.g. only during your local campaign or for longer) and the person responsible for managing it.
- 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 aforementioned Excel template.
- 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
 - local celebrities (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 to market your campaign and be sure to always keep it up to date! On your municipality's website, you can also direct local citizens to your CITY CYCLING municipal subpage.
- 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.
- Use our variety of templates and photo pool available at city-cycling.org/resources **to create and distribute PR materials.**

Municipality-specific flyers and posters at the click of a mouse!

Did you know that we now have a poster and flyer generator? You can use this tool to create PR materials specifically for your municipality quickly and easily. The generator is available on our website at city-cycling.org/resources – it's well worth checking it out!

CHECKLIST 1

Campaign preparation

- Obtain consent from the municipality
- Review your human and financial resources
- Appoint coordinator(s)
- Read the campaign concept and rules of participating, subscribe to the newsletter¹
- Submit your binding registration, *either* via your town/city/ community *or* via your rural district
- Define special categories for teams
- Order flyers and posters when you register your municipality
- Assign tasks to complete internally/externally
- Network with local stakeholders
- Set thematic priorities
- Approach relevant target groups and multipliers
- Set up a municipal subpage on city-cycling.org
- Organise a kick-off event
- Plan activities and events
- Create and distribute information materials
- Register CYCLE STARS and upload their statements and photos

¹Subscribe on city-cycling.org/contact.

SECTION 2

During the campaign

It's time to get pedalling! It's 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 and journeys are entered in the cycle log as soon as possible.

Inform yourself about 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's correct.
- Inform the local press (advance announcement, campaign launch, interim update, campaign conclusion); you'll find templates for press releases at city-cycling.org/resources.
- Advertise CITY CYCLING via your municipality's social media channels (e.g. Facebook, Instagram, X).
- 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 motivate them, inform of local CITY CYCLING events, share the interim and final results, or simply thank them. Alternatively, you can use the "News from my municipality" function – you can access this from the coordinator area after logging into city-cycling.org.

Support your cyclists

What is a CYCLE STAR?

A CYCLE STAR is a public figure, who shows how a bicycle can be used as an everyday means of transport. They're 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 STARS to help promote the campaign and get the local press to report on their endeavours.

- You're the local contact for cyclists in your municipality. Answer any questions they may have and assist them 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 7171 39-39.

Manage your municipality during the three-week campaign period

- You'll be sent your login details once your municipality has been registered.
- Regularly remind cyclists to record their kilometres and enter the number of journeys they've completed (you're able to generate mailing lists for this).

- Check newly registered (sub)teams and statements from team captains for offensive names and content (you'll automatically be notified via email of new registrations and messages from cyclists).
- Create user accounts and enter the kilometres and journeys for cyclists who don't have internet access and collect their kilometre log sheets every week.
- Select the special categories you want to use in your municipality (e.g. schools, businesses, clubs) so that teams can also be evaluated within these special categories.
- 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 has not been adjusted in the account settings yet.
 - Cyclists are unable to enter very high numbers themselves (more than 300 km per journey). 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 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 are subteams?

To make the competition even more exciting, cyclists are able to form subteams (e.g. for individual departments or classes) within their main team (company, school, public authority, club, etc.). The kilometres cycled count towards the subteam as well as the main team. The subteams can compare their results in the login area. The subteams join together again within the main team to compete in the overall competition, hence the subteams' results do not appear 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 cycled 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've opted to use RADar!, check reports promptly, comment on them as necessary and process them, or forward them to the responsible authorities.

CHECKLIST 2

During the campaign

- Check your personal login details
- Regularly remind participants to record their kilometres and journeys
- Review new teams regularly
- Create user accounts for cyclists with no internet access and collect their kilometre logs
- Define special categories
- Check the entries of teams, individuals and parliamentarians with a lot of kilometres as well as the number of cyclists regularly
- Read and comment on RADar! reports
- Update your municipal subpage regularly
- Advertise in the local press and on social media
- Distribute flyers and posters regularly
- Send motivating emails to participating cyclists
- Remind cyclists of the grace period

SECTION 3

After the campaign

You've 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 your cyclists' cycle logs, 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 lot of kilometres how they managed to achieve these totals. See here for more information on where exactly to check: city-cycling.org/faq
- Number of cyclists: Sometimes the kilometres for several people are recorded in one single account, but the number of cyclists has not been adjusted in the account settings yet.
- Parliamentarians: Did they only enter their own kilometres? Parliamentarians are only able to enter the kilometres that they 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 on social media. Please note that the official results will only be announced at the Climate Alliance award ceremony
- Attend Climate Alliance's closing event for the overall CITY CYCLING campaign where the successful campaign year is celebrated and the winning municipalities are honoured (and awarded prizes!).

Evaluate your campaign

- What went well and what would you like to do differently next year?
- Remember that that word of the campaign must first spread in your municipality! It will probably take *several years* of participating in CITY CYCLING for it to gain momentum.

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, allowing you to compare each campaign year.
- 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
- Evaluate the local campaign

Contact and legal information

Participation in the CITY CYCLING campaign is voluntary and at participants' own risk. There is no recourse to legal action. The participating municipalities assume 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're 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're 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/information-on-approval

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