**Brainstorming Ideas for Creating**

**Virtual Kalamazoo Bike Week 2020 Events**

April 9, 2020

Notice from League of American Bicyclists: *May is still National Bike Month.*

Like National Bike Month, Kalamazoo Area Bike Week increases awareness of bicycling and its role in the community. People are still riding for basic transportation and to maintain their health & stay fit through exercise. Bike Week 2020 will tell that story and educate and remind motorists alike to follow the Rules of the Road - and the Golden Rule.

This year we will adjusting how we position Bike Week and its message to fit the challenging times we are in. As a practical matter, we believe that most if not all of the events listed “go VIRTUAL,” in compliance with prevailing national, state and local health guidelines. This year we say that this year an event will go virtual, be postponed until next year or some other time (either date specific or with a date TBD - to be determined after emergency measures are lifted). We can also feature events, stating for example, that the event is “usually held” during Bike Week without further mention.

This should be easy enough to do with a little creativity! That’s what this list is all about.

These ideas are the more or less unedited suggestions by the individuals participating in a virtual brainstorming session on April 7, 2020. Thank you very much to everyone who participated.

Participants

Paul Banner, Friends of the Kalamazoo River Valley Trail; Trail Blazer, Parks Foundation, Parchment Community Library

Deb Carpenter, Bike Friendly Kalamazoo

Lauren Lott, City of Portage

Allison Quast, League of Michigan Bicyclists

Brian Sanada, Michigan Department of Transportation

Paul Selden, Kalamazoo Area Bike Week 2020 Chair

Paul Wells, Kalamazoo Bicycle Club

Links to Virtual Event Ideas

The following links sent in advance of the meeting may be useful.

 - Virtual bicycling event example - <https://bikesandbeers.com/social-distancing-virtual-ride/>

 - League of American Bicyclists (LAB) idea lists - <https://bikeleague.org/content/promotional-materials-0>

 - National Bike Challenge for Clubs/Groups - <https://www.lovetoride.net/usa/pages/about_clubs>

 - Virtual yoga sessions example - <https://www.brettlarkin.com/at-home-yoga-challenge/>

 - Virtual happy hour idea - <https://www.countryliving.com/entertaining/a31994938/virtual-happy-hour/>

List of Ideas Generated (more or less unedited)

Ride With GPS offers a set of tips <https://ridewithgps.com/help/riding-routes-indoors>

*Rides*

* Posting of [club] members' ride stories: could be solo rides, or family rides. Maps of routes, Go Pro videos, weather, terrain, wildlife, etc.
* We could invite folks to ride on the day and time the ride would have normally taken place, then post the routes and stories of the rides.
* Support of virtual bike to school day. Provide education: helmet fitting, hand signals rules of the road.
* [Could have someone] ride the ride, stopping at certain talking points…and dub them over the ride
* Virtual bike to school day activities that can be a joint effort from the various stakeholder groups, posted maybe on … schools websites. [Post virtual ride ideas and results] on [relevant] website.
* Create a map of the ride at the top of a web page. Ask people to ride it as a fitness type of ride (solo or with proper social distancing), and report that they completed it on/by the date of the actual ride. Post their names under the map as time progresses up to and through Bike Week.
* Ask people who often lead riders (formally as Ride Leaders or informally with friends, riding groups, etc.) to either review / receive the miles ridden for ANY ride that they would normally lead during Bike Week. They could even reach out to members of their usual group, and ask them to report that they completed a ride.
* Use a group riding software like Zwift to hold a group ride on a trainer.

*Bingo Cards - As way to show participation in any event - see Appendix for examples*

* MS Word has access to lots of Bingo Card images.
* Search the web and you will find lots of bingo card images.
* If you don't have enough event ideas to fill a bingo card, you can add "freebie" type humorous or generic boxes such as "Did yardwork," "Rode in the rain," "Rode in my neighborhood," "Rode around a lake," "Played a game," "Watched TV," "Moped around the house," "Shared a positive message with friends," "Did the laundry," "Donated to a bike charity," “Did the Down-Dog Pose,” “Did some strength-training,” etc.

*Adding Some Fun*

* Use a "thermometer" or similar gauge to accumulate number of miles ridden for any given virtual ride.
* Use a cartoon like ride “race track” or route to show miles ridden for any given virtual ride, or on all the rides done during a certain time period - even the longer ones that are traditionally held at this time of year.
* KBW could acknowledge a "Virtual Bike Week Organizer" for going above and beyond to create a Virtual Ride or Virtual Event.
* Find fun ways to recognize and thank the people who participate in your virtual events.
* Make it easy for people to "sign up" and show their participation.
* You could let Paul Selden at BFK know what you are doing ASAP so he can give more time to share positive publicity.
* Share ideas with the other event organizers ASAP in real-time so we can learn from and be motivated by others.
* Sharing stories and photos of virtual rides on club web pages.

*Virtual Classes*

We can absolutely do a virtual yoga class for our biking community! We have the capability to do that and are currently livestreaming classes from our teachers' homes to try to keep the staff paid and the studio afloat. We can still offer the class at the same day/time that we originally listed if it's going to be a paid class.  People can sign up for it online and they will receive the link to the virtual class 15 minutes before class starts. People can pay online when they sign up. Or if you want it to be a free class now I would have to check to see if the teacher will do it for free and confirm the time for that. Let me know what you think and we can make sure the details are all set.

*Virtual Social Events*

* Use Zoom meeting to hold what would be any group social event, maybe even for an “All-Bike All-Club All-Rider” mixer.
* Change an in person fundraiser to a virtual fundraiser.

*Miscellaneous Thoughts & Encouragement*

* You can't control the wind, but you can adjust your sails.
* How we respond to the situation will tell the greater community what we are made of and how we are making the best of things that we can.
* Lots of riding groups are using virtual rides; don’t see why we can’t. Some are using them as a way to offer a virtual option in lieu of forfeiting fees for events that are cancelled by the organizers.
* Necessity is the mother of invention.
* I support "holding" KBW in as many ways as possible.

The Chair of Kalamazoo Area Bike Week prepared these notes and welcomes additional ideas. Please email them to [bikeweek@bikefriendlykalamazoo.org](mailto:bikeweek@bikefriendlykalamazoo.org). As a 501c3 non-profit organization with a mission to help make our greater community even more bicycle friendly, Bike Friendly Kalamazoo encourages you to share these ideas as you see best for the public good!

**Appendix: Bingo Card Templates**









