

## Book Bike Timeline

### December 2014

- Contact partners re: Grant received HA
- Order box, create contract KO
  - StreetSmart to connect with BB for payment details
  - Connect with Katrina re: box design HA, KO
- Connect Justin (making wrap) with box builders to discuss box materials/wrap, etc. KO
- Get specs from Justin (making wrap) for the wrap design. KO
- Talk to Nicole regarding design and publicity plan HA, KO meeting scheduled for 12/11/14
- Ask AT if volunteers from all staff can be requested for riding the book bike HA Approved 12/10
- Connect with Computer Center (Steve) regarding tech needs. KO, HA, AS
  - Do we need a separate wifi or can we rely on MiFi with the plans (One-Three outreach per week April – June) we have for the schedule?
- Communicate via week in review HA
- Create outreach calendar/availability of staff HA
- Talk to Audrey about allowing staff to buy and wear BookBike t-shirts for the summer HA Approved 12/10
- Purchase door counter BB

### January 2015

- Communicate via week in review HA

### February 2015

- Create order for bookbike materials. HA
  - 53 items from RPL budget minimum \$530
  - Grant budget \$470
- Technical stuff behind the scenes for this special, shadowed collection. KO
  - Get BookBike staff sizes
  - Create survey monkey for blue BB
- Complete wrap design NH
- Complete t-shirt design NH
- Offer t-shirts to all staff for purchase - BB
- Send volunteer call to all staff if approved by AT HA
- Connect with Slatterly Park Neighborhood Assoc. re: Art on the Ave HA
  - Fill out vendor app
  - Ask We Bike to join
- Facebook teasers with logo HA/Jake
- Communicate via week in review HA
- Purchase iPad, etc. SM

- iPad air Tablet 16 GB – grant \$599
- Tablet case – grant \$24.95 lime green & rugged – create vinyl logo for case
- Socket Mobile Bluetooth Scanner – grant \$456

March 2015

- Create publicity for Bike Rodeos and send to Kelly for approval. Send to NH when dates are confirmed
- Order t-shirts – grant \$60 BB, HA royal blue
  - men's cut: [http://www.companycasuals.com/CompanyCasuals/b.jsp?id=6599866&prodimage=imglib/catl/2014/f19/PC54\\_royal\\_model\\_front\\_2009.jpg&swatch=Royal](http://www.companycasuals.com/CompanyCasuals/b.jsp?id=6599866&prodimage=imglib/catl/2014/f19/PC54_royal_model_front_2009.jpg&swatch=Royal)
  - women's cut: [http://www.companycasuals.com/CompanyCasuals/b.jsp?id=9833057&prodimage=imglib/catl/2014/f10/LPC54\\_royal\\_model\\_front\\_072014.jpg&swatch=Royal](http://www.companycasuals.com/CompanyCasuals/b.jsp?id=9833057&prodimage=imglib/catl/2014/f10/LPC54_royal_model_front_072014.jpg&swatch=Royal)
- Purchase equipment with Wellness Grant. BB, JRA
- Purchase helmets (3) for staff
- BB – check with MNT re space for Wellness bike supplies
- Begin collecting books for giveaway from FOL. ET
- Order, catalog & process Book Bike materials TS staff
- Order wrap - grant \$750 KO
- Steve communicating with Friends re: mifi hotspot 3/3
- Create statistics tracking forms HA
  - Visitors
  - Circulation - SM
  - Reference questions
  - Library card registrations - SM
  - Neighborhood contacts
  - Number of bike maps distributed
- Test iPad/scanner/mobile circ HA & Book Bike staff
- Create surveys paper survey & email survey HA, BB, SM (email logistics)
  - 80% of visitors rate their experience at the Book Bike as good to outstanding
- Order stickers. Design due 2/15
- BookBike Staff training agenda & sign in sheet HA/Kelly
- BookBike/bike safety all staff meeting – agenda HA/Kelly
- Purchase bikes and other equipment locally JRA/JH/KO/HA
  - Two bikes – Grant \$1000
  - Bungee cord – Grant \$40?
- Create BookBike webpage LR almost done 3/3
- Receive box from Boston March 7. KO
- FB teasers with box photo. HA/Jake
- Request copies of bike trail maps from Parks & Rec.???. BB

- Purchase any storage or display equipment HA
- Stock trailer with all library informational items, bike trail maps, surveys, library card applications, circulating materials, giveaway materials, promotional giveaways (lanyards, water bottles, etc), technology, library cards,
- Draft press release HA
- Finalize posters, business cards, bookmarks & brochures with schedule NH/HA
- Communicate via week in review HA
- Distribute publicity materials to all public service desks HA
- Contact indoor spaces KO
- Add book bike events to Evance calendar HA
- Schedule book bike staff for events HA
- Start media storm HA
- Finalize list of Book Bike staff HA

#### April 2015

- Advertise schedule via FB Jake
- Use Go-Pro camera to create promotional video HA, JRA
- Update BookBike website with schedule
- We Bike Rochester to provide bicycle safety training to Book Bike staff KO
- We Bike Rochester to provide bicycle safety training at General Staff meeting KO
- Distribute flyers and promotional items to partner organizations and downtown businesses
- Distribute press release NH
- Share photos via FB Jake
- Create display behind self check advertising book bike & schedule JA
- Communicate via week in review HA

#### May 2015

- Advertise schedule & share photos via FB Jake
- Operate BookBike on schedule
- Collect survey information
- Create application process for Book Bike visits summer 2016 HA

#### June 2015

- Advertise schedule & share photos via FB Jake
- Operate BookBike on schedule
- Collect survey information

#### Outreach schedule:

- Connect with We Bike Rochester to set staff training and public program dates at RPL

- Voicemail to confirm days/times & other events 2/10
- Create outreach schedule HA
  - Connect with YMCA (Healthy Kids Day?)
  - Connect with Boys & Girls Club
    - Emailed to confirm dates 2/10
  - Connect with Parks & Recreation re: Soldier's Field visits
    - Emailed Mike & Paul 2/10
  - Connect with RDA re: Peace Plaza visits
    - Emailed Jenna 2/10
  - Connect with Farmer's Market
    - Need to select dates & let David know 12/30
  - Connect with Riverside
    - called Jody 2/10
- Discover who we should talk to about hanging out in the skyway/subway with box. JH?
  - Emailed JH 12/30 & emailed 2/10

Marketing needs:

- Book bike logo – Due 1/9/2015
  - RPL blue & lime & name: BookBike
- Tagline needed – Due 2/20/2015
  - Shifting Gears, It's How We Roll
- Box wrap – Concept due 2/20/2015
- Staff t-shirts – Due 2/20/2015
  - Lime green for BookBike staff with small logo on front & large logo on back
  - RPL blue for optional staff purchase with same logos
- Stickers – Due 2/20/2015
  - NH will get quotes for outside printing of 5,000+ stickers
- Posters – Due 4/1/2015
  - 2' x 3' for RPL behind self check & in YS windows
  - 8 ½" x 11" for community partners and other orgs
- Business cards – Due 4/1/2015
  - For in-house promotion in adult areas
- Bookmarks – Due 4/1/2015
  - For in-house promotion in YS & adult areas and outside at hotels & downtown businesses
- Book Labels – Due 2/15/2015
  - BookBike logo spin labels for materials
- Brochures – Due 4/1/2015
  - Include "We Bike Rochester" logo
  - Include April – June schedule (grant period)
- Press Release – HA – Due two weeks prior to first scheduled date

- Advertising
  - RDA website - schedule
  - Facebook – Connect with Jake - start in January
  - Newsletter article in June – DUE 5/23/2015 HA
- Publicity materials to take out on Book Bike – Due 4/1/2015
  - YS programs
  - Wellness activities
  - Digital services
  - Early literacy info.
- Map of mini-libraries
- Promotional Items
  - Mini-buttons – need to make
  - Water bottles – have
  - Order bikelights – NH \$575
  - Order bubbles & chalk - HA
- BookBike webpage with schedule LR Due 4/1/2015