Sample Work Plan

Grand Rapids Bicycle Education Project Timeline

2016												
Tasks/Activities	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Phase 4: Development of Campaign Elements												
1. Media Negotiations												
2. Develop detailed media schedule												
Tasks/Activities	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
3. Project team check-in: • Reviewing creative story boards, scripts and directional layouts • Media partnerships • Grassroots Ideas	1/21	2/11	3/14	4/4								
4. Develop all campaign elements (current considerations include): • Pre-roll spot/video • Radio spot • Digital assets • Outdoor • Collateral • Campaign landing page • Partnership materials												
5. Present campaign to steering committee	1/25			After 4/4								

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2016												
Tasks/Activities	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Phase 5: Deployment of Bicycle Education Campaign												
1. Pre-campaign baseline survey												
2. Law enforcement presentation												
3. Launch event												
4. Paid media deployment												
5. Ongoing media analysis/adjustments												
6. Grassroots outreach												
7. Partnerships												
8. Public relations												
9. Mobilization events												
10. Law enforcement activity and engagement												
Phase 6: Post-Campaign Evaluation												
1. Post-campaign survey												
2. Analyze results												
3. Final 2016 evaluation report												
4. Presentation to steering committee on campaign results, final recommendations for 2017												

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2017												
Tasks/Activities	**Dec-Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Phase 7: 2017 Campaign Extension Plans												
1. Media Negotiations												
2. Develop detailed media schedule												
3. Public Relations/Grassroots Engagement												
4. Paid Media Extension												
5. Training												
6. Final 2017 Evaluation Report & presentation to steering committee												
7. Campaign Playbook												