

FCEG 2021 Goals

1/21/21

Attendees: all board members

Purpose: executive session to determine FCEG's priorities for 2021

- Advocacy
 - Collaborate with Village regarding bike plan implementation
 - Review bike plan and identify 1-3 priorities and share with Maggie
 - Include focus on pedestrian safety and ADA compliance
 - Consider Complete Streets policy
 - Safety at Busse Woods
 - Ask FPCC to implement the agreed-upon safety plan
- Education
 - Youth Skills Clinic
 - Outreach to elementary and middle schools, scouts
 - Work with EGV Police to determine date and location
 - Busse Woods Bike Pit Stops
 - Reimagine FCEG Meetings
 - Podcasts, webinars or Channel 6
 - Share information and invite special guests
 - Smart Cycling class for adults
 - Programs at libraries
- Social Rides
 - Group rides: purchase LAB insurance that allows for up to 26 rides
 - Family rides: monthly rides (with input from Malones) to different destinations, passport to encourage attendance, list of destinations for families to bike to, parents checklist, volunteer opportunities
- Events
 - 5/5: National Bike to School Day: invite elementary, middle, and high schools
 - 5/21: EGV Ride of Silence
 - 8/28: Busse Woods Night Ride
 - TBD: Elk Grove Community Bike Ride (including the Mayor)
 - TBD: Bike Valets at Summer Concerts
 - TBD: EGV Hometown Parade
 - TBD: Schaumburgfest Parade
 - Other events as opportunities arise
- Membership
 - Goal: 80 membership transactions in 2021
 - Ways to increase value: sponsor discounts, perks for volunteers
 - Member survey to ask for increase value
 - Create new membership material (rack card?)

- Sponsorship
 - Revise existing program
 - Offer different perks for different dollar amounts
 - Group rides to sponsor establishments
- Communication
 - e-Newsletter: intern/apprentice from HS or Harper student (Wayne)
 - Social media: members (Susan, Dave, others)
 - Website: update content (Board)

Additional considerations:

- Dave's time will be limited due to Ride Illinois responsibilities
- Learn to live with COVID and forging ahead with events and activities
- Strengthen committees and empower committee members
- Continue collaboration with nearby communities
- Family Focus: work with Malone family to identify ways to attract families and younger people to get involved