

2009

May

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

SUN	MON	TUE	WED	THU	FRI	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1 2 3 4 5

Assemble your community's team

Choose your road to close

What activities will take place during 4 hours?
How will you communicate 2S for maximum participation?

Measure, Report

May

June

July

August

September

October

November



Planning Timeline

1

ASSEMBLING TEAM

(MAY—END OF JUNE, continuing through October)

- List of 24, but you will find more
- Schedule at least the first couple of meetings
- Share basic timeline
- Look for “natural fits” for team members
- Team will continue to form throughout but you want core group by end of June

2

CHOOSE ROAD

(MAY—END OF JUNE)

- Look at 2-3 equally good options. Consider state routes and the issues along with local routes.
- Have police and other road-specific people at those meetings.
- “Dream Big/Dream Small”—What if? What it will take!
- Consider routes already used for parades or races, etc.
- Work with KY Transportation Cabinet.

3

ACTIVITIES

(Starting in May, concentrating on JULY-OCTOBER)

- Look for “natural fits” for activities to do during 4 hours
 - YMCA
 - Health Clubs
 - Parks & Recreation
 - Bike/Hike Groups
 - State Parks
 - Chamber of Commerce
 - Churches
 - Hospital
 - Health Department
- Look what others did
- Make your activities things everyone can find enjoyable
- Make them unique to your community
- Leverage what you have
- Look to find challenges that all can do

4

COMMUNICATE

(Starting in May, concentrating on SEPTEMBER-OCTOBER)

- Key to success is number of participants
 - How to get everyone out?
- How can you tell the 2S story?
 - PSA's
 - Websites
 - Upcoming Events
 - Newspaper
 - Newsletter
 - Radio/TV
- Sponsorship money is key for this
- Free gifts
- Free t-shirts
- Word of mouth campaign is best but they need reasons to show up
- Challenge between agencies, schools, etc.

5

MEASURE, REPORT

(OCTOBER 11-NOVEMBER)

- 2S Stickers
- Need to get as accurate a count as possible, however you do it.
- October 12th—26th send in