

Before you produce your campaign, make sure to complete the following items.

## Planning

- I have chosen and defined a campaign area.
- I have identified a clear goal for the campaign, as well as metrics for determining its success.
- I have produced a timeline for introduction and planning meetings, as well as the install event.
- I have created a longer-term plan for what will happen to the campaign post-install.

## Partners

- I have representation from campaign area stakeholders.
- I have identified a team member who will be responsible for actively managing the campaign planning/install process.
- Each core team member has a clearly defined role for which they agree to be responsible.

## Funding

- I have the funds to purchase signs.

## Permissions

- I have all of the necessary municipal approvals for the project.
- I have introduced WYC and the campaign to city staff—transportation planning, public works, bike-ped advisory commission, councilors, etc.
- I have gotten sign-offs from all staff/officials with jurisdiction over the posting of signs in your campaign area on a document that includes:
  - Shared schematics of signs;
  - Decision-making criteria for sign destinations, language, and install; locations, including any approval processes needed;
  - Standards for sign installation;
  - Delineation of responsibility of sign upkeep and maintenance.
- I have notified the appropriate staff/authorities of signs' installation and locations, so they aren't removed.