



Event Profile

On Wednesday, June 24, 2014, Fort Collins celebrated its 27th annual Summer Bike to Work Day by offering free breakfast to people traveling by bike at **43 stations around town**.

The largest event hosted by the City of Fort Collins' FC Bikes Program, Bike to Work Day provides a safe environment for people to try commuting by bike while also rewarding existing bicycle commuters. The event is made successful through the support of local businesses and organizations; in 2014, **114 local businesses** partnered to host the City's largest Bike to Work Day yet, with a record **4,483 individuals** participating in the event.

FC Bikes hosts the annual Bike to Work Day event in order to attain the following goals:

- To attract new cyclists
- To reward existing cyclists
- To encourage the habit of cycling, and
- To highlight businesses that support bicycling



Figure 1: FC Bikes Program Specialist, Becky Moriarty, could be seen pulling a bike to work day sign throughout the City.

Marketing

In 2014, FC Bikes implemented several new marketing strategies in an effort to promote Bike to Work Day to a larger audience. The following communication tools were used:

Summer Recreator quarter page ad	<ul style="list-style-type: none"> • 45,000 print magazines distributed • 225,000 digital views
Banner over College Ave at Laurel St for 2 weeks	<ul style="list-style-type: none"> • ~30,000 drivers per average weekday
City News blurb	<ul style="list-style-type: none"> • Mailed to 47,000 residents
Bikes and Beer Radio Interview	<ul style="list-style-type: none"> • ~300 online listeners
Bike Month posters	<ul style="list-style-type: none"> • 500 posted around town and distributed to local businesses
Neon yellow "I Bike FC" slap bracelets	<ul style="list-style-type: none"> • Distributed 1800 to participants on Bike to Work Day

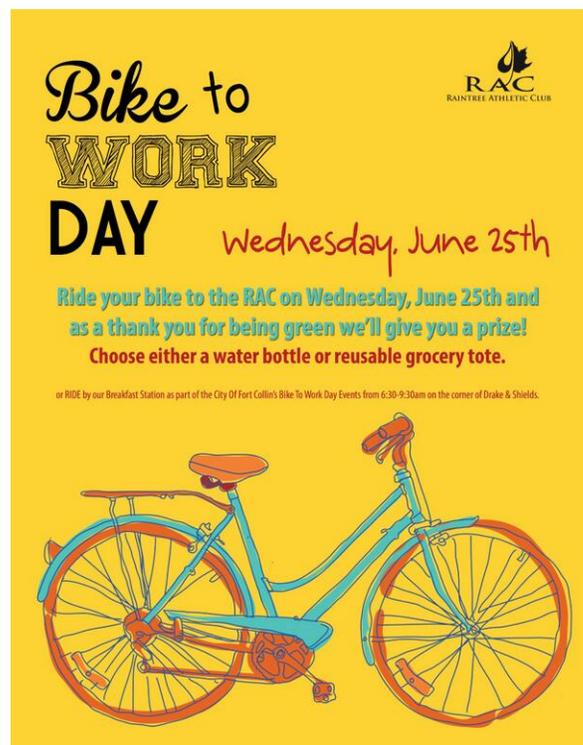


Figure 2: Host businesses are encouraged to create their own fun advertising for the event, such as this poster from Raintree Athletic Club.

Station Results

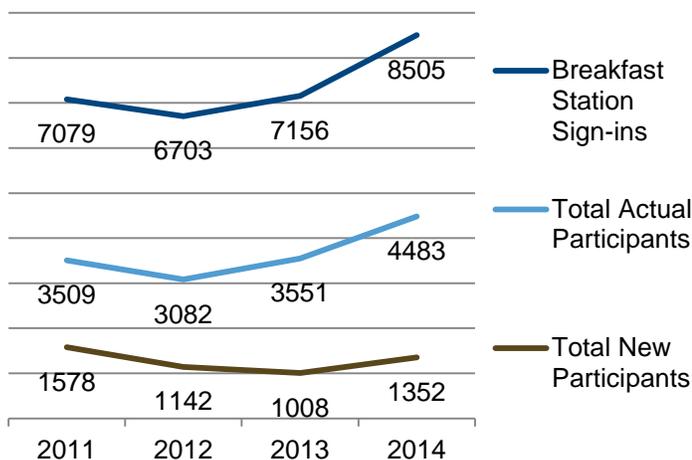
Each year, FC Bikes has a goal of increasing the number of individual participants and the number of new participants each by 15%. This year the number of participants grew by 26.5% and the number of new participants grew by 34.1%.

	2013	2014	% Change
Breakfast Station Hosts	103	114	+10.7%
Breakfast Stations	40	43	+7.5%
Breakfast Station Sign-ins*	7,156	7939	+10.9%
Total Individual Participants	3551	4483	+26.5%
Total New Participants	1008	1352	+34.1%

*This number includes participants who attend multiple stations.

Over the past four years attendance has continued to increase, except for in 2012. The wildfires in Fort Collins are likely the cause for the dip in attendance that year. The graph below shows the total station sign-ins, the total actual number of participants and the total number of new participants for the past four years.

BTWD Attendance Levels



FC Bikes tries to keep the number of Summer Bike to Work Day stations to about 40 – a number that allows for good distribution around the City without diminishing the impact of each individual station. With 40 breakfast stations, station hosts are asked to partner with other businesses, which allows for cost-sharing, friendly collaboration, the opportunity to network, and more human power to run each station. As a result, in 2014, each station consisted of about 2.5 businesses on average.

of Host Businesses

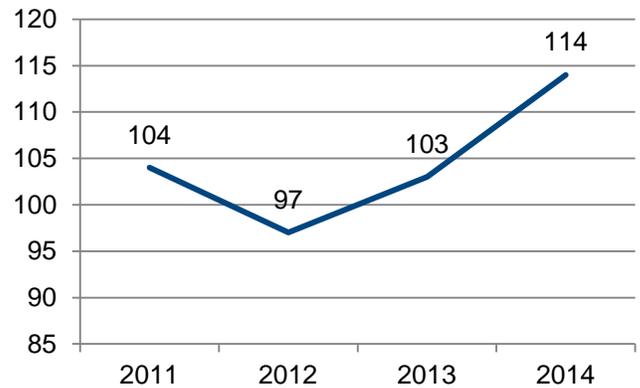


Figure 3: Stations are encouraged to create interactive activities for participants. At the New Belgium Brewing, Niner Bikes, Vital Cultured Foods station, there was Bike Bingo, t-shirt screen printing and much more!

Participants Statistics

Each participant that visits a breakfast station is asked to sign in, or check in using a station-specific QR code. This allows for FC Bikes to collect data and analyze progress toward the established goals of the initiatives.

Of the cyclists that attended Bike to Work Day this year, the average rides **3 days per week** in the summer. Additionally, the average one-way mileage to work among participants is 5 miles.

To determine if Bike to Work Day encourages the habit of cycling, the sign-in sheet asks: Do events, like BTWD, encourage you to ride more? **Results from 2014 indicate that 71% of participants are encouraged to ride more as a result of Summer Bike to Work Day.**

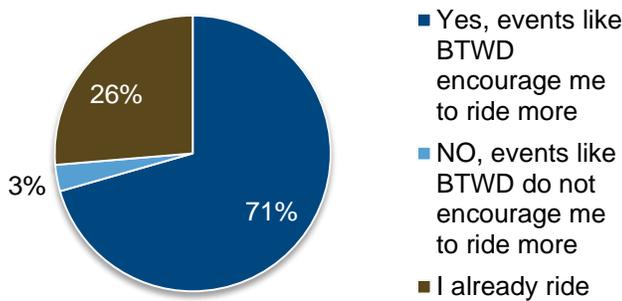


Figure 4: Participants' answers to the question: Do events, like BTWD, encourage you to ride more? n=1321

As the City strives to create programs that reach people of all ages, abilities and backgrounds, it was important to begin to understand the demographics of the City's Bike to Work Day event. As the graph below shows, the event is reaching a fairly diverse age range of the working population, and even though the program emphasizes the commuting-age population, youth and families are among the participants at Bike to Work Day.

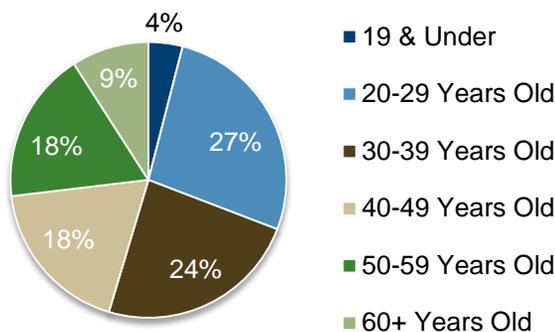


Figure 5: 2014 Bike to Work Day Age of Participants, n= 1244

Lastly, programs offered by FC Bikes aim to increase the number of females who ride bicycles. As displayed in Figure 6, the American Community Survey three year estimate reports the bicycle commute gender split in Fort Collins is 70% male, despite having an equal gender ratio in our population.

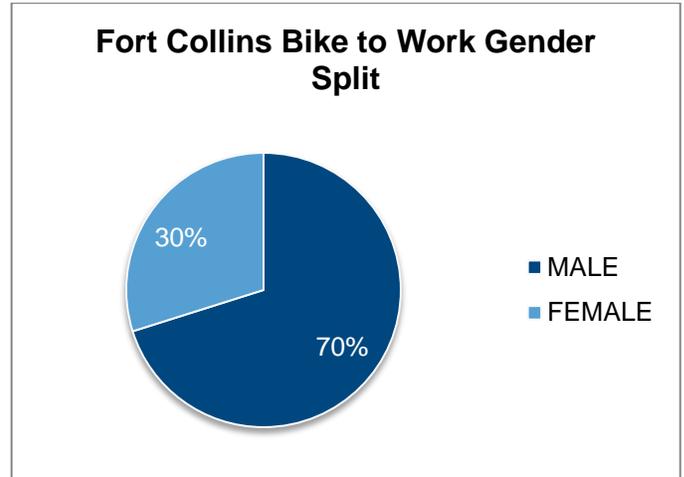


Figure 6: ACS 2010-2012 American Community 3-year Estimates, Commuting Characteristics by Sex, http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_3YR_S0801&prodType=table

Bike to Work Day 2014 was successful in attracting more females to the event. As displayed in Figure 11, close to half of the participants were female.

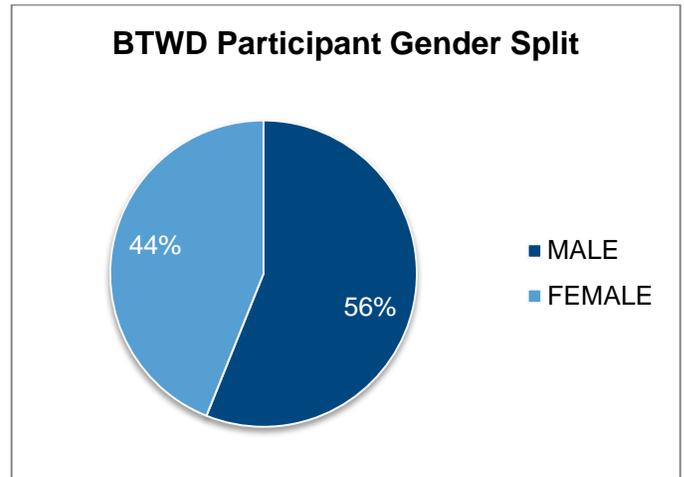


Figure 7: 2014 Summer Bike to Work Day Gender of Participants, n = 1241

In the end, FC Bikes hosted a meaningful Bike to Work Day in 2014, one that effectively met the event goals and made a positive impact on the overall FC Bikes' goal of increasing ridership.

BTWD Summer 2014 Visits

