2015

Summer Bike to Work Day Breakfast Station Toolkit

City of Fort Collins

FCBIKES

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BACKGROUND

WHAT IS BIKE TO WORK DAY?

In Colorado, June is designated as Bike Month. The City celebrates Bike to Work Day the last Wednesday of June each year as the culmination of events that happen all month. Since 1988, the City of Fort Collins has organized a Summer Bike to Work Day. As the city grows, along with its number of bicycle enthusiasts, the event has molded to the needs of the community. Breakfast stations are located all over town along bicycle commuter routes to encourage community members to ride their bikes. This event is free to the public and there is no fee to host a station.

This summer's event will take place on **WEDNESDAY, JUNE 24TH FROM 6:30AM-9:30AM.**

WHAT IS THE MISSION OF BIKE TO WORK DAY?

Fort Collins' Bike to Work Day is an opportunity for those new to bicycle commuting to get out and try riding to work with encouragement around every corner. Those new to riding a bike for transportation can feel comfort among thousands of event participants that take to the streets and trails for this fun and engaging event. On average, 35% of participants are new to the event each year.

With an engaged bicycling audience, FC Bikes is also able to collect valuable data about bicycling in Fort Collins by observing event trends and administering a survey to event participants.

WHY GET INVOLVED IN BIKE TO WORK DAY?

Bike to Work Day is a staple event in Fort Collins. With over 5,000 participants expected in 2015, it is a great way to engage with a captive community audience. By partaking in the event, businesses show their commitment and support for bike transportation. The event brings together various like-minded businesses with a common goal of promoting bicycle commuting and the benefits of using two wheels to get to work.

WHAT IS FC BIKES?

FC Bikes is a program of the City of Fort Collins. The program encourages bicycling as a viable and healthy means of transportation for Fort Collins' residents, employees and visitors of all ages and abilities. Through advocacy, programming and planning, FC Bikes seeks to increase bicycling while creating and maintaining a bicycle-friendly community.

HOW IS FC BIKES INVOLVED IN BIKE TO WORK DAY?

FC Bikes organizes Fort Collins' Bike to Work Day. FC Bikes advertises the event, hosts the event website, and collects data surrounding the event and its participants. FC Bikes also provides guidance to station organizers in order to maximize the benefits of the event for businesses and participants alike.

ORGANIZING A BREAKFAST STATION

1. PICK A STATION LOCATION

Breakfast stations will be spread out across the city along bicycle commute routes in order to accommodate all of our population. FC Bikes will ultimately confirm all of the locations to ensure that stations are appropriately spaced from each other. When proposing your location, please consider the following:

- We will avoid planning too many stations clustered in one area or stations too far from low employment density. These can both result in low attendance.
- Stations should be located along optimal bike routes, trails, or roadways with bike lanes.
- Be open to new locations! Not every host can be at their own store front. BTWD is a great opportunity to collaborate with other local businesses and to have fun celebrating bicycle commuters.

ADAPTED TIPS FROM WAY TO GO, ORGANIZER OF DENVER'S BIKE TO WORK DAY:

- **Do you want participants to know about your location? If so, consider this:** Take a look at the Bike Map. If you are close to a major trail or bike lane, you may be able to host your station at your location. If your location is "off the beaten track," you should not expect to receive a large number of BTWD participants if you choose to set up there. Another option for promoting your location is to locate at the nearest major bike route and create flyers and signage that emphasize your actual business location.
- **Do you want participants to recognize your brand? If so, consider this:** If you are only considering promoting your brand, then you should choose a station location that will receive a lot of traffic from your target audience. Any major regional trail will receive substantial traffic on BTWD. Also consider placing your station near the "start" or "destination" of your target audience.
    - **Note**: There will be many returning breakfast stations in Fort Collins, and many of them have participated in BTWD for years and have substantial resources to promote their own message, making it more difficult for your voice to be heard. Consider choosing a location outside of these areas for your station.
- **Shine in an underserved area:** Many areas of Fort Collins have been underserved by BTWD stations. Although many employees commute to downtown every day, there are still many employees who work in other areas. These employees often don't benefit from Bike to Work Day Stations – and would be extra appreciative of a business or organization that chose to set their station in their area.
- **Partner with an established station:** When you find an optimal location for your station, take a look at the map of 2014 Stations, see the Appendix. Are there any stations located a half mile of your preferred station location? If so, contact FC Bikes to see what your options are – your preferred location may be great, or there could be an opportunity to partner with another station and share resources.

2. PLAN FOR STATION OFFERINGS

BREAKFAST IDEAS

Each station is *REQUIRED* to provide free breakfast for people who ride their bikes. Review last year's attendance rates to help determine the number of people your station can expect to see the Appendix.

Listed below are some ideas:

- Breakfast burritos are a hit!
- Fresh fruit
- Yogurt & granola
- Pastries, bagels, muffins
- Juice, Tea, and COFFEE!*

**If you wish to seek a sponsor to provide these items, you are welcome to.*

TIP: Encourage participants to bring reusable or use durable cups, utensils, plates and bowls to decrease the amount of waste your station produces.

PARTNER WITH A LOCAL BIKE SHOP

We recommend that each station have a bike mechanic or partner with a bike shop to provide basic safety checks for Bike to Work Day participants. To check out a list of local manufacturers and bike shops, please visit: http://www.fcgov.com/bicycling/links-resources.php.

If you are unable to secure a bike shop, FC Bikes is available to assist in finding a mechanic for your station. Please note, we cannot guarantee if a mechanic will be available.

FUN EXTRAS

Feel free to make your station unique and have fun alternatives at your station. Here are some fun ideas:

- Music
- Bike wash
- Games
- Contests
- Themes & Costumes
- Giveaways

3. SEEK OUT CO-HOSTS, PARTNERS, & SPONSORS

FC Bikes aims to have 40 total breakfast stations for Summer Bike to Work Day. Stations hosts are encouraged to seek out partners (or donations) from local food vendors, coffee vendors and other bicycle-friendly businesses who are interested in supporting our cycling community. This allows for sharing of costs, friendly collaboration, the opportunity to network and more human power to help run each station.

While it is each station team's responsibility to seek out their own co-hosts and partners, FC Bikes reserves the right to place other interested co-hosts at your station in order to maintain the limit of 40 total stations.

4. DESIGNATE A STATION ORGANIZER

Each station is encouraged to have one person assigned as the station organizer to serve as the main point of contact for FC Bikes and the station partners as well. With over 100 businesses collaborating to host 40 breakfast stations, we want to make sure that we have a point of contact to help disseminate relevant information to fellow station co-hosts and to ensure that the station is properly assembled the day of the event.

Check out Appendix for a list of last years' station locations, partners, mechanics and participation numbers to help guide planning your station.

PROMOTING THE EVENT

To ensure a successful Bike to Work Day, we ask station hosts to assist in promoting the event to employees, customers and the community at large. Here are a few suggestions for how to get the word out:

- **Posters:** each year, DRCOG creates a poster for Bike Month/Bike to Work Day. These are available at our office for pick up any time between now and Bike to Work Day. Limit 2 per company.
- **Bike Month Artwork:** Additionally, DRCOG makes the artwork available for use. Consider adding the artwork to your own print or digital material
- **Social Media:** Be sure to use #fcbikes, #biketoworkday
- **Yards signs:** FC Bikes will provide yards signs to each interested station for the day-of the event. Stations that will be located on private property can display the signs leading up to the event.
- **Event calendars:** Add the event to internal and external event calendars, newsletters and blogs

TIP: FC Bikes uses the hashtags #biketoworkday and #fcbikes on Facebook and Twitter. By using those hashtags, we can easily search your posts and share your station's messages!

KEY MARKETING DATES

- 6 weeks out: May 13
- 4 weeks out: May 27
- 2 weeks out: June 10
- 1 week out: June 17

DAY OF LOGISTICS

- Stations should be set up and ready to go by **6:30AM**.
- Please stay until **9:30AM**, even if the breakfast runs out. You can still encourage riders, distribute bike safety materials and commune with your bike mechanics.
- Take pictures.
- Most importantly, have fun!!

PLAN STATION AMENITIES

Business partners coordinate to determine who will bring all of the parts and pieces necessary to host a successful breakfast station. Here are some recommended items to bring:

- Tables and tents for food, drinks
- Seating for volunteers, participants
- Maps, manuals, magazines and other FC Bikes print materials
- Bicycle parking or designated parking area so as to not block existing right-of-way
- First aid kit
- Trash and recycling receptacles (Compost receptacles are not required but are highly recommended. For more information on composting options, please contact C Bikes

PROMOTIONAL OPPORTUNITIES

Hosts are welcome to promote their business at their breakfast station! Listed below are some promotional ideas:

- Banners
- Flags
- Literature
- Branded stickers, water bottles, leg straps, bike lights or other fun giveaways!

FREE MATERIALS AVAILABLE FROM FC BIKES

Stations may request the following items from FC Bikes to hand out at their station.

- Bike to Work Day yard signs (must be returned to FC Bikes)
- Fort Collins Bike Maps (http://www.fcgov.com/bicycling/pdf/bike-map-back.pdf)
- Scenic Byways Maps
- Colorado Cycling Manual (http://www.coloradodot.info/programs/bikeped/information-for-bicyclists/2008bikemanual.pdf)
- Traffic Laws Brochure (http://bicycleambassadorprogram.org/resources/)
- Safe Routes to School Brochure
- Ride Magazine (http://issuu.com/rmparent/docs/2015-ride)

IMPORTANT DATES & DEADLINES

Friday, April 3:	BTWD station host sign-up open.
Wednesday, April 29:	BTWD station host sign-up deadline.
Wednesday, May 6:	Final BTWD station confirmations sent.
Wednesday, June 17:	Station organizers to pick up BTWD materials.
Wednesday, June 24:	BIKE TO WORK DAY!

EVENT EVALUATION

This process has changed for 2015:

Volunteers will be assigned to each station with hand counters to count all participants that attend each station. Instead of print sign-in sheets, participants will be given a card with a website link to complete a post event survey.

To encourage this effort, we are going to host a prize drawing for those who complete the survey. FC Bikes will be seeking donations from local businesses for the prize drawing. Those who donate a prize for the drawing will be listed on the survey card that is passed out at all stations, as well as, on the Bike Month webpage.

CONTACT

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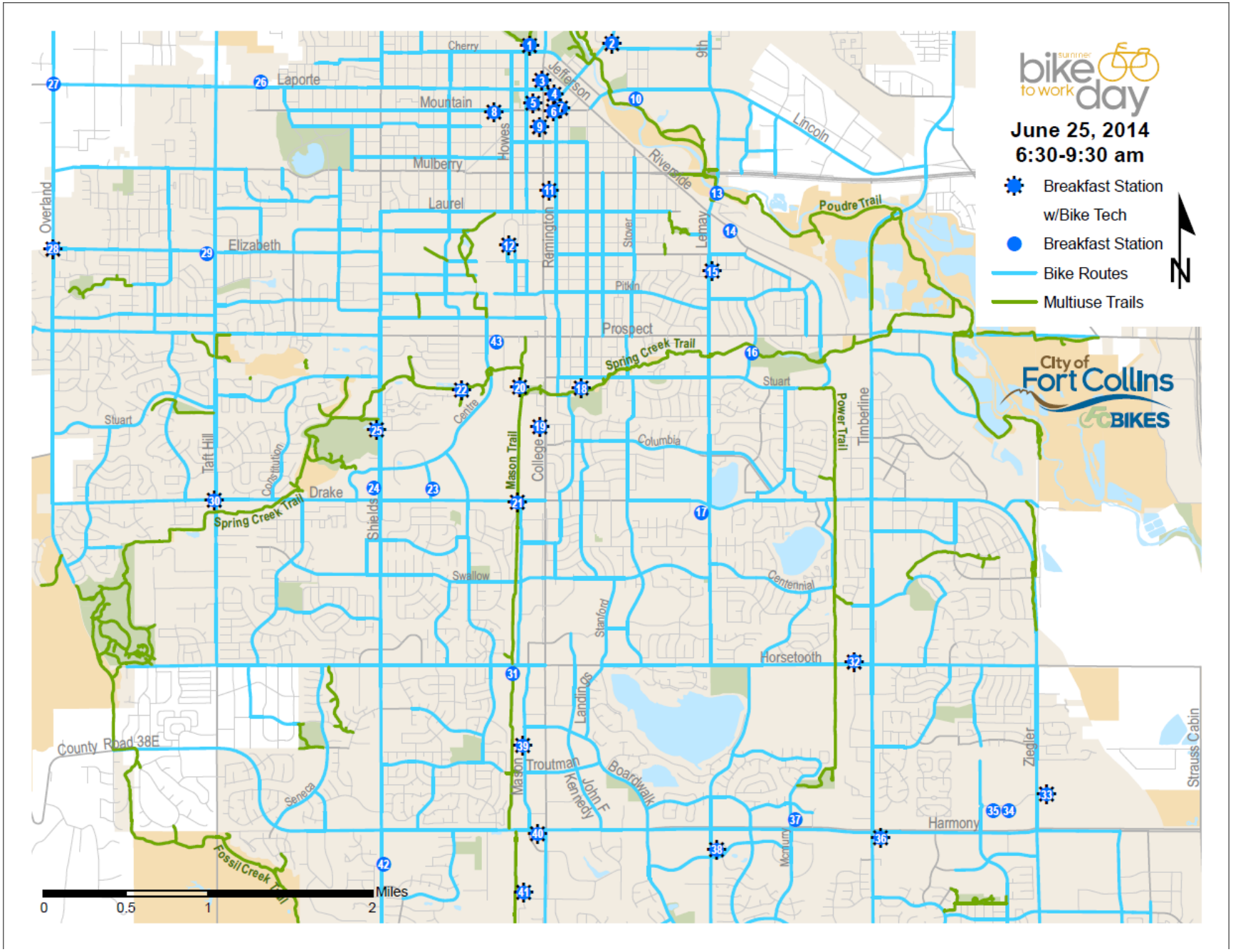
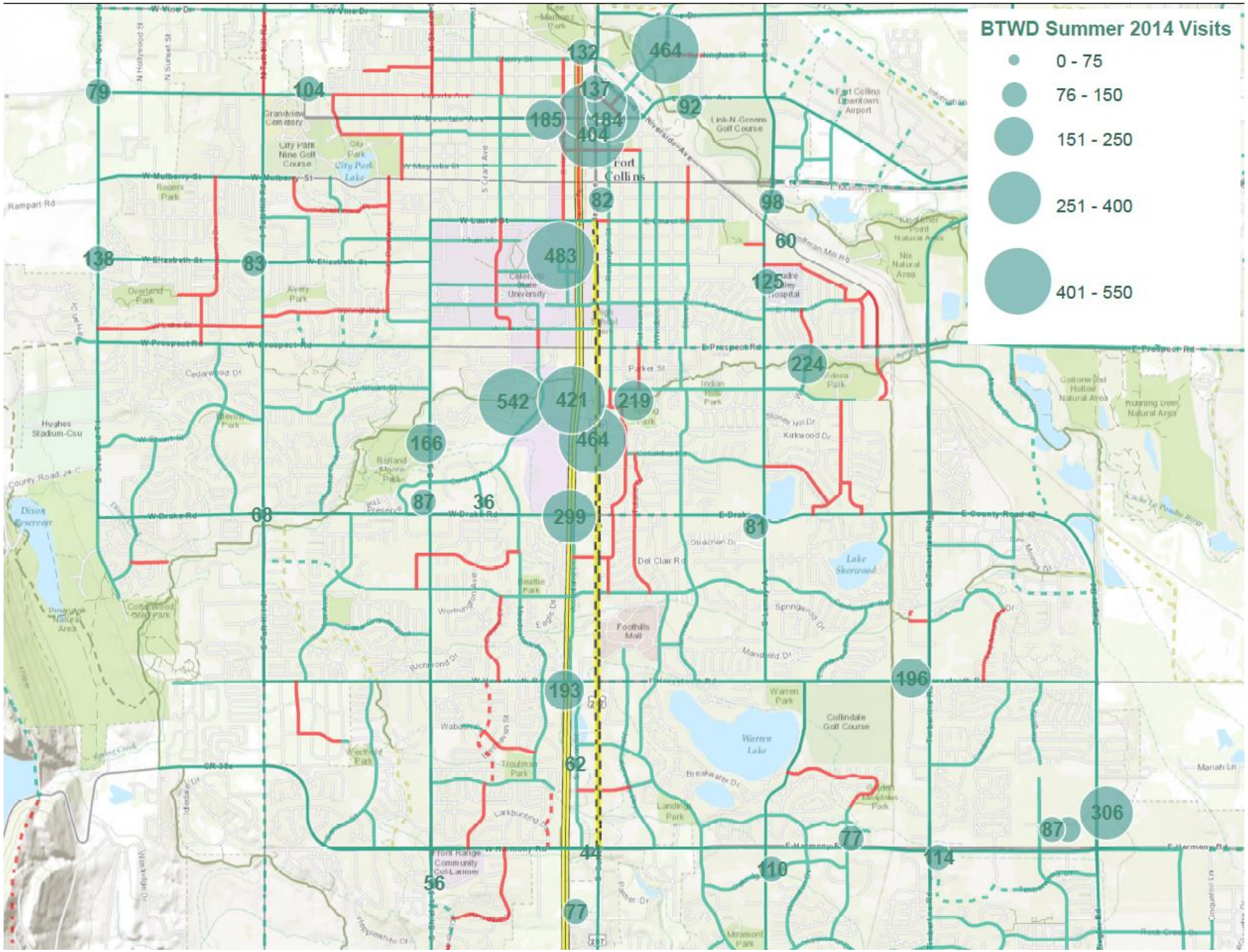
APPENDIX A: MAP OF 2014 STATIONS & LIST OF STATION HOSTS



ID Location	Hosts	Bike Tech
1: 408 Mason Court	Fort Collins Museum of Discovery, Dazbog Coffee Company, Kneaded at Home	Fort Collins Bike Co-op
2: 500 Linden St	New Belgium Brewing Company, Niner Bikes, Vital Cultured Foods	Peloton North
3: 215 N College Ave	Cranknstein	Cranknstein
4: 236 Walnut St	Happy Lucky's Teahouse & Treasures, Akinz, Trees, Water and People	Fort Collins Bike Co-op
5: 144 W Mountain Ave	Snooze an AM Eatery	Lee's Cyclery
6: 119 E Mountain Ave	The Gearage, The Group Real Estate, New World Sports, Septacycles, Wire Stone, LLC	The Gearage
7: 250 E Mountain Ave	Fort Collins Food Cooperative, Bohemian Foundation, ExperiencePlus! Bike Tours	ExperiencePlus! Bicycle Tours
8: SW Corner of W Mountain Ave and Meldrum St	Ripley Design Inc, Vaught Frye Larson Architects	Fietsen
9: Oak St Plaza at N College Ave	City of Fort Collins-ClimateWise, Bike Fort Collins, The Cupboard, FC Bikes, The Rio Grande Mexican Restaurant	Phoenix Cyclery
10: Poudre Trail at 221 E Lincoln Ave	In-Situ, Inc, Tastebuds Epicurean Cafe	
11: 105 E Myrtle St at Remington St	Brave New Wheel, Edge Optics	Brave New Wheel
12: CSU Oval	Colorado State University Parking and Transportation Services, Gib's Bagels, Haselden Construction, Mugs Coffee Lounge	Recycled Cycles
13: Poudre Trail at Lemay Ave	Fort Collins Coloradoan, Fort Collins Veterinary Emergency and Rehabilitation Hospital, Horse and Dragon Brewery	
14: 1201 Riverside Ave	Vineyard Church of the Rockies	
15: SE corner of Lemay Ave and Doctors Lane	Poudre Valley Hospital, Advanced Animal Care of Colorado, The Feet	Cranknstein
16: Spring Creek Trail and Edora Park	Farnsworth Group, Inc., Green Light Cafe, Signarama Fort Collins	
17: SW Corner of E Drake Rd and Lemay Ave	Edward Jones, Expresso di Cincotta, Great Harvest Bread, Heart and Hand Chiropractic, Sprouts Farmers Market, Woodward, Inc	
18: Spring Creek Trail at 301 E Stuart St	Trinity Lutheran Church	Rocky Mountain Recumbents
19: 2201 S College Ave	Whole Foods Market Fort Collins	Peloton Cycles
20: Spring Creek Trail and Mason Trail	Natural Resources Research Center, USDA, USDI, Brewsworthy Coffee, Great Harvest Bakery, La Luz Mexican Grill, Subway	Drake Cyclery
21: Mason Trail at W Drake Rd	Discover Massage, Eger CPA, Elan Yoga	Performance Cycles
22: Spring Creek Trail at The Gardens on Spring Creek	REI, Beantrees Drive Thru Coffee Cafe, Gardens on Spring Creek, Performance Physical Therapy, Vista Solutions, The Waffle Lat	REI
23: NE Corner of W Drake Rd and Worthington Ave	Eyecare Associates, Fort Collins Vet Center	
24: 2555 S Shields St at W Drake Rd	Raintree Athletic Club, RAC Cafe & Bar, Green Events, LLC	
25: Shields St at Rolland Moore Park	Gallegos Sanitation, Charco Broiler, Morning Fresh Dairy	Team B.O.B.
26: 1830 Laporte Ave	Forney Industries, Silver Grill Cafe	
27: N Overland Trail and Laporte Ave	USDA National Wildlife Research Center	
28: NE Corner of Overland Trail and W Elizabeth St	Centers for Disease Control and Prevention, Gib's Bagels	Lee's Cyclery
29: SW Corner of Taft Hill Rd and W Elizabeth St	King Soopers	
30: NW Corner of Taft Hill Rd and W Drake Rd	Joseph's Hardware and Home Center, Subway	Drake Cyclery
31: Mason Trail at W Horsetooth Ave	Better Business Bureau Serving Northern Colorado and Wyoming, Good Times Burgers and Frozen Custard	
32: NW corner of Timberline Rd and E Horsetooth St	Platte River Power Authority, Cargill Specialty Oils and Seeds, State Farm Insurance Ben Parsons	Beer and Bike Tours
33: 4380 Ziegler Rd	Avago Technologies, Hewlett Packard	Peloton Cycles
34: 2950 E Harmony at Ziegler Rd	Advanced Micro Devices, Inc., Kaiser Permanente	
35: 2733 Council Tree Ave at Front Range Village	Poudre River Public Libraries-Council Tree Library	
36: SE Corner of E Harmony Rd and Timberline Rd	University of Colorado Health, Brinkman Partners	Peloton Cycles
37: NE Corner of E Harmony Rd and McMurry Ave	Primp Hair Studio, Matador Mexican Grill	
38: 1112 Oakridge Dr at S Lemay Ave	Associates in Family Medicine,The Egg and I	Lee's Cyclery
39: 4031 S Mason St	Recycled Cycles and Fitness, IBMC College, Warren Federal Credit Union	Recycled Cycles and Fitness
40: SW Corner of E Harmony and S College Ave	proVelo Bicycles, Fazoli's, Zwei Bruder	proVelo Bicycles
41: South Transit Center at 4915 Fossil Blvd	Transfort, State Farm Insurance Daryl Alexander	Transfort
42: 4616 S Shields St	Front Range Community College	
43: 425 W Prospect Rd	Hilton Fort Collins	

APPENDIX B: 2014 STATION VISITS MAP



APPENDIX C: 2014 BREAKFAST STATION ATTENDANCE

STATION NUMBER	LOCATION	HOSTS	BIKE MECHANIC	2014 SIGN INS	EXPECTED IN 2015
1	2950 E Harmony Rd at S Ziegler Rd	Advanced Micro Devices, Inc, Kaiser Permanente	-	113	130
2	1112 Oakridge Dr at S Lemay Ave	Associates In Family Medicine, the Egg & I	Lee's Cyclery	110	127
3	4380 Ziegler Road	Avago Technologies, Hewlett Packard	Peloton Cycles	306	352
4	Mason Trail at W Horsetooth Ave	Better Business Bureau Serving Northern Colorado and Wyoming, Good Times Burgers & Frozen Custard	-	193	222
5	105 E Myrtle St at Remington St	Brave New Wheel, Edge Optics	Brave New Wheel	82	94
6	NE Corner of Overland Trail and W Elizabeth St	Centers for Disease Control, Gib's Bagels	Lee's Cyclery	138	159
7	Oak Street Plaza at N College Ave	City of Fort Collins - ClimateWise, Bike Fort Collins, The Cupboard, FC Bikes, Rio Grande Mexican Restaurant	Phoenix Cyclery	404	465
8	215 N College Ave	Cranknstein	Cranknstein	137	158
9	CSU Oval	CSU Parking and Transportation Services, Gib's Bagels, Haselden Construction, Mugs Coffee Shop	Recycled Cycles and Fitness	483	555
10	Mason Trail at W Drake Rd	Discover Massage, Eger CPA, Elan Yoga and Fitness	Performance Cycles	299	344
11	SW Corner of E Drake Rd and Lemay Ave	Edward Jones, Expresso di Cincotta, Great Harvest Bread, Heart & Hand Chiropractic, Sprouts Farmers Market, Woodward, Inc.	-	81	93
12	NE Corner of W Drake Rd and Worthington Ave	Eyecare Associates, Fort Collins Vet Center	-	36	41
13	Spring Creek Trail and Edora Park	Farnsworth Group, Inc., Green Light Café, Signarama Fort Collins	-	224	258
14	1830 Laporte Ave	Forney Industries Inc., Silver Grill Café	-	104	120
15	Poudre Trail at Lemay Ave	Fort Collins Coloradoan, Fort Collins Veterinary Emergency and Rehabilitation Hospital , Horse and Dragon Brewing	-	98	113

STATION NUMBER	LOCATION	HOSTS	BIKE MECHANIC	2014 SIGN INS	EXPECTED IN 2015
16	250 E Mountain Ave	Fort Collins Food Cooperative, Bohemian Foundation, ExperiencePlus! Bike Tours	ExperiencePlus! Bike Tours	361	415
17	408 Mason Court	Fort Collins Museum of Discovery, Dazbog Coffee Company, Kneaded at Home	Fort Collins Bicycle Co-op	132	152
18	4616 S Shields St	Front Range Community College	-	56	64
19	Shields St at Rolland Moore Park	Gallegos Sanitation, Inc, Charco Broiler, Morning Fresh Dairy	Team B.O.B.	166	191
20	236 Walnut St	Happy Lucky's Teahouse and Treasures, Akinz, Trees Water and People	Fort Collins Bicycle Co-op	158	182
21	425 W Prospect Rd	Hilton Fort Collins (NO SIGN IN SHEETS)	-	0	0
22	Poudre Trail at 221 E Lincoln Ave	In-Situ Inc., Tastebuds Epicurean Café	-	92	106
23	NW Corner of Taft Hill Rd and W Drake Rd	Josephs' Hardware & Home Center, Subway	Drake Cyclery	68	78
24	SW Corner of Taft Hill Rd and W Elizabeth St	King Soopers	-	83	95
25	Spring Creek Trail and Mason Trail	Natural Resource Research Center, USDA, USDI, Brewsworthy Coffee, Great Harvest Bakery, La Luz Mexican Grill, Subway	Drake Cyclery	421	484
26	500 Linden St	New Belgium Brewing Company, Niner Bikes, Vital Cultured Foods	Peleton North	464	534
27	NW corner of Timberline Rd and E Horsetooth St	Platte River Power Authority, Cargill Specialty Oils and Seeds, State Farm Insurance Ben Parsons	Beer and Bike Tours	196	225
28	2733 Council Tree Ave at Front Range Village	Poudre River Public Libraries-Council Tree Library	-	87	100
29	SE corner of Lemay Ave and Doctor's Lane	Poudre Valley Hospital, Advanced Animal Care of Colorado, The Feet	Crankenstein	125	144
30	NE Corner of E Harmony Rd and McMurry Ave	Primp Hair Studio, Matador Mexican Grill	-	77	89
31	SW Corner of E Harmony and S College Ave	proVelo Bicycles, Fazoli's, Zwei Bruder	proVelo Bicycles	44	51
32	2555 S Shields St at W Drake Rd	Raintree Athletic Club, RAC Cafe & Bar, Green Events, LLC	-	87	100

STATION NUMBER	LOCATION	HOSTS	BIKE MECHANIC	2014 SIGN INS	EXPECTED IN 2015
33	4031 S Mason Street	Recycled Cycles and Fitness, IBMC College, Warren Federal Credit Union	Recycled Cycles and Fitness	62	71
34	Spring Creek Trail at the Gradens on Spring Creek	REI, Beantrees Drive Thru Coffee Café, Gardens on Spring Creek, Performance Physical Therapy, Vista Solutions, The Waffle Lab	REI	542	623
35	SW Corner of W Mountain Ave and Meldrum St	Ripley Design, Inc., Vaught Frye Larson Architects	Fietsen	185	213
36	144 W Mountain Ave	Snooze an AM Eatery	Lee's Cyclery	321	369
37	119 E Mountain Ave	The Gearage LLC, The Group Real Estate, New World Sports, Septacycles, Wire Stone, LLC	The Gearage	184	212
38	South Transit Center at 4915 Fossil Blvd	Transfort, State Farm Insurance Daryl Alexander	Transfort	77	89
39	Spring Creek Trail at 301 E Stuart St	Trinity Lutheran Church	Rocky Mountain Recumbents	219	252
40	SE Corner of E Harmony Rd and Timberline Rd	University of Colorado Health, Brinkman Partners	Peloton Cycles	114	131
41	N Overland Trail and LaPorte Avenue	USDA National Wildlife Research Center	-	79	91
42	1201 Riverside Ave	Vineyard Church of the Rockies	-	60	69
43	2201 S College Ave	Whole Foods Market Fort Collins	Peloton Cycles	464	534