



# Winter Bike to Work Day 2015

## Station Host Toolkit



Nick Heimann  
City of Fort Collins  
970-416-2628  
281 N. College Avenue

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## About Bike to Work Day

2015 will mark the 28<sup>th</sup> annual summer Bike to Work Day, held June 24, and the 9<sup>th</sup> annual winter event hosted December 9. Bike to work day events are fun ways to encourage new bicycling habits and reward existing cyclists. Fort Collins is a great place to use a bike for everyday trips, with a network of multi-use trails, hundreds of miles of on-street bike lanes, and a thriving bicycle culture.

During Bike to Work Day, local businesses host stations located throughout the city and hand out free breakfast, coffee, and other treats to people that arrive by bike.

FC Bikes, a City of Fort Collins

program, coordinates the event, plans station locations, and helps connect businesses with one another. Businesses provide breakfast and staff or volunteers to help for a smooth, fun morning.

When planning a station, it can be helpful to remember the major goals of Bike to Work Day:

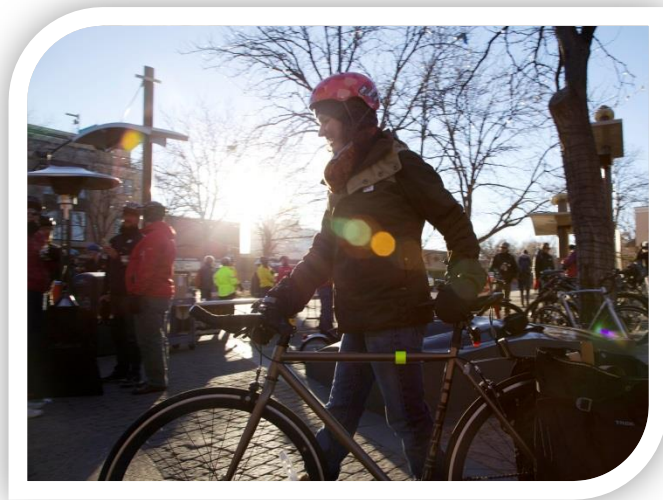
- Encourage the habit of biking to work.
- Encourage new bicycle commuters.
- Celebrate existing bicycle commuters.
- Strengthen Fort Collins' bicycling culture.
- Highlight local businesses that support bicycling.

## 2015 Winter Bike to Work Day

**When:** Wednesday, December 9, 2015 (always the second Wednesday of December)

**Time:** 7:00am to 9:30am

**Where:** Stations are set up all over Fort Collins. Specific locations will be confirmed by FC Bikes closer to the event.



## Commitment

EACH STATION MUST COMMIT TO THE FOLLOWING IN ORDER TO HOST A BIKE TO WORK DAY BREAKFAST STATION:

- Assign 1 person to be the Station Organizer.
  - This person agrees to be the point of contact for FC Bikes, to disseminate relevant information to fellow station co-hosts/sponsors and to insure the station is properly assembled the day-of.
- Be open to the public.
- Items cannot to be sold at the station.
- Food, beverages, snacks and other incentives (e.g. water, juice, coffee, bars, pastries, bagels and fruit) for at least 25 people (some stations may require a higher minimum, based on location). When possible, consider healthy options.
- Minimum operating hours of 7:00 a.m. to 9:30 a.m. advertised to the public.
- Easy and safe access for bicycles, preferably on a bike path and not at a major traffic intersection.
- Table or other display space for refreshments, food, giveaways, etc.
- Bicycle racks or a designated space for bicycle parking.
- Trash and recycling receptacles. When possible, consider using recyclable materials to limit waste.
- General first aid kit.
- Staff or volunteers to help distribute refreshments, greet, and count bicycle commuters.
- Clean-up of your station location.

*Bike to Work Day is a non-profit, publicly funded event. The City of Fort Collins and FC Bikes do not endorse or support charging fees to exhibitors who may participate in your breakfast station.*

## Dates to Remember

**Wednesday, October 28:** Complete the online interest form by 5:00pm, available at <http://www.surveygizmo.com/s3/2362610/2015-WBTWD-Breakfast-Stations>.

**Wednesday, November 4:** Station locations, hosts, and co-hosts will be notified of confirmation

**Thursday, December 3:** Pick-up materials from 281 N. College (rolling schedule, only one person per station needs to pick-up all materials)

**Wednesday, December 9:** Winter Bike to Work Day 7:00am to 9:30am.

## Station Sponsorships

All stations are required to provide their own breakfast foods, beverages, and materials for Bike to Work Day. Station hosts are welcome to seek sponsorships or donations from other businesses to meet these needs. Co-hosting a Bike to Work Day station is also a great way to share costs, allows for friendly collaboration, and access to additional human power during the event. Co-hosting is also a great idea if “going big” with live music, balloons, or other fun activities is a desirable element to given station hosts. Please keep in mind that Bike to Work Day is an inclusive event and stations are encouraged to plan a welcoming environment for anyone and everyone.

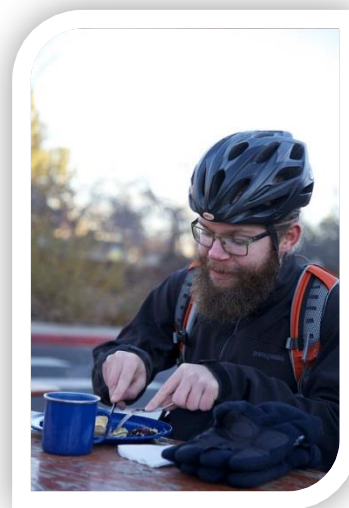
## Updated: Survey and Participation Estimation

A new counting process was adopted for the 2014 Winter Bike to Work Day and has also been used during the 2015 Summer Bike to Work Day. A similar process will be used for 2015's Winter event.

One person must be assigned the task of tallying every unique bicyclist that stops at a given Bike to Work Day station. Materials will be loaned to stations in order to ease this process. Additionally, station visitors will be asked to complete an online survey in exchange for free breakfast. Fliers will be distributed at every station throughout the morning and will be provided by FC Bikes. Participants will be entered into a drawing to win prizes. If your business would like to donate prizes, please contact FC Bikes. If your business donates a prize, your company logo will appear on the City of Fort Collins Bike Winter website.

This process replaces one which required that every visitor sign in at each station they stop at. Lines can be eliminated or reduced with the new process, freeing up time for bicyclists to visit additional stations before getting to their final destination.

The counting and survey process are very important. The data collected will be used to help FC Bikes apply for grants and other funding that will help fund future Bike to Work Day events and other, similar events.





## Breakfast Ideas

Each station may choose what to serve for breakfast. Listed below are some ideas:

- Breakfast burritos VERY popular
- Breakfast bars
- Fresh fruit
- Pastries
- Bagels
- Yogurt
- Fruit Parfaits
- Juice
- Tea
- COFFEE!

## Station Amenities Ideas

Business partners coordinate to determine who will bring all of the parts and pieces necessary to host a successful breakfast station. Listed below are required station amenities:

- Food and drinks for at least 25 people (some stations may require a higher minimum, based on location).
- Table or other display space for food, drinks, and giveaways.
- Trash, recycling and compost receptacles. Please consider, when possible, recyclable and compostable options to limit waste.
- Bicycle parking.
- First aid kits.

Feel free to make your station unique! Here are some fun extras:

- Bike Mechanic
- Seating/tables for participants
- Spaces heaters, heat lamps
- Music
- Games
- Contests
- Themes

## Free Materials Available from FC Bikes

Stations may request the following items from FC Bikes to hand out at their station. Materials will be available for pick up near the event, and more information will be provided. Items



available include:

- Fort Collins bike maps (Brand new update!)
- Colorado scenic byways maps
- Colorado cycling manual
- Traffic laws brochure
- FC Bikes and Bicycle Ambassador Program reflective stickers
- Safe Routes to School brochures
- Ride! Magazine
- Bike to Work Day yard signs (to be returned to FC Bikes)

## Promoting the event

There are many ways to get the word out about Bike to Work Day so the community knows that your company will be supporting our bicycle commuters. Here are some ideas:

- Display the Bike to Work Day poster in your establishment. These will be available through FC Bikes.
- Include Bike to Work Day in your newsletters, mailings, and blogs.
- Use Facebook, Twitter, and other social media to promote Bike to Work Day. FC Bikes uses the hashtag #fcbikes to consolidate posts related to bicycling –related events. Feel free to pass #fcbikes around as well.
- Include Bike to Work Day in your own branded promotional materials.
- Use FC Bikes' Bike to Work Day signs to create wayfinding to your station location.

Businesses are encouraged to promote themselves at their Bike to Work Day location! Consider including free giveaways such as:

- Water bottles
- Flags
- Literature
- Stickers
- Banners
- Much more!

FC Bikes will promote the event as well with a variety of branded materials.

## We are here to help!

FC Bikes is your resource while you plan your Bike to Work Day station and related activities. Feel free to reach out with questions. Contact information is provided below.

- Nick Heimann, City of Fort Collins FC Bikes Program
- 970-416-2628
- [nheimann@fcgov.com](mailto:nheimann@fcgov.com)
- 281 N. College Avenue