



FCBIKES

Bike to Work Day 2011!

Event Profile

The streets were filled with bikes on Wednesday morning, June 22, for Bike to Work Day. Thank you to everyone who volunteered at a breakfast station, inspired co-workers to bike, or hopped on their saddle for the commute to help make this event a wonderful success.



This year, most of the breakfast stations were a collaborative effort between two or more businesses. In addition to helping our local businesses network with one another, the purpose of grouping local businesses was to enhance the already bustling energy around Bike to Work Day. Businesses were encouraged to pool their resources in order to create a fun breakfast station with chalk, sandwich boards, music, etc.

And the result? We had some very creative stations indeed.

- Stations 1 and 5 had live music
- Station 9 hosted 'solar belly' education
- Station 10 adopted a Hawaiian theme
- Station 14 made a video about their waste diversion
youtube.com/watch?v=n83Yb7h4jos

- Station 15 offered a bike-through lane for banking
- Station 17 hoisted balloons
- Station 22 sponsored our first backyard garden station
- Station 31 had music, screen printing, and cows
- Stations 31 and 37 offered free rides with a new electric assist bike trailer and donated a dollar per rider to local non-profits

In addition, Odell hosted the second annual afternoon station with live music, snacks, and bike-themed door prizes and trophies!



The event was also enhanced this year by the following generous supporters. Thank you to Clif Bar for donating 7,000 Crunch bars to the event. Thanks to the Poudre Valley Health Foundation for incorporating heart health into our event; they graciously provided pulse ox machines and nurses at four breakfast stations as well as 7,000 "I Biked to Work" stickers. And thanks to Odell and Zero Hero for sponsoring our waste diversion efforts.

We would also like to offer a special 'thanks' to Climate Wise and all of their business partners; 72 out of 130 Bike to Work Day business partners are members of Climate Wise! Climate Wise is a free, voluntary City of Fort Collins program dedicated to helping local business and the environment.



And now for the numbers!

**Bike to Work Day, June 22, 2011
Fort Collins, CO**

	2010	2011	Difference
Breakfast Station Sponsors	82	104	+27%
Breakfast Stations*	57	40	-30%
Breakfast Station Sign-ins	5,663	7,079	+25%
Breakfast Station Participants**		3,509	
Work Site Challenge Sign-ins	1,436	1,540	+7%
Work Site Challenge Only**		469	
Total Individual Participants**		3,978	

* The decrease in the number of stations is a result of greater collaboration in our local business community. Most breakfast stations in 2011 had at least two business sponsors.

**We designed our sign-in sheets to better determine how many *individual* cyclists participated in the event. Starting in 2011, our recording sheets will account for cyclists who visit more than one station. This change will allow us to collect more precise data and we will more accurately measure the event's growth, based on new 2011 baseline data.

This year, 44 (42%) new businesses and 1,578 (46%) new cyclists participated! All riders enjoyed plentiful breakfast options from granola and fruit to breakfast burritos, pancakes and, of course, coffee. All of these riders benefited from a good workout, reduced stress, a minuscule carbon footprint, less



worries about finding a parking space, cost savings, and many times, a faster commute. We are excited to see this long-standing tradition continue to grow as our local cycling culture evolves. With over two decades of annual Bike to Work Day festivities behind us, we are always excited to see how the event will evolve each year. This year we saw it develop into a more community-centric event.



Part of this annual Bike to Work Day tradition is the Worksite Challenge, a competition between local businesses throughout Fort Collins to see who will boast the most employees who ride to work.

And The Winners Are

Most Participation With a Business of 10 People or Less (Two-Way Tie!)

- Legacy Land Trust with 100% Participation
Coordinator: Nora Gilbertson
- BHA Design with 100% Participation
Coordinator: Angie Milewski

Most Participation With a Business of 11-25 People

The Cupboard with 75% Participation
Coordinator: Steve Hureau

Most Participation With a Business of 26-50 People

Solix with 75% Participation
Coordinator: Nathaniel Douglas

Most Participation With a Business of 51-150 People

The Neenan Company with 98% Participation!
Coordinator: Marsha Coberly

Most Participation With a Business Larger Than 150 People

New Belgium Brewing Company with 72% Participation
Coordinator: Katie Wallace

Congratulations and a big THANK YOU for all of your hard work!



What's next?

Become a WINTER Bike to Work Day Sponsor! Please get involved as a Breakfast Station Sponsor and/or as a Worksite Coordinator. Encourage your co-workers to bike to work, reduce traffic congestion, de-stress on the way to and from work, get exposure for your business and support Bike to Work Day! Contact Molly North at mnorth@fcgov.com for details and further opportunities.

Thanks for being a part of our healthy community!

Molly North and Dave "DK" Kemp