

Winter Bike to Work Day

Station Host Toolkit



Contact Information

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2018 Winter Packet Pickup

- Thursday, December 6: Drop in between 2:30pm and 5:30pm at 281 N. College Ave. Signage will direct you. Only one person per station is required.

Other Important 2018 Dates

- Wednesday, October 3: Call for Station Hosts released
- Wednesday, October 31: Call for Station Hosts closes at 5:00pm
- Wednesday, November 7: Station Hosts notified of finalized location
- Wednesday, December 12: Winter Bike to Work Day from 7:00am to 9:30am

About Bike to Work Day

2018 will mark the 31th annual summer Bike to Work Day in Fort Collins, held June 27, and the 12th annual winter event, to be held December 12. Bike to Work Day events are intended to encourage new bicycling habits and reward existing cyclists, not to mention make connections with local businesses that support bicycling!

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. These facilities will also serve as the principal location for Bike to Work Day breakfast stations.

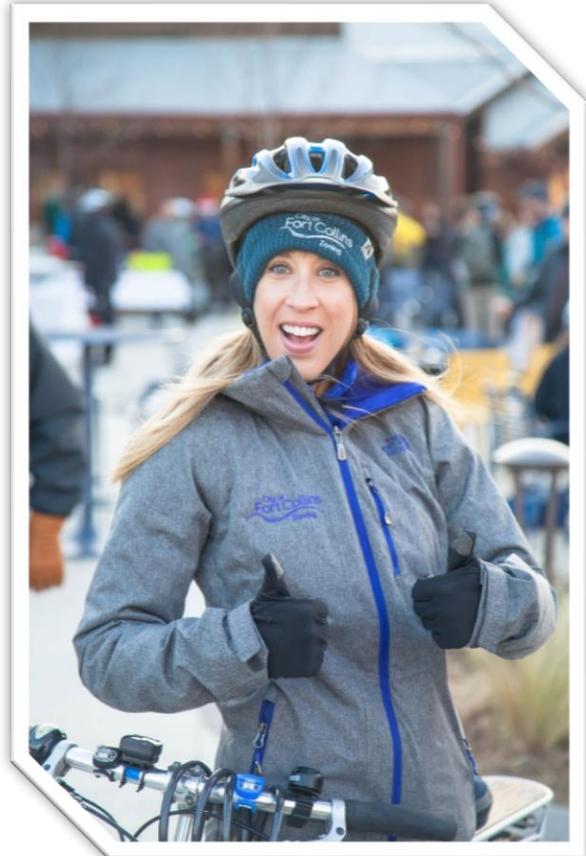
During Bike to Work Day, local businesses host breakfast stations located throughout the city and distribute free breakfast, coffee, and other breakfast-type treats to people that arrive by bike. Some stations host games, trivia, and general camaraderie, all of which are encouraged to help establish a unique identity to breakfast stations, especially among repeat station hosts!

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 for a smooth, fun morning of bicycling fun.

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

Bike to Work Day Goals

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



Commitment

Each station must commit to the following in order to host a Bike to Work Day Breakfast Station:

- ✓ **Assign one (1) person** to be the Main Station Contact/Lead 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 ensure the station is properly assembled on December 12.
- ✓ **Assign one (1) person or small team** to be designated participant counters;
 - This activity is crucial to estimating event attendance.
- ✓ **Promote Bike to Work Day** to business customers and employees, using channels such as newsletters, Facebook, Twitter, web and print materials, and others. Digital materials will be made available for host use;
- ✓ **Minimum operating hours** of 7:00am to 9:30am as advertised to the public;
- ✓ **Provide staff or volunteers** to help distribute refreshments, greet, and distribute a participant survey flier;
- ✓ Be open to the **public**;
- ✓ Locate station near or provide bicycle racks or a designated space for **bicycle parking** while still allowing for safe access to public areas (i.e. keep trails, streets, and sidewalks free of congestion);
- ✓ Locate your station to ensure **easy and safe access** for bicycles, preferably on a bike path or bike route, and not along busy motor traffic roads or intersections;
 - Station hosts can propose a station location, but FC Bikes will confirm all station locations.
- ✓ **Food, beverages, snacks**, and other incentives should be provided for at least 50-75 people (some stations may require a higher minimum, based on location). FC Bikes can help estimate participation at a given station based on historical counts. When possible, consider healthy options;
 - Stations are welcome to partner with other businesses or seek donations to help provide adequate quantity of breakfast food options.
- ✓ **Table or other display space** will be necessary for refreshments, food, giveaways, etc;
- ✓ Items cannot to be sold at the station;
- ✓ **Provide trash and recycling** receptacles. Consciously attempt to choose products that produce no waste, and consider using recyclable materials when possible;
- ✓ **Clean-up of your station** location at the conclusion of the event;
- ✓ General **first aid kit** should be included on-site.

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.

Station Co-hosts and 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 and organizations 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 shall plan a welcoming environment for anyone and everyone.

FC Bikes will produce a map of stations prior to the event. If your station adds any businesses or organizations, let us know! We want to be sure they are included in the map for added exposure. Please note, however, additions to the map cannot be guaranteed after a certain date, which

will be communicated to station hosts.

Evaluation Survey and Participation Estimation

For Bike to Work Day events in 2018, we will continue to use an important process to estimate participation. This consists of two critical components:

- A tally of all people who stop at each breakfast station.
- An online survey that participants are encouraged to take in exchange for free breakfast.

Station hosts will dedicate staff or volunteers to tally visitors, and surveys will be distributed throughout the entire morning by staff or volunteers at the station. Additional information will be provided to the dedicated counter(s) prior to the event.

Participant Count Process Overview

One person or a small team will be designated the sole task of counting all participants that stop for breakfast at your station. To maintain accuracy, only one person will count at any given time, but can switch with someone else, provided that double counting is avoided, and accuracy is maintained.

Flyers will be distributed at every station throughout the morning and will be provided by FC Bikes. The person(s) responsible for counting participants at your station should NOT also be in charge of distributing survey flyers as past volunteers have described combining the tasks as difficult.

Participants will be entered into a drawing to win prizes. ***If your business would like to donate prizes, please contact FC Bikes.***

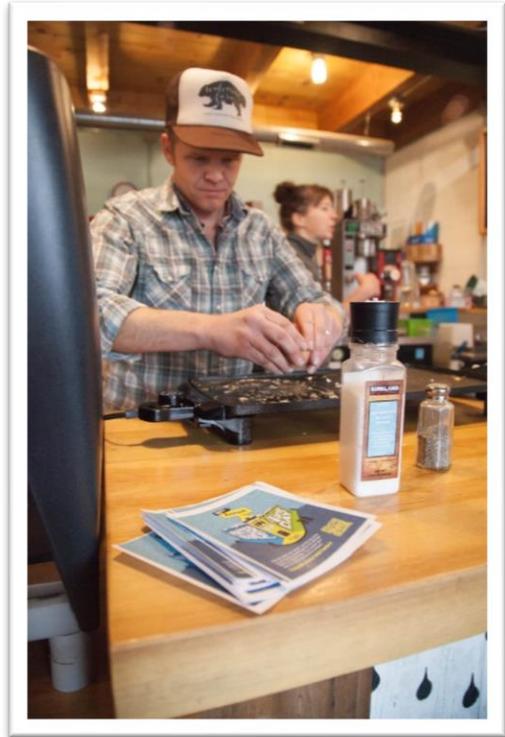
This process replaces one which required that every visitor sign in at each station they stop at. Lines are now eliminated or reduced with this process, freeing up time for bicyclists to visit additional stations before getting to their final destination.

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. Some staff and volunteers are skilled chefs, other station hosts are in fact restaurants. You are welcome to approach any business you wish in order to secure tasty breakfast options for your breakfast station. Listed below are some ideas:

- Breakfast burritos are VERY popular
- Hot oatmeal
- Breakfast bars
- Fresh fruit
- Pastries or donuts
- Bagels
- Yogurt
- Fruit Parfaits
- Juice or tea
- COFFEE!
- For beverages, consider cups with lids, but FC Bikes will encourage participants to bring reusable mugs, too.
- Aim for unique options!



Station Amenities Ideas

Business partners coordinate with each other 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 50-75 people (some stations may require a higher minimum, based on location);
- Table or other display space for food, drinks, and giveaways;
- Recycling and trash receptacles. Please make an effort to ensure products at your station are recyclable.
- Bicycle parking or places for bicycles to remain safely stowed out of the way while participants eat and socialize;
- General first aid kit. In the event of an emergency, call 911.

You are encouraged to make your station unique! Here are some fun extras:

- Bike Mechanic (contact a mechanic/bike shop directly, though some will be looking to be paired with a station)
- Seating/tables for participants
- Spaces heaters, heat lamps (more applicable to the Winter event)
- Live or streaming music/cool radio station
- Games or photo opportunities
- 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:

- 2018 Fort Collins bike maps
- Colorado scenic byways maps
- Colorado cycling manual
- 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 and #BTWD to consolidate related posts.
- 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, chap stick, and other swag
- Flags or banners
- Literature
- Stickers
- 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:

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City of Fort Collins

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281 N. College Avenue, SW corner of Maple St. and N. College Ave.

We are excited to have you along for this exciting event. Thank you for participating!

