



# **2018 Summer Bike to Work Day Station Host Toolkit**

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## Contact information:

**Nick Heimann**

**FC Bikes Program Specialist**

**City of Fort Collins**

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

**nheimann@fcgov.com**

**970-416-2628**

## About Bike to Work Day

2018 will mark the 31<sup>st</sup> annual summer Bike to Work Day in Fort Collins, to be held June 27, and the 12<sup>th</sup> annual winter event, to be held December 12. Bike to Work Day events are fun ways 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. This year, we expect more than 6,000 participants for the summer event, and nearly 2,000 participants for the



winter event in what's been called the **“best holiday in Fort Collins.”**

During Bike to Work Day, local businesses host stations located throughout the city and distribute free breakfast, coffee, and other breakfast 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. 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-running, fun morning.

When planning a station, it can be helpful to remember the major goals of Bike to Work Day, ranked by perceived importance by event participants:

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.

## 2018 Bike to Work Day Details

**Date:** Wednesday, June 27, 2018 (always the fourth Wednesday of June)

**Time:** 6:30am to 9:30am, not including set-up and tear-down.

**Where:** Stations are set up all over Fort Collins. Specific locations will be confirmed by FC Bikes closer to the event, ideally located on multi-use trails or low-stress bike routes. The Fort Collins Bike Map is a helpful tool when selecting bicycle-friendly station locations <http://www.fcgov.com/bicycling/bike-maps.php>. Busy, major streets are *not* encouraged.

## Commitment

*Each station must commit to the following as a Bike to Work Day Breakfast Station host:*

- ✓ **Assign one (1) person** to be the Lead Station Organizer and Contact;
  - This person agrees to be the point of contact for FC Bikes, to disseminate relevant information to fellow station co-hosts, and to ensure the station is properly assembled on June 27 by 6:30am.
- ✓ **Promote Bike to Work Day** to business customers and employees, using channels such as newsletters, Facebook, Twitter, web and print materials, and others;
- ✓ **Minimum operating hours** of 6:30 a.m. to 9:30 a.m. as advertised to the public;
- ✓ **Provide staff or volunteers** to help distribute refreshments, greet, and count bicycle commuters;
- ✓ Be open to the **public**;
- ✓ Provide or locate station near bicycle racks or a designated space for **bicycle parking**;
- ✓ 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;
  - **Ideal examples:** Mason Trail and Spring Creek Trail, Power Trail and Drake Rd., Remington St. and Lake St.
  - **Less ideal examples:** Harmony Rd. and Boardwalk Dr., College Ave. and Drake Rd., and Prospect Rd. and Shields St.
- ✓ **Food, beverages, snacks**, and other incentives should be provided for at least 100-200 people (some stations may require a higher minimum, based on location. In 2017, the average number of station visits was 194, the minimum was 18, and the maximum was 820). When possible, consider healthy options;
  - Stations are welcome to partner with or seek donations from other businesses to help provide adequate 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. When possible, consider using recyclable materials to limit waste;
- ✓ **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 not-for-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, April 4:** Call for Bike to Work Day station hosts is released to the public. Complete the online interest form at <http://www.surveygizmo.com/s3/3485288/2017-BTWD-Breakfast-Station-Host-Interest-Form>.

**Wednesday, May 2:** Call for station hosts ends. Complete the online interest form by 5:00pm to participate in Bike to Work Day.

**Wednesday, May 9:** Station hosts and co-hosts will be notified of their final location and all participating organizations.



**Thursday, June 21:** Pick-up materials from 281 N. College Ave. SW corner of Maple St. and N. College Ave. (drop-in schedule, only one person per station needs to pick-up all materials).

**Wednesday, June 27:** Bike to Work Day from 6:30 a.m. to 9:30 a.m.!

## 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 partnerships 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.

## 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 and 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).

### PARTICIPANT COUNT PROCESS OVERVIEW

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. 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 to manage simultaneously.

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, but be aware that some foods are much more popular than others. 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 station. Listed below are some ideas:

- Be creative!
- Breakfast burritos, VERY popular
- Breakfast sandwiches
- Waffles, pancakes, or griddle options
- Gluten free options are increasingly requested more often
- Breakfast bars
- Fresh fruit
- Pastries
- Bagels
- Yogurt
- Fruit Parfaits
- Juice
- Tea
- COFFEE!
- For beverages, you might consider cups with lids, but FC Bikes will encourage participants to bring reusable mugs, too.



## 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 100-200 people (some stations may require a higher minimum, based on location). Some stations will see 200-300 visitors;
  - Contact FC Bikes for historical visitation or an estimate if station location is new.

- Table or other display space for food, drinks, and giveaways;
- Trash, recycling and/or compost receptacles. Please consider, when possible, recyclable and compostable options to limit waste. If you need assistance in locating commercial recycling or composting options, contact FC Bikes;
- Bicycle parking or places for bicycles to remain safely stowed 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; pairing through FC Bikes is limited)
- Seating/tables for participants
- Spaces heaters, heat lamps (more applicable to the Winter event)
- Live or streaming music or cool radio station
- Games or photo opportunities
- Contests
- Themes (e.g. chicken and waffles, Star Wars, vintage 1920s)

## 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, including new 2018 Pocket Bike Map
- Colorado scenic byways maps
- Colorado cycling manual in English and Spanish
- Ride Smart Drive Smart 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)
- Bike to Work Day branded graphics for social media, newsletters, or posters.
- Statewide Bike to Work Day poster.

## Promoting the event

There are many ways to get the word out about Bike to Work Day so the community knows that your organization 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 #FCBTWD 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.
- Get creative with the use of graphics to make your presence known.

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

- Bike-related branded swag
- 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.

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

