Bike to Wherever Day
Celebration Toolkit
For Businesses and Neighbors
Introduction

We’ve seen many changes to our public-facing programs in 2020, and Bike to Work Day (BTWD, or Bike to Wherever Day) is no exception. Many other communities across the state and the country have postponed BTWD celebrations until Tuesday, September 22, 2020, and Fort Collins is following suit.

While BTWD 2020 will look and feel different than typical, we still see value in promoting the bicycle as a means of increasing personal and public health, saving time and money through reduced commute costs, and being able to integrate physical activity into your commute so you can spend time you would have spent exercising on other things that matter to you, like spending more time with family or friends.

BTWD relies on local businesses to extend that support to their employees and celebrations like BTWD and employer engagement are critical to continued use and new adoption of bicycling as a safe, comfortable, and viable mode of transportation. Additionally, your individual neighborhoods are great places for engagement through information sharing resources and tips, organizing group meet ups, or striking up a conversation via social media or even better, in person.

In this document, we have outlined several ways that your business or organization can still celebrate BTWD in 2020, taking into account the various ways that the COVID-19 pandemic has impacted our businesses and their employees. We also outline some ideas for engaging your neighbors in addition to or in lieu of your employer.

This year, we hope that many of our regular BTWD partners will join us in coordinating workplace celebrations for their employees, by their employees, to meet your business where it is in these challenging and uncertain times.

What’s Changed

For 2020, Bike to Work Wherever Day (BTWD) will not feature public breakfast stations. Due to concerns about community spread of the virus, we cannot in good conscious continue plans as normal.

Instead, we hope that regular BTWD partners will coordinate an in-house celebration for only their employees. Options include low-cost or free ideas, virtual or hybrid celebrations, or in-person celebrations should capacity guidelines be maintained.
If you choose to participate, we will supply you with digital marketing materials and language you can use to maintain a consistent theme across workplaces. We also hope that you will track the number of employees that are engaged across all platforms (i.e. in-person and virtual participation).

Finally, while we’re still promoting bicycling, we’re also broadening our focus this year to include people that walk, take transit, bicycle, or scoot instead of driving. In other words, we’re making it easier to include participants in the celebration as part of our month-long Shift Your Ride initiative throughout September.

**Workplace Celebrations**

**For the retailer and restaurateur**

If you’re open for business as a retailer or restaurateur, we encourage you to offer discounts and incentives to your customers and to advertise them in advance, with the goal of increasing traffic during Bike to Wherever Day. Ideas include:

- Offer a 10% (or more) Bike to Wherever Day discount on all/select merchandise for people that ride a bicycle, walk, scoot, roll, or use transit that day.
- Offer a free cup of coffee or equivalent to bicyclists, walkers, scooters, and transit users.
- Advertise BTWD discounts or incentives on chalk boards, window paintings, flyers at the register, etc. prior to Sept. 22 (some marketing materials can be provided).
- Honor system encouraged for your convenience.
- Simple tracking is helpful in estimating participation. Simply tally how many people take advantage of your discount or incentive.

When you have decided what you’ll offer, complete our simple sign up form to let us know at [www.fcgov.com/bike-to-work-day](http://www.fcgov.com/bike-to-work-day).

**For the small office-based business**

If you are a small office-based business without many capacity restrictions, we encourage you to plan an internal celebration for your employees, and to market the celebration ahead of time. Additionally, we have migrated many of our typical in-person resources online at this time, which you can make use of. You can even consider scheduling a virtual educational course for your employees or promote other passive activities that we have developed. More ideas include:

- Plan a socially distanced gathering over the lunch hour. Provide a treat for your employees if budget allows.
  - For tight budgets i.e. $0:
    - Skip the treats and treat yourselves to extra outdoor time over lunch.
    - Plan a socially distanced group ride over the lunch hour or form a group to ride to the office that morning.
    - Plan a bike, scooter, or other show-and-tell activity, modelled after classic car shows but focused on your alternative mode of transportation.
  - For moderate budgets i.e. $100-$500:
    - Purchase a sheet cake from a local grocer and customize the frosting to include Bike to Work Day language or other fun designs.
- Purchase inexpensive bike or transportation-related swag for your employees as a “thank you” for their participation and to lift spirits.
- Plus, add any of the ideas from above.
  - For unrestricted budgets i.e. $500+:
    - Plan to cater lunch for your office or department.
    - Purchase swag and brand it for Bike to Wherever Day, ideally something related to or to help make use of alternative transportation easier.
    - Plus, add any of the ideas above.

When you have decided on your plans, complete our simple sign up form to let us know at www.fcgov.com/bike-to-work-day.

Steps to Celebrate

Below are 12 simple steps to help you coordinate your internal Bike to Work Day celebration.

1. Determine your budget. Secure approval if needed.
2. Sign up at www.fcgov.com/bike-to-work-day.
3. Get a rough head count.
   - a. Send an email with basic plans. Indicate the date, time frame, and if food will be provided (or not) for your celebration.
   - b. Ask for an early RSVP to help determine food and swag needs, as applicable.
4. Place swag order.
   - a. Look for transportation related items, like bike bells or lights, fanny packs, sunglasses, or chap sticks.
   - b. If you have an item already in hand, consider a BTWD marketing update.
5. Place food order, as applicable.
6. Reserve a location on your worksite, or nearby.
   - a. Preferably located outside with shade, pleasing amenities.
   - b. If inside, consider capacity restrictions, and develop a plan for room set up to accommodate social distancing.
7. Plan additional activities, such as a morning commute ride with coworkers, or a ride/walk at lunch.
8. Put out marketing materials around the office or building.
9. Send a reminder email about a week out. Get a final headcount.
10. Pick up food, receive swag. Consider if you need plates, utensils, napkins, and how you’ll manage waste.
    - a. Food should ideally be prepackaged, or plan to have one person serve food.
b. Many caterers are plating food in a manner that only dedicated servers fill plates, and the participant only touches their plate once it’s filled, at the end of the line.

c. If you plan for seconds, be sure to have extra plates to avoid reusing plates. This may not be ideal, but is a public health best practice.

11. Purchase additional food items as needed.
12. Set up the room. Celebrate at your predetermined time on September 22.

For the neighbor

Bike to Wherever Day doesn’t have to be just about going to and from work. That’s one reason we’ve taken the opportunity to expand its reach this year by striking “Work” and adding “Wherever”.

Whether your work at home, in the office, are retired or between jobs, you can still get on your bike and ride Wherever. Here are some ideas for getting your neighbors and neighborhood in the Bike to Wherever Day spirit.

Get social

These days, social media is one way we can still feel connected. Whether you organize a group ride or patio coffee before work, using social media can help spread the word.

- Share details about the day on your neighborhood’s Next Door page. Visit www.NextDoor.com to sign up if you haven’t already. Post our links to our websites to share details, or organize your own activities, regardless of how elaborate plans may be.
- Simply sharing links to our website at www.fcgov.com/SYR can be helpful.

Socially distanced neighborhood activities

You can take your engagement to the next level by championing activities in your neighborhood, while maintaining and practicing good public health.

- Organize a socially distanced bike ride or group walk.
- Keep your group activity within your neighborhood or challenge neighbors to venture into other neighborhoods.
  - Group rides or walks should take vary in length in order to include neighbors with varying interests.
  - Check out some of our free activities, like Bikeway Bingo, for a fun way to involve youth or a light-hearted activity for all ages. Learn more at www.fcgov.com/SYR.
  - For a less physically involved celebration, consider organizing a safe spot for neighbors to enjoy coffee in the morning or celebrate responsibly in the afternoon.
    - Pick an open area in your neighborhood, such as park or open space.
• Set a time to meet and detail expectations (e.g. time, date, location, Bring Your Own Coffee, and other details).
• Get the word out on social media, your HOA newsletters or websites, or spread the word when you see your neighbors next.
• Or, create your own neighborhood-based activities to celebrate Bike to Wherever Day. We just ask that you take into account differences in physical fitness, comfort with group gatherings, and interests. Bike to Wherever Day is a chance for our community to come together.

Contact us

As always, we’re here to help. Contact us if you have questions about how to plan your workplace or neighborhood celebrations. We offer event planning technical assistance, or even as a way to vet ideas. Our goal is for your participation to be easy and fun.

Contact information

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