



# *Bike to Work (or Wherever) Day*

## *Station Host Toolkit*

## *Contact Information*

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## *2021 Packet Pickup*

- ☐ Thursday, June 17: Details to be communicated with Hosts prior to Packet Pick Up. Only one person per station is required to attend this drop-in style event.

## *Other Important 2021 Dates*

- ☐ Wednesday, April 7: Call for Station Hosts released.
- ☐ Wednesday, May 5: Call for Station Hosts closes at 5:00 p.m.
- ☐ Wednesday, May 12: Station Hosts notified of finalized location.
- ☐ Wednesday, June 23: Bike to Work (or Wherever) Day from 6:30 a.m. to 9:30 a.m.



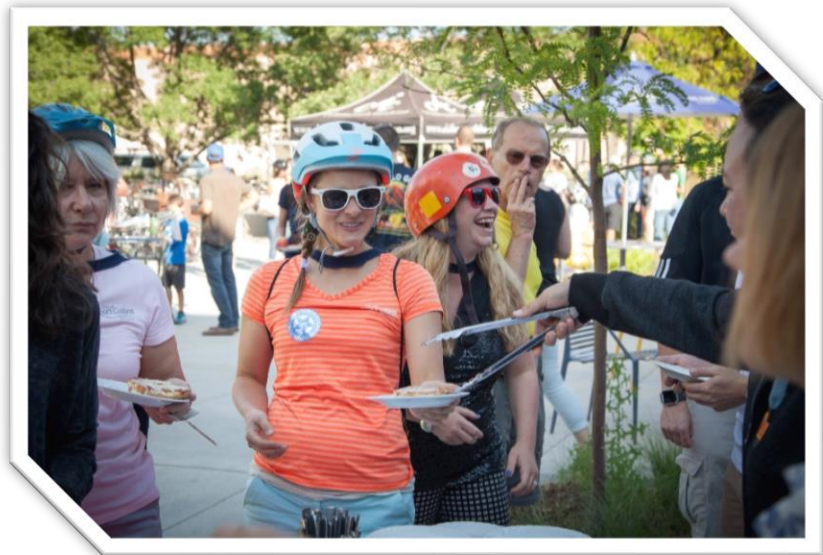
## *About Bike to Work Day*

2021 will mark the 34<sup>th</sup> annual summer Bike to Work (or Wherever) Day in Fort Collins, held June 23, and the 15<sup>th</sup> annual winter event, to be held December 8. Bike to Work (or Wherever) Day events are intended to encourage new bicycling habits and reward existing cyclists, not to mention make connections with local businesses that support bicycling!

In 2021, we're adding "wherever" to our event name. Bike to Work (or Wherever) Day doesn't have to be just about going to and from work. We recognize that many people are teleworking, or work outside our typical event times. That's one reason we've taken the opportunity to expand its reach this year by adding "Wherever" to the event name.

Fort Collins is a great place to 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 also serve as the principal location for Bike to Work (or Wherever) Day breakfast stations.

During Bike to Work (Wherever) Day, local businesses host breakfast (possibly lunch?) stations located throughout the city and distribute free breakfast, coffee, and other breakfast-type treats to people who arrive by bike. In the past, stations hosted games, trivia, and general camaraderie, all of which helped establish a unique identity to breakfast stations, especially among repeat station hosts!



FC Moves, a City of Fort Collins department, coordinates the event, plans station locations, and helps connect businesses with one another. Businesses provide breakfast and staff or volunteers for a smooth, fun day of bicycling activity.

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

## ***Bike to Work (or Wherever) Day Goals***

1. Encourage the habit of biking to work (or wherever).
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 (or Wherever) Day Breakfast Station:*

- ✓ Adhere to or exceed all **public health guidelines** set forth by [Larimer County Department of Health and Environment](#) and BTWD coordinators, including guidance established on short notice.
  - BT(W)D coordinators commit to relaying updates on public health guidance to all station hosts as soon as new information is available. Station hosts should also monitor Larimer County guidance and adapt, as necessary.
- ✓ **Assign one (1) person** to be the Main Station Contact/Lead Station Organizer;
  - This person agrees to be the point of contact for FC Moves, to disseminate relevant information to fellow station co-hosts/sponsors, and to ensure the station is properly assembled on June 23, 2021.
- ✓ **Assign one (1) person or small team** to be designated participant counters;
  - This activity is crucial to estimating event attendance.
- ✓ **Send one (1) person to pick up** your station's event packet on Thursday, June 20, 2021. More information will follow on this drop-in style event.
- ✓ **Promote Bike to Work (or Wherever) Day** to business customers and employees, using newsletters, social media, web and print materials, and more. Digital materials and limited print materials will be made available for host use.
- ✓ **Minimum operating hours** of 6:30 a.m. to 9:30 a.m. (begins at 7:00 a.m. for Winter Bike to Work Day) as advertised to the public.
- ✓ **Provide staff or volunteers** to help distribute refreshments, greet participants, and distribute a participant survey flyer.
- ✓ 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 Moves will confirm all station locations.
  - Hosts may need to set up social distancing measures, including but not limited to marking appropriate spacing on sidewalks or pavement. Guidance will be communicated to all station hosts.
  - Good examples: Power Trail at Horsetooth Rd., schools, or low-stress bikeways.
  - Less good examples: Harmony Rd. at Boardwalk Dr., Drake Rd. at College Ave., or Prospect Rd. at Shields St.
  - The [Fort Collins Bike Map](#) can be a helpful resource to find locations on or near bikeways or trails.
- ✓ **Food, beverages, snacks**, and other incentives should be provided for at least 150 people (some stations may require a higher minimum, based on location). FC Moves can help estimate participation at a given station based on previous counts. When possible, consider healthy options and options for participants with more restricted dietary needs.
  - **In 2019, visits per station averaged 310 participants. The minimum number of visits were 32 and the maximum was 1,175.**
  - 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.
- ✓ Provide hand sanitizer or hand wash stations for all participants, staff, and volunteers.
- ✓ Ensure and enforce that all staff, volunteers, and others associated directly or indirectly with your station wear facial masks when social distancing of at least six (6) feet cannot be maintained, regardless of vaccination status or other circumstances.

*Bike to Work (or Wherever) Day is a non-profit, publicly funded event. The City of Fort Collins and FC Moves 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 (or Wherever) Day. Station hosts are welcome to seek sponsorships or donations from other businesses and organizations to meet these needs. FC Moves encourages hosts to seek out minority-owned businesses to co-host.

Co-hosting a Bike to Work (or Wherever) 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 station hosts.



**Please keep in mind that Bike to Work (or Wherever) Day is an inclusive event and stations hosts shall plan a welcoming environment for anyone and everyone.**

FC Moves 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 (or Wherever) Day events in 2021, 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 survey flyers will be distributed throughout the entire morning by staff or station-provided volunteers at each 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.

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.

Survey flyers will be distributed at every station throughout the morning and will be provided by FC Moves. 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. Other acceptable approaches include putting survey into swag bags or affixing them to food, provided the host announces the survey flyers' presence in each instance.

Participants will be entered into a drawing to win prizes for completing surveys. ***If your business would like to donate prizes, please contact FC Bikes at {insert email}.***

***The counting and survey process are very important.*** The data collected will be used to help FC Moves apply for grants and other funding that will help fund future Bike to Work (or Wherever) 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 Moves will encourage participants to bring reusable mugs, too.
- Aim for equitable partnerships, too! Seek out minority-owned businesses to partner with.

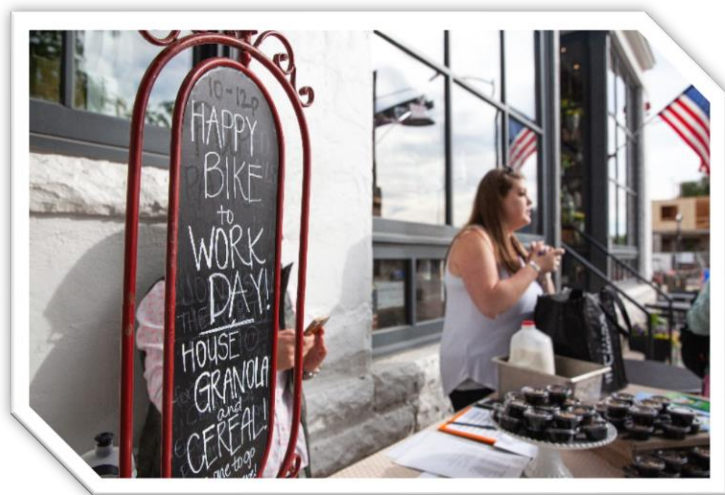
## *Station Amenities Ideas*

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 150 people (some stations may require a higher minimum, based on location).
- Table or other display space for food, drinks, and giveaways, provided that tables and chairs are cleaned in between use.
- 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, **provided cleaning occurs in between use.**
- Space heaters, heat lamps (more applicable to the Winter event)
- Live or streaming family-friendly music/cool radio station.





- Games or photo opportunities (FC Moves will compile a list of COVID-safe. games and activities to consider including, which will be communicated later).
- Contests
- Themes

## *Free Materials Available from FC Moves*

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:

- Current Fort Collins bike maps
- Colorado scenic byways maps
- Colorado cycling manual
- FC Moves and Bicycle Ambassador Program reflective stickers
- Safe Routes to School brochures
- *Ride!* Magazine
- Bike to Work Day yard signs (to be returned to FC Moves)

## *Promoting the event*

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

- Display the Bike to Work (or Wherever) Day poster in your establishment. These will be available through FC Moves.
- Include Bike to Work (or Wherever) Day in your newsletters, mailings, and blogs.
- Use Facebook, Twitter, and other social media to promote Bike to Work (or Wherever) Day. FC Moves uses the hashtag #BTWDFoCo to consolidate related posts.
- Include Bike to Work (or Wherever) Day in your own branded promotional materials.
- Use FC Moves' Bike to Work (or Wherever) Day signs to create wayfinding to your station location.

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

- Water bottles, chap stick, and other swag

- Flags or banners
- Literature
- Stickers
- Customized face masks
- Branded hand sanitizers
- Much more!

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

## ***We are here to help!***

FC Moves is your resource while you plan your Bike to Work (or Wherever) Day station and related activities. Feel free to reach out with questions. Contact information is provided below:

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**College Ave.**



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Blueberry  
Pancakes

