

Second Annual Bike Projects Fair

Summary Report

Overview

FC Bikes hosted its second annual Bike Projects Fair on Thursday, October 26, 2017. An estimated 75 community members attended the two-hour event to learn more about bike-related projects on the slate for 2018.



Several City departments featured projects, as well as bike-related programming, such as FC Bikes' Bicycle Ambassador Program, Safe Routes to School, and Open Streets events. Infrastructure projects featured at the Project Fair included: the Mulberry St. protected bike lane pilot project, the Long View Trail connecting Fort Collins and Loveland, N. College Ave. improvements, and Suniga Rd. protected bike lanes.

“It was great to see...upcoming infrastructure projects as well as...the work CSU is also doing in our community.”

-Project Fair participant

Despite chilly temperatures, participants were welcome to purchase dinner from The Goodness, a local Fort Collins food truck. Bike Wrench, a mobile bike mechanic, was also onsite providing free safety checks and minor tune-ups.

Survey Results

Participants were asked to complete a short survey while roaming the Project Fair. A total of 31 surveys were completed and returned to event staff.

FC Bikes is interested in refining outreach and marketing efforts, especially with regard to Fort Collins' recent acceptance in the Big Jump, a program of People For Bikes aimed at increasing bicycling ridership in a certain area of selected cities. Fort Collins' Big Jump area includes northwest Fort Collins—specifically Council District 6. Just over 65% of participant surveys were from Big Jump area residents

In order to aid in marketing and outreach efforts, two survey questions asked participants to select their preferred methods for learning about upcoming events and methods to engage in decision making processes. Just over 40% of survey responses indicated that email is the preferred method for learning about upcoming projects. Social media and posters/flyers comprised 22% and nearly 14% of survey responses, respectively.

When asked to identify participants' preferred method for engaging in local decision making processes, online surveys, public meetings/open houses, and neighborhood events rounded out the top three responses with almost 38%, 32%, and 25% of survey responses, respectively.

Participants were impressed by the information available at the Project Fair, based on survey responses. In general, participants praised upcoming trail and low-stress bikeway projects, and encouraged City staff to continue prioritizing connectivity, facility maintenance, and developing low-stress bike routes. In fact, nearly half of survey responses suggest that better infrastructure (including maintenance, bicycle parking availability, and infrastructure design) would encourage them to ride a bicycle more often. Driver education, better weather, more time in a day, and minimizing safety concerns were also noted.

Recommendations

The second annual Bike Projects Fair is a unique opportunity for community members to learn about upcoming projects and programs. Staff look forward to planning the third annual event in 2018.

Recommendations are outlined below to aid in planning the third event in hopes it continues to be perceived as a valuable, informational event.



FC Bikes' first Bike Project Fair was scheduled for April 2016. Windy conditions but fairly warm temperatures were helpful in attracting participation. However, weather in late October tends to be volatile. The third

annual event could be strategically planned to occur in late September or early October, hopefully mitigating the chance for unfavorable weather that could dampen participation. Scheduling the event in early autumn is recommended, and allows staff to include upcoming projects-a sneak peek for the year to come.

Staff estimate approximately 75 total participants at the second annual Project Fair. However, staff and volunteers managing the check in process noted that many groups only signed in once. Volunteers did not tally individuals, which would have provided a more complete estimate of event participation. For future events, staff and volunteers should plan a method for counting all individuals, not just manual sign-ins.

Additionally, events such as the Bike Projects Fair are great opportunities for staff to garner feedback and input on projects and programs. Several methods could be used to engage more participants. Incentives, especially larger, more valuable incentives, could attract participants as well as completed surveys. Staff should be mindful to avoid over surveying event participants, however.

Conclusion

The second annual Bike Projects Fair was a great informational event. Participants expressed gratitude for the work to be planned 2018. Furthermore, the Bike Projects Fair stands out as a unique opportunity for participants to learn about City and community projects, and connect with local professionals, advocates, and community members. FC Bikes looks forward to the third annual Bike Projects Fair in 2018.