



Bike to Work Day

Station Host Toolkit

Contact Information

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2026 Packet Pickup

Tuesday, February 10th, 3-6pm: 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 2025/2026 Dates

- Thursday, November 13, 2025: Call for Station Hosts released.
- Friday, January 23, 2026: Call for Station Hosts closes at 5:00 p.m.
- Monday, January 26, 2026: Station Hosts notified of finalized location.
- Friday, February 13, 2026: Winter Bike to Work Day from 7:00 a.m. to 9:30 a.m. morning stations and 3:30 p.m. to 5:30 p.m. afternoon stations



About Bike to Work Day

2026 will mark the 38th annual Bike to Work Day in Fort Collins, held June 24th and the 19th annual winter event, to be held on February 13th. 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 and afternoon snack stations.

During Bike to Work Day, local businesses host breakfast/snack stations located throughout the city and distribute free breakfast, coffee and other snack-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 Moves, a City of Fort Collins department, coordinates the event, plans station locations and helps connect businesses with one another. Businesses provide food and staff or volunteers for a smooth, fun day 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 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 Day Breakfast or Afternoon 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 Moves, to disseminate relevant information to fellow station co-hosts/sponsors and to ensure the station is properly assembled.
- **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, 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 or 3:30-5:30 p.m. for Afternoon Stations.
- 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.
 - 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 historical counts. When possible, consider healthy options and options acceptable to participants with more restricted dietary needs.
 - In Winter 2025, visits per station averaged 125 participants. The minimum number of visits was 14 and the maximum was 454.
 - 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 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.

Bike to Work 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 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 station hosts.

Please keep in mind that Bike to Work 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 Day events in 2026, we will use an important process to estimate participation using historical visit count data and:

- A tally of all people who stop at each breakfast station.

Station hosts will dedicate staff or volunteers to tally visitors. 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.

The counting process is 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 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 women- and 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 music/cool radio station
- Games or photo opportunities
- Contests
- Themes

Free Materials Available from FC Moves

Stations may request the following items from FC Moves 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)
- Shift Your Ride yard signs (to be given to participants and do not need to be returned)

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 Moves.
- Include Bike to Work Day in your newsletters, mailings and blogs.
- Use Facebook, Instagram, Threads, Nextdoor and other social media to promote Bike to Work Day. FC Moves uses the hashtag #BTWDFoCo to consolidate related posts.
- Include Bike to Work Day in your own branded promotional materials.
- Use FC Moves' 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
- 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 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!
