



# 2016 Station Host Toolkit

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## About Bike to Work Day

2016 will mark the 29<sup>th</sup> annual summer Bike to Work Day in Fort Collins, to be held June 22, and the 10<sup>th</sup> annual winter event, to be held December 14. Bike to Work Day events are fun ways to encourage new bicycling habits and reward existing cyclists, not 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 on-street bike lanes, and a thriving bicycle culture.

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



When planning a station, it can be helpful to remember the major goals of Bike to Work Day, ranked in order to how important participants feel each goal is to the event:

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.

## 2016 Bike to Work Day Details

**Date:** Wednesday, June 22, 2016 (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, low-stress bike routes.

## Commitment

*Each station must commit to the following in order to host a Bike to work day Breakfast Station:*

- ✓ **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/sponsors, and to insure the station is properly assembled on June 22.
- ✓ **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 6:30am to 9:30am 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;
- ✓ **Food, beverages, snacks**, and other incentives should be provided for at least 50-75 people (some stations may require a higher minimum, based on location). When possible, consider healthy options;
  - Stations are welcome to partner with 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 non-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

**Friday, April 8:** Call for Bike to Work Day station hosts is released to the public. Complete the online interest form at <http://www.surveygizmo.com/s3/2701379/2016-Bike-to-Work-Day-Breakfast-Stations>.

**Friday, May 13:** Call for station hosts ends. Complete the online interest form by 5:00pm to participate in Bike to Work Day.

**Friday, May 20:** Station hosts and co-hosts will be notified of their final location and all participating organizations.

**Thursday, June 16:** Pick-up materials from 281 N College Ave (rolling schedule, only one person per station needs to pick-up all materials).

**Wednesday, June 22:** Bike to Work Day from 6:30am to 9:30am!

## 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 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 2016, 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 inefficient.

Participants will be entered into a drawing to win prizes. *If your business would like to donate prizes, please contact FC Bikes.* If your business donates a prize, your company logo will appear on the City of Fort Collins Bike to Work Day website.

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. 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 VERY popular
- 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 50-75 people (some stations may require a higher minimum, based on location);
- 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, though some will be looking to be paired with a station)



- 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

## 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 (Brand new update!)
- Colorado scenic byways maps
- Colorado cycling manual
- Traffic laws 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)

## 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 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 #BTWD 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.





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
- 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. Contact information is provided below.

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**City of Fort Collins**

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**970-416-2628**

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

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