

# 2014

City of Fort Collins

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## [WINTER BIKE TO WORK DAY]

Since 2007, the City of Fort Collins has hosted an Annual Winter Bike to Work Day (WBTWD). As the city grows, along with its number of bicycle enthusiasts, the event continues to evolve in order to meet the needs of the community and attract new riders. Breakfast stations are located all over town to encourage community members to get out and ride their bikes to work, many for the first time. This event is free to the public and there is no fee to host a station.

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## 2014 WINTER BIKE TO WORK DAY BREAKFAST STATION HOST TOOLKIT

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### ABOUT BIKE TO WORK DAY

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The mission of Fort Collins' Bike to Work Day biannual event is to attract new cyclists while rewarding those who already use their bikes to commute to work. We love our bike commuters because not only do improve the community by decreasing traffic congestion and reducing air pollution, they also improve their own physical and mental health.

Bike to Work Day is also an opportunity for local businesses to communicate their commitment to bicycling in our community and at the workplace. The events bring together a diversity of businesses to raise awareness about safe bicycle commuting and the benefits of using two wheels to get to work.

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### GOALS

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- Attract new cyclists
- Encourage the habit of cycling
- Reward existing cyclists
- Highlight businesses that support bicycling

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### DATE

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Winter Bike to Work always lies on the second Wednesday of December.

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*THIS YEAR'S 8TH ANNUAL EVENT WILL BE*

***WEDNESDAY, DECEMBER 10, 2014 FROM 7:00A.M. TO 9:30A.M.***

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### COMMITMENT

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*EACH STATION MUST COMMIT TO THE FOLLOWING IN ORDER TO HOST A BTWD BREAKFAST STATION:*

- Assign 1 person to be the Station Organizer.
  - 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 the day-of.
- Be open to the public.
- Items cannot to be sold at the station.
- Food, beverages, snacks and other incentives (e.g. water, juice, coffee, bars, pastries, bagels and fruit) for at least 25 people (some stations may require a higher minimum, based on location).
- Minimum operating hours of 7:00 a.m. to 9:30 a.m. advertised to the public.
- Easy and safe access for bicycles, preferably on a bike path and not at a major traffic intersection.
- Table or other display space for refreshments, food, giveaways, etc.
- Bicycle racks or a designated space for bicycle parking.
- Trash and recycling receptacles.
- General first aid kit.
- Staff or volunteers to help distribute refreshments, greet and count bicycle commuters.
- Clean-up of your station location.

*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.*

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### IMPORTANT DATES & DEADLINES

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<b>Wednesday, October 29:</b>	Host interest forms DUE!
<b>Wednesday, November 5:</b>	Hosts notified regarding approval.
<b>Thursday, December 4:</b>	Stations to pick up promotional materials from FC Bikes, if interested.
<b>Wednesday, December 10:</b>	WINTER BIKE TO WORK DAY!!

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## 2014 WINTER BIKE TO WORK DAY BREAKFAST STATION HOST TOOLKIT

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### STATION SPONSORSHIPS

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All stations are required to provide their own products. If you wish to seek a sponsor to provide these items, you are welcome to. You may also ask for donations. You can list any sponsors or donors on your station's page on the Bike to Work Day website. Co-hosting with other local businesses allows for friendly collaboration, assistance with costs and more human power to help run each station. In addition, each station has more resources to "go big" with live music, balloons, and creative themes. We want this to be a fun, inclusive event for all involved.

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### NEW: SIGN IN PROCESS

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*This process has changed for 2014:*

Volunteers will be assigned to each station with hand counters to count all participants that attend each station. Instead of print sign-in sheets, participants will be given a card with a website link to complete a post event survey.

To encourage this effort, we are going to host a prize drawing for those who complete the survey. FC Bikes will be seeking donations from local businesses for the prize drawing. Those who donate a prize for the drawing will be listed on the survey card that is passed out at all stations, as well as on the Bike Winter webpage.

We are asking that stations encourage participants to complete the survey as not only will this help us track participation this year and gauge participation for next, we use these numbers to apply for grants so that we can get funds and continue to offer these types of events.

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### BREAKFAST IDEAS

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Each station may choose what to serve for breakfast. Listed below are some ideas:

- Breakfast burritos are a hit!
- Breakfast bars
- Fresh fruit
- Pastries
- Bagels
- Yogurt
- Fruit Parfaits
- Juice
- Tea
- COFFEE!



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## 2014 WINTER BIKE TO WORK DAY BREAKFAST STATION HOST TOOLKIT

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### STATION AMENITIES IDEAS

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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 25 people (some stations may require a higher minimum, based on location)
- Table or other display space for food, drinks and giveaways
- Trash, Recycling and Compost receptacles
- Bicycle parking
- First aid kits

Feel free to make your station unique and have fun alternatives at your station. Here are some fun extras:

- Bike Mechanic
- Seating/tables for participants
- Spaces heaters, heat lamps
- Music
- Games
- Contests
- Themes

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### FREE MATERIALS AVAILABLE FROM FC BIKES

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Stations may request the following items from FC Bikes to hand out at their station. Please let Becky with FC Bikes know how many of each you would like. Materials will be available for pick up on Thursday, December 4 from 10a.m. to 3:00p.m.

- Fort Collins Bike Maps (<http://www.fcgov.com/bicycling/pdf/bike-map-back.pdf>)
- Scenic Byways Maps
- Colorado Cycling Manual (<http://www.coloradodot.info/programs/bikeped/information-for-bicyclists/2008bikemanual.pdf>)
- Traffic Laws Brochure (<http://bicycleambassadorprogram.org/resources/>)
- FC Bikes reflective stickers
- Safe Routes to School Brochure
- Ride Magazine ([http://issuu.com/rmparent/docs/ride\\_2014](http://issuu.com/rmparent/docs/ride_2014))
- Bike to Work Day yard signs (must be returned to FC Bikes)

## PROMOTING THE EVENT

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There are many ways to promote your station and ensure that the community is aware of your efforts. Listed below are some ideas for how to reach out to the local cyclists and promote your station.

- Display posters provided by FC Bikes around your workplace.
- Use newsletters and blogs to distribute digital copy of the poster to employees and business contacts.
- Use Facebook and Twitter to promote your station. See Sample Social Media Schedule below.
- Create your own flyers and branded materials to distribute to coworkers and customers.
- Wayfinding signage to your station
  - FC Bikes will provide 1 WBTWD yard sign to each station to create a unified event message.

Businesses are also encouraged to promote their business at their breakfast station! Listed below are some promotional ideas:

- Banners
- Flags
- Literature
- Stickers
- Water bottles

Listed below are ways that FC Bikes will be promoting the event:

- FC Bikes Website: [www.fcgov.com/bikewinter](http://www.fcgov.com/bikewinter)
- Facebook: “Like” the CITY OF FORT COLLINS, COLORADO for updates
- Twitter: follow the City of Fort Collins at <https://twitter.com/fortcollinsgov>
- Recreator Magazine ad
- Over-the-street banners
- Momentum Newsletter
- News release in local newspaper about a week prior to the event
- Story in November City News, insert distributed with utility bill
- Poster: FC Bikes designs, prints and distributes
- Ride! Magazine

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### SAMPLE SOCIAL MEDIA SCHEDULE

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FC Bikes uses the hashtag #biketoworkday and #FCBikes on Facebook and Twitter. We regularly search that term through Bike Winter and share messages from our partners and hosts. Make it easy for us to find you and help you spread the word!

- **Wednesday, November 12:** 1 month until WBTWD. Remind followers to mark their calendars for 12/10/14 as Winter Bike to Work Day, let them know where your station is going to be and what other businesses will be at your station.
- **Wednesday, November 26:** 2 weeks until WBTWD. Give details on what you are going to have going on at your station and remind followers where you are going to be set up. Send people to the website for a list of stations and map, [www.fcgov.com/bikewinter](http://www.fcgov.com/bikewinter).
- **Monday, November 24:** Remind followers that FC Bikes is hosting a Winter Cycling 101 course and a Guided Winter Ride in the week prior to BTWD to teach folks how to ride in the winter safely and confidently. This is a great opportunity for those cyclists who are a little wary about riding in the cold.
- **Wednesday, December 3:** 1 week until WBTWD. Encourage followers to get a group together and plan their BTWD route. Riding in a group
- **Tuesday, December 9:** Winter Bike to Work Day is tomorrow! Let cyclists know where your station is and what you are serving.
- **Wednesday, December 10:** Today is the Day! Post, tweet, & instagram photos from your booth. #fcbikes