



# BIKE TO WORK DAY

WEDNESDAY, JUNE 25, 2014



## Afternoon Station Toolkit

This toolkit will explain the options available for afternoon stations: Water Aid, Bike Home, and Bike Party. It is designed to supplement the main Station Organizer Toolkit, which contains additional information for all station organizers.

[waytogo.org/biketowork](http://waytogo.org/biketowork)

**waytogo**  
A program of DRCOG



*During my commute I have seen bald eagles, deer, coyotes, beavers, snakes, pelicans, owls and many other amazing things. Sunrises, sunsets, snow-capped mountains and wildflowers have all greeted me on my daily commutes.*

## Afternoon Station Toolkit

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Cactus Bike from Work Bash

*"[Last year] there were no water stations [on my 18 mile ride home]. There are a lot of people that are trying this for the first time. And the temperatures were in the upper 90s this year. I saw so many people having to stop because they were dehydrated and didn't plan for this situation. I suggest you have more sponsors on the main trails and byways in the evening to support all those people."*

*"I really enjoyed my morning ride in, but felt abandoned during the afternoon ride home. It would be great to see more stations in the afternoon, especially serving water."*

*"Suggestion for next year: try to recruit more stations as water sponsors for the afternoon. It was 97 degrees on the trail today, and I saw a lot of new cyclists that weren't prepared. Water stops would help a lot!"*

*"I really enjoyed the downtown party – it was so fun to come together and meet new people who also love riding."*

*"Thank you for Bike to Work Day! It is such a wonderful party atmosphere, especially the evening events! I know so many people who have started riding just because of Bike to Work Day, so it really works! Thank you!"*

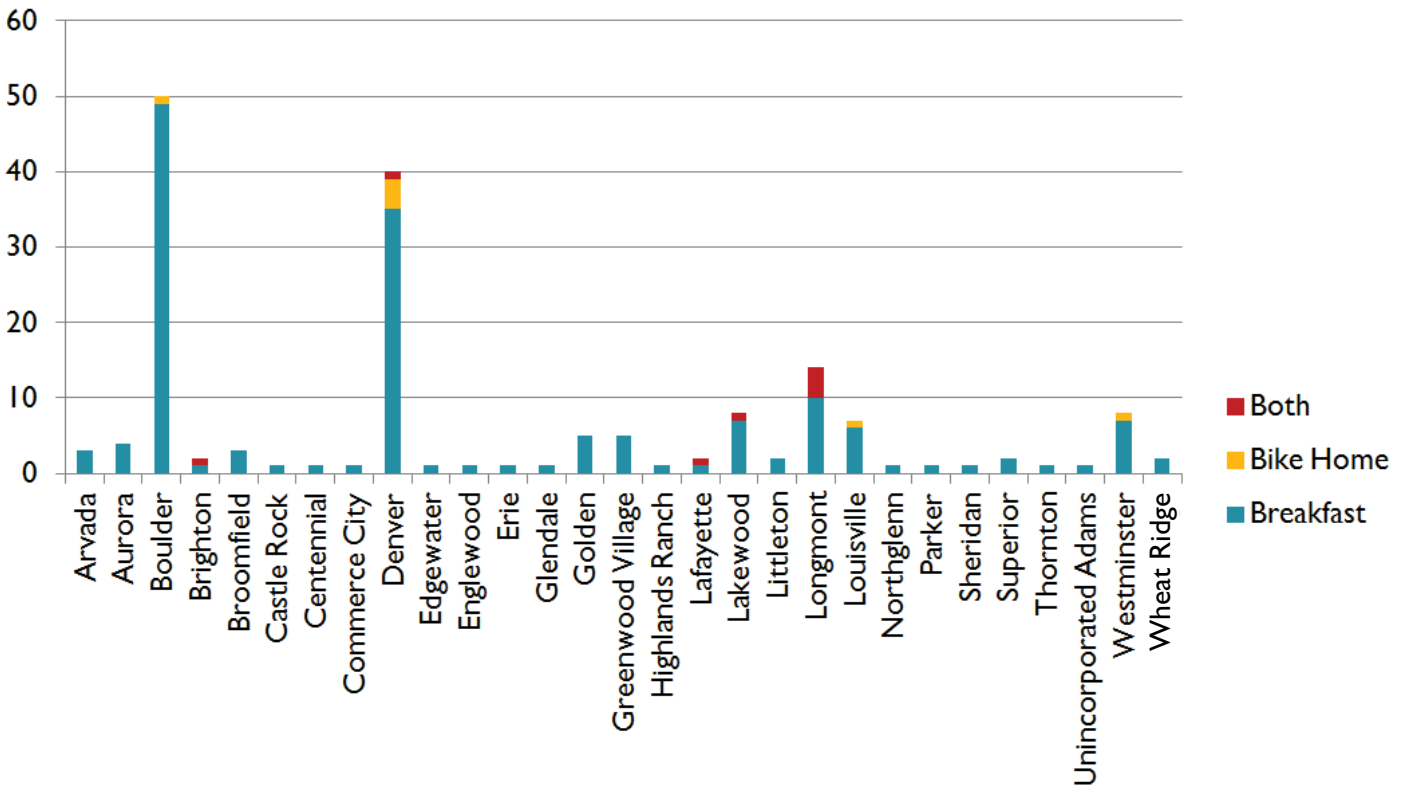
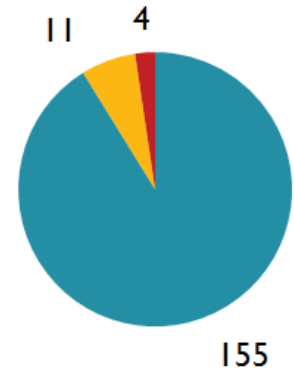


## Stats from 2013

Number of Stations: 170

Number of Bike Home Stations: 15 (8%)

- Breakfast
- Bike Home
- Breakfast & Bike Home



Station Type	Hours	What's Required	Pros
<b>Water Aid</b>	3:00 – 6:00 p.m.	Water	<ul style="list-style-type: none"> <li>Easy and low-resource</li> <li>High gratitude factor</li> <li>Great for trail locations</li> </ul>
<b>Bike Party</b>	5:00 – 7:00 p.m.	<ul style="list-style-type: none"> <li>Party-like atmosphere</li> <li>Free giveaways, activities, or entertainment for riders</li> <li>Food and beverage (not required to be free)</li> </ul>	<ul style="list-style-type: none"> <li>High visibility</li> <li>Community Engagement</li> <li>Great for mixed-use, residential/retail</li> </ul>
<b>Bike Home</b>	4:30 – 6:00 p.m.	Food and Beverage (enough to satisfy)	<ul style="list-style-type: none"> <li>Shorter timeframe</li> <li>Great near employment centers</li> </ul>



*All stations require similar basics – be sure to read the Station Agreement on the Bike to Work Day website carefully when you begin registering your station online.*

## Afternoon Stations: Filling a Need

Historically, Breakfast stations (6:30 – 9:00 a.m.) are the most popular station type, and the only other type of station that Way to Go has facilitated are Bike Home stations. In 2014, for the first time, Way to Go is adding two new station categories: Water Aid and Bike Party. Both of these new station types fill a specific, participant-requested need on Bike to Work Day.

**Water Aid (new):** Way to Go has received numerous requests for water-only stations in the afternoons to help novice riders complete their trips home. These new station types will be open for a more extended time during the afternoon ride home: 3:00 – 6:00 p.m. These stations will only be required to offer water to riders (no food expected). This is to help new riders, who may not be familiar with their route, stay hydrated during their ride home. Ideal Water Aid stations would be located on heavily-used routes, particularly regional trails.

**Bike Party (new):** In recent years, the popularity of “bike parties” has started to rise. Way to Go is encouraging more of these types of events because they offer riders an opportunity to celebrate their successful bike commute and meet other cyclists. Bike Parties are intended to serve local communities, and are open for the afternoon/evening arrival home from around 5:00 – 7:00 p.m. Bike Parties will bring together businesses in a central district to provide a fun end to Bike to Work Day for local bike commuters. Ideal Bike Party stations should be located at central shopping/dining/entertainment areas accessible by bike and close to residential areas.

**Bike Home:** The traditional afternoon station, open for the afternoon ride from 4:30 – 6:00 p.m., this station provides a similar experience to Breakfast stations for the ride home. Bike Home stations are required to provide food and beverage to all riders. They are also open for a shorter timeframe to target commuters on their reverse trip home.

## Station Type: What's Your Best Fit?

Use the checklist below to find out what afternoon station is a good fit for you!

- You won't have the time to solicit many, or any, partners, donors or sponsors for your station.
- You are located in a walkable, pedestrian-friendly area with lots of shopping and dining.
- You are near an office park or other large employment center.
- You have access to a few volunteers.
- You are interested in promoting your location.
- You have easy access to food and drink, particularly snack-type food.
- Your brand is not location-based.
- You can obtain significant sponsorship money you can use to coordinate an event.
- You have experience setting up a Breakfast station and find it easy to get the items you need.
- You do not have substantial cash or product resources, but still want to encourage biking.
- You are well connected to retailers at a specific location, or have organized location-specific events in the past.

If you selected mostly blue statements, your best fit is a Water Aid station. A Water Aid station is low-resource, but will provide good visibility and a high gratitude factor.

If you selected mostly red statements, your best fit is a Bike Party station. A Bike Party station will leverage your location and retail connections to provide a fun, party-like atmosphere for cyclists, as well as promoting your location.

If you selected mostly green statements, your best fit is a Bike Home station. A Bike Home station provides riders with a snack and drink to refuel during their bike commute home.

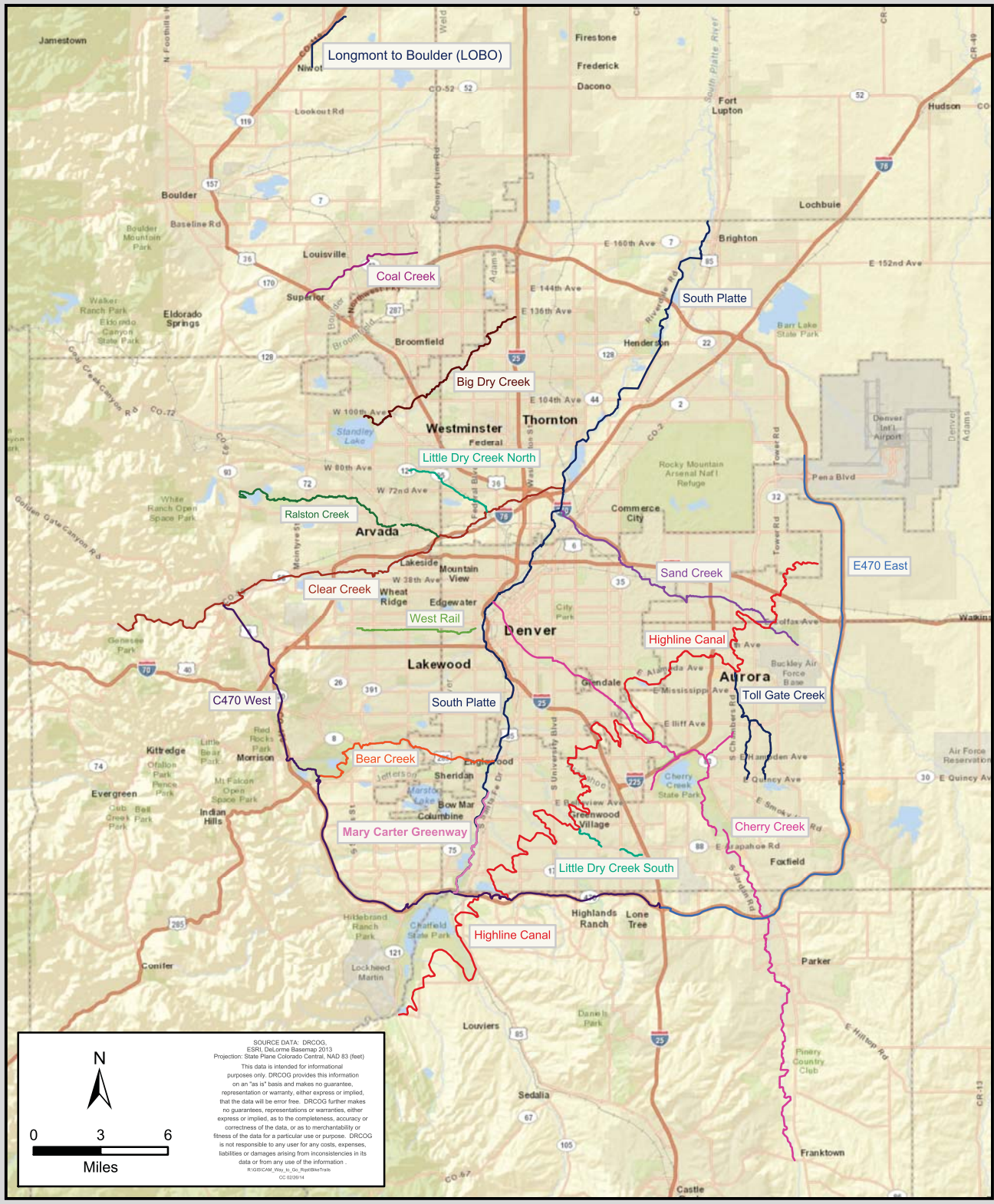


Boulder Bike from  
Work Celebration

## Major Bike Trails



Way to Go is a program of the Denver Regional Council of Governments





## Water Aid Station:

If you are interested in hosting a Water Aid station, here are some things for you to consider.

**Location:** Water Aid stations should be located on a well-used route. The average Bike to Work Day participant rides almost 10 miles, so most participants will use a trail route on Bike to Work Day. There are many regional trails that are very popular on Bike to Work Day, as seen on the map. Try picking a location where two trails intersect for maximum benefit.

**Offerings:** Water Aid stations are only required to offer water, and riders may want to refill their bottles, so be sure you have enough. For an added treat, try to keep your water ice cold. You can even infuse your water with fruit, herbs, etc. for added refreshment!

**Set-up:** Water Aid stations are required to have the same set-up as other stations, as outlined in the Station Organizer Agreement. **Volunteers:** Make sure that you have a few volunteers on hand to help with set-up, and for greeting riders who stop. Because this is a three-hour commitment, try to have enough volunteers so that you can break the time into shifts.

**Wayfinding:** Use encouraging wayfinding along the trail to alert riders to your upcoming stop. Place the wayfinding a half-mile or mile down the trail to alert riders and encourage them to keep riding.

**Waste and Recycling:** Although Water Aid stations likely won't create a lot of waste, be sure to have a waste receptacle ready for riders. If you are using bottled water, be sure to include a container for recycling these bottles to keep Bike to Work Day a green event.





## Bike Parking Lessons - Stapleton Area TMA:

Stapleton Area Transportation Management Association is a local non-profit that encourages people to walk and ride instead of driving within the community. In order to encourage patrons to ride a bike to local farmers' market events during the summer, Stapleton Area TMA provides supervised bike parking. They have seen great success with their bike parking strategy, and they have some great lessons to share!

- **Start with a Rules and Guidelines document** – make sure that participants understand how the parking will work (the hours, if locks are required, if the bike parking will be “supervised,” etc.). Once you have your rules, make sure it is printed and visible to all participants who use your bike parking. One tip from Stapleton Area TMA: require all participants to claim their bike 30 minutes before the event officially ends.
- **Find an area large enough to accommodate the bikes you expect.** To help visualize what you'll need, six bikes can typically be parked in one car space.
- **Create a perimeter.** While fencing can be rented from party supply companies, or negotiated with property managers, you can also use orange rollable plastic fencing, or even “police” tape. Be creative with how you define your space.
- **Provide a check-in table with a tent to keep your volunteers in the shade.** Your tent can help promote your brand during the event.
- **Have 2-3 volunteers the entire time.** That way, multiple bicyclists can be helped, while someone is also able to keep an eye on bikes at all times.
- **Ask participants to park their own bikes.** That way, you don't incur liability for handling someone else's bike, and it also makes check out much smoother, as participants already know where to find their bike.
- **Provide a claim ticket to participants when they leave their bike** to verify that the bike's owner is walking away with the correct bike.
- **Use bicycle check in to your advantage** – talk to participants about your event, your organization, or use their time to have them complete a survey. You are providing a service, so be sure that you leverage participants' gratitude in your favor!



## Bike Party Station

If you are interested in hosting a Bike Party station, here are some ideas to get you started. Also, take some time to review the “stories” of the three bike parties in the region from last year!

**Location:** Bike Parties should be located in mixed-use retail/residential areas. Choose the central location for check-in, bike parking, etc. carefully – ensure that there is space for bike parking, and easy access for bikes.

**Coordination:** As soon as you start thinking about hosting a Bike Party, start working to form an informal committee. This committee should include property managers, retail owners or managers, and volunteers. This group will form the backbone of your Bike Party.

**Set-up:** Bike Party stations are required to have the same basic set-up as other stations, as outlined in the Station Organizer Agreement.

**Bike Parking:** Consider the number of participants you will expect if your event is successful, and be sure that there will be enough parking for all bikes. See Stapleton Area Transportation Management Association's story about their bike parking program.

**Waste and Recycling:** Be sure to have multiple waste and recycling (and even composting) receptacles available to keep Bike to Work Day a green event.

**Offerings and Entertainment:** Bike Parties will be based in unique community contexts, so there is not a template for what will be the right fit for every station. Included in the following pages are stories of three Bike Parties from 2013. Reviewing these stories may provide more context for your Bike Party about what you can accomplish.





## Story:

### Cactus Bike from Work Bash

#### Overview

The annual Cactus Bike From Work Bash is an afternoon/evening bicycle encouragement celebration held every June on the State of Colorado's official "Bike to Work" day—fourth Wednesday of the month.

The Cactus Bike from Work Bash brings together bike lovers from across Denver's metro area to celebrate bike culture and raise money for BikeDenver. For five years, built bigger by each year's success, Bike From Work Bash is an evening of two-wheeled delight at the Cactus offices (15th & Little Raven)—a perfect stop for commuters, located next to Confluence Park, the Platte River and Cherry Creek trails, and just minutes from Union Station. The event regularly features food trucks, door prizes, free beer (Boulder Beer), entertainment and a chance to party with Denver's diverse bike community while supporting the work of BikeDenver.

The Cactus Bike From Work Bash is a unique community event with a simple philosophy: have fun, promote a healthy lifestyle, support the environment, and build relationships within the community. While the event is free, partygoers are encouraged to show a little love by donating a few bucks to BikeDenver.

#### How it Started

The inaugural Cactus Bike from Work Bash began from a collaborative group of partners and sponsors interested in creating "a party to keep the bike movement rolling." The creation and continued presence of this event has inspired and helped raise Denver's bicycling profile for five years now (2009 – 2013).

June 23, 2010	Bicycles Parked: 900	Attendance: 1,200
June 22, 2011	Bicycles Parked: 900	Attendance: 2,000
June 27, 2012	Bicycles Parked: 1,451	Attendance: 2,000
June 26, 2013	Bicycles Parked: 1,200	Attendance: 4,000

## Major Players

Primal Wear

Gates Carbon Drive

Boulder Beer

Centro

Billups Worldwide

National Print Group Inc.

Bicycle Village

Pandora Internet Radio

Alchemy Bicycle Co.

The Denver Egotist

The Cyclist-Lawyer

D&K Printing

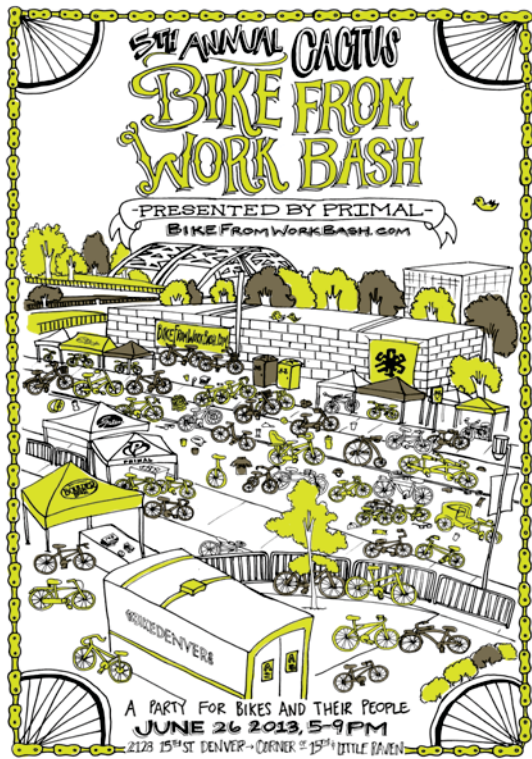
### Offerings

The 2013 Bike from Work Bash included local food trucks, door prizes (like merchandise, apparel & bicycle giveaways), free beer courtesy Boulder Beer, free/supervised event bicycle parking corral, free bicycle tune-ups, bicycle demos by Gates Carbon Drive, BikeDenver & Primal apparel/merchandise, and a VIP Lounge with a private bar (includes beer/wine spirits), restrooms, & catered food.

### Entertainment

Entertainment will vary from year to year but has included DJs, live bands, and Pandora streaming.





## Marketing Efforts

Cactus took a lead on promotional artwork and marketing efforts (many can be found at <http://bikefromworkbash.com/>). All involved partners/sponsors displayed Cactus Bike From Work Bash posters at their businesses.

Cactus and Gates in particular displayed promotional posters and banners inside and outside offices located along 15th street (Cactus - 15th & Little Raven & Gates - 15th & Wewatta). This meant that event promotion was highly visible to both east- and west-bound 15th Street commuters.

The event was promoted heavily using social media, especially with event videos.

Finally, the event is featured as a listed station on the Bike to Work Day website.



## Event Goal

To bring together bicycle lovers from across Denver's metro area to celebrate bike culture and raise money for BikeDenver.

The Cactus Bike from Work Bash is a unique community event with a simple philosophy: have fun, promote a healthy lifestyle, support the environment, and build relationships within the community.

## Contact

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*BikeDenver is Denver's bicycle advocacy organization and the leading non-profit to promote and encourage bicycling as an energy efficient, non-polluting, healthy and enjoyable transportation alternative in and around Denver.*

## Additional Links

<http://bikefromworkbash.com/>

<https://www.facebook.com/events/123146924377696/>

<http://www.cactusdenver.com/>

<https://www.facebook.com/CactusDenver>





# BIKE *From* WORK *Celebration & Competition*



## Story:

### Boulder Bike from Work Celebration

#### How it Started

In past years, Boulder Transportation Connections (BTC), formerly Boulder East, had hosted a lunchtime relay event in East Boulder. This event was originally hosted by Corden Pharma and BTC became a co-host after the event had been happening for about 5 years. After its 10th year in 2010, those involved with planning the event decided it was the last year until more funding became available. With the partnership CMAQ grant, we brought this event back in 2012.

When BTC decided to change its name, one of the board members suggested moving the Eggless Relay to a more central location. We then discussed how there is a party at the end of Bike to Work Day in Denver. Through that conversation, staff and the board decided to make a larger event to celebrate Bike to Work Day and the end of Walk and Bike month. We also figured out that this could be a better way of holding a transportation fair.

Through working with the marketing firm and Walk and Bike month coordinators (Community Cycles), we came up with the name "Bike From Work Day" and the Eggless Relay became one of the entertainment options. In future years, we might choose a different name that includes walking since it is an event for walking and biking at the end of Walk and Bike month in Boulder.



## Major Players

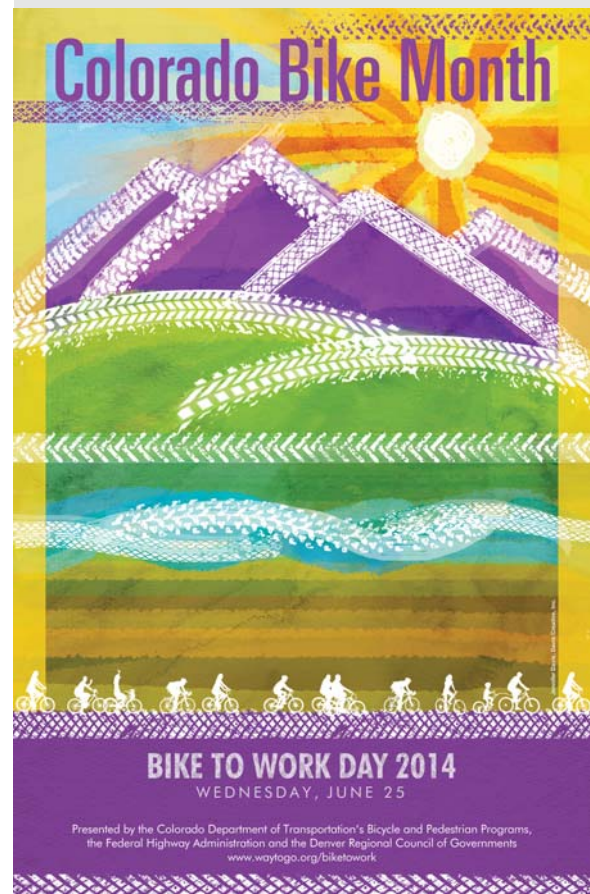
Coordinated by **Boulder Transportation Connections**

- GO Boulder/City of Boulder – promotion
- Community Cycles – promotion and coordination, volunteers
- Boulder B-cycle – prize donations, Bike Repair and B-cycles
- Digital Entertainment – DJ services
- Twenty Ninth Street – set up & facilities
- Way to Go – Regional partner
- Performance Bicycle – Bike Repair Station
- Green Guru – prize drawing & volunteer
- Larabar – Food donation
- Food Should Taste Good – Food donation
- YogaPod – Free month pass prizes
- Boulder Beer – Gift certificate prizes
- International Mountain Bicycling Association (IMBA) – bike seat cover prizes
- Illegal Pete's – gift card prizes
- Cat Eye – bike light prizes
- Endurance Conspiracy – t-shirts
- Polar Bottle – bottles
- BVSD – bike rodeo
- University Cycles – Helmet rental
- eGo CarShare – Volunteers
- E Source - Volunteers
- Markit - Volunteers
- Boulder Chamber – MC

Beer Bingo Supporters: Boulder Beer, Avery, Upslope, FATE, Twisted Pine

## Offerings & Entertainment

We had vendor tents (see full list on next page) with “Beer Bingo” as an incentive to encourage people to meet with each vendor; a Bike Rodeo for kids (borrowed from BVSD and Community Cycles helped set it up and run it); Kids Tent with Facepainting, Way to Go coloring books, and bubbles; Music provided by a DJ; three Food Trucks; and the Eggless Relay! For the Eggless Relay, teams signed up in advance. Teams had to weave between cones on bikes or by speed walking while balancing a plastic egg on a spoon. (The egg has exactly 5 skittles to keep it weighted down.)





## Vendors:

- |                        |                      |
|------------------------|----------------------|
| 36 Commuting Solutions | Eggless Relay Info   |
| Boulder B-cycle        | Kids Activities      |
| Boulder County         | Giggling Greek       |
| Boulder Nites Classic  | Green Guru           |
| BTC                    | Performance Bicycles |
| City of Boulder        | Runa Tea             |
| Colorado HealthOP      | Sunglass Hut         |
| Community Cycles       | Verde                |
| CU                     | vRide & VanGo        |
| Digital Entertainment  | Wandering Cow        |
| Daily Camera           | YellowScene          |
| eGo CarShare           | YogaPod              |

## Marketing Efforts

We utilized the same marketing/design company (Pivot Communications) that Community Cycles was using to promote Walk and Bike Month. Thus, the branding for our event matched the branding for Walk and Bike Month's marketing. We were also included in all of the Walk and Bike Month materials for events during the month.

At the Boulder 360 Ride, a kickoff event for Walk & Bike month, we handed out cards with information about the event. This card doubled as an entry card for a drawing that we were holding at the event. This gave people a reason to hold onto the cards. We had a similar card that was promoting breakfast stations on one side and our event on the other.

We used the same drawing entry card as a hand out at breakfast stations. We attached a bike pin to the cards so that people were more likely to take them.

## Event Goal

To gain visibility for our new name and services. We switched our boundaries from an area in just East Boulder to city-wide six months prior, and at that point officially changed our name to Boulder Transportation Connections.

To provide residents and employees in Boulder with a fun event that promoted all modes of transportation. Many of our vendors were promoting different modes and sustainability options.

In other words, to show that non-SOV modes of transportation can be fun!

## Contact

**Amy Breunissen, Boulder Transportation Connections**

amy@bouldertc.org

303-728-4568

**WEDNESDAY, JUNE 26**  
BOULDER, COLORADO

# BIKE TO WORK

*From*  
**WORK**  
*Celebration & Competition*

Close out Bike to Work Day at a fun-filled outdoor evening of friendly competition & social activities.

**4:30 - 7 P.M.**  
**TWENTY NINTH STREET**

**12<sup>th</sup> ANNUAL COMPETITION**  
**EGGLESS TEAM RELAY RACE**  
•Best costume & team name •Most spirited •Fastest

**KIDS' BICYCLE OBSTACLE COURSE**

**CELEBRATION**  
•Music •Food trucks •Ice Cream  
•Bike repair station •Prize drawings all night!

THIS ZERO-WASTE EVENT HAS BEEN COORDINATED BY:

**btc**  
BOULDER TRANSPORTATION CONNECTIONS

Volunteer or register a team at:  
**BoulderTC.org**



## Story:

### Bike to Dinner at the Orchard Town Center

#### How it Started

Smart Commute Metro North (SCMN), a Transportation Management Association (TMA) in the north metro area, was looking for the opportunity to add a Bike to Work Day activity in our service area. The Orchard Town Center has numerous community events planned throughout the year and draws in a lot of people. It is a retail center with a large number of employers and is adjacent to both single family housing to the west and multi-family housing (targeted to younger active adults) to the north. Also adjacent to the Town Center is a very popular Life Time Fitness, and the region has a good network of trails in and around the location. SCMN is officed within the Town Center so staffing an event there seemed a good fit. Because there are no large employers in our vicinity, we thought targeting an after work bike home event would be a more successful endeavor.

#### Major Players

Our partners were the Orchard Town Center ownership and management company Forest City. We worked directly with the onsite marketing director. REI provided a bike tech at our check in station and over half the restaurants participated in discounted meals for cyclists.

#### Offerings

SCMN gave away neon bike pins to identify participants showing up at the participating restaurants. We had a drawing for several giveaways like water bottles and lighted slap wraps, restaurant gift cards, and Starbucks gift cards. Restaurants gave discounts or something free (dessert/appetizer) to participants. REI provided an onsite bike tech who gave tune ups and REI coupons.

The Orchard Town Center gave out Orchards Farmers' Market jute carry bags, merchants discount coupons, earbuds, and the first 50 people got a \$10 gift card to the Orchard.

## Entertainment

No entertainment other than what already exists at the Town Center; a kids free circulator train ride and a water jet play area adjacent to our check-in table.

## Marketing Efforts

We registered our event on the Bike to Work Day website. We put info cards out in every retail/restaurant location that would allow us. The info card had the Bike to Work Day graphic on the front and a list of our participating restaurants and offerings on the back. The Orchard Town Center sent out e-blasts to its merchants and Facebook announcements to thousands of their followers.

## Event Goal

We had hoped for 50 participants but only had about 22. We had hoped to target families to participate together but we weren't clear enough in our outreach efforts so only had adult participants.

## Observations/Lessons Learned

This type of event needs early planning and buy-in from the mall management. While they were a good partner, the initial outreach, buy in and follow up lands with the organizer. It's fairly time consuming.

We needed a better marketing scheme and to rely less on management. We were constrained by restrictions on flyers on cars in the parking lots or notices on their public kiosks.

We will need to be better at providing way finding information. Because the Town Center has a large footprint, cyclists had a hard time finding our check in location.

## Contact

**Karen Stuart, Smart Commute Metro North**

[Karen.stuart@smartcommutemetronorth.org](mailto:Karen.stuart@smartcommutemetronorth.org)

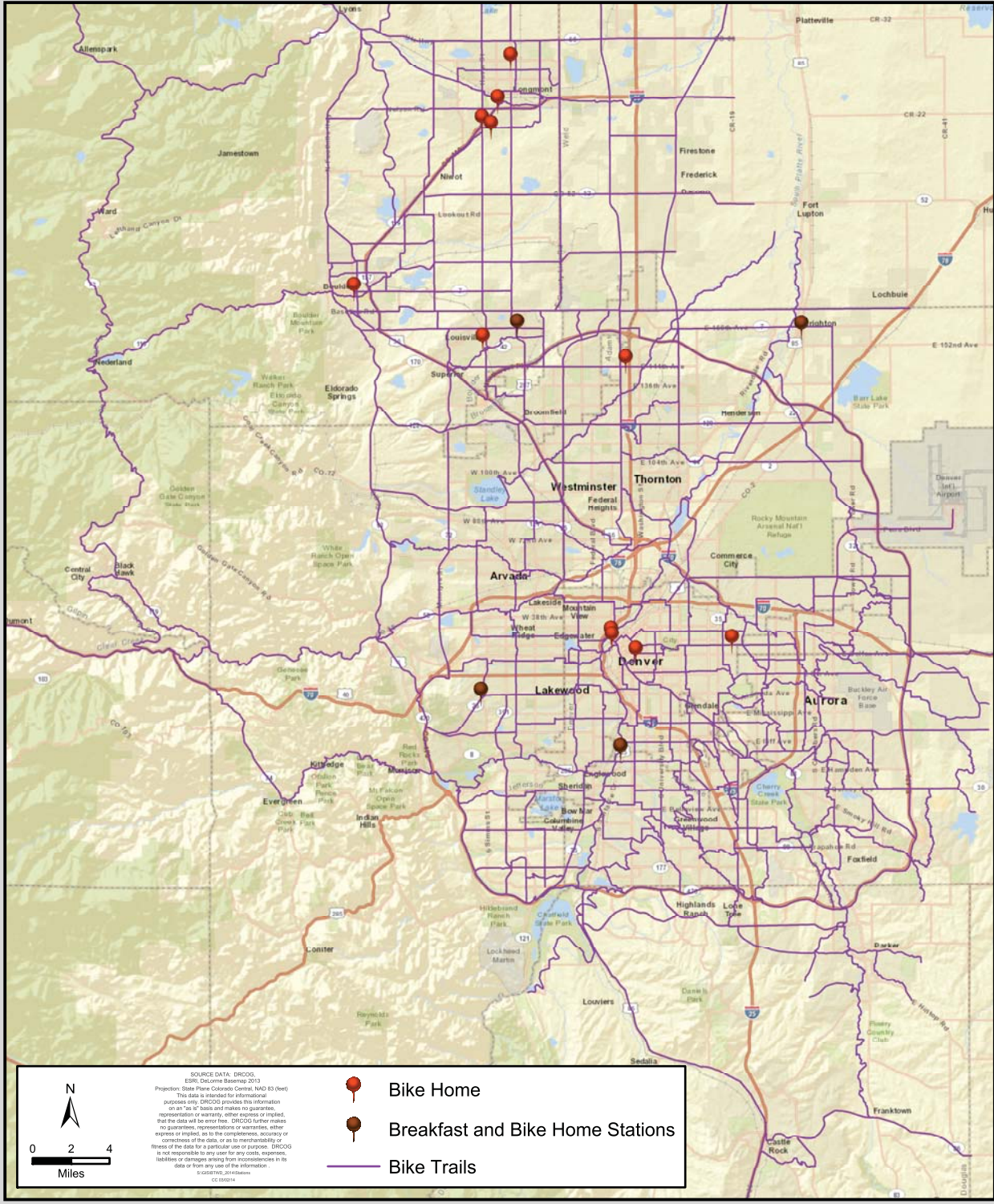
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## Bike to Work Day 2013 Bike Home Stations



Way to Go is a program of the Denver Regional Council of Governments



SOURCE DATA: DRCOG, ESRI, Ordnance Survey 2013  
Projection: State Plane Colorado Central, NAD 83 (feet)  
This data is intended for informational purposes only. DRCOG provides this information as best as it can and makes no guarantee, representation or warranty, either expressed or implied, that the data will be error free. DRCOG further makes no guarantee, representation or warranty, either expressed or implied, as to the completeness, accuracy or consistency of the data, or as to the merchantability of the data for a particular use or purpose. DRCOG is not responsible to any user for any costs, expenses, liabilities or damages arising from inaccuracies in its data or from any use of the information.  
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-  Bike Home
-  Breakfast and Bike Home Stations
-  Bike Trails

## Bike Home Station

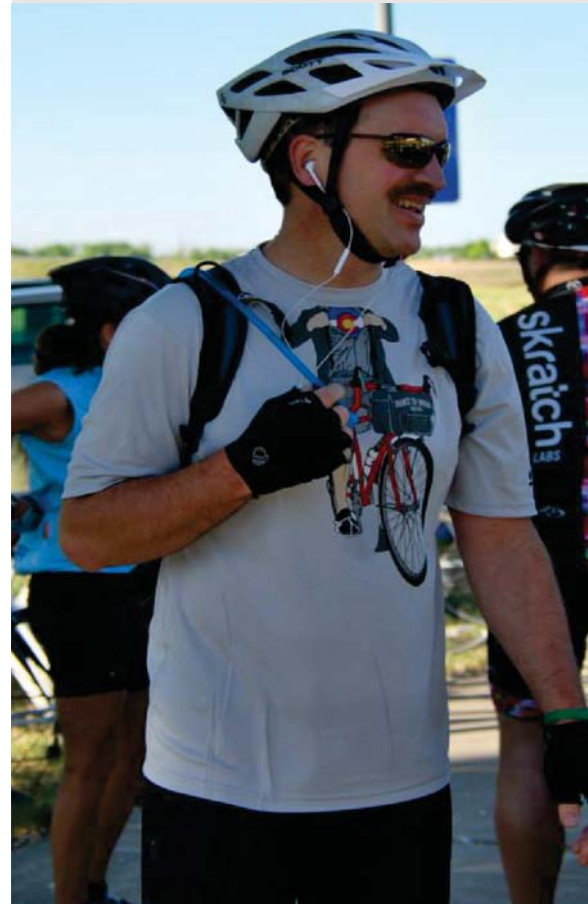
The traditional afternoon station, Bike Home stations provide food and beverage to help riders complete their bike commute home.

**Location:** Bike Home stations are best when located near high-employment centers to provide food/drink to riders at the beginning of their ride home.

**Offerings:** Bike Home stations are required to provide food and beverage for riders who stop by. Many Bike Home stations provide snack-type foods, fruit, and bars to riders.

**Set-up:** Bike Home stations are required to have the same set-up as other stations, as outlined in the Station Organizer Agreement.

**Waste and Recycling:** Although Water Aid stations likely won't create a lot of waste, be sure to have a waste receptacle ready for riders. If you are using bottled water, be sure to include a container for recycling these bottles to keep Bike to Work Day a green event.





## 2014 STAR Stations will receive:

- 2014 STAR Station designation for their 2015 Bike to Work Day station.
- Support from the Way to Go team for their 2015 station (like food/beverage donations, prize donations, help with marketing, volunteers, etc.). Support will be negotiated prior to 2015 Bike to Work Day.
- Recognition on Way to Go social media, and potentially other sources as well.
- Prizes!

## STAR Station Competition

### Remember: You Are Competing!

The 2014 STAR Station competition will allow station organizers to compete with each other for the title of "STAR Station." STAR Stations will be recognized in two categories:

**Best Rank on the Bike to Work Day Website.** Stations with the best average rank will receive 2014 STAR Station designation and prizes. In the event of a tie, the station with the most votes total will win. Note: Way to Go may honor more than one winner in this category, recognizing that stations that receive fewer visitors due to location are still putting in substantial effort and should be recognized. Designating additional winners will be at the sole discretion of Way to Go according to the spirit of this event and competition.

**Best Station Photo.** All stations are encouraged to submit photos of their stations, participants, etc. The Way to Go team will judge this contest and will select a winner or winners to recognize organizers who put in extra effort to support the spirit of the event. All photos must be submitted to [btwd@drcog.org](mailto:btwd@drcog.org) to be eligible.

**Be competitive!** Designate a volunteer to specifically talk to riders and ask them to support your station by voting for it. Either collect email addresses so you can send out a reminder (and link) for riders to vote for your station, or distribute a reminder to riders to vote for your station when they arrive at work. Remember that riders will need to register for Bike to Work Day as participants in order to vote for your station.

## Thank You!

We appreciate your time and consideration of this opportunity. If you have any questions or require more information, please let us know: [btwd@drcog.org](mailto:btwd@drcog.org)