



# BIKE TO WORK DAY

WEDNESDAY, JUNE 25, 2014



## Expert Organizer Tips



These tips, designed for experienced Bike to Work Day station organizers, include new ideas to increase the successes of veteran Bike to Work Day stations.

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

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***You're a savvy Bike to Work Day organizer, able to pull together food, drink and fun for your station. Are you ready to revamp your station? Try some of these ideas on for size!***

### **Try a Theme**

Consider organizing your station around a theme. Think about a theme that would support your organization, brand or other goal for the event. For instance, Colorado Proud, a program of the Colorado Department of Agriculture, promotes local food at their station, and decorates their station area to promote this theme. Their theme increases the effectiveness of their marketing, and also makes the station more memorable. Featured on cover page photo.

### **Host a Contest**

Try promoting a contest at your station to engage with riders. The contest you select can reinforce your station goals, or can simply just increase your fun factor. Some examples: Promoting helmets? Try hosting a helmet-decorating contest at your station. Promoting a brand? Host a photo-contest at your stations with brand-related items to pose with. Promoting a product? Host a Haiku contest, asking riders to write a haiku about your product after they have sampled it.

### **Invite a Bigwig**

Invite a local politician, CEO, or other prominent individual to ride to your station on Bike to Work Day. Think about the person you would select, and why you would like them to ride to the event. Depending upon whether you want to include a like-minded figure, or showcase cycling to someone who is skeptical, getting the attention of a bigwig is a great goal to set for your station. If you get interest, try to work with a local reporter to cover your station on Bike to Work Day and promote this prominent visit.

### **Provide Entertainment**

Bike to Work Day often means an early start to the day for riders. Try booking a local musician or artist to provide entertainment and atmosphere at your station. Also try to plan for creative activities – stretching demonstrations, games, interactive vendors can all provide more engagement at your station.

### **Use Encouraging Wayfinding**

Plan your wayfinding strategy to increase your visibility on Bike to Work Day. Review the possible routes to find your station, and identify the major routes. Plan wayfinding on these routes to alert riders that they are on their way to your station, and to provide encouragement, for instance: “ACME Breakfast Station – 50 calories away!” “ACME Breakfast Station – you’ve earned a popsicle in calories! Keep riding!” Be sure to photograph your encouraging wayfinding signage and share with Way to Go!

### **Provide Praise**

Praise and encouragement are important to help someone feel good about their decision to Bike to Work. Distribute “I Biked” stickers (templates available on the Bike to Work Day website for printing) so riders can enjoy some recognition for their hard work once they are in the office.

### **Expand to the Afternoon**

In 2014, Way to Go is launching two new afternoon categories to further support riders: Bike Party and Water Aid. Why not try organizing one of these new station types? See the “Afternoon Station Toolkit” for more information.