



BIKE TO WORK DAY

WEDNESDAY, JUNE 25, 2014



Station Organizer Toolkit

This toolkit will guide station organizers through the process of planning their station, soliciting their station, and marketing their station in order to make Bike to Work Day a successful and impactful event.

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.

Station Organizer Toolkit

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FAQs

What is the purpose of Bike to Work Day?

Bike to Work Day is a statewide endeavor to provide a fun, encouraging, and enticing day for people to try a bike commute. In the Denver region, about one-third of Bike to Work Day participants are first-time bike commuters. Bike to Work Day is an opportunity for these first-time bike commuters to try biking to work as part of a large, positive and supportive event. In follow-up surveys, roughly 53 percent of all Bike to Work Day participants bike to work more frequently than before, resulting in about 2.5 million miles not driven by Single Occupant Vehicle (SOV) in the months following Bike to Work Day. This has an impact on regional air quality, health, and traffic congestion.

What role do Bike to Work Day Stations play on Bike to Work Day?

Stations are the visible “face” of Bike to Work Day. All stations are organized by volunteers, staffed by volunteers, and supplied by volunteers. Providing riders with free food and drink, the occasional bandage, and plenty of smiles is a great way to show support for bike transportation.

What is Way to Go?

Way to Go is a non-profit organization that provides real-life solutions to help commuters save money, experience less stress, and save time, so they can focus more on the things they enjoy. Our programs successfully serve as a catalyst for change, encouraging people to try a new approach to commuting. Way to Go is a program of the Denver Regional Council of Governments. Way to Go works with commuters and employers to help individuals understand their commute options other than Single Occupant Vehicle (SOV). Way to Go challenges commuters to Stop Being An SOV by riding transit, teleworking, biking, carpooling, vanpooling and walking.

How is Way to Go involved in Bike to Work Day?

Way to Go organizes Bike to Work Day for the Denver metro area. Way to Go advertises the event to increase participation. Way to Go also hosts the Bike to Work Day website, which handles event registration, provides an interface for station Organizers to promote their stations, and provides print-ready materials for organizers. Way to Go provides guidance to station Organizers in order to maximize the benefits of Bike to Work Day for a particular business or organization.



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What would you say to a business that was considering organizing a station?

In the words of other organizers:

“Do it.; it’s fun and a great way to promote your business to cyclists!”

“It is a good way to get people started on a bike commuting life style and many of the participants become loyal customers.”

“Start planning earlier than you think, identify and handle logistical issues prior to event (e.g. additional bike traffic, day-long bike security, dress code compromises, ideal station location, etc.), and take advantage of the DRCOG resources (e.g. marketing materials, monthly meetings).”

“Have knowledgeable people staff your booth that can answer questions and engage bike riders.”

Why should you organize a Bike to Work Day Station?

Bike to Work Day is an opportunity to promote your business and connect your brand with a positive, healthy, community-oriented event. Bike to Work Day stations are organized by volunteers, and Way to Go encourages station Organizers to use the positive effects of this event to promote their businesses, support their communities, and gain visibility. Although product and services-for-fee are prohibited on Bike to Work Day, many businesses use their stations to sample new products and services, provide coupons to participants to return to their business, explain their organization and brand, and more.

Why did you organize a Bike to Work Day Station?

In the words of other Organizers:

“We hosted a station to not only draw attention to the services we provide, but to also support those taking part in Bike to Work Day. The event ties closely with our sustainability goals, which include reducing greenhouse gas emissions, so the more we can do to support people getting out of their cars and leading healthier lifestyles the better.”

“To support our staff and to demonstrate support for the health of the community that we serve.”

“I think it’s important to participate in community events that promote sustainability. I also feel that it is good marketing for my company. Our goals were to connect with new, like-minded people and for them to have fun at our station.”

“I enjoy greeting and cheering the riders on. What they are doing is great and the better time they have maybe the more they will ride to work.”

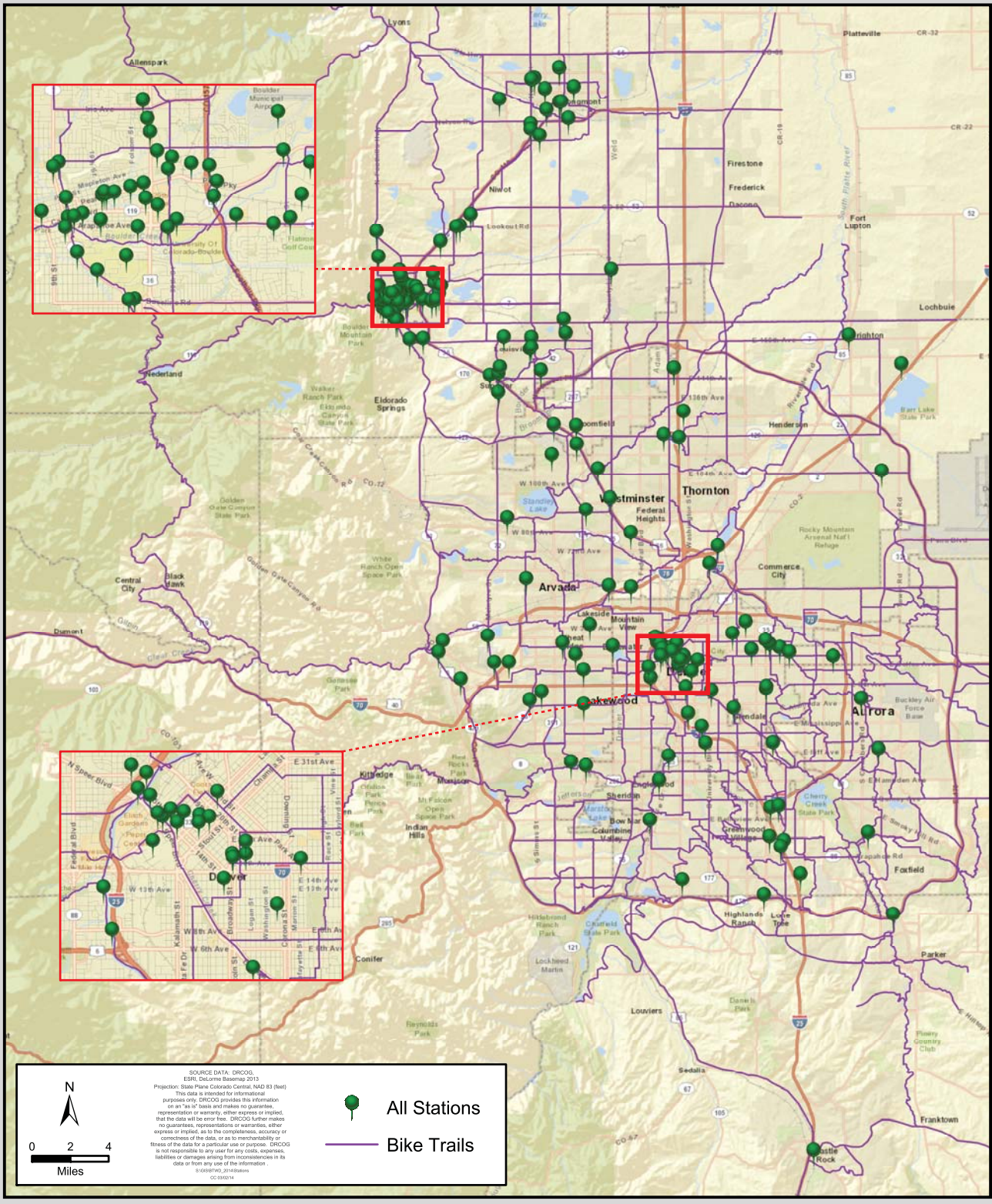
“We wanted the exposure the event would provide. Our shop is near the Clear Creek Trail and the venue worked out great.”

“We have a long history of supporting the cycling community, and we have a wonderful location in which to do so (right on the bike path). It is crucial that we do all that is needed to support people choosing to integrate cycling into their daily routine, and offer support and education to those just starting out. This also makes sense because Denver is a wonderful cycling city, and we need to further reinforce that by our efforts with supporting the cycling community.”

Bike to Work Day 2013 Stations



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





Stats from 2013

85 percent of our participants have received either a four-year college or graduate degree.

More than two-thirds of our participants (69 percent) have annual household incomes of at least \$50,000: 39 percent reported a household income of \$100,000 or more, and an additional 30 percent reported a household income between \$50,000 and \$100,000.

27 percent of our participants are 18-34; 27 percent are 35-44; 28 are 45-54; 15 percent are 55-64; and 3 percent are 65 and older.

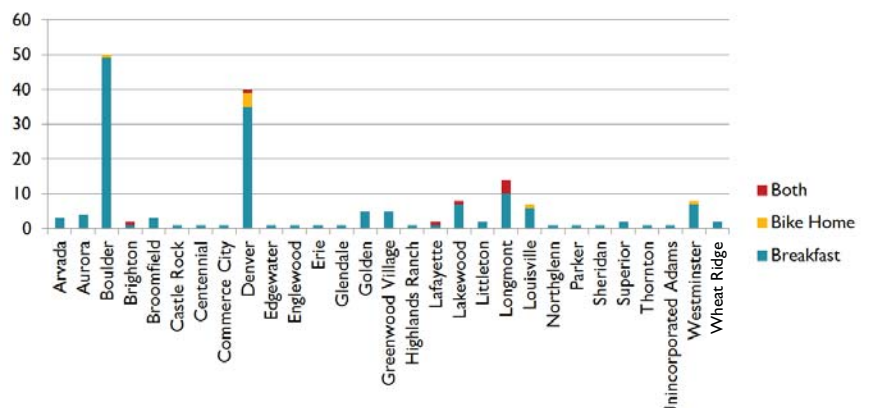
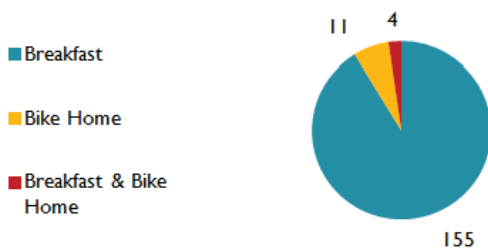
60 percent of our participants are male; 40 percent are female. 100 percent are employed and 83 percent reported their position is professional or managerial.

78 percent indicated they had participated in Bike to Work Day the previous year.

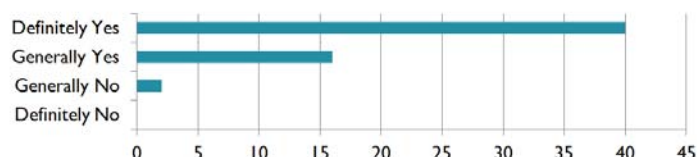
33 percent indicated they had participated in Bike to Work Day for five years or more, including the current year.

The average participant biked 9.3 miles, one way.

Number of Stations: 170



Was organizing a Bike to Work Day Station a good investment of resources? *In the opinion of other Organizers:*



Organizer Checklist

On the following pages, each “check mark” is explained in further detail.

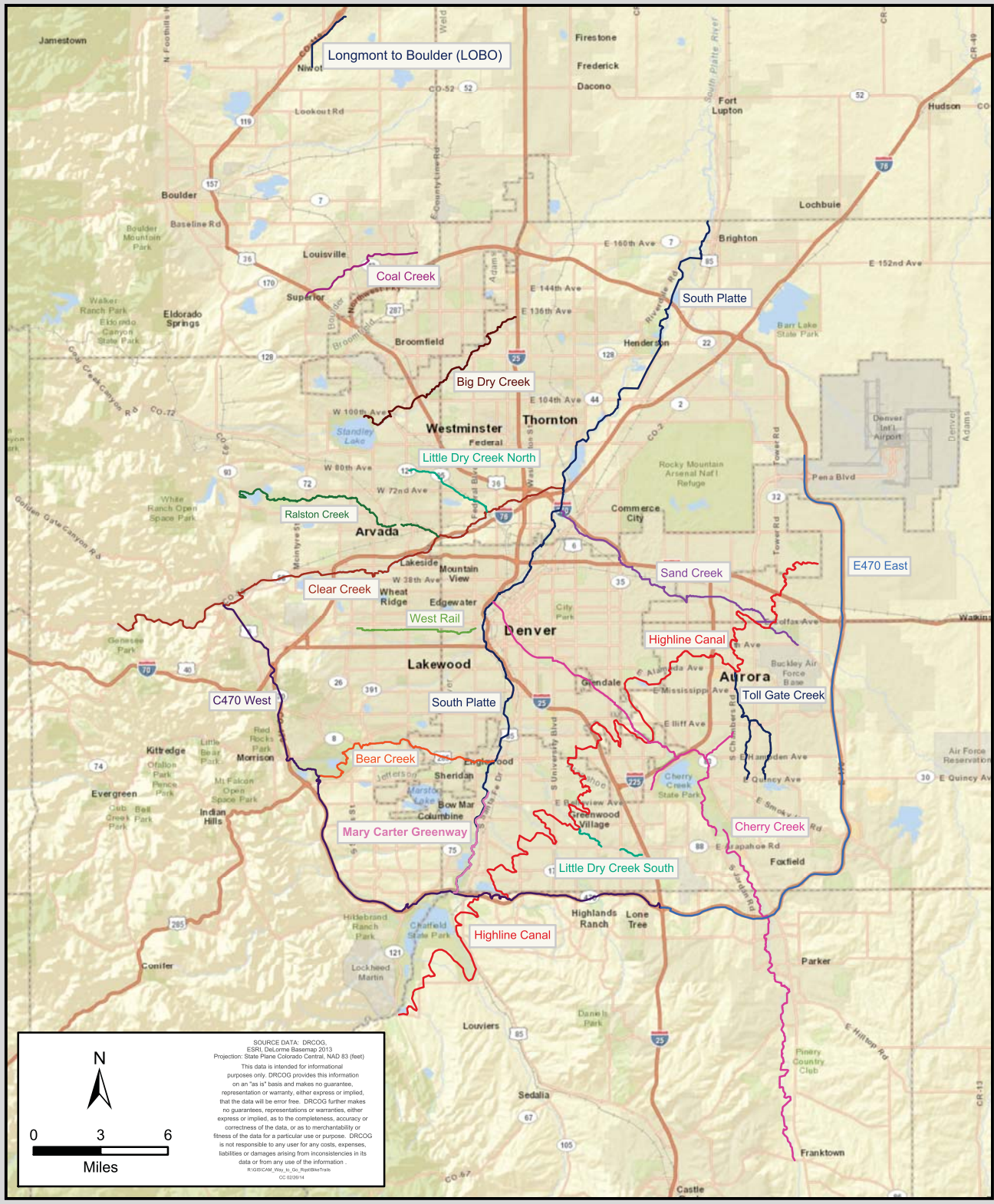
- One:** Pick a Station Location
 - My location will be: _____
- Two:** Decide your Station Type
 - Breakfast (6:00 – 9:00 a.m.)
 - Bike Home (4:30 – 6:00 p.m.)
 - Water Aid (3:00 – 6:00 p.m.)
 - Bike Party (5:00 – 7:00 p.m.)
- Three:** Identify Partners, Sponsors and Donors for your Station
 - Potential Partners: _____
 - Potential Sponsors: _____
 - Potential Donors: _____
- Four:** Solicit Partners, Sponsors and Donors for your Station
 - Verified Partners: _____
 - Verified Sponsors: _____
 - Verified Donors: _____
- Five:** Plan your Station Offerings
 - Food: _____
 - Beverage: _____
 - Prizes: _____
 - Giveaways: _____
 - Entertainment: _____
- Six:** Market your Station to your Target Market/Audience (including Social Media Marketing)
 - 6-weeks out: _____
 - 4-weeks out: _____
 - 2-weeks out: _____
 - 1-week out: _____
- Seven:** Plan your Station Logistics



Major Bike Trails



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



Step One:

Pick a Station Location

Your station location is probably the most important decision you will make in planning your station. There is a lot to consider when selecting a location for your station. Use the guide below to make a decision about your station location.

Emphasize Location or Brand?

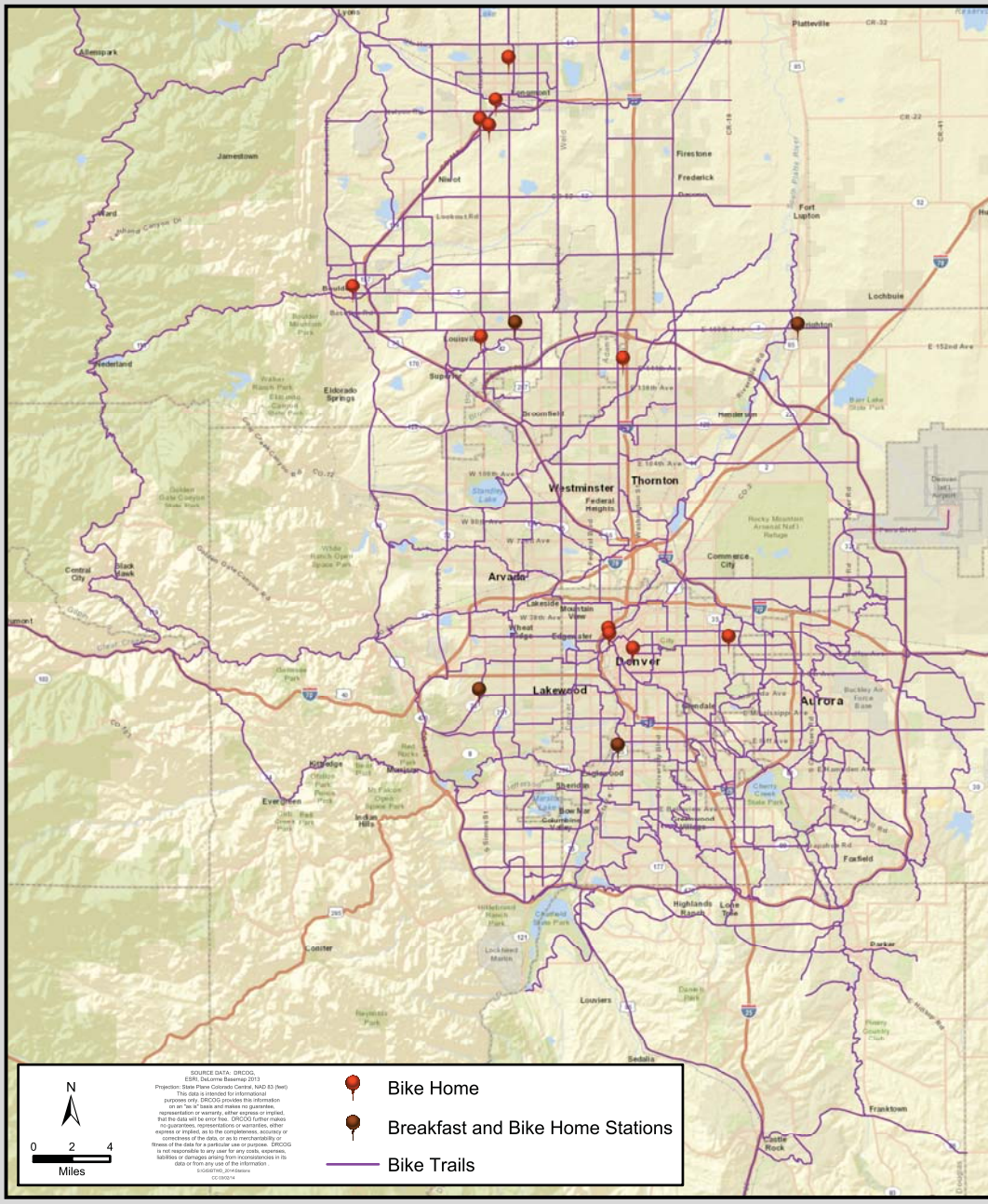
- **Do you want participants to know about your location?** Take a look at the Major Trails and Bike Lanes Map. If you are close to a major trail or bike lane, you may be able to host your station at your location. If your location is “off the beaten track,” you should not expect to receive a large number of Bike to Work Day participants if you choose to set up there. Another option for promoting your location is to locate at the nearest major bike route and create flyers and signage that emphasize your actual business location.
- **Do you want participants to recognize your brand?** If you are only considering promoting your brand, then you should choose a station location that will receive a lot of traffic from your target audience. Any major regional trail will receive substantial traffic on Bike to Work Day. Also consider placing your station near the “start” or “destination” of your target audience.
- **Note!** There will be many returning breakfast stations in Boulder and downtown Denver, and many of them have participated in Bike to Work Day for years and have substantial resources to promote their own message, making it more difficult for your voice to be heard. Consider choosing a location outside of these areas for your station.



Bike to Work Day 2013 Bike Home Stations



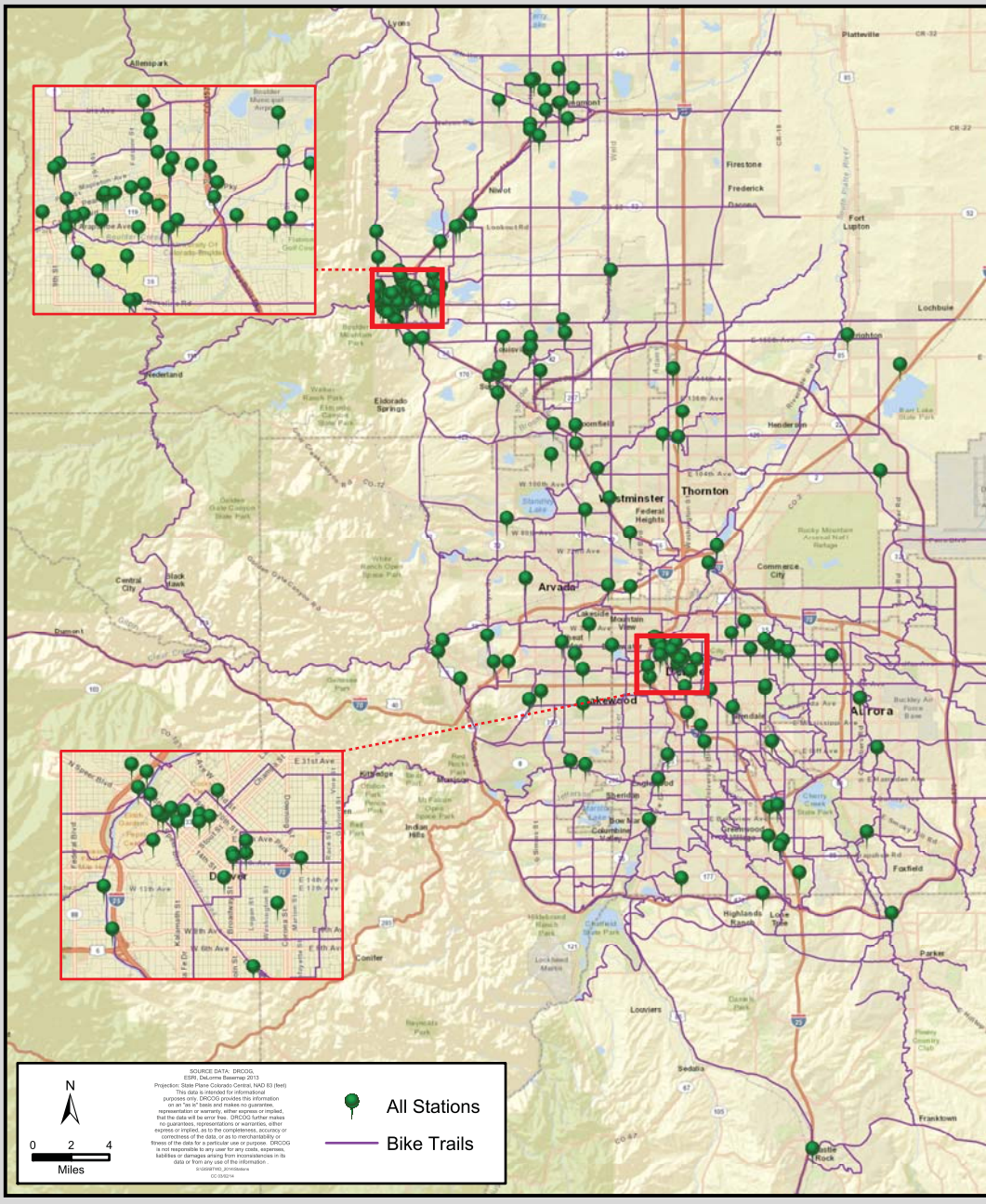
Way to Go is a program of the Denver Regional Council of Governments



Shine in an underserved area?

Many areas of the metro have been underserved by Bike to Work Day stations. Although many employees commute to downtown Denver, Boulder, the Tech Center, or other large employment sites every day, there are still many employees who work in other areas. These employees often don't benefit from Bike to Work Day Stations – and would be extra appreciative of a business or organization that chose to set their station in their area.

Bike to Work Day 2013 Stations



Partner with an established station?

When you find an optimal location for your station, take a look at the map of 2013 Stations. Are there any stations located within two miles of your preferred station location? If so, contact Way to Go to see what your options are – your preferred location may be great, or there could be an opportunity to partner with another station and share resources.

Tips from past Organizers:
 “Look for an established station to partner with.”

Station Type	Hours	What's Required	Pros
Water Aid	3:00 – 6:00 PM	Water	<ul style="list-style-type: none"> Easy and low-resource High gratitude factor Great for trail locations
Bike Party	5:00 – 7:00 PM (recommended)	<ul style="list-style-type: none"> Party-like atmosphere Free/discounted food and beverage 	<ul style="list-style-type: none"> High visibility Community Engagement Great for mixed-use, residential/retail
Breakfast	6:30 – 9:00 AM	Food and Beverage (enough to satisfy)	<ul style="list-style-type: none"> The most popular station type Reliable riders Partnership potential
Bike Home	4:30 – 6:00 PM	Food and Beverage (enough to satisfy)	<ul style="list-style-type: none"> Shorter timeframe Great near employment centers

Step Two: Station Types

There are four different types of stations that you can organize for Bike to Work Day. Two of these are new types to address a specific community need at the request of many riders (explained below). Each of these station types has different benefits and requirements.

Historically, the most common type of Station is a Breakfast Station. In 2013, there were 159 Breakfast Stations (representing 96 percent of all stations). Way to Go is looking for organizers that can take on other types of stations, including the two new station types.

Water Aid (new): open for the afternoon ride home from 3:00 – 6:00 PM, this station is only required to offer water to riders (no food expected). This is to help new riders, who may not be familiar with their route, to stay hydrated during their ride home. Way to Go has received many requests for this type of stations in previous years. Ideal Water Aid Stations would be located on heavily-used routes, particularly regional trails.

Bike Party (new): open for the afternoon/evening arrival home from around 5:00 – 7:00 (recommended), this station brings together businesses in a central district to provide a fun end to Bike to Work Day for local bike commuters. Ideal Bike Party Stations would be located at central shopping/dining/entertainment areas accessible by bike and close to residential areas.

Breakfast: open for the morning ride from 6:30 – 9:00 AM, this station benefits commuters on their ride in to work. Breakfast Stations are required to provide food and beverage to riders – enough food to qualify as a light breakfast (rather than just sampling). However, many Breakfast Stations make a memorable impression by offering entertainment, games, raffle prizes, vendors, and more.

Bike Home: open for the afternoon ride from 4:30 – 6:00 PM, 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 trip home.



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.



Step Three: Identify Partners, Sponsors and Donors

Organizing a Bike to Work Day Station does not need to happen in a vacuum. Bike to Work Day is a great way to develop relationships with other businesses and organizations, many of which can play a supportive role in your station. As you plan your station, identify potential Partners, Sponsors and Donors in advance.

Partners: Partners can be complementary organizations, local businesses, etc. Partners will share station organizer responsibilities, like seeking Donors and Sponsors, recruiting volunteer staff, bringing tables/chairs and other station logistics, and more. Partners are usually interested in investing time and limited resources in a station and sharing responsibilities.

- Outline in advance what you are able to easily accomplish versus what you will need help with. Then, select potential partners who may be able to easily contribute what you lack (see **Step Five** for more information).

Sponsors: Sponsors can be businesses or organizations that provide cash (or other highly-valued resources) to help you supply, market, or outfit your station. Sponsors are usually interested in promoting their name or brand. Sponsors also may be able to contribute staff labor and/or prize donations, or even provide added-value as vendors. Typical sponsors include: Educational Institutions, Non-Food Businesses, Financial Institutions, etc.

- Offer to include their name or brand in your Station's name. Examples of this include "Arapahoe Station Sponsored By IKEA" or "Denver Bicycle Cafe/Group 14."
- Offer to include their logo on all promotional material you create for your station (see **Step Seven** for more information).
- Offer them the chance to be a vendor at your station and promote their brand, product or service.
- **Note:** *when you approach a potential sponsor, have a leave-behind that explains the benefits to them of sponsoring your station.*

Donors: Donors are product- or service-based businesses or organizations. Donors can provide these products or services for free, or at a significant discount, in exchange for recognition. Donors, like Sponsors, are interested in promoting their brand, name, or products/services, and are able to provide materials, not cash, for a station. Typical Donors include: Restaurants, Markets, Coffee/Tea Shops, etc.

- Donors are usually interested in the same things Sponsors are interested in, although it is prudent to make sure that recognition is proportional to a Donor's contribution.

Tips from past Organizers:
"Enlist local businesses to donate as much as possible."

Step Four: Solicit Partners, Sponsors and Donors

Once you have identified potential Sponsors, Partners and Donors, it is time to solicit their aid for your station. Way to Go has created a Solicitation Template as a way to help you start marketing your station to Partners, Sponsors and Donors. Use this template to create your own individualized solicitation flyer. Remember to personalize by adding color, images from the “Materials” page on the Bike to Work Day Website, your logo, etc.

Before you complete this template, identify what you would be willing to give to a potential Sponsor, Donor or Partner. For instance, could you:

1. Highlight them on your station page on the Bike to Work Day website;
2. Grant the opportunity to set up as a vendor at your station;
3. Include their name and logo on all promotional materials, on your website, social media, etc.;
4. and/or Mention them in any other marketing efforts, like press releases to the media?

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.

Solicitation Template

Please join us to support bike commuting in <community name>!

What is Bike to Work Day? Bike to Work Day takes place June 25, 2014, and is the Denver region’s largest annual bicycle commuting event. Each year nearly 30,000 commuters leave their cars at home to enjoy the benefits of getting to work on two wheels. Bike to Work Day is sponsored by Way to Go.

<Your Business/Organization Name> is looking for businesses and organizations to participate in our Bike to Work Day Station.

Participation benefits include:

- List the benefits to Sponsors, Donors, and Partners here.
- Use as many bullets as needed.
- If you have goals about how many participants you want to reach, include this info here.

How to be involved:

- List the things that you need from Sponsors, Donors, and Partners here.
- This can be generic, as you can provide more detail when you ask sponsors directly.
- You can write out your specific request when you visit potential Partner/Sponsor/Donor.

Date/Time: Wednesday, June 25, 2014; <time>

Location: <Location of your Station>
<Insert a Map of your Station here – capture via Screenshot and copy into your flyer>

CONTACT: <Your Contact Information Here>



Regis Breakfast Station, Greenwood Village



University of Denver Breakfast Station, Denver



Boulder Cycle Sport Breakfast Station, Boulder



Colorado Proud Breakfast Station, Wheat Ridge

Tips from past Organizers:

“Bike to Work Day is a very rewarding day for just a little bit of effort. Really, I find that we don't have to do a ton of planning to make it work. We concentrate on coming up with unique food ideas and have really great stuff to give away. That's it because that's all people really expect.”

Step Five: Plan Your Station Offerings

Successful stations take the time to plan in advance what will draw riders to their station on Bike to Work Day. For established stations, it may be time to begin trying new ideas to surprise riders on Bike to Work Day. For new stations, it is easier to identify a few achievable, easy-to-execute ideas that will make your station memorable.

Before planning what will draw riders to your station, take a moment to determine who your target audience will be. If you are a business, what audience are you looking to market to? Remember to refer back to the “Stats from 2013” to understand the demographics of Bike to Work Day participants, or talk to existing station Organizers to understand how to engage with riders in a meaningful way.

My target audience is:

Now, with your target audience in mind, review the list of preliminary ideas on the following pages, or add new ideas that occur to you as you plan your station. These ideas are all from actual stations.

Food

- Breakfast burritos
- Cake
- Cold cereal
- Fruit
- Granola
- Griddle pancakes
- Grilled french toast
- Hot eggs
- Muffins
- Pastries
- Yogurt parfaits

“Grab-and-Go” Food

(ideal for “pass-through” stations)

- Bagels
- Bananas
- Bars
- Cookies
- Popcorn bags
- Puffed rice treats
- Squeezable yogurt



Treads at the Brighton Depot Breakfast Station, Brighton



Colorado Proud Breakfast Station, Wheat Ridge



Indra's Net Breakfast Station, Boulder

Tips from past Organizers:

“Have fun with it, over prepare to ensure you have enough food / drinks, have some kind of entertainment (ie. music) as it is early in the morning and people aren't at their most energetic quite yet.”



Tri-County Health Breakfast Station, Greenwood Village

Beverage

- Coffee
- Fruit-infused water
- Hot tea
- Iced tea
- Fresh juice
- Smoothies

- _____
- _____
- _____

“Grab-and-Go” Beverages

(ideal for “pass-through” stations)

- Water bottle refill dispenser
- Bottled beverages (water, juice, tea)
- Canned iced coffee

- _____
- _____
- _____

Prizes

- Bike jerseys
- Bike panniers
- Coffee gift cards
- Hotel Stay-in packages
- Restaurant gift cards
- Tablets

Giveaways

- "Courtesy Kit" with tissues, bandages, cleaning wipes
- Bells
- Buttons/pins
- Key chains
- Pens
- Seeded paper (for planting)
- Stickers/tattoos
- Tire patch kits

Entertainment

- Large-scale games: "Yahtzee," "Jenga," bowling
- Live music via local musician
- Yoga/stretching session
- Pedal-powered smoothies
- Chair massage



Town of Parker Breakfast Station, Parker



Skyline Park Breakfast Station, Denver



Primrose School Breakfast Station, Stapleton

ORGANIZER MENU

Create an Event

Create a Group Ride

Create a Station

Station Organizer Toolkit

If you have any questions while creating your station, please contact the Bike to Work Day team by phone (303-458-7665) or by email (btwd@drcog.org).

All Bike to Work Day Organizers can continue to make edits to their station page all the way up to Bike to Work Day. To edit a station, simply navigate to your station page and click on "New Draft" in the upper right corner of the page.

Step Six: Register Your Station

Once you know where your station will be located, what type of station you will be, and what you will offer, you can promote your station to participants on the Bike to Work Day website. The Bike to Work Day website helps you create a customized profile for your station.

- Go to waytogo.org/biketowork and click "Register Now."
- Select Organizer under "Choose Your Role." If you are coordinating your company team, also select "Coordinator." If you also plan to ride on Bike to Work Day, or another day that week, select "Participant."
- Complete the registration form with your name, email, phone and password.
- Go to your Organizer Dashboard by logging in to the website with your email and password.
- From your Organizer Dashboard, you will be able to Create a Station.
- Review and accept the Organizer Agreement. This outlines the requirements for all participating Bike to Work Day stations.
- Enter your station's name and basic information. Remember to use the "Local Sponsors" section to provide more details about your station and market it to potential participants. Note that you can also include hyperlinks in this area.
- Once you've Saved your station, a Way to Go staff member will review it within one business day. Your station will not appear on the public pages of the Bike to Work Day website until it has been approved by Way to Go staff.

Home · Stations

GATES CORPORATION

View published New draft Moderate

STATION INFORMATION

Station Location
Right by the bike path at Speer and Wewatta Streets
Denver 80202
See map: [Google Maps](#)

Station Type
Breakfast (6:30 - 9:00 AM)

Station Offerings
Bike Tech
Belt drive demo bikes and lots of food and drinks

STATION DETAILS

Expected Number of Riders
200

Local Sponsors
Gates Corporation, Jones Realty, Ink coffee, Chocolate crisis center, NOOSA Yogurt Company, Core Power protein drinks, Great Harvest Bread Company, 90 Octane, Spices cafe, Dong's cycling Pals for repairs and adjustments <http://www.dongscyclingpals.org/>, Udi's Cranberry Granola, REEB bikes from Oscarblues brewery
<http://www.reebicycles.com/>
<http://www.reebicycles.com/2013/win-a-reeb-a-ton-more-in-the-rocky-mountain-fix-giveaway/>
<http://www.mountainflyermagazine.com/rockymountain>

STATION RATING
☆☆☆☆☆
Average: 5 (22 votes)

[JOIN THIS STATION](#)

WHAT I'M ORGANIZING

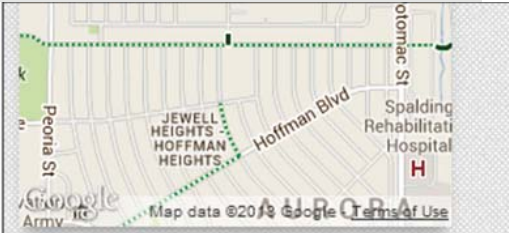
View/Edit	Type	City	Last Updated	Status
Anschutz Medical Campus	Station	Aurora	06/25/2013 - 5:50pm	Published

Review stations from the Dashboard, including whether it is pending review by Way to Go staff under "Status." Once a station's status is "published," it means that it can be viewed by the public on both the Station List and Map.

The screenshot shows the 'ANSCHUTZ MEDICAL CAMPUS' station page. At the top, there are navigation links for 'Home' and 'Stations', and buttons for 'View published', 'New draft', and 'Moderate'. The page is divided into three main sections:

- STATION INFORMATION:**
 - Station Location:** Aurora Court Great Lawn, 13001 East 17th Place bike parking in front of Building 500, Aurora 80045-2571. Includes a link to 'See map: Google Maps®'.
 - Station Type:** Breakfast (6:30 - 9:00 AM)
 - Station Offerings:** Bike Tech, Bike Parking, Bike Lockers, National and campus bike registrations, BTWD T-shirts, appearance by Dolly the woolly mammoth (reminding us all to...).
- STATION DETAILS:**
 - Expected Number of Riders:** 500
 - Local Sponsors:** Public Service Credit Union, Children's Hospital Colorado, University of Colorado Hospital, University Physicians Inc., First Bank, Collegiate Peaks Bank, Bicycle Aurora, Spring-Hill Suites, Aurora Fox Theatre, Anschutz Wellness Center, Starbucks, Fitzsimons Golf Course, UCD Parking and Transportation, and the City of Aurora. Includes a note: 'Bike techs provided by Dick's Sporting Goods®'.
- Map:** A map showing the station location at the intersection of East 17th Avenue and Colfax Avenue in Aurora, Colorado. Landmarks like Sand Creek Park and Fitzsimons Golf Course are also visible.

Organizers can update the information on their station page by clicking on "New Draft," and "Save" to update their information. Note: all updated information will be reviewed and approved by Way to Go staff.



UNJOIN THIS STATION

You have joined *Anschutz Medical Campus*. You can see all the activities you've joined on your Dashboard.

WHAT I'VE JOINED

You have not signed up for any group rides yet.

Stations

- Anschutz Medical Campus

You have not signed up for any events yet.

When a participant clicks on “Join,” it appears on their own Dashboard under “What I've Joined.”

Registered Bike to Work Day participants can also use the Map to search for and review stations located along their route.



**Major Taylor's
Northeast
Breakfast Station
(City of Axum Park)
3200 Birch St.
7-10 am**

- Highlights**
- * Cycling resources \ Biking maps
 - * Basic maintenance provided by Denver Bicycle Cafe
 - * Breakfast burritos from Charlie's Silver Fox
 - * Bagels, Muffins & Doubletree cookies
 - * Win a free tune up from Denver Bicycle Café, Cycleton Denver or Performance Bicycle
 - * Win a free room stay from Doubletree Denver
 - * Free registration for Tour de Cure Colorado



Example Station Flyer by Major Taylor's Breakfast Station

Registered online yet?

<http://biketowork2013.org>



Wednesday,
June 26th
6:30AM to
9:00AM

Aurora Court
in front of
Building 500



Sponsored By:
First Bank
Public Service CU
Fitzsimons CU
Collegiate Peaks Bank
Denver Bicycle
SpringHill Suites
Children's Hospital
University Hospital
UPI
Bicycle Aurora
City of Aurora
Fitzsimons Golf Course

Raffle Items:
Kindle
theatre tix
golf
gift cards
MyForce apps
Training sessions



Breakfast Station Offerings: coffee, juice, yogurt, bagels,
breakfast burritos, bike techs, raffle, music, national
registration kits, additional bike racks for the day!

Step Seven: Targeted Station Marketing

Once you've confirmed your station offerings, take the time to begin planning your marketing strategy. Marketing your station will increase the number of riders that choose to visit your station on Bike to Work Day, as well as increase your exposure pre-Bike to Work Day.

Remember to recognize Sponsors, Donors and Partners in all your station marketing! Keep track of the ways you recognize Sponsors, Donors and Partners – you can demonstrate the exposure they received for their support in a thank you after Bike to Work Day is over. This may make it easier to recruit their support in future years.

Flyering

1. Create a flyer for your station highlighting your business/organization, your Sponsors/Donors/Partners, your station offerings, and your location (see Major Taylor Breakfast Station marketing flyer, page 22). Remember to ask participants to register at waytogo.org/biketowork.
2. Identify the places you will distribute your flyers. Target flyers locally, at retail businesses, employer locations, community and civic centers, and on community bulletin boards.
3. Recruit volunteer help to distribute your flyers. Ask volunteers to use part of their lunch hours, days off, or other times to promote your station by distributing your flyer.
4. Distribute flyers in the few weeks prior to Bike to Work Day for greatest impact. Ask business owners, employers, and others to keep the flyers visible until Bike to Work Day.

If you are planning to patronize a local business anyway, be sure to grab your flyer and give it to the business as you are making your purchase, and ask volunteers to do the same. Remember it is never too late for a Sponsor or Donor to support your station!

Tips from past Organizers:

“Have a plan to communicate your message. Be clear and loud and flexible and a little bit creative.”

Media Releases

Another great way to promote your station is through a media release. A media release to your local paper, followed up with a phone call to the reporter you sent it to, is a good way to make the case for coverage prior to and on Bike to Work Day.

1. Decide whether to use press to promote your station in advance, or simply on Bike to Work Day station. Craft your release accordingly.
2. Target a reporter for your release. Look for reporters that often cover transportation topics or community events.
3. Make your station more enticing by highlighting unique aspects. For instance, ask your mayor to bike to your station, and if they agree, use this angle to obtain media coverage.

Way to Go can provide some sample media releases upon request.

Social Releases

Social media can be a great way to engage with potential visitors to your station. Whether you are a LinkedIn, Pinterest, Twitter, Facebook or Instagram user, there are many ways to use your connections to promote your station. If you're part of a company with a corporate social presence that you don't normally provide content for, be sure to connect with your account administrator or marketing team to make sure you're including them in your planning so they can include your station in their calendar.

If you're a smaller organization without a cohesive social media presence, look at other ways you can use networks to spread the word. Ask your volunteers to spread messages on their personal accounts, such as "Help keep me busy: stop by the ABC Business station at the corner of X and Y to see me the morning of June 26!"

DRCOG and Way to Go use the hashtag #BiketoworkDay on accounts that use hashtagging, such as Facebook and Twitter. We regularly search that term in the weeks leading up to Bike to Work Day, and share messages from our partners and allies, so keep that in mind: make it easy for us to find you and help you spread the word!

More support is available from DRCOG's marketing team, so if you have specific social media questions, direct them to btwd@drcog.org.





Wayfinding examples



Tables



Volunteers

Step Eight: Station Logistics: Best Practices

Bike to Work Day is a big event, and the easiest way to make it easy and fun is to gather a group of interested people – a committee. Planning with a group is a great way to share responsibilities to make sure that you are able to plan a successful and memorable station.

Below are some ideas to reference as you begin planning your station.

- Wayfinding Signs help riders find your station, and also increase your brand by promoting your involvement in Bike to Work Day where all travelers will see the message. Even if you feel like riders couldn't miss your station, the best stations incorporate wayfinding signage into their station logistics, and include wayfinding signs directing riders to their station from every possible route.

To the left are some examples of wayfinding signage (optimized for 18" x 27" "yard" signs).

- A Table or Tables are required for your station to help you provide food, drink and other station offerings to riders. Chairs are helpful to keep volunteers comfortable, and chairs for riders would be seen as an added bonus.
- Volunteer Staff is imperative to a successful station. Volunteers are the face of your station, and will greet riders, distribute station offerings, and also aid with set-up/tear-down.

Tips from past Organizers:

“Get a committee together first. It could be 3-4 people that can take on different tasks of the planning like finding sponsors or donations for the station, setup/break-down, location planning, registration coordination and communications to the office personnel.”

- Bike Parking is required for all stations. Many stations use a simple barrier that allows bikes to be held upright when parked with a kickstand or propped up by the front wheel.
- Tents or Canopies are beneficial, although not required. Tents and canopies make a larger visual impact and help riders and other travelers spot your station. Tents and canopies are also beneficial for the shading they create – in June, the sun rises before 6 a.m., and stations warm quickly.
- Banners are helpful to promote your station and brand to your visitors, as well as other roadway travelers. Banners can also be used to market your station in advance (post a banner at the area your station will be located a week before the event to raise awareness – be sure to ask for permission to do this if necessary).



Sample bike parking



Tents



Banners



Station theme (Colorado Proud)



Vendors



Bike Tech

- A Station Theme is a great way to make your station unique, fun and memorable. Are you promoting a product or service? Think about a fun way to highlight what you are promoting. Do you have a staff member or contractor that handles marketing or promoting your product? Ask them for a recommendation if possible.
- Complementary Vendors can also help make your station more memorable by helping you to create a fun, fair-like atmosphere. Inviting your Sponsors, Donors and Partners to display their goods and services is one place to start, but think about other complementary vendors you could invite to participate. Reminder: Bike to Work Day is a free event!
- Bike Techs can be great partners for your station. Bike techs will help participants who experience breakdowns or mechanical failures during their ride in. Talk to a local bike shop to see if they can support your station with a bike tech.

Step Nine: Final Preparations

In the days leading up to Bike to Work Day, begin preparing your materials for your station. Here are some things to think about:

- Sunscreen
- Towels
- Broom
- Garbage, recycling and composting receptacles
- Tape
- Rope and bungee cord
- Weights (a variety of sizes may be necessary, depending on what physical setup you have: small to keep tablecloths/napkins from blowing away, larger for other items)
- Hand sanitizer
- Pens/paper
- Scissors or a box opener
- Starting "thank you" notes (see examples).



Thank you for your Bike to Work Day donation! We had over 400 riders and everyone had a great time this morning!

Here are some places that you were listed as a Breakfast Station sponsor:

- www.parkeronline.org/biketoworkday (Parker's Bike to Work Event site)
- [Online Community Calendar Listing](#) (Parker's online calendar)
- <http://parkeronline.org/ArchiveCenter/ViewFile/Item/2931> (Copy of June's Talk of the Town Newsletter, mailed to 40,000 residences. Bike to Work Day on page 2)
- <http://www.biketowork2013.org/station/town-parker> (DRCOG's official breakfast station site)

Event photos:

<https://www.facebook.com/media/set/?set=a.10151522935520488.1073741826.153806375487&type=1> (Parker's Facebook photo posting)

Thanks again!

Julie



THANK YOU!!

for supporting MTCCD and our 2013 Bike to Work Day breakfast station. The role you played either big or small greatly contributed to our efforts to promote community cycling and get cycling resources to those that travel our city by bike.

The Major Taylor Cycling Club Breakfast station received the overall best ranking on the Bike to Work Day website with an astounding 37 votes of 5 stars. For this the MTCCD station will receive a \$100 gift card to Dicks Sporting Goods, 2013 STAR STATION designation for their 2014 station and also added support for next years Bike To Work Day.

It may have been the breakfast burritos, cookies, on site mechanic service, free registration for Tour de Cure, the chance to win freebies like tune ups, a custom MTCCD jersey, a room stay or just a friendly chat while snacking on some good food during your commute. Whatever brought you our way... We hope to see you again next year.

Way To Go...

Darrell West
President MTCCD



Bikes. Beer. Coffee.



PRIMAL
CYCLING // APPAREL

PERFORMANCE
BICYCLE



DOUBLE TREE
BY HILTON



2013 STAR Station Competition Recap

In 2013, Way to Go launched the first ever STAR Station Competition. The competition was designed to recognize stations that provided a great experience to new riders on Bike to Work Day.

2013 Winners:

Major Taylor Cycling Club
Avaya
Green Spot RE
Gates Corporation
Flight Deck Grill

These stations each won:

- \$100 gift certificate to Dick's Sporting Goods
- 2013 STAR Station designation for their 2014 Bike to Work Day stations, as well as added support from Way to Go for their 2014 station
- specific shout-outs on our social media pages (reply with your own Facebook, Twitter, etc. pages)



2014 STAR Station Competition Rules and Eligibility

In 2014, Way to Go is changing the competition categories. This change is to make the competition clearer and easier to participate in.

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 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 a participant in order to vote for your station.

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.



Winning photo for 2013
STAR Station
Competition, submitted by
Flight Deck Grill

YAY!
BIKES!

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