

BIKE TO WORK DAY

TUESDAY, MAY 2, 2017

Station Host

Toolkit

#bikeprovo



Table of Contents

About Bike to Work Day.....2

Commitment.....3

Dates to Remember.....4

Station Sponsorships.....4

Participation Estimation Survey.....5

Breakfast Ideas.....5

Station Amenities Ideas.....5

Free Materials available from the Provo Bicycle Committee.....6

Promoting the Event.....6

We are here to help!7

About the Mayor’s Bike to Work Challenge.....8

Become a Bicycle Friendly Business.....11

**The Provo Bicycle Committee and Provo City are planning a series of other bicycle events during the month of May for Provo’s Bike Month. Please look for the latest information on all these events at bikeprovo.org.*

About Bike to Work Day

In Provo, May is Bike Month, and 2017 will mark the 17th annual Bike to Work Day. As the most important event during Bike Month, Bike to Work Day is scheduled for Tuesday, May 2, 2017. Bike to Work events are great ways to encourage people to try bicycling as a way to commute and reward those who are already bicycling. Provo is a superb place to use a bike for everyday trips. The topography is relatively flat, its climate is fairly temperate and dry, and has an improving transit system. It has an expanding and increasingly interconnected network of bicycle lanes and multi-use trails throughout the entire city and a vibrant bicycle culture.

During Bike to Work Day, local businesses will host stations located throughout the city and hand out free breakfast, drinks, and other treats to people who arrive by bike. The Provo Mayor's Office and the Provo Bicycle Committee invite businesses all across Provo to participate in Bike to Work Day. The Mayor's Office and Bicycle Committee volunteers will coordinate the event and help connect businesses with one another. Businesses provide breakfast and staff or volunteers to help for a smooth, fun morning.



When planning a station, it can be helpful to remember the major goals of Bike to Work Day:

- Encourage the habit of biking to work.
- Encourage new bicycle commuters.
- Celebrate existing bicycle commuters.
- Strengthen Provo's bicycling culture.
- Highlight local businesses that support bicycling.

2017 May Bike to Work Day Details

When: Tuesday, May 2

Time: 7:30 to 9:00 am

Where: Stations are set up all across Provo. Specific locations will be confirmed by the Mayor's Office and Provo Bicycle Committee as the event draws near.

Commitment

EACH STATION MUST COMMIT TO THE FOLLOWING IN ORDER TO HOST A BIKE TO WORK DAY BREAKFAST STATION

- Assign 1 person to be the Station Organizer
 - This person agrees to be the point of contact for the Mayor's Office 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 be sold at the station.
- Provide 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). Please consider healthy options.
- Easy and safe access for bicycles, preferably not at a major automobile traffic intersection.
- Table or other display space for refreshments, food, giveaways, etc.
- Bicycle racks or designated space for bicycle parking.
- Trash and recycling receptacles. When possible, consider using recyclable materials to limit waste.
- General first aid kit.
- Staff or volunteers to help distribute refreshments, greet, and estimate the number of bicycle commuters.
- Clean-up of your station location.

Bike to Work Day is a non-profit, publicly funded event. Provo City and the Provo Bicycle Committee do not endorse or support charging fees or exhibitors who may participate in your breakfast station.

Dates to Remember:

Thursday, April 20: Complete the online interest form by 5 pm
<http://provo.io/BreakfastStationForm>

Monday, April 28: Station locations, hosts, and co-hosts will be notified of confirmation

Thursday, April 27: Pick up materials from the Mayor's Office (3rd Floor, Provo City Center, 351 West Center).

Tuesday, May 2: Bike to Work Day, 7:30 to 9:00 am

Station Co-hosts & Station Sponsorships

All stations are required to provide their own breakfast foods and beverages 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 desired element to station hosts. We encourage all of Provo’s bike shops to team up with a



nearby business or businesses in co-hosting a station. 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.

Participation Estimation Survey

Please get an accurate count as possible of how many bicyclists came to your station on Bike to Work Day. You will be emailed a survey at the conclusion of the event where you can submit your participation numbers.

Breakfast Ideas

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

- Breakfast burritos (*very popular*)
- Breakfast bars
- Fresh fruit
- Pastries
- Bagels
- Yogurt
- Fruit Parfaits
- Juice
- Tea
- Coffee



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 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. Please consider, when possible, recyclable and compostable options to limit waste.
- Bicycle parking
- First aid kits

Feel free to make your station unique! Here are some fun extras (not required):

- Bike Mechanic (you might consider partnering with a local bike shop)
- Seating/tables for participants
- Music
- Games
- Contests
- Themes



Materials Available from the Mayor's Office

- Bike to Work Day yard signs

Materials Available from the Provo Bicycle Committee

Stations may request the following items from the Provo Bicycle Committee 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:

- Provo Ride Guides
- Utah County bike maps
- Bike Utah brochures
- Traffic laws brochure

Promoting the Event

There are many ways to get the word out about Bike to Work Day so your employees and the community knows your company will be supporting bicycle commuting. Here are some ideas:

- Display a Bike Month poster in your establishment. These will be available through the Provo Bicycle Committee.
- Include Bike to Work Day in your newsletters, mailings, and blogs.
- Use Facebook, Twitter, and other social media to promote Bike to Work Day. The Provo Bicycle Committee uses the hashtag #bikeprovo to consolidate posts related to bicycling events. Feel free to pass #bikeprovo around as well.
- Include Bike to Work Day in your own branded promotional materials.
- Use the Bike to Work Day yard 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
- Flags
- Literature
- Stickers
- Banners

We are here to help!

The Mayor's Office and the Provo Bicycle Committee are your resource to help plan your Bike to Work Day station. Feel free to reach out with questions. Our contact information is:

Whitney Booth
Provo City Mayor's Office
351 West Center Street
provobikemonth@provo.org
801-852-6104

Mayor's Bike Challenge

Mayor Curtis challenges employers of all sizes to participate in the month-long Mayor's Bike Challenge. May is National Bike Month. If you've been looking for a good reason to park your car and take your bike instead – this is it! Monday, May 1, through Wednesday, May 31, is the third Annual Provo Mayor's Bike Challenge. Whether you are a current bicyclist or a new rider this event is for you!

Make every day count

Bike to work, use your bike to run errands, bike for fun, bike any time you can! This event is an easy way to challenge yourself, colleagues, and the Provo community to ride more. Participants are asked to record their daily/weekly miles ridden on nationalbikechallenge.org and points will be awarded throughout the challenge. They are awarded in the following two ways:

1. 20 points are awarded for each day you ride at least 1 mile
2. 1 point is awarded each mile ridden

Miles must be logged to the day they were ridden and rides can be logged at anytime over the month but must be logged or synced by 11:59 pm on Tuesday, May 31.

Prizes and Awards

All participants who live, work, or go to school in Provo are eligible for prizes and awards. Prize winners will be randomly selected each week

and award winners will be announced at the end of the Challenge. Those who finish at the top of their category will be selected at the end of the Challenge in 3 different categories:

- Work Site/ Organization (a min of 5 people)
- Individual - Female
- Individual - Male

Award winners will be honored on Tuesday, June 20, 2017, during Provo City's Council Meeting and will receive a Provo Bike Challenge 2017 trophy.

Join the Challenge

1. In order to participate in the challenge you must have a free strava account. You can create one at nationalbikechallenge.org or strava.com.
2. In strava, click *explore* and the *clubs* to find your workplace and worksite. If you can't find your business talk to your HR representative or add it yourself.
3. You will be automatically added to the advocacy challenge based on your residential or work address that you used when signing up for an account.
4. Don't forget to check out our list of bike events found at bikeprovo.org and mark your calendar for a month full of bicycling celebrations!

Please direct any questions about the Mayor's Bike Challenge to provobikemonth@provo.org.

Creating Workplaces and Worksites

1. Register for the Challenge at <https://nationalbikechallenge.org>. If you don't have a personal Strava account already, you will create one in this step. A best practice to simplify management of club hierarchies is the inclusion of a "dummy" administrator. For example, BYU has created "BYU NBC" account to facilitate club management.

2. Go to Strava.com and click on *Explore* and the *Club*. Create a “Club” of the type “company/workplace.” Create any worksites. The highest level of the club should be the basic company name, for example, The City of Provo, Google Fiber, BYU, etc. If a company wants to enable competition between worksites, the following naming convention is suggested: “companyname_location”. For example, “Provo_Parks”, or “Provo_Police.”

3. ..Go back into the NBC site and import the new “club” into the Challenge. This is done by clicking their name in the upper right corner of the screen, highlighting *Settings* in the drop down menu. Select *Groups* from the list on the left side of the page. The newly created “club” should be in the list “GROUPS AVAILABLE FOR IMPORT.” Import the newly created club and select workplace/company as the group type. Add any worksites you created in step 3.

Become a Bicycle Friendly Business

We hope that participation in Bike to Work Day and the Mayor’s Bike Challenge will lead your organization to become a Bicycle Friendly Business recognized by the League of American Bicyclists. Bicycling is good for businesses and their employees. Through the Bicycle Friendly Business program, employers are recognized for their efforts to encourage bicycling among their employees, customers, and within the community.

Deserving businesses are recognized at the Bronze, Silver, Gold and Platinum levels and all applicants receive valuable feedback and assistance in becoming more welcoming to bicycling. They are recognized in a national press release and through the League’s social media and [interactive awards map](#).

Last year, Utah Valley Hospital became Provo’s [first Bicycle Friendly Business](#) when the League awarded it Bronze. UVH is confident that it can move to Silver or Gold upon completion of its current hospital replacement project, which incorporates improved bicycling infrastructure into the campus design. And just last month, Utah County Health Department and the City of Provo applied. We hope other employers will apply this year. The next two deadlines are June 15 and October 15.

Please apply for recognition (<http://www.bikeleague.org/business>) and

see how bicycling can help your business create more energized, alert, and productive employees, decrease your healthcare costs, attract and retain top talent, and draw more customers. Join hundreds of leading businesses, large and small, from across the nation that are transforming their communities by creating more bicycle-friendly destinations and workplaces.

Each organization that becomes more bicycle friendly helps Provo as a community become more bicycle friendly and improve its quality of life. Last year, the League recognized Provo as a Silver-level Bicycle-Friendly Community and we hope to move up to Gold and then Platinum in the near future. Please join us in our efforts to make Provo a more attractive place to live and work.