



BIKE TO WORK DAY 2012

Friday, June 22nd





FINAL REPORT

July 15, 2012

prepared by Andraea Sartison
Event Coordinator

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1. Intro

The 5th annual Bike to Work Day was held on Friday, June 22nd, 2012.

Bike to Work Day was created by a group of avid cyclists to promote active transportation in Winnipeg and to advocate for improved safety and riding conditions.

The event consisted of online registration, morning pit stops all across the city, an afterwork barbecue with live music, free food and prize giveaways.

This event was organized by representatives from 8 mainly non-profit groups:

- UWSA Bike Lab
- Bronx Park Community Centre
- Reconnaissance Management Consulting Group Inc.
- The Wrench
- Manitoba Cycling Association
- Bike to the Future
- Green Action Centre
- Health in Common
- Climate Change Connection

The City of Winnipeg donated \$20,000 to the project, with city staff sitting on the committee.





2. Highlights

In 2011 Bike to Work Day was reformatted in order to reach new communities, commuter paths and first time cyclists. Building on the success of 2011, Bike to Work Day 2012 saw increased numbers in registered riders, pit stops and promotions.

- ☀ 3930 Registered Riders (*2700 in 2011*)
- ☀ 38 Pit Stops (*22 in 2011*)
- ☀ 4279 cyclists counted riding to work on Bike to Work Day (*~13% increase for average June counts*)
- ☀ ~ 500 BBQ Party Attendees
- ☀ Over \$28 000 In Kind Donations and over \$6000 Financial Donations
- ☀ 500 free shirts given away (*400 in 2011*)
- ☀ Four major grand prizes given away (*Shwinn Bike, 2 Bike Trailers and a Vacation Package from Falcon Lake*)
- ☀ 30+ participants in the group ride from Assiniboine Park to the Forks
- ☀ 30 + prizes donated and raffled off
- ☀ First time all day pit stop at the Forks
- ☀ Two morning television shows (City TV and Global on location at Bike to Work Day pit stops)
- ☀ New sponsors Lightvisions, FrogBox, Fort Whyte Alive!, Tall Grass Prairie, Schwinn and Chariot Cycle
- ☀ Record number of volunteers and steering committee members
- ☀ Bike to Work Day Promotional Trailer Shot and promoted through Facebook and YouTube





3. Background

The idea for Bike to Work Day Winnipeg originated when a group of cycling advocates united to address to create an event to raise the profile of the strengths and challenges of commuter cycling in Winnipeg. Similar events have been held across North America over the past 15 years. Many cities who began as Bike to Work Day have since expanded to Bike Week or Month, or reached out their programming provincially. The objectives were established as follows:

- To encourage as many Winnipeggers as possible to choose to ride their bicycles to work and back on event day each year, and
- To advocate for the need for continued improvements toward safer and more convenient cycling in Winnipeg.

As a result of the significant efforts of the committed core organizing team, big dreams and great aspirations transformed into a solid working plan with a set budget, established responsibilities, and timeframe for deliverables by which event success could be measured.

The key participants in the 2012 steering committee are as follows (in no particular order):

- Event Coordinator- Andraea Sartison
- Co-project Manager- Mike Tutthill (Health in Common)
- Co-project Manager- Curt Hull (Climate Change Connection)
- Group Ride-Dave Elmore (Bike to the Future/Green Action Centre)



- Prizes- Currie Gillespie (Manitoba Cycling Association) and Joe Gatiem (Bronx Park Community Centre)
- Volunteer Coordinator- Kaye Grant (Reconnaissance Management Consulting Group Inc.)
- Pit Stop Assistant- Myrna Yorke
- Cyclist Counts and Metrics- Jeremy Hull (Bike to the Future)
- BBQ Assistant- Caleigh Christie (UWSA Bike Lab)
- Map- Anders Swanson (The WRENCH)

4. The Planning Process

Meetings were held monthly throughout the year, and became more frequent in April. The steering committee met bi-weekly and then weekly beginning in June at the Eco Centre. Meetings were held for 1.5 hours over lunch at this central location which worked very well. Between meeting correspondence was made via email or phone.

The planning process was most successful when individuals were assigned specific responsibilities (such as Volunteer Coordinator or Pit Stop Assistant). This way any information could be sent via the coordinator to one point person, helping to spread out the work load and insure accountability.

All comments and inquiries from the media/public were sent directly to the Event Coordinator to manage.

All budget was handled by the Project Managers and the Event Coordinator. In 2012 Bike to Work Day was able to manage their own financial account, when the City of Winnipeg granted the full amount of their sponsorship in early spring. In the past this was divided between Bike to Work Day and the City of Winnipeg.

A meeting was also held on June 21st for all Pit Stop volunteers and organizations who were running them. This way supplies could be distributed and information could be reviewed for the day of.





4.1 Documentation of Hours Volunteered by the Steering Committee

Name	Organization	Hours
Anders Swanson	The Wrench	16
Curt Hull	Climate Change Connection/ Bike to the Future	35
Mike Tutthill	Health in Common	42
Caleigh Christie	UWSA Bike Lab	30
Kevin Nixon	City of Winnipeg	12
Dave Elmore	Green Action Centre/ Bike to the Future	40
Currie Gillespie	Manitoba Cycling Association	20
Jeremy Hull	Bike to the Future	20
Kaye Grant	Reconnaissance Management Consulting Group Inc.	70
Myrna Yorke	N/A	30
Joseph Gatien	Bronx Community Centre	20
Estimated total hours made by other Bike to Work Day Volunteers	N/A	200
	TOTAL	535



4.2 Documentation of Event Coordinators Hours

Activity	Hours
Pit Stop Coordination	15
Meetings	25
Design	15
Admin (printing, emails, phone calls, research, communications, balancing budget, shopping etc)	50
Sponsorship	40
Media/Advertising (media release, media conference, printing, booking ads, interviews etc)	20
Volunteer	1
Website and social media (managing content)	10
Day of (deliveries, data entry and preparation)	14
Final Report	20



Activity	Hours
TOTAL	210

Planning Recommendations:

- Begin planning in early fall to allow extra time to secure sponsors, especially if considering expansion to Bike to Work Week
- Look for seed money/major partnership (sponsor) for Bike to School Day
- Look for seed money/major partnership (sponsor) to spread Bike to Work Day/Week throughout the province with partners in other centers such as Portage La Prairie, Morden or Thompson
- Clearly define roles and responsibilities for different committee positions and specifically outline a timetable for deliverables to keep everyone on track. Volunteer Coordinator, Project Manager (including ultimate financial control) and Pit Stop Assistant are essential roles, also Prize Donation/Draw Coordinator, Media/Marketing/Advertising Overseer (to ensure that what is seen and heard is always consistent and clear) and Secretary (to take notes on meetings) are suggested.
- Record and pass on information from committee members who have stepped down from a position
- Designate part of the budget to hire or provide an honorarium for the Volunteer Coordinator, Pit Stop Assistant and possible Graphic Designer. As the event grows the committee will depend more on these positions to get the work done and with the amount of hours required compensation should be considered.



5. Sponsorship

5.1 Financial Sponsorship

The Event Coordinator was responsible for locating funds beyond the initial \$20 000 from the City of Winnipeg and Bike to the Future.

Sponsors were approached for first right of refusal if they had been previously involved. Other corporations who had supported like-minded events, or who had funds to allocate for healthy living, environmental or community events were also contacted with cold calls. If a sponsor was interested, a personal meeting with the coordinator was scheduled.

A sponsorship package including a letter, history of the event and sponsorship levels was distributed. In exchange for in kind or financial sponsorship sponsors were offered to have their logo placed at pit stops, on print materials, on the website; and, were invited to donate swag, pamphlets or provide volunteers to increase their visibility at the event. The sponsorship package was a similar format to previous years, including the levels of recognition as they corresponded to donations. This was done to provide consistency to repeat sponsors. Partnerships were more flexible this year and donors were given a choice of what aspect of the event they would like to sponsor such as shirts, pit stops or the BBQ, and donated a cost accordingly.



A formal written agreement was made for or by each sponsor and signed by the Event Coordinator. Not all required invoices to issue a cheque, but some did request this.

A major set back at the beginning of the planning process was that Manitoba Lotteries Corporation, a long time sponsor, refused sponsorship for 2012. Possibly this was due to the end of tri-annual investment cycle. Or the significant changes and consequent struggle in organization on behalf of Bike to Work Day in 2011. Having been the Breakfast/BBQ sponsor, this opened the opportunity for new sponsors to step into this role including naming rights and major recognition through all advertising. No sponsors were found for this sponsorship level (\$7500), however.

Part of the response from sponsors was that although they recognized the significance of the goals of Bike to Work Day, they were disinclined to support because the event was only for one day, and didn't necessarily benefit an at-risk or high-need population. Another set back was that because Bike to Work Day does not have official non-profit or charity status, that many of the community sponsorship programs from major corporations/foundations could not sponsor.

That being said, new sponsors did come aboard in 2012, with smaller donations. The North West Company pledged \$2500 (part in-kind, part financial) and Manitoba Public Insurance generously doubled their donation to \$5000 to support the printing of t-shirts, and additionally granted the Winnipeg Repair Education and Cycling Hub (The W.R.E.N.C.H.) \$0.50 per Bike to Work Day registrant to maximum of \$2000.

SPONSOR	AMOUNT	NOTES
City of Winnipeg	\$20,000.00	
MPI	\$5,000.00	+ \$2000 additional donated to the W.R.E.N.C.H.
ACU	\$500.00	
North West Company	\$1,500.00	
	TOTAL	\$27000



5.2 In-Kind Sponsorship

Over \$28 000 of in-kind sponsorship monies was donated this year. This came in a number of forms:

- volunteer hours
- donated material (Frogbox donated 4 boxes to the event, Design Type donated the cost of building the website)
- discounts (Peg City Vinyl gave a discount of \$1 per shirt)
- advertising (City TV, CBS Outdoor, Winnipeg Free Press, Global TV all donated air time or space at minimal or no-cost)
- prizes (local bike shops including Natural Cycle, Olympia, Bikes and Beyond, Gord's Ski and Bike and Woodcock all donated prizes as did CAA and MPI)
- food and beverage (Stella's, Tim Horton's, Cafe D'Amour, Cottage Bakery, Diversity Food Services, Tall Grass Prairie, Casa Burrito and Half Pints).

Design by Andraea Sartison
Photo by Caroline Wintoniw

All photos by Caroline Wintoniw



Tim Hortons was also generous in organizing pick up of morning coffee and donuts at over 20 locations across the city for the morning pit stops on Bike to Work Day.



IN-KIND CONTRIBUTOR	EQUIVALENT	NOTES
CityTV	\$8,800.00	Donated Cost of Advertising Time
MPI	\$2,000.00	Donated Prizes and Safe Cycling Information
Winnipeg Free Press	\$3,100.00	Donated one B/W 1/4 page ad, the week before event
Design Type	\$4,000.00	Donated cost of Website
CBS Outdoor	\$2,000.00	Donated 7 bus stops around the City of Winnipeg
Natural Cycle	\$1,000.00	Combined total Bike shop and Courier
CAA	\$2,000.00	Partnered with Schwinn to Donate Prize Back



Peg City Vinyl (Andrew Gatien)	\$500.00	\$1 off/cotton T-Shirt
Stellas	\$250.00	Donated 16 dozen baked goods
Tim Hortons	\$344.61	Donated Coffee and Donuts for 20 pit stops
Lightvisions	\$1000.00	Donated 1000 11 x 17 posters
Half Pints	\$500.00	Donated 2 kegs of Pedal Pusher Ale for BBQ
Assiniboine Credit Union	\$50.00	Donated a Wind Breaker
Fort Whyte Alive!	\$200.00	Donated passes and year membership
Chariott Carriers	\$250.00	Donated one Bike Trailer
Food Donations various	\$500.00	Including Diversity Food Services, Casa Burrito and Cobbs Bakery
Bike Shops Various	\$1000.00	Prize Donations (Gords, Olympia, Bikes and Beyond)
Frog Box	\$200.00	Donated Prizes and 4 boxes for use day of
Bike Valet Winnipeg	\$600.00	Donated their services and equipment for parking at BBQ
The Forks	\$250.00	Discount to Rent Space for the BBQ
TOTAL	\$28,544.61	

5.3 Prizes

An email was sent to all bike/active living gear shops to request prizes and the email was followed up via phone or personal visit by Currie Gillespie. Joseph Gatien organized the prize draw. All small prizes were drawn from raffle tickets at the BBQ, and drawn for repeatedly until all were distributed. In addition to gear from Bike Shops, Fort Whyte Alive donated passes, Assiniboine Credit Union donated an windbreaker, and FrogBox and Natural Cycle Courier donated gift certificates. The grand prize Schwinn bike which was donated through a partnership with CAA, as well as a Bike Trailer from Natural Cycle and a Chariot Child Trailer was drawn from all nearly 4000 registrants at the BBQ and the winner was contacted by phone later in the day.





5.4 Sponsorship Letter



Dear Fellow Winnipegger,

Looking for an exciting "green" community event to support?

Then join us and be a part of the 5th annual Bike to Work Day Winnipeg on June 22nd, 2012. We are currently looking for community and corporate partners whose sponsorship will help make this year our largest and most effective event yet.

Bike to Work Day is an initiative of the City of Winnipeg and Bike to the Future. It was created by a group of avid cyclists to raise awareness of issues surrounding cycling in the city. The event promotes cycling as an alternative way to commute, benefiting not only the rider but also the community by reducing pollution and traffic congestion. Each year Bike to Work Day also aims to celebrate Winnipeg's bike-friendly infrastructure and encourage new commuters to join in the event! Similar events held in cities across Canada and the United States see thousands of people out on their bikes for one exciting day, or week, or month a year. Last year over 3000 cyclists were counted riding to work on the event day, an enormous increase from 1800 in previous years. With your support we are expecting to grow again in 2012.

But it's more than just one day. Building on the success of previous years Bike to Work Day will be transformed into a week long cycling event in 2013. By joining us now you can ensure your contribution and input for this expansion.

Coverage for the event includes media conferences, website and social media advertising, and live TV and radio broadcasts on event day (CityTV and CBC). We generously recognize our sponsors throughout our advertising and during the event.

Why should your company support Bike to Work Day Winnipeg 2012?

- You'll be seen actively supporting a green community initiative
- You'll be recognizing growing consumer concern for the environment and the public's need for a bikeable community
- You'll be promised a well-organized, well-run, and high profile event

We hope that you will accept our invitation to partner with us for Bike to Work Day 2012. Please don't hesitate to contact me for more information.

Yours Sincerely,

Andraea Sartison
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www.biketoworkdaywinnipeg.org

5.5 Sponsorship Package



Be a Part of Bike to Work Day Winnipeg 2012!

Thanks to our sponsors Bike to Work Day 2011 was a success. An estimated 3500 people cycled to work on event day last year with over 2600 cyclists registering at event locations and online (compared to 1800 registrants in previous years). Thousands more saw the Bike to Work Day banners at key event locations. Our sponsors' participation allowed us to give away 400 free t-shirts, 500 BBQ dinners, hundreds of prizes, snacks and refreshments. The pre-launch announcements and the event itself received extensive media coverage on major TV networks (CBC, CityTV) and generated stories in both major daily newspapers.

Help make 2012 a bigger success!

Bike to Work Day 2012 happens because of you, our generous sponsors. We have been working hard to provide even more value for our likeminded sponsors and to reach out to more Winnipeggers in our fifth year. This year we expect more participants and increased name recognition by building on past years' success. This year's event will feature new as well as previous sponsorship opportunities at various donation levels:

Secure your sponsorship before May 15th, 2012.



Details for 2012 Sponsorship

Downtown Bus Stops

- Your logo on 6 bus shelters downtown for the month of June

Bike Pit Stops

- Twenty+ locations spread around the city will welcome riders in the morning and the stations will offer, among other things: snacks, beverages, prizes, and free t-shirts.
- Your logo at all Bike Pit Stop locations.

T-Shirts

- Your logo on the back of 400 Bike to Work Day t-shirts.

Banners

- Your logo on large event banners at major event locations (The Forks, Bike Pit Stops locations spread around the city.)

Posters

- Your logo on Bike to Work Day posters distributed pre-event around the city.

Website

- Your logo on the Bike to Work Day website.
- link to your website from www.BiketoWorkDayWinnipeg.org

Maps

- Digital media: Your logo on event map distributed to registered participants and committee networks prior to event.
- Newspaper: Your logo on event map printed in the Winnipeg Free Press prior to event.



Sponsorship Levels

Cash or In-Kind Donation

Event Host (\$20 000+)

See your logo on:

- Bus stop signs (must commit before May 15 to be included on sign)
- Bike Pit Stop locations around the city
- T-shirts
- Online map
- Winnipeg Free Press map
- Bike to Work Day Winnipeg Website (includes link to your website)
- Posters
- Banners

BBQ/Breakfast Host (\$7500–\$19 999)

Breakfast/BBQ Naming rights

See your logo on:

- Bus stop signs (must commit before May 15 to be included on sign)
- Bike Pit Stop locations around the city
- T-shirts
- Online map
- Winnipeg Free Press map
- Bike to Work Day Winnipeg Website (includes link to your website)
- Posters
- Banners

Bike Pit Stops (\$2500–\$7499)

Single Pit Stop Naming rights

See your logo on:

- Bus stop signs (must commit before May 15 to be included on sign)
- Bike Pit Stop locations around the city
- T-shirts
- Online map
- Winnipeg Free Press map
- Bike to Work Day Winnipeg Website (includes link to your website)
- Posters and Banners



Commuter Bike (\$1,000-\$2499)

See your logo on:

- Bike to Work Day Winnipeg Website (includes link to your website)
- Posters
- Banners

Road Bike (\$500-\$999)

- Bike to Work Day Winnipeg Website (includes link to your website)
- Posters

Unicycle <\$500

- Bike to Work Day Winnipeg Website (includes link to your website)





6. Media and Promotions

Andraea Sartison, Event Coordinator was responsible for communicating with media and developing media partnerships for Bike to Work Day.

Major media partners included:

- **City TV**--- donated ad time, hosted a pit stop in front and were live on location with Breakfast Television and offered two spots for Bike to Work Day steering committee members and Government officials leading up to and day of
- **Global Television** was also live on location at 201 Portage where their was a pit stop. Although there was no formal partnership, they did promote the pit stop at their own location
- **Canwest** at 201 Portage donated ad time on their internal TVs and outside on the jumbotron along Portage/Main



- **Winnipeg Free Press**--- donated a black and white 1/4 page add which ran on the Monday before Bike to Work Day
- Ads were recorded by Bike to Work Day steering committee members and broadcast on both **CKUW** and **UMFM**
- **CBC** featured cyclist interviews during their morning show, and both **CBC radio and TV** did interviews throughout the idea on both french and english channels.

All other media was alerted with releases sent out through the City of Winnipeg communications department.

Social media was also a good tool. News tidbits were released roughly three times per week on facebook about different pit stops.

Finally, as in previous years a media conference was called and took place at City Hall. **Minister of Active Transportation Ron Lemieux, Mayor Sam Katz, Councillor Jenny Gerbasi**, and Bike to Work Day Co-Project Manager Curt Hull all spoke as did a representative from **Manitoba Public Insurance** and the **W.R.E.N.C.H.**. New this year, about 30 cyclists met at the Legislature and road together to the media release in the pouring rain. This was a great statement and photo opp. An initial run of 25 t-shirts was done for the event.

Media Recommendations:

- Approach all 2012 media partners early in April/May to secure partnership and begin to run ads early
- If budget allows buy ad space in the Uptown and other Canstar papers, community papers and radio stations.



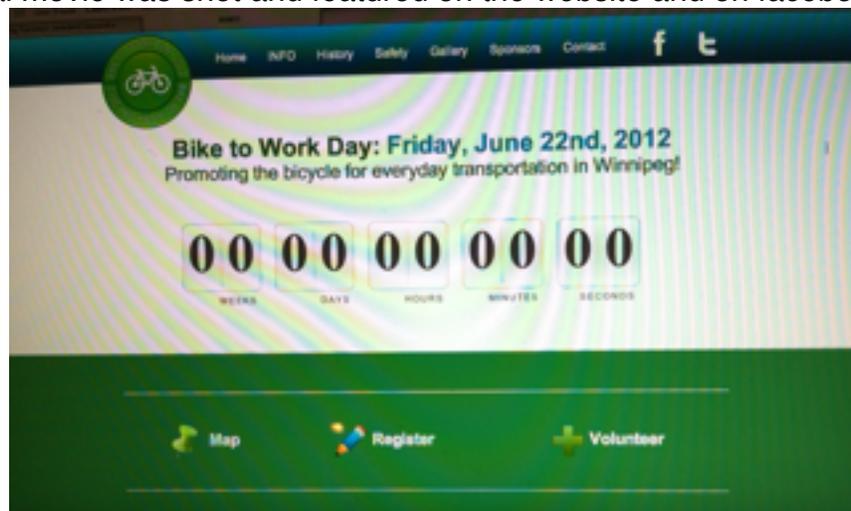


The website was managed by Mackenzie Kasper of Design Type. All information was streamed to her through the Event Coordinator.

Website headings included:

- Home
- Info
- History
- Safety
- Gallery
- Sponsors
- Contact

A promotional movie was shot and featured on the website and on facebook.



Website recommendations:

- Have the website and graphic designers attend committee meetings and/or have one committee person assigned to monitoring and communication updates/ changes to the designers.
- Keep the website up all year and continue to update it
- Make sure that the content is edited by more than 2 committee members before it is published to insure a consistent message, and lessen the amount of edits that need to be made afterwards
- Make sure that "REGISTER" "VOLUNTEER" and "SPONSOR" are big bold titles
- Have posters to download on the website so that visitors can take initiative to publicize in their neighbourhoods/ workplaces



8. Graphics and Advertising

Andrew Mazurak was the graphic designer for this event, with additional design by Gord Klassen, Caroline Wintoniw and Andraea Sartison. Building on branding by Toby Bartlett in 2010, Andrew managed designs for all print material, including paper ads. All print material was donated from Lightvisions Printing.

Organizations who hosted pit stops were also encouraged to make their own advertising.

8.1 Posters

500 11 x 17 posters were printed in early May and were hung throughout the city and distributed to major sponsors, pit stops and interested work places. Additional posters were printed to thank sponsors and as directional signage for pit stops on the day of. An electronic copy was distributed to all pit stops for their own printing.



Design by Andrew Mazurak

Design by Andraea Sartison



8.2 Bus stops

CBS Outdoor donated 7 bus stops for large bike to posters throughout the city. The bus stop signs were hung for the six weeks leading up to Bike to Work Day.



Design by Gord Klassen

8.3 Pit stop banners

Pit stop banners were designed to help draw cyclists to the pit stops during the morning of the event. They were 2 x 4 feet.



8.4 T-shirts

500 shirts were printed and distributed. Orange was chosen as a visible colour for safety and the t-shirts were, as always, extremely popular. Volunteer t-shirts were the same as rider t-shirts. The first 300 registrants were invited to pick up their t-shirts prior to event day at Natural Cycle. Whatever shirts were not picked up were distributed equally among pit stops to give out on a first come-first serve basis.

A run of 25 technical shirts was done in early June. These were advertised to Bike to Work Day supporters and early registrants. The shirts were purchased for \$20.

Recommendations: In upcoming years it is suggested that the shirts are all ordered through Pay Pal and distributed by a local retailer, and priced higher as a fundraiser.



T-shirt design by Andrew Gatién

8.5 Handle Bar Advertisements



Double sided handle bar advertisements were printed and stapled around bike handle bars by Bike Valet Winnipeg for two months prior to the event and by Jazz Fest Volunteers a week before Bike to Work Day.



Graphics and Advertising Recommendations

Design by Andrew Mazurak

- Have the same person who is monitoring the website, monitor the designs as well to make sure branding is the same and all of the correct info (sponsorships etc. is in the right locations)
- Bring designs to meetings for approval or suggestions (if designer can be present this would be best)
- Digital posters should be available to download from the website for the public.
- Secure a sponsor in the fall in order to fund more t-shirts. So many comments are received about the t-shirts, people want to see more of them. Many riders even requested to pay for shirts in order to get one.

9. Pit Stop and BBQ

2012 followed a similar format as the previous year. However significant growth was noted primarily in the amount of registrants (2700 in 2011, 3930 in 2012), and in the number of pit stops (5 in 2010, 22 in 2011 and 38 in 2012)



9.1 Pit Stops

Based on comments from previous years there was a focus on spreading the pit stops into all corners of the city to cater to those who do not work downtown. Additionally, a pit stop was run at the Forks from 9:00am-3:30pm for those whose work schedules didn't resemble an 9-5 schedule.

Community organizations, corporations, bike shops and individuals responded to the call for pit stop help and very quickly. Notably, 4 Winnipeg Public Libraries came on board as pit stops, as did multiple community centres.

Due to the expansion in the number of pit stops, each host was encouraged to locate their own food from their neighbourhood, and be creative with what they would offer to cyclists. Pit Stops were supplied with a donation request form and approached retailers. As a result Cafe D'Amour, Cobbs Bakery, Diversity Food Services, Tall Grass Prairie, and Casa Burrito all came on board to support specific stops.

If Pit Stops couldn't find their own food sponsor they were supplied with 20 cups of coffee and 12 donuts (donated by Tim Hortons) as well as 12 muffins from Stella's Bakery. This was organized by the Pit Stop Coordinator and Tim Hortons, and deliveries, if needed were coordinated by the Volunteer Coordinator.

Pit stops also were supplied with a Bike Mechanic to do basic repairs (air/tube patching) if none of the hosts had these abilities.

A digital pit stop map was made and posted on the website, as well as a list of pit stops and their addresses.

At a pit stop captain meeting on June 21st banners, sponsorship posters and swag from various biking organizations (Winnipeg Trails, Bike to Folk Fest etc) were distributed to give out to passing cyclists the morning of.

Pit Stops were each offered money to cover incurred costs only if requested (between \$40-\$100).

The Pit Stops were responsible to promote their stop in their own community. They were also given directional signage, banners and sponsorship posters to post at their location. The remaining t-shirts were also given out at pit stops.

There was an emphasis that the hosts should register any rider had not already registered on line for bike to work day. This would ensure that all participants were



eligible for prizes, could come to the BBQ and were counted for advocacy and documenting purposes. All of the remaining material, and paper registrations were brought to a central location (the Forks) after the pit stops closed.

A group ride, led by Dave Elmore was coordinated with the CAA pit stop at Assiniboine Park and was attended by ~35 riders, ending at the City TV pit stop at the Forks.

There were three prize bike racks donated by the City which were given away to participating pit stops. One was given to the pit stop with the most visitors, and two were drawn randomly.





#	PIT STOP	LOCATION	Visits
#1	SEED WINNIPEG	80 Salter Street (parking lot)	32
#2	BRONX PARK C.C.	720 Henderson Hwy	30
#3	UNIVERSITY OF WINNIPEG (UWSA BIKE LAB)	515 Portage Ave	55
#4	DMSMCA AND ORIOLES BIKE CAGE	St Matthews Ave at Banning St	101
#5	GREEN ACTION CENTRE	Juba Park on Waterfront Dr	117
#6	17 WING	Yellow Ribbon Greenway	125
#7	MANITOBA PUBLIC INSURANCE	Esplanade Riel/Provencher Bridge	150
#8	NORTHWEST COMPANY	BonnyCastle Park(Assiniboine Ave)	375
#9	CITY TV	Outside of City TV	75
#10	DOWNTOWN BIZ	201 Portage Avenue	76
#11	NORTHWOOD C.C.	1415 Burrows Ave	19
#12	NORTH POINT DOUGLAS	Annabella St at Higgins Ave	
#13	MILLENIUM LIBRARY	251 Donald St	113
#14	PEG CITY CAR CO-OP	NW corner of River & Osborne	20
#15	FORT GARY LIBRARY	1360 Pembina Hwy	60
#16	OSBORNE LIBRARY	625 Osborne Street (parking lot)	62
#17	LINDEN WOODS COMMUNITY CENTRE	414 Lindenwood Drive West	31
#18	MANITOBA CYCLING ASSOCIATION	Dakota & Bishop Grandin NE	80
#19	WINNIPEG TRAILS ASSOCIATION AND ALTER EGO	1824 Pembina (Canad Inns)	50
#20	CITIZENS OF ARCHWOOD (SEINE RIVER)	Edgewood Pedestrian foot bridge	70
#21	DILLON CONSULTING LTD	NE corner of Waverley and Parker	114
#22	UNIVERSITY OF MANITOBA (UMSA/UMREG)	423 University Cres	66
#23	ROBLIN PARK C.C.	640 Pepperloaf Cres	10
#24	HEALTH SCIENCE CENTRE	810 Sherbrook St at McDermot	
#25	WOODCOCK	433 Saint Mary's Rd	160
#26	WOLSELEY RESIDENTS ASSOCIATION	Church along Omand's Park	90
#27	ST. VITAL LIBRARY	6 Fermor Avenue	30
#28	THE FORKS RUNS 9-3	Market Plaza	100
#29	FORT WHYTE ALIVE	1961 McCreary Rd	36
#30	CANADIAN MENNONITE UNIVERSITY	500 Shaftesbury Blvd	56
#31	ELMWOOD HIGH	N.E.P.Greenway at Chalmers	114
#32	NATURAL CYCLE - CUBE	Old Market Square	70
#33	CAA #1	Legislature	150
#34	CAA #2 **UNCONFIRMED**	Assiniboine Park Foot Bridge	150
#35	IBEX	421 Mulvey Avenue East	63
#36	RALPH BROWN C.C.	460 Andrews St	34
#37	TRANSCONA TRAILS	Along Transcona Trails	57

Pit Stop Recommendations



- Approach the existing pit stops for first right of refusal in 2013
- Secure a sponsor to specifically fund the pit stops, this would help to supply enough coffee and muffins for every cyclist who stopped in, as quantities didn't last long
- Provide healthy snacks like fruit and water at the stops where possible
- Mark the names of the pit stops on the back of any material that has to be returned to make sure that none disappear
- Have one bike to work day volunteer at each stop
- Have a "pass port" where cyclists who visit various pit stops can get a stamp. Perhaps after a determined amount of stamps they receive a prize.





9.2 BBQ

A BBQ was held at the Forks in the evening with free food for the first 300 guests. Music by local bands *Mogley and the Woodland Creatures* and *Peg City Folk* was featured. Prizes were given away and pedal pusher ale by Half Pints was served. The final prize was chosen using an electronic device and the corresponding number registrant won. All other prizes were drawn based from the BBQ attendees only.

Registration cards were given out at each pit stop, emailed to participants and available to download after registering online. These were used as passes to the BBQ.

A bike valet was set up and run under the Forks canopy by Bike Valet Winnipeg. It was free for all cyclists.

The party took place at the Beachcomber's lower patio and Busker's Lookout with the stage at the corner of Buskers look out and the stairs to the port. The area was stanchioned in at the top of the stairs for liquor and food service laws. It is important to have security at these points so no liquor is coming in or out.

Natural Cycle was on site doing bike repairs.

Habitat for Humanity also came on site to promote the Muddy Waters Bike Race.

BBQ Recommendations:



- Move the BBQ to a different location next year. Beachcomber's is too costly
- Make sure there is enough free food for all or do \$2 dinners to help subsidize costs but make sure everyone gets food
- Have one entry line for those with registration print ups, another for those who may have forgotten them, and lastly a line up for those who still wish to register
- Make sure there is enough food and beer set aside for ALL volunteers
- Have a few stations inside so that people can provide feedback and sign up for the draw to avoid bottle necking
- Sell T-Shirts at the BBQ
- Extend the BBQ hours

10. Volunteers

Over 40 volunteers assisted with Bike to Work Day. They were managed by Kaye Grant and by Jeremy Hull. Jeremy managed the bike counts and Kaye assigned all other tasks. Volunteers were used as bike mechanics, assistants at the bike valet, bike counters, pit stop pick up and delivery, data entry, prize draw assistants, registration assistants and to decorate at the BBQ. Prior to the event day some volunteers also helped with hanging posters.

Volunteer Recommendations

- Make sure there is enough free food and drink for volunteers at the BBQ
- Locate money to help fund the volunteer coordinator position
- Edit the list of activities that is currently on this sign-up page
- Mechanics – Key pit stops needed higher levels of expertise and tools. Maybe work more closely with the many community organizations that are now available to recruit trained volunteer mechanics. Maybe provide a different level of incentive for this
- some volunteers that were new experienced a bit of confusion at the bike shop. The contact there might need more instructions. Like the volunteers are on a separate page at the back of the list – I also need to make sure I had all my volunteers on this list. I missed a couple.



11. Budget

EXPENSE	ACTUAL	REVENUE	ACTUAL
Admin		City of Winnipeg	\$20,000.00
Event Planner contract	\$10,000.00	MPI	\$5,000.00
Courier	30.24	ACU	\$500.00
Courier		Bank carry-over from 2011	\$148.16
T-shirts		North West Company	\$1,500.00
T-shirts	\$5,860.00	Technical Shirt \$ Recovery	\$300.00
BBQ		TOTAL REVENUE	\$27,448.16
BBQ	\$3,610.47		
Entertainment	\$300.00		
Equipment Rental	\$20.00		
Forks	\$1,052.10		
Pit Stops		REVENUE-EXPENSES	\$2,523.78
MTYP Booking for Pit Stop Meeting	15.75		
Pit Stops	\$220.00		
Muffins day of	\$141.07		
Promotion			
CBS	\$1,407.70		
City TV	\$1,470.00		
Media launch event	\$100.80		
Printing	\$480.00		
Photographer Honorarium	\$150.00		
Poster hang	\$66.25		
TOTAL EXPENSES	\$24,924.38		



12. Other Recommendations

- Begin planning early in fall to secure sponsorship and expand the event.
- Spread out the major events (like perhaps the BBQ) to service a new side of the city

Bike to Work Week 2013

- Monday morning event to kick off the week similar to pit stops
- Daily workshops (cycling safety, basic mechanics etc)
- Daily group rides in different parts of the city
- Daily discounts for cyclists at cooperating retailers
- Events such as Bike Valet at concerts, cycling movies, bike decorating, naked bike ride etc.

Bike to Work Morden/Portage la Prairie/Thompson

- Locate seed money
- Find a partner (individual or organization) in the satellite community
- Pass on event structure
- Link to the event on website
- Pass on event branding
- Provide consulting and support for years 1-2

Bike to School Day

- Partner with a pilot school or division
- Provide Education materials or presentations on safe cycling prior to event day
- Do a school group cycle
- Host on the same day as Bike to Work Day
- Have prizes for the school who has the most cyclists (ie. a Bike Rack)
- Have food/prizes donated to participating schools

Bike to Work Winter

- Partner with the Forks River Trail
- Brand with a similar logo and create and sell swag
- Contact Bike Shops to support the event





Winnipeg's fifth annual Bike to Work Day (BTWD) took place on Friday, June 22, 2012. More than 4,000 cyclists registered for the event, the largest number since Bike to Work Day was first established in Winnipeg in 2008. In order to help measure the impact of BTWD, the numbers of cyclist commuters were counted at 13 locations during morning rush hour (between 6:30 and 9:00 am). Counts were also done at five of these locations during the afternoon rush hour (between 3:30 and 6:00 pm). These locations were chosen because they are key traffic choke points, most of them located on the periphery of the downtown area. The number and selection of locations was influenced by the availability of volunteer counters. In total 18 counts were done by 20 volunteers. At all but one of the locations counts have been done before either on previous Bike to Work Days, or as part of the Bike to the Future spring cyclist counts, or both.

Counts were carried out by volunteers following a standard format and procedures developed by Bike to the Future and used over the past six years in our annual spring counts. In some cases two volunteers shared the counting duties at a given location. In other cases one volunteer did two counts (morning and afternoon). All counts reported here are standardized for a two hour period. Generally the volunteers counted for exactly two hours, but in some cases they counted for 2 ½ hours. In these cases the highest 2 hour count was used. In one case the count was done for 105 minutes, and a two hour count was estimated from this.

The goal of the counts is to document whether BTWD has succeeded in increasing the number of commuters using bicycles compared to previous years. In order to document possible increases in cycling, two kinds of comparisons were made. First we looked at bicycle counts done on BTWD over the past five years. Second, we looked at previous counts done at the same locations during June. All comparisons were matched for location and time of day. Table 1 provides a history of the counts done this year and in previous years at the same locations. The highest previous counts done in June by Bike to the Future are also shown. Counts are separated into morning and afternoon counts because the Bike to the Future spring bicycle counts have shown that afternoon counts are about 25% higher than morning counts on average.

The table shows that all but three of the BTWD morning counts were higher than the previous highest June counts. When added together, the total of the morning counts was about 13% higher than the previous highest morning counts at these locations. The afternoon counts, however, were a different story. They tended to be similar to, usually less than 10% higher or lower than previous highest June counts. Two things may account for this. First, BTWD is always on a Friday, which not a typical commuting day in that some proportion of commuters may leave work early (or take the day off). Second, BTWD includes special events organized at the Forks downtown, including an afternoon barbecue. Some of the volunteers noted that attending the barbecue conflicted with afternoon counting duties, and this may also have affected the timing of the afternoon commute for a number of cyclists. Because of these possible issues



and because a larger number of counts were completed in the morning, this report will focus mainly on the morning counts.

Table 1 History of Bike to Work Day Counts and Previous June Counts Winnipeg, 2008 - 2012								
Location	Bike to Work Day Counts (2 Hours)					Previous Highest June Counts		
	2008	2009	2010	2011	2012	count	year	Percent Difference
Morning Counts (2 Hours)								
Louise Bridge	144	126	123		152	187	2012	-18.7%
Main St @ Higgins	206		146	141	132	132	2012	0.0%
Midtown Bridge			61	113	142	74	2011	91.5%
Norwood Bridge			279	385	367	340	2012	7.9%
Omand Cr Train Bridge	242	199	122	212	325	238*	2012	36.6%
Osborne Bridge**	275	257	250	270	271	237*	2012	14.3%
Osborne Underpass					196	151	2011	29.8%
Pembina-Jubilee Underpass	210	204	128	191	153	208	2012	-26.4%
Provencher Bridge/Esplanade Riel	249	215	193	245	318	249	2012	27.5%
River Trail @ Main St					181	175	2012	3.4%
Sherbrook-Maryland Bridges	297	356	278	407	432	378*	2012	14.2%
Stradbrook East of Donald					90	<i>(none)</i>		
University Cres @ Thatcher			95	240	195	167	2010	16.8%
Total Morning Counts***					2,864	2,537		12.9%
Afternoon Counts (2 Hours)								
Main St @ Higgins			192		219	238	2012	-7.9%
Osborne Bridge**		327			311	294	2012	5.8%
Pembina-Jubilee Underpass				172	204	208	2012	-1.9%
Provencher Bridge/Esplanade Riel		226		336	355	336	2012	5.7%
Sherbrook-Maryland Bridges		334		403	482	469	2012	2.8%

* No recent morning counts were available at these locations. The morning counts were estimated based on afternoon counts using the average ratio of afternoon/morning counts of 1.24. (All of these estimated counts are higher than the most recent actual counts at these locations.)

** Osborne Bridge has been under construction during 2011 and 2012, with reduced traffic lanes and only one sidewalk open during this time.

*** Morning totals do not include Stradbrook East of Donald because no previous counts have been done at this location.



University Cres @ Thatcher			164		199	259	2012	-23.2%
Total Afternoon Counts					1,770	1,804		-1.9%

Table 2 provides a history of BTWD morning counts at ten locations where counts were available for the past three years. These counts show that the number of cyclists on BTWD has increased in each of the past two years. The increase between 2010 and 2011 was 366 or 40%, and in 2012 the count increased by another 146 or 6%. The chart below illustrates the increase in counts over the past three years. It should be noted as well that the construction project on Osborne Bridge, one of the major bicycle commuting routes in Winnipeg, has tended to reduce the numbers of cyclists at that location for the past two years, and is likely to have reduced the counts on BTWD at this location.

Table 2 Bike to Work Day Morning Counts at Selected Locations Winnipeg, 2010 – 2012			
Location	2010	2011	2012
Louise Bridge	123	138*	152
Main St @ Higgins	146	141	132
Midtown Bridge	61	113	142
Norwood Bridge	279	385	367
Omand Creek - Train Bridge	122	212	325
Osborne Bridge	250	270	271
Pembina-Jubilee Underpass	128	191	153
Provencher Bridge/Esplanade Riel	193	245	318
Sherbrook-Maryland Bridges	278	407	432
University Crescent @ Thatcher	95	240	195
Total	1,675	2,341	2,487

* No BTWD count was done at Louise Bridge in 2011. Count was estimated by averaging 2010 and 2012



Conclusions

Bicycle commuting traffic in Winnipeg was higher on BTWD 2012 than on any previous Winnipeg Bike to Work Day, and it was also higher than during the highest previous bicycle counts at the same locations, at least during the morning rush hour. These findings show that BTWD 2012 had a positive impact on bicycle commuting in Winnipeg and suggest that on BTWD there was an increase of about 13% over normal June commuting levels. Because BTWD takes place on a Friday in summer when overall commuting traffic tends to be low, these findings may understate the impact of BTWD on commuter cycling.

Thanks to the following volunteers who helped with this year's BTWD bicycle counts:

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Report prepared by Jeremy Hull for the Bike to Work Day Winnipeg Steering Committee.

If there are questions or comments, or if anyone wants additional information about these counts please contact me at: hull.jeremy@gmail.com.