

# BIKE WEEK

JUNE 13-19, 2015



## FINAL REPORT



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# 1. INTRODUCTION

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Winnipeg's 2nd Annual Bike Week was held June 13-19, 2015 with the 8th Annual Bike to Work Day taking place on Friday, June 19th.

The event was organized by a steering committee made up of volunteers, both individuals and representatives from the following organizations:

- Climate Change Connection
- Green Action Centre
- City of Winnipeg
- Downtown Winnipeg Biz
- Manitoba Cycling Association
- Bike Winnipeg
- The Winnipeg Repair Education and Cycling Hub (The WRENCH)
- Reconnaissance Management Consulting Group Inc.
- Big Brothers & Big Sisters
- Investors Group

## 1a. EVENT BACKGROUND

The first annual Bike Week was held in June 2014. It was a great success both with participation numbers and also with the quality of events held. Building on this success, the steering committee chose to make Bike Week an annual event.

Bike Week is an expansion of Bike to Work Day, an annual commuter event which began in Winnipeg in 2007. In 2013 the steering committee decided to open up participation from commuters, to everyone that rides a bike.

The goal of Bike Week is to get more Winnipeggers engaged in riding their bikes by offering interesting events that encourage and enable them to do so. It is also about changing the culture of riding bikes in Winnipeg. It doesn't matter whether people ride for leisure, sport, transportation or just for the love of riding a bike: *Bike Week is for Everyone.*

To put together a week-long schedule Bike Week reached out to organizations and communities that are bike-friendly and solicited interest in hosting events during the week. Bike Week's steering committee also organized and hosted several events. Bike Week was responsible for promoting and marketing of all the week's events, as well as offering high visibility and a city-wide brand to participating organizations. The timing was ideal as many organizations launched their weekly summer bike events in collaboration with Bike Week. Participating organizations included:

- Mountain Equipment Co-op
- Green Action Centre
- Bike Winnipeg
- Downtown Winnipeg Biz

- Winnipeg Cycling Club
- Winnipeg Arts Council
- UWSA Bike Lab
- Woodcock Cycle
- The WRENCH
- UWSA Bike Lab
- Orioles Bike Cage
- South Osborne Bike Hub
- The Bike Dump
- YMCA

The steering committee coordinated a free pancake breakfast at the University of Winnipeg to launch the week and was also responsible for hosting the 8th annual Bike to Work Day to cater to the returning audience, as one of the major Bike Week events. Annually this is a very exciting and unique event that relies heavily on the initiative of community groups to run pit stops, promote within their community, and coordinate mini events during the day.



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## 1b. 2015 HIGHLIGHTS

Bike Week consisted of 48 events (an increase from 28 event in 2014) over 7 days including a variety of group rides, educational seminars, mechanical workshops, cultural tours and other bicycle related activities such as bike yoga, an outdoor spin class and the first ever blessing of the bikes.

Bike to Work Day started off with almost 60 morning pit stops where people riding to work could enjoy free food, entertainment, giveaways and bike repairs. The day concluded with the annual Half Pints Bikes and BBQ Party at The Forks.

The most significant success of Bike Week 2015 was the partnerships that were established with community organizations and businesses, the expansion of programming and an increased brand recognition. In summary Bike Week included:

- 48 events
- with an estimated 3000 people attending various events
- 15 group/theme rides
- 6286 people receiving Bike Week e-newsletters
- 495 current Twitter followers
- 1 644 Facebook followers
- 200 people attending the kickoff Breakfast on Bikes
- 450 people attending the Half Pints Bikes and BBQ Celebration
- 1 free concert using Bike Week's bike powered concert system
- 59 pit stops
- 2285 cyclists counted riding to work at 10 high traffic locations on Bike to Work Day
- 100+ people who visited more than 8 pit stops on Bike to Work Day
- 80 Bike Week volunteers
- Approximately 200 community volunteers running events and pit stops
- As many as 200 people visiting a single pit stop
- Approximately 40 people attending the Bike to Work Day group ride with Mayor Brian Bowman
- 29 hours on a bike, longest Bike to Work Day non-stop commute by Arvid Loewen



## 2. PLANNING PROCESS

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### 2a. STEERING COMMITTEE

Bike Week planning began in September 2014. Bike Week sent out an invitation to past steering committee members and participants to join the 2015 committee. The following individuals comprised the team:

NAME	ROLE	HOURS
Andraea Sartison	Event Coordinator	400*
Caroline Wintoniw	Volunteer & Pit Stop Coordinator	250*
Shawna Culleton	Assistant Event Coordinator	120*, 25
Sarah Pryus	Sponsorship Coordinator	100*
Dave Elmore	Project Manager	500
Curt Hull	Past Project Manager	30
Mark Cohoe	Group Rides, Bike Winnipeg liaison	50
Kayla Chafe	Newsletter, Facebook, running events	100
Kaye Grant	Member at large, running events	40
Richard Bracken	Member at large, twitter	45
Currie Gillespie	Member at large, prizes	40

\* Denotes paid hours, not volunteer

**Total Volunteer Hours Contributed by Steering Committee** **830**

**Estimated volunteer hours from Bike Week volunteers** **800**  
(pit stops, mechanics, bike counts, bike week events, group rides etc.)

**TOTAL BIKE TO WORK DAY VOLUNTEER HOURS** **1630**

The Steering Committee met monthly between September and May. Weekly meetings were held in the end of May and throughout June. Each steering committee member would report on their responsibilities based on the project charter created by the Project Manager to ensure that planning was on track. Meetings were used for communication, brain storming and problem solving. Each meeting ended by identifying deliverables to be achieved before the next meeting.

The planning process was most successful when individuals were assigned specific responsibilities. This way any information could be sent via the Project Manager to one point person, helping to spread out the work load and insure accountability.

In the past the sponsorship and much of the marketing was managed by the Event Coordinator who held this position for five years. This year, the responsibilities were scaled back to strictly event planning, and a sponsorship coordinator was hired and marketing responsibilities were distributed to the

volunteer committee.

An Assistant Event Coordinator was hired through a public job posting and interview process. This was to create a succession plan: for the Assistant to learn from the Coordinator and to take over the planning for 2016.

Because of this redistribution of responsibilities the Project Manager also took on a larger role and many of the tasks performed by the Event Coordinator in the past such as managing the website, editing the e-newsletter and liaising with third party events and organizations were done by the Project Manager.

All comments and inquiries from the media and marketing plan was managed by the Event Assistant. The assistant also helped with general coordinating such as purchasing, delivery of supplies, set up and running events.

Budget and accounting was handled by the Project Manager.

The Sponsorship Coordinator managed all relations with sponsors including cold calls, meetings, creating sponsorship proposals and overseeing sponsorship deliverables (recognition) in partnership with the Event Coordinator and Project Manager.

The Volunteer and Pit Stop Coordinator was responsible for the volunteer training, recruitment and assignment for both the Breakfast on Bikes and Bike to Work Day. She was the liaison between the pit stops and the overall event, and assigned additional volunteers, food and beverage and mechanical support to each pit stop as well as maintained a complete database of all pit stop requests and information. This is a vital role, especially as the event and number of pit stops continues to grow.

Because the Event Coordinator role was broken down and spread among a variety of people to ensure continuity in 2016, weekly meetings between the Project Manager, Event Coordinator and Event Assistant were held to distribute tasks and give reports for the months of May and June. The Event Coordinator also met with the Pit Stop and Volunteer Coordinator once a week during this time period.

## **2b. PLANNING RECOMMENDATIONS:**

- Early planning (beginning in fall) is beneficial and should be consistent in 2015.
- Over the past few years both the Event Coordinator and Project Manager positions have grown enormously with the expansion of the event. This year, with the Event Coordinator stepping back the Project Manager took on a huge amount of work on a volunteer basis. There needs to be discussion on how to distribute workload moving forward. If the Project Manager role continues to grow and/or be so significant in the amount of

hours, compensation should be discussed. Otherwise the Event Coordinator should take back some of the roles taken on by the Project Manager and some tasks need to be pushed back onto the steering committee to take responsibility for. In the future consideration of combining the Event Coordinator and Project Manager roles could be considered thereby creating a permanent part time position.

- The recruitment of new board members needs to be started early in September. The committee has a small but mighty group of committed volunteers as well as other community organizations, however, some people have been on the board for a number of years and a succession plan need to be put in place to ensure that the event and organizing committee can continue to grow. It is imperative that the committee find more active volunteers to undertake the growing number of activities and responsibilities of this even expanding project.
- Bike Week should look at hiring or recruiting an individual with expertise in marketing. While some individuals on the committee have some experience in this area, it would be advantageous to have a professional publicist with connections in the industry to help grown the program and make people in Winnipeg aware of it.
- Clearly define roles and responsibilities for each steering committee member. Break the workload into specific tasks and assign to members at the beginning of the planning season or recruit new members based on tasks. Some examples of areas where volunteers could specialize are: website, social media, marketing, prizes, liaising with bike shops, coordinating t-shirt sales etc.
- Continuing with regular face to face meetings between the Event Coordinator/ Project Manager/Sponsorship Coordinator /Pit Stop/Volunteer Coordinator as needed should be observed to keep up communication, distribute tasks and provide a foundation for working together. These should be separate from the group meetings.



## 2c. VOLUNTEERS

Volunteers were managed by the Volunteer/Pit Stop Coordinator. Returning volunteers were contacted in April when a public call for volunteer was sent out on the event webpage and social media. Most coordination of volunteers took place in June closer to the event, when volunteers responded to the call.

Volunteer duties included mechanical repair, bike counts, BBQ assistance (setting up, take down, ticket distribution, serving, etc.), and pit stop assistance. In total over 80 volunteers assisted with Bike Week activities. Other organization volunteered their time and resources to run events and pit stops, and these third party volunteer hours are not accounted for below.

The volunteer tasks that needed to be filled were as follows:

- BW Bike Breakfast
- Bike valet
- BTWD Pit Stop Bike Mechanics
- BTWD Pit Stop Assistants
- BBQ set up and tear down
- handing out food coupons at BBQ
- pouring beer at BBQ
- handing out food at BBQ
- ride and go seek collector
- running bike powered sound system
- security at the BBQ

All volunteers were provided with a t-shirt and free food/beverage at the Half Pints Bikes & BBQ Party. A thank you email was also sent to all volunteers following the event.

Pit Stops were required to supply their own volunteers from their organization. Each pit stop received 2 t-shirts for their volunteers.



#### BW Breakfast:

The Breakfast volunteer positions were filled by members of the Bike Week committee and were responsible for directing cyclists to the breakfast and greeting cyclists.

#### BTWD Pit Stop Mechanics:

Out of all the volunteer tasks for Bike Week, this presented the most challenges. The invitation for Bike Mechanics was made at the very beginning of the launch of the event. However, despite early advertisement, response was slow. . The process of finding Bike Mechanics was ongoing. Emails were sent to local bike shops, committee members and calls were made through social media. Through these efforts we were able to secure bike mechanics for all but 4 pit stops

#### BTWD Pit Stop Assistants:

This position was much easier to recruit as it was one of the main volunteer positions advertised for Bike Week. Finding volunteers for this position consisted of delegating those who expressed interest in doing this task on their registration form, contacting them, and then coordinating from there which pit stop location that were convenient for them. .

#### Half Pints Bikes & BBQ:

While the BBQ requires the most volunteers, it was relatively easy to fill the needed positions. Acquiring volunteers for these various positions involved going through volunteer registrations and contacting those that expressed interest in volunteering at the BBQ.

## **2d. VOLUNTEER RECOMMENDATIONS**

- It would be advantageous if pit stop hosts had some basic knowledge of simple bike mechanics. A training session during prior to Bike to Work Day could provide for this and reduce the need for volunteer mechanics at each pit-stop. . Volunteers with more bicycle repair experience should be stationed at a variety of pit stops around the city. Most pit stops would offer only simple maintenance (inflating tires, lubricating chains, minor adjustments etc.) and those pit stops with a “mechanic” would be indicated on the website and location map.

## 3.EVENTS

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### 3a. BIKE WEEK EVENTS

48 bike-friendly events comprised the schedule for the 2015 Bike Week. A handful were organized and run by the Bike Week committee itself, but most were run by third party groups or organizations.

A public call for participation went out in early 2015. This call included a written document that detailed the partnership between Bike Week Winnipeg and 3rd party events (ie. Bike Week responsible to promote all events on website, social media and in e-newsletter, event organizer is responsible to provide a written description of their event, schedule, organizational logo a promotional image, and to run their own event including all necessary permits and licensing). The call was publicized on social media and the Bike Week website but most of the participation was confirmed via word of mouth, primarily by the Project Manager.

For most events a Steering Committee member attended and documented the event (taking pictures, counting participation) but in some cases (for larger organizations) the event host reported directly to Bike Week.



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### **Saturday, June 13**

Floodway Ride

Hosted by: Woodcock Cycle

5 riders from the floodway to Birds Hill Park and back.



Group Ride

Hosted by: Mountain Equipment Co-op

9 participants. Open to various skill levels, with on-road riding. Part of MEC's Bike Fest Program.



### Bike Fest

*Hosted by: Mountain Equipment Co-op*

1281 attendees throughout the day. Bike Fest was hosted at MEC on Portage Avenue. Alternatively it had been hosted at The Forks. The event included workshops, seminars, bike fittings and group rides. Some organizations (like Bike Week) hosted tables to promote their business or events.

### Injury Prevention & Management for Cyclists Seminar

*Hosted by: Mountain Equipment Co-op*

10 attendees. Brian Buffie, physiotherapist at Sport for Life talked about injury prevention and management specifically for cyclists during MEC's Bike Fest.

### Happy Days on Henderson

*Hosted by: Community Event*

1500-1600 participants. Happy Days on Henderson included many bike-friendly additions this year including bike valet, free bike tune ups and a draw to win one of 20 bikes refurbished by the Elmwood High School CYCLE Program.

### Confidence Building Ride

*Hosted by: Mountain Equipment Co-op*

10 attendees. Open to anyone wanting to improve their road riding abilities as part of MEC's Bike Fest.

### Women and Wrenches

*Hosted by: The South Osborne Bike Hub*

4 women attended Women with Wrenches - a mechanical workshop for women. A suggested improvement for next year is to improve promotion by targeting female contacts and groups.



### Orioles Bike Cage Open Shop

Open shop where people can get help with their bike repair needs.

### **Sunday, June 14**

#### Group Ride

*Hosted by: Winnipeg Cycling Club*

18 participants, 5 which were new members. 2 hours. 18-22 km/h ride through Wellington, Assiniboine Park & St. James.



### Blessing of the Bikes

*Hosted by: Knox United Church*

The first blessing of the bikes was held in New York with 10 attendees, now this annual event has grown to 1000 people per year. Winnipeg held its first blessing of the bikes, hosted by Knox United Church in Central Park for Bike Week for 13 enthusiastic attendees and free hotdogs!

### Community Bike Shop Day

*Hosted by: Bike Week Winnipeg*

Bike Week invited friends at the UWSA Bike Lab, the W.R.E.N.C.H. Orioles Bike Cage and the South Osborne Bike Hub to host a table at The Forks for the afternoon and promote their shops while offering free tune ups. Bike Week also hosted a table to promote Bike Week events and encourage people to sign up for the e-newsletter. It was also used as a location for volunteers and pit stops to pick up their packages and meet with the volunteer coordinator.



Bike Week also sold t-shirts as part of a reverse tie-dye craft station that allowed people to decorate their shirts using a variety of bleach and a variety of bike related parts. The event was well attended with an estimate 600 people coming through.

The most popular station was the W.R.E.N.C.H.'s bike bizarre which allowed people to purchase a refurbished bicycle. This was a great, easy to run event that we plan to repeat annually as part of Bike Week.

### Bike Dump Open Shop

Open shop where people can get help with their bike repair needs

## **Monday, June 15**

**Bike Week Kick-Off Pancake Breakfast**

*Hosted by: Bike Week Winnipeg with the UWSA Bike Lab and University of Winnipeg Sustainability Office*

Bike Week hosted its second annual Bike Breakfast in 2015, this time at the

University of Winnipeg. It was planned to take place outdoors on Spence Street however had to be moved indoors to Riddell Hall because of rain.

Tire Stewardship and Folklorama were on hand promoting their sponsorship and Bike Week events respectively and also giving away bike related prizes. The W.R.E.N.C.H. also received a \$1000 donation as part of a Bike Week program to promote recycling bike tires and tubes. The tires were transported to the event by bicycle and using a trailer.



Tire Stewardship Manitoba presenting a \$1000 cheque to Pat Krawec of The WRENCH

Performances by Folklorama artists and musicians from the Manitoba Conservatory of Music and Arts entertained bike riders between 7:00-9:00 a.m..

The UWSA Bike Lab offered free bike tune ups and had a steady stream of participants.

About 100 free pancake meals were provided to those in attendance The event had been planned for 300 however attendance was effected by the poor weather conditions. The leftover pancakes were donated to Siloam Mission.

Bike Week gave away prizes intermittently and spoke with attendees about the upcoming Bike Week events.

Bike Week Tunes Ups

*Hosted by: UWSA Bike Lab*

About 30 people stopped by for instructions on how to fix up their bikes.



**Bike Maintenance 101**

*Hosted by: Mountain Equipment Co-op*

Fourteen attendees. Hosted by MEC's bike mechanics. Participants learned how to diagnose problems and perform basic maintenance.

**South Osborne Bike Hub Open Shop:**

Open shop where people can get help with their bike repair needs

**Bike Dump Open Shop (Women/Queer folk only):**

These open shop hours were specifically targeted to individuals that might feel uncomfortable coming during regular open hours.

**Tuesday, June 16**

Fab Lab: women, trans & non-binary)

*Hosted by: The UWSA Bike Lab*

30 attendees at this weekly open shop.

**Bicycle Skills and Safety 101**

*Hosted by: Dave Elmore*

8 participants. Free workshop by CAN Bike instructor targeting beginner riders.

**Women's World Cup Soccer Game Day Group Ride**

*Hosted by: Bike Winnipeg*

11 attendees met downtown for a group ride to the Investors Group stadium led by members of Bike Winnipeg. The ride cost \$20.00 and included a ticket to see a Women's World Cup game.

### Birds Hill, Biking and Beer

*Hosted by: Downtown Biz*

11 riders left from downtown and rode to Birds Hill Park and back, then relaxed with a cold beer at a downtown Winnipeg patio.



### Bike Dump Open Shop

Open shop where people can get help with their bike repair needs

### Confidence Building Ride

*Hosted by: Mountain Equipment Co-op*

Nine attendees. 1.5-2 hours long, 20km/h. Introduction to road riding. No rider left behind.

### Easy Peasy Bike Path Ride

*Hosted by: Woodcock Cycle*

4 riders for a 25km on quiet streets and bike paths

### Orioles Bike Cage Open Shop

Open shop where people can get help with their bike repair needs

## **Wednesday, June 17**

### Hot Cycle Spin Class

*Hosted by: Downtown Biz*

24 participants attended this outdoor spin class led by Kayla Chafe, YMCA spin instructor and member of the Bike Week steering committee. Bikes were provided by the downtown YMCA and moved downtown to the Millennium Library garden by the Downtown Winnipeg Biz.



#### St. Norbert Farmer's Market Ride

*Hosted by: University of Manitoba's Sustainability Office*

There were 10 participants. Participants had a great time. At least one participant said that the bike ride to St. Norbert Market was the longest bike ride that she had ever been on. From the perspective of the Office of Sustainability, planning the event was a great opportunity to partner with student organizations that we had not partnered with before.

#### UWSA Bike Lab open shop

About 30 participants attended. Small increase for regular shop attendance due to Bike Week.

#### Moveable Feast

*Hosted by: Downtown Biz*

35 people attended this sold out event. The first moveable feast took place in 2014 as part of Bike Week. It was so successful that the Downtown Biz has decided to host dozens of feasts and bike tours throughout the summer. Participants met at Alt Hotel for the first course then visited various downtown restaurants ending at the Promenade Bistro in St. Boniface. Bike Valet was provided and the ride was led by Dave Elmore, a certified CAN Bike Instructor and project manager for Bike Week Winnipeg.



#### Bike Maintenance 201

*Hosted by: Mountain Equipment Co-op*

Four participants. Hands on workshop for advanced riders who has attended previous clinics. Focus on Drive Train.

#### Bike Infrastructure Tour

*Hosted by: Bike Winnipeg*

11 participants. AT Planner Erik Dickson lead a tour of the city's bike infrastructure. Tour covered how and why certain infrastructure has been developed and what gaps remain for improvement.



#### **Thursday, June 18**

Bike Yoga in the Park

*Hosted by: Downtown Biz*

30 people attended this outdoor, free yoga class catered to bike riders and focusing on the muscles used for riding a bike. The class was led by Diane Borges a YMCA instructor.



### 29 Hour Urban Bike Ride Hosted by: Arvid Loewen

Ultra-marathon cyclist Arvid Loewen began Winnipeg's longest commute on Thursday, June 18<sup>th</sup> at City Hall and didn't stop riding until Friday, June 19<sup>th</sup> at 5:00 p.m. when he arrived at the Half Pints Bikes and BBQ party. Along the way he visited pit stops, joined the group ride with the mayor and raised awareness for his charity and upcoming ride from Alaska to Florida. This was a great partnership for cross-promotion for Bike Week. In total Arvid travelled 553 kilometers during his commute.



### U of M Bannatynne Campus Bike Route Planning Hosted by: U of M Sustainability Office

There were 5 participants. The small group lead to an intimate feeling presentation where each participant received specific route planning advice for their own route to campus.

### Active & Green Commuting with Kids

*Hosted by: Green Action Centre*

10 attendees. Panel discussion sharing stories about green commuting options for families. Free bag lunch provided.



The WRENCH open shop: Approximately 40 attendees. Open shop where people can get help with their bike repair needs

### UWSA Bike Lab open shop

Approximately 30 attendees. Open shop where people can get help with their bike repair needs.

### Group Ride

*Hosted by: Mountain Equipment Co-op*

Nine attendees. 1.5-2 hours long, 20-50km/h. Faster pace, geared towards experienced cyclists comfortable with riding on the road.

### Art Ride

*Hosted by: Bike Winnipeg and the Winnipeg Arts Council*

23 riders (plus 3 ride marshals) for the 2015 edition of the ArtRide between Light Through on the Disraeli Pedestrian/Bicycle Bridge and the Ecobuage fire pit sculpture plaza in St. Vital Park. Along the 18km long ride participants learned about High Five Waterfront Drive, Monument at the St. Boniface Sculpture Garden, and landmark on the Bishop Grandin Greenway. The night was capped off with snacks and refreshments courtesy of the Winnipeg Arts Council at the Duck Pond in St. Vital Park.



Thursday No-Drop Ride

Hosted by: Woodcock

7 riders, max speed of 25 km/hour from Woodcock Cycleworks to Grande Pointe.

South Osborne Bike Hub open shop

Open shop where people can get help with their bike repair needs

### **Friday, June 19**

Friday No-Drop Ride

Hosted by: Woodcock

9 riders, max speed of 25 km/hour from Woodcock to Grande Pointe.



Bike Week Suit Ride to the media launch June 9th

### 3b. BIKE TO WORK DAY



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The 8<sup>th</sup> annual Bike to Work Day was held in Winnipeg on June 19<sup>th</sup>, 2015. This annual event has grown tremendously since its inception and continues to be a highlight of Bike Week.

The day began at 6:30 a.m. with over 60 pit stops across the city opening to greet cyclists on their ride to work.

Over 100 riders participated in "ride and go seek," a scavenger hunt type of event where riders would collect signatures at pit stops they visited. Those who visited 8 or more stops were entered into a prize draw at the celebration BBQ.

The annual group ride from Assiniboine Park to the Forks was made special by the attendance of Mayor Brian Bowman. Approximately 30 other riders began at Assiniboine Park and continued into the downtown core stopping at a variety of pit stops including Omands Creek, Misericordia Hospital, The Legislature and Bonnycastle Park before ending at City TV at The Forks. All riders wore Bike Week shirts making this a highly visible event that garnered a lot of media attention.

When pit stops closed at 9:00 a.m. Bike Week Winnipeg opened the annual all day pit-stop location under the canopy at the Forks. Manitoba Public Insurance, The W.R.E.N.C.H. and Gorp were on site to host the event with Bike Week offering

free bike tune ups, prize draws and snacks. This all day pit stop was open until 3:00 p.m.; however with a dramatic thunder storm in the afternoon peak hours were early in the morning.

The day wrapped up with the Half Pints Bikes and BBQ party, celebrating the end of both Bike to Work Day and Bike Week. The event included free burgers from Boon Burger as well as entertainment by The Noble Thiefs powered by Bike Week Winnipeg's bike powered concert system. A bike trials and kids of mud demonstration were also provided for those in attendance

### 3c. PIT STOPS



Coordinated by Caroline Wintoniw and 59 Winnipeg groups including community centers, sponsors, organizations, retail outlets and individuals, the morning pit stops ran from 6:30-9:00am in every corner of the city.

The list below outlines the pit stops that provided information regarding the prizes and activities that took place at their pit stops during BTWD. The items that worked well were those that clearly represented the pit stop hosts' business/organization. The pit stops that teamed up with other community businesses/organizations to create a well-rounded pit stop that could offer both bike assistance and unique food were especially successful. Finally, the pit stops

that went the extra mile in making their pit stops creative (live music, massage tables, and bike art) were those that stood out to participants and volunteers.



Pit Stop Name	Location	Special Giveaways Mentioned	Estimated Cyclists at Stop
Manitoba Cycling Association	Dakota and Bishop Grandin	first 6 folks to show up in a suit (or equivalent) on a bike will receive a can of Muc Off Dry Shower.	100
Bike Winnipeg	Disraeli Pedestrian Bridge (Point Douglas Side)		*
Waterfront Massage Therapy / Green Action	Waterfront and Bannatyne	Chair Massage and a chance to win a massage at our clinic! Coffee from Fools & Horses.	128
Kevin & Anita Miller and Chuck & Sigrun Bailey	Northeast Pioneers Greenway & Chief Peguis Greenway intersection		34

Southwood Chiropractic Centre	1875 Pembina Hwy	We'll be handing out reusable water bottles, and discount cards to for exams/consultations with the Chiropractor.	29
Monsanto Canada Inc.	900-One Research Road, R3T6E3		20
University of Manitoba Sustainability Office	University Crescent and Chancellor Matheson Road	bike blender smoothies and University of Manitoba themed prizes	43
Misericordia Health Centre / West Broadway Biz / Get Checked Manitoba	Wolseley / Sherbrook	LIVE Cuban music Blood pressure readings, Eyewear cleaning, MHC Fresh-baked banana bread, Get Checked Manitoba tire levers, West Broadway Bucks (\$10 to spend at local retailers) ...And many more fun giveaways!	540
Ecole river heights	Grosvenor at Elm		*
17 Wing Winnipeg	Whytewold (Wihuri) Rd/Silver Avenue	Live Band	150
West Kildonan Library	365 Jefferson @ Powers		25
CAA Manitoba	Osborne @ Leg & Assiniboine Park	Prize draw at each pit stop. Reflective stickers and/or reflective lights to be handed out to every participant.	300 (Leg) 80 (assin)
Siloam Mission	288 Princess Street		30
Hugh John Macdonald School	567 Bannatyne Ave.		*
Health Science Center	Corner of Sherbrook Street and McDermot Avenue (HSC side)		96
Winnipeg Trails	Provencher Park		40
Ralph Brown Community Centre Inc.	McGregor & Machray		9
Peg City Car Co-op	Corner of River and Osborne, on the plaza by the		43

	Starbucks and Liquor Mart		
Sam's Place; MCC Manitoba; Bikes and Beyond	Foot of the active transit bridge beside the Disraeli Bridge on the Elmwood side		73
CYCLE	Chalmers Ave & NE Pioneers Greenway		130
Canadian Mennonite University	500 Shaftesbury Blvd and Grant		81
Sturgeon Heights Community Centre	210 Rita St., near Portage and Moray behind Boston Pizza		7
Centre for Natural Medicine	Harrow Park (Harrow between Garwood and Garwood)	Draw for gift basket, Free body composition analysis gift certificate	40
Winnipeg Police Service	Graham Ave. & Smith St.		67
IBEX Payroll	Big Red Building Just South of the Osborne Underpass	Breakfast snacks, Swag and other giveaways	*
MTS	Osborne and Brandon Pathway	Travel snacks, MTS Future First swag for the first 50 riders! We will be raffling off a Bike Computer, and handing out water bottles courtesy of "Corydon Cycle and Sports"	95
Orioles bike cage	Burnell St & St. Matthews avenue, S.W. corner		*
Transcona Trails	Transcona Trail at Plessis Road, Train Park	Items for riders	62
Diamond Gallery	1735 Corydon Avenue	Music, snacks & European dark roast coffee. Enter to win a draw for a \$100 gift certificate to the Diamond Gallery. Bike rack located in our parking lot for	9

		folks who work in the area. Bathrooms accessible to participants.	
Travel Roots	BDI - 766 Jubilee Ave	prize draw, music, and a travel trivia game!	40
Health Sciences Graduate Student Association	727 McDermot Ave		62
Fort Garry Library	1360 Pembina Hwy	book give-aways (used books). bookmarks, display on cycling, safety etc.	35
Winnipeg Roller Derby League	Main Street and Stradbrook Ave		77
MPI	Esplanade Riel / Canopy		175-200
ACU	Edmonton/Graham		50
The Forks/NCI	Bonnycastle Park	Rhythm branded water bottles	240
Dillon Consulting	Pembina and Stafford		*
MEC/downtown biz/exchange biz	201 Portage		*
UWSA bike lab	University of Winnipeg (Portage)		53
Natural Cycle Courier	Omands Creek		120+
Manitoba Municipal Government	Vimy Ridahe Park on Canora at Portage		*
Emergent BioSolutions	Chancellor Matheson and Pembina		48
Brookfield Global Integrated Solutions	433 Main Street (Main at Bannatyne)		75-80
G is for Glasses	Taylor Ave and Nathaniel St	Music, prizes and promotions will be provided!	20
Transcona BIZ	135 Regent Ave W		7

1JustCity	St. Matthews at Maryland		41
Corydon Chiropractic Center	757 Corydon Ave	Corydon Chiropractic offering chair massages, tire pump and grain, gluten, dairy and refined sugar free cookies. CrossFit Corydon will open their space to anyone wanting to check out their new gym + water bottle refills. MAKE Coffee will offer tables and chairs and coffee samples.	20
Edmund Partridge School	1874 main st., (Main and Kingsbury)	We are having a prize draw (local eateries and businesses), bike tunes :) (students singing, playing violin, and a banjo biker), bike tune ups (mechanic on site), water bottle refills, our invisible cyclist mascot, and loads of fun.	*
Reh-Fit Centre	Reh-Fit Centre, 1390 Taylor Ave, near Taylor and Waverley	General fitness, injury prevention, and training expertise.	27
Mennonite Central Committee Canada	Greenway path S. of 134 Plaza Dr.	<ul style="list-style-type: none"> <li>- Fair trade coffee provided by Ten Thousand Villages with a display of recycled-bike-part artisan products! (<a href="https://www.tenthousandvillages.ca/">https://www.tenthousandvillages.ca/</a>)</li> <li>- Baked goods provided by Sam's Place! (<a href="http://www.samscommunity.com">http://www.samscommunity.com</a>)</li> <li>- MCC Canada display and prize draw!</li> </ul>	34
Canadian Conference of MB Churches	Piazza de Nardi, corner of Waverley & Taylor (east parking lot)	info about PdN's catering and store, some info about who CCMBC is, and other small giveaways.	44
Crampton's Market	Waverley & Bishop Grandin	Fresh fruit, GORP bars, coffee, water. Draws for Crampton's gift cards. \$5 coupons for your next purchase. Social media contest	32
Woodcock Cycle Works	433 St Marys Rd		*
Rady JCC	Wellington and Doncaster	We will provide prizes, i.e. free week passes to our facility.	61
Bourkevale Community Centre	Bourkevale Community Centre, 100 Ferry Rd.		55

Frescolio	929 Corydon Ave	Fruit and Fresh bread with oil and balsamic vinegar to dip!	9
Clty TV	8 Forks Market Rd.		90
Fort Whyte ALIVE	Fort Whyte at Wilkes		*
Natural Cycle (shop)/Winnipeg Folk Festival/Parolour Coffee	The Cube		*

\*denotes pit stops who did not report a number of visitors,

A meeting was held for all Pit Stop Captains on June 8th, a week and a half before the event. This was a time to go over the duties of a pit stop and to hand out necessary materials. Pit stops who missed the meeting were required to pick up their supplies from the Community Bike Shop Day at the Forks (June 14) or at the Pancake Breakfast at U of W (June 15) . Also, if there was any miscommunication or last minute coordination for either the pit stops or the coordinator, there was a week to problem solve.

Each pit stop was provided with a banner, a thank you poster which acknowledged all sponsors, food & drink (unless the pit stop wanted to supply their own), promotional materials (such as posters, and sponsors giveaways), a booklet with pit stop instructions, and 2 t-shirts. Bike Week advertised all pit stops online, on social media and on the pit stop map. Individual pit stops were responsible for running their location and promoting it to their own community. Bike Week was happy to "fill in the blanks" by providing bike mechanics, or extra volunteers if requested by a pit stop.

Bike Week initiated "ride and go seek", a pit stop scavenger hunt. Participants collected signatures from all of the morning pit stops they visited. Those who collected 8 signatures or more were entered to win one of the painted helmets at the Half Pints Bikes & BBQ Party.



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### Pit Stop Recommendations

- Having the non-perishable food items from Food Fare was a great way to hand out food at the pit stop meeting well in advance of the event. In addition, it did not create confusion as to where each pit stop was to pick up their food (In the past with Tim Hortons there has been some confusion on the morning of the event).

- This year we were unable to provide all pit stops with coffee who requested coffee. However those who did not receive coffee did have juice boxes from Food Fare to hand out at their stop.
- For next year, it would be beneficial for Bike Week should continue to encourage pit stops to team up with local businesses to supply their own bike assistance and food. This would create much more diversity from one pit stop to the next.



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### 3d. Half Pints Bikes & BBQ Friday, June 19 4:30-7:00pm

The Half Pints Bikes and BBQ party took place at The Forks in Oodena Celebration Circle. The rain stopped just in time for the party and the festivities including Bike Trials performers, Kids of Mud demonstrations and music by the Noble Thiefs, made for a very enjoyable bike-themed celebration.

Boon Burger catered the event for the third year, with 450 vegan burgers given out for free. They also provided ice tea and lemonade. 50 burgers were left over and were delivered to Siloam Mission.

Half Pints donated five kegs of "Pedal Pusher Ale", which was available for purchase. Half Pints was the main sponsor and host for the BBQ and had staff on site to assist in sale of the beer.

The whole event was powered by Bike Week's bicycle powered concert system. Those who rode a bike to power the stage were provided with a coupon for a free beer.

Bike Valet Winnipeg provided parking for all participants that arrived by bike. In total over 300 bikes were parked.

The Event Coordinator was on site to host sponsors and the Volunteer Coordinator was on site to give free food and beverages to all volunteers, and collect materials from the pit stops.

The Steering Committee assisted with a variety of tasks including prize draws, food/beverage distribution, reception and set up/ tear down.



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### **3e. EVENT RECOMMENDATIONS**

- Engage community centers in hosting bike friendly events during Bike Week.
- Reconsider the hours of the BBQ 4:30 is almost too late, and once the grand prize is given away everything wraps up (usually by 6:30 p.m.). It may be advisable to shut everything to start earlier and make the whole event shorter---perhaps 2 hours. Usually no one shows up past 6:30 p.m. and for the few who do, there isn't much left for them to enjoy.
- Boon Burger provided lemonade and iced tea, however there was more than two thirds left over. Not as much should be ordered in the future.
- Keeping a diverse program, especially one that allows for bike-themed performances and quick changes between acts is best. I.e. Having the bike trials AND music was great.
- Depending on weather, the sound system should be set up and ready to go as early as possible and at least by when the doors open. Weather definitely played a part in the late start however every effort should be made to set up earlier.
- Breakfast on Bikes was not well attended for the second year in a row. Consider whether to do this event at all, or perhaps an alternative location or theme may be considered? Ideas would be to make it similar to the suit ride and host the breakfast at the Fort Garry, or maybe sell tickets to the breakfast? The University is a nice location but the food is very expensive and the food service was not the best.
- For two years Bike Week has tried to secure a race during Bike Week with the Manitoba Cycling Association. This always falls apart, but a race would be a great addition to the program and perhaps with earlier planning and the right contact could be successful in 2016.
- Looking ahead at event expansion, it would be advisable to continue to partner with other sponsors, businesses, and community groups to host events that promote riding bikes. For example bike shops could host a BBQ, arrange the time, location and supplies, and run the event without Bike Week committee participation. Many Bike Week Steering Committee members are involved in other bike friendly organizations which may run an event during the week. It should be emphasized that Bike Week and its execution is the key focus for the steering committee and if members commit to other events it should not take away from their ability to contribute to Bike Week.



## 4. SPONSORSHIP

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### 4a. FINANCIAL SPONSORSHIP

The Sponsorship Coordinator was responsible for soliciting additional funds beyond the initial \$30 000 funding provided by the City of Winnipeg.

Sponsors were approached for first right of refusal if they had been previously involved, such as MPI and Half Pints. Other companies who had supported like-minded events, who had funds to allocate for healthy living, environmental or community events or had similar values and goals were also contacted via cold calls. If a sponsor was interested, a personal meeting or phone conversation with the Sponsorship Coordinator was scheduled.

Sponsorship packages were tailored to each individual sponsor in order to cater to their specific needs and areas of interest following a conversation about what the company's goals were in terms of sponsoring an event (ie. promotion, being associated with a green event, hosting opportunities for staff, visibility, etc.) and what they were able to give (ie. cash donation or in-kind, and amount). Often, companies wanted to see various "levels" so the packages were quite complex, including not only the proposal itself, but also a cover letter referring back to the initial conversation, an overview of Bike Week and Bike Week statistics, suggestions for activation, a feature on the targeted company showing them how sponsoring Bike Week is in line with their values and detailed accounts of how Bike Week would recognize the sponsor's contribution.

After further consultation the package was revised (sometimes several times) before the agreement was finalized. Finally, a contract was created (by the company if desired) and an invoice issued as required.



Following 2014's trend, Bike Week had great success with offering elements of Bike Week for naming rights, such as the all day pit stop sponsored by Manitoba Public Insurance and the official energy bar sponsor to GORP.

Following 2014 recommendations, the \$1000 Pedal Package, a general sponsorship offering sponsors a promotional table at the Bike Week BBQ, advertising benefits, VIP participation in events (includes t-shirts, free food and beverage etc.) and recognition in the e-newsletter was created and sent out to the committee to pass along in late fall. While there was no response from this package in 2015, it could still be sent out next year as it would not be time consuming to edit. Perhaps if a letter was written for the body of the email for committee members to send out it would be more effective than giving them a PDF to forward along.

Sponsors were recognized in various ways depending on what their objectives were. Most hosted pit stops where they were able to distribute promotional material and swag to public while showing their support for active transportation. Others used Bike Week as a resource in hosting their own bike related events. Logo recognition was included for all sponsors on the website, pit stop posters and e-newsletters, and major sponsors were given promotional space in the e-newsletter and some were invited to distribute their promotional items to up to 50 pit stops. Linking to sponsors and pit stop hosts happened through Facebook and Twitter, as well as the website. Food sponsors were also recognized by signage at the pit stops where their donation was being served. Finally, sponsors received a report on how the day went (to be sent by August 31, 2015), an invitation to the Half Pints Bikes & BBQ Party (+free food and beverage), two Bike Week t-shirts, and a thank you during the BBQ announcements.

Pit stop sponsors were invited to a pit stop orientation before Bike to Work Day where they received their Bike Week t-shirts, BBQ tickets, food and other swag to hand out and instructions for the day. In the future, this should be promoted to all sponsors as a benefit in the sponsorship proposal so sponsors can feel more prepared and taken care of.

A few days before Bike to Work Day sponsors were sent an email reminding them of the upcoming event and thanking them for their support. A week after Bike Week, sponsors were thanked again through email, reminded that the final report would be coming in August and asked for feedback. A few responded with some great suggestions, and said they looked forward to returning again next year!

Overall, different sponsors had different objectives in supporting the event. It was extremely important that sponsors and their needs be well managed by the Sponsorship Coordinator and that their contributions and the event overall was well documented for future sponsorship proposals. This was done mainly through setting up a Bike Week email folder and saving all correspondence, and by using Google Docs to create a spreadsheet of contact information and sponsor updates and to store all sponsorship proposals. Each sponsor had their own sheet outlining the benefits they were receiving which was visible to key members of the Bike Week committee.

It is also important for the Sponsorship Coordinator to be flexible, and understand that different companies are able to participate in different ways. In the end, it's important to ensure that everyone who wants to be involved has a chance to do so. For example, Tire Stewardship Manitoba was unable to attend Bike to Work Day, so they set up a pit stop at the Breakfast on Bikes at the beginning of the week instead.

By sending out proposals in late fall 2014 to early winter 2015, Bike Week was able to confirm sponsorships earlier on and receive cash donations sooner. In the future, Bike Week will continue to send proposals in the fall to commit to certain expenses such as advertising in the spring.

Sponsor	Amount
City of Winnipeg	\$30 000.00
Tire Stewardship Manitoba*	\$4,999
Manitoba Public Insurance (MPI)	\$5,000
Dillon Consulting	\$1,500
KGS Group	\$1,000
Assiniboine Credit Union	\$1,000

Total	\$43,499
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\*Three-year contract

#### 4b. IN-KIND SPONSORSHIP

Over \$50 000.00 of in-kind sponsorship monies was donated this year. This came in a number of forms:

- volunteer hours
- advertising (NCI FM, Bell Media)
- prizes & donated material (local bike shops including Olympia Cycle (Portage), Bikes and Beyond, Gord's Ski & Bike, and Woodcock Cycleworks all donated prizes as did Tire Stewardship Manitoba and MPI. Mountain Equipment Co-op donated reusable bags for pit stop material distribution as well as some bike related prizes.
- food and beverage (Food Fare, Stella's, GORP, Tall Grass Prairie, Starbucks, San Vito Coffee, Cottage Bakery and Half Pints)
- donated services

In-Kind Contributor	Amount
Volunteer Hours (1630 hours x \$15/hr)	\$24 450.00
New website	\$5000.00
Food Fare	\$1000.00
Starbucks	\$1000.00
GORP	\$1000.00
Half Pints	\$1500.00
MEC	\$600.00
NCI FM	\$2500.00
Bell Media	\$1000.00
City TV	\$500.00
Cottage Bakery	\$20.00
Stellas	\$500.00
San Vito Coffee	\$135.00

Tall Grass Bakery	\$175.00
Parlour Coffee	\$100.00
Little Sister Coffee	\$100.00
YMCA	\$2000.00
The Forks	\$2000.00
Photographers/Videographers	\$1000.00
Manitoba Tire Stewardship	\$500.00
MPI	\$5000.00
Olympia Cycle (Portage)	\$300.00
Woodcock Cycleworks	\$150.00
Gord's Ski and Bike	\$150.00
Total	\$50 830.00

#### **4d. PRIZES**

Prizes were collected from various bike shops, or were donated by a sponsor. Committee members who had a relationship connection to bike shops connected with the shops on their own time. This was the most effective way of securing prizes.

The Events Assistant was well connected in the visual arts community in Winnipeg and was able to work with local artists to design four one-of-a-kind nutcase-style helmets as prizes, and some custom designed bike pillows. Unique gifts like this are a great addition to prize packages.

It was decided by the Committee that only a few large prize packages should be given away, rather than an overwhelming amount of small prizes (like water bottles). There were three prizes packages which were put together by the Committee and included donations from Tire Stewardship Manitoba, Olympia Cycle, Woodcock and Bikes and Beyond.

Prizes were given away at the BBQ including the prize packages, three of the custom bike helmets to people who participated in Ride and Go Seek. There was also a draw for a grand prize bike from all e-newsletter subscribers.



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#### 4d. SPONSORSHIP RECOMMENDATIONS

- Continue to approach core \$ major sponsors in the fall and have all proposals sent by the end of December. Food sponsors can be approached in the spring, as they often do not prepare six-eight months ahead.
- Searching for sponsorship and negotiations should begin 12-18 months before the event for best results. Bike Week should follow up with sponsors as frequently as possible until receiving a signed contract to make sure that sponsorship doesn't fall apart at the last minute.
- Following recommendations from 2014: Grant applications were researched but the deadlines had passed by the time the sponsorship coordinator had begun, or there was not enough time to complete the applications when focusing on getting out proposals to potential major sponsors. In the future, grant applications should be researched and applied for in late summer, before the Sponsorship Coordinator becomes too busy with sponsorship proposals. Potential grants include Mountain Equipment Co-op and the Sport and Recreation Fund (MB Government). Deadlines for these grants are mid-September 2015. The Sponsorship

Coordinator will work on applying for these grants along with others this summer.

- Feedback from sponsors, along with observations made over the course of this year, suggest that we need more communication between the Sponsorship Coordinator, Pit Stop Coordinator and Event Coordinator. As Bike Week drew closer, different Coordinators were contacting sponsors for different reasons and it was hard to tell if the Coordinators and sponsors were all on the same page. As some feedback shows, the food process was disorganized and there needs to be more clarity and communication. It would also be good to encourage the same food sponsors to come back again next year, as the main issues occurred with new sponsors who were participating in Bike Week for the first time - things will run smoother if everyone is familiar with the event and knows what to expect.
- To improve communication between Coordinators, perhaps Google Docs could be used again, and have a different page/sheet for each sponsor and pit stop. Contact information, communications, specific instructions and so forth could be visible to all Coordinators.
- Host regular (monthly? Bi-monthly) meetings with the Project Manager, Sponsorship Coordinator, Pit Stop Coordinator and Event Coordinator to make sure that communications about sponsor's needs, agreements and leveraging is clearly communicated and executed.

## 5. BUDGET

The budget was maintained and approved by the Project Manager.

EXPENSE	Budgeted	ACTUAL
TOTAL EXPENSES	\$35,800.00	\$35,673.48
Admin		
Sponsorship Coordinator contract	\$4,500.00	\$4,500.00
Event Coordinator	\$6,500.00	\$6,500.00
Assistant Event Coordinator (intern)	\$2,000.00	\$2,000.00
Pit-Stop/Volunteer Coordinator	\$3,000.00	\$3,000.00
Courier	\$100.00	\$47.36
T-shirts		
T-shirts - volunteers	\$2,500.00	\$2,585.90
BBQ		

BBQ food	\$3,500.00	\$3,750.00
Entertainment	\$900.00	\$857.63
Trial Demonstation on BTWD	\$200.00	\$200.00
Security and fencing	\$200.00	\$0.00
Bike Valet for BTWD	\$500.00	\$480.00
Permits	\$250.00	\$175.88
<b>Weekday Events</b>		
Monday Breakfast	\$3,000.00	\$2,910.88
Bike Shop Day (including community shops)	\$1,000.00	\$500.00
Misc supplies and costs	\$500.00	\$813.70
<b>Promotion</b>		
Purchase prize bike for promotion	\$350.00	\$330.00
Banners and flags	\$2,000.00	\$2,042.76
Handbills and posters	\$50.00	\$448.75
City TV	\$500.00	\$525.00
Media launch event	\$500.00	\$410.01
Video production for promotion	\$500.00	\$500.00
Photographer honorarium	\$500.00	\$500.00
Website hosting/domain/design	\$600.00	\$637.88
Constant Contact	\$500.00	\$583.12
Google Apps	\$150.00	\$150.00
Facebook promotion	\$500.00	\$303.36
<b>Miscellaneous Costs</b>		
Purchase bike trailer for bike powered concert system	\$750.00	\$750.00
Personal vehicle use for Bike Week	\$200.00	\$150.00
Office supplies	\$50.00	\$21.25

## 6. MEDIA & PROMOTIONS

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The Assistant Event Coordinator acted as contact for all media. Other members assisted with marketing by editing the website, designing posters and running social media.

A Red River College intern worked for one month and contributed by programming social media messages using hoot suite, starting an Instagram account and designing posters. One of the struggles with having an intern is that Bike Week employees make their own hours and Bike Week does not have a central office to meet or work out of and so the intern had to be a self-directed, which made them less accountable. The Event Coordinator touched base with the student daily and met with them weekly; however it wasn't as successful of a partnership as we would have hoped.

All members of the committee provided assistance in marketing by distributing promotional materials to their networks including emails, social media, and word of mouth.

### 6a. MEDIA CONFERENCE

Bike Week held its annual media launch at City Hall on Tuesday, June 9th at 1:00 p.m.. A ride to the launch started at The Forks and was led by Steering Committee member Curt Hull and MC Al Simmons who rode his horse/bike "Old Spoke". The ride to the media launch was a suit ride and all Winnipeggers were invited to participate by dressing in business attire and riding together. It was attended by about 30 riders and was an ideal photo opportunity. More members of the local cycling community met at City Hall to hear the speakers.



At the launch, Mayor Brian Bowman, Dave Elmore (Bike Week Project Manager), Brian Smiley (Manitoba Public Insurance Spokesman) and Andraea Sartison (Event Coordinator) spoke.

Because the City of Winnipeg is a strong supporter of the event, the Media Relations Department assisted in developing the release and sending it out to all local media. Winnipeg Free Press, CTV, City TV, Global and CBC were all on site.

A reminder release was sent out about the breakfast on June 12<sup>th</sup>, and a reminder media release was distributed on June 17<sup>th</sup> to all media regarding Bike to work Day by both the City of Winnipeg and the Bike Week Steering Committee.

**6b. WEBSITE** [bikeweekwinnipeg.com](http://bikeweekwinnipeg.com)

The website was completely redone and launched in early 2015. Stephanie Nixon assisted Bike Week in setting up the new domain , creating a new updated look of the site and creating the functionality required. The Project Manager took on the responsibility of updating content and maintaining the site including updating the event listing and sponsorship pages.

The website included information on events, pit stop locations, sponsors and basic information about cycling in Winnipeg.

Traffic was busy through the site especially with the launch of the pit stop map online about two weeks before the event. There were 21 599 unique page views between April and June 19, 2015, 15 550 of which were in June.

**6c. E-NEWSLETTER**

Constant Contact was used as the online email service. E-newsletters were sent once a month to all past and current registrants beginning in March. During the final month before Bike Week e-newsletters were sent weekly. During Bike Week an email was sent every second day to promote the daily events. This was managed by Kayla Chafe, Steering Committee member.

Each newsletter highlighted a different part of the programming including event details and t-shirt sales. As well, the side bar was used to promote individual sponsors and link to a website of the sponsor's choosing.

This seemed to be one of the most effective ways of promotion used.

**6d. FACEBOOK-**[facebook.com/bikeweekwinnipeg](https://facebook.com/bikeweekwinnipeg)

With 1648 likes on Facebook, this page became a hub of information sharing and connecting with pit stop organizations and sponsors.

The Facebook account was managed by Kayla Chafe. Bike Week paid a fee to boost posts which drew more likes to the page growing from 1060 in 2014 to 1648 by the end of Bike Week 2015. This method of promotion was very effective and should be used again in the future.

Kayla posted information about Bike Week as well as fun images and facts about cycling.

All Bike Week photos were also posted online here.

#### **6e. TWITTER-**[twitter.com/BikeWeekWPG](https://twitter.com/BikeWeekWPG)

Maintained by Richard Bracken and Dave Elmore, this was an incredibly valuable tool, that should be at the forefront of our marketing efforts again next year.

Bike Week was able to more than double the number of followers (495 currently up from 230 in 2014) and keep some active and informative tweets going leading up to Bike Week. The most impressive thing was the number of notifications. Bike Week was mentioned numerous times in other tweets, and was retweeted/shared by followers on many occasions. This was more than expected and is great news for a small committee. And it was accomplished with no paid advertising!

#### **6f. PRINT & DIGITAL MEDIA**

Bike Week printed 500 Bike Week posters, 100 "Win this Schwinn posters" promoting e-newsletter sign up, 1000 handbill advertisements and 20 chloroplast signboards to promote the event throughout the city.

The signboards were printed and displayed by Downtown Biz. The Red River College student designed the posters and chloroplast signs.

Two professional photographers volunteered to capture Bike to Work Day, and other committee members sent pictures to the Event Coordinator to help document the week's event.

Bike Week hired local photographer/videographer Matt Veith to create three different promotional videos which were released one at a time leading up to Bike Week. The first two featured interviews conducted in 2014 with public about why they liked to ride their bike, and how they would improve cycling in Winnipeg if they could. The third video featured images of people riding bikes in the city. The third video garnered the most attention, but collectively the videos had 500 views.

#### **6g. TELEVISION & RADIO**

Bike Week had a significant presence on television in 2015. Early morning TV Shows (on CityTV, CTV and Global) featured interviews with the Project Manager or Event Coordinator, with City TV hosting their a pit stop at their venue as part of their live broadcast on Bike to Work Day. Bike Week did spend a small amount on commercial advertising with City TV, although most of the costs were covered in kind.

Bike Week also created a short video which ran on the 201 Portage jumbotron from June 1<sup>st</sup>-19<sup>th</sup> promoting the website and week's events.

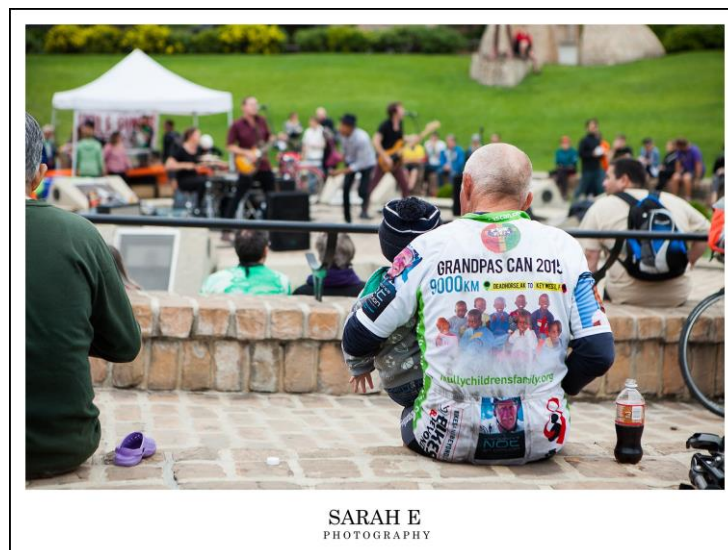
#### **6h. INSTAGRAM**

Bike Week started using instagram this year, and began building a network. One of the issues in managing this was finding a designated person on the committee who knew the platform. It was initially launched by the Red River student, and

then wasn't populated for a month or so. Access to the account was given to the photographers, to the Pit Stop Coordinator and to the Assistant Event Coordinator who started to post regularly and build up a following.

## 6i. MEDIA RECOMMENDATIONS

- Continue to use Instagram and build up a network. Think of a campaign that would be successful on this platform such as connecting with artists to post "a bike a day" or encouraging people to post a picture of them riding during Bike Week.
- If Bike Week has an intern again in 2016, make sure there is a coherent and well-detailed work plan for them and continue to meet with them as frequently as possible.
- Cost was a limiting factor in purchasing advertising. Partnerships with advertising agencies (such as newspapers or outdoor advertising) should be pursued in future years to get the word out.
- It may be beneficial to work with a publicist or recruit new committee members who have skills in marketing as one of the biggest challenges is getting the word out. Marketing is one of the most important and demanding tasks in the overall planning. A marketing strategy should be developed early with a subcommittee and having a person in the communications industry lead this would be valuable.
- Working with other events throughout the year (such as Ciclovía, Winter Bike to Work Day, Ice Bike, Dirty Donkey etc.) and especially leading up to Bike Week (such as Red River Ex and Jazzfest) to promote is good but difficult to manage with volunteer staff. Developing an interesting table display or activity around a table display that would be easy to set up, transport and run and draw interest should be pursued.



## 7. DESIGN

This year much of the design was done by the Red River student, with the rest being recycled from last year's rebranding.

### 7a. LOGO



### 7b. POSTERS

There were three poster designs in 2015: one to promote signing up for the e-newsletter, and two different designs that promoted the event as a whole. They were distributed three times throughout the city in early May, mid May and early June.



## 7c. T-SHIRTS

This year Bike Week worked with local artist Kal Barteski to design shirts. In addition to the traditional Bike Week logo, Kal designed three different options of shirt designs that were available for purchase online only. These designs were very popular and could be used as the primary design in future years.

Bike Week worked with local print shop, Instant Imprints for t-shirts for the second year. The company's offering was unique in that they assisted Bike Week in creating a personalized website [bikeweekwpg.deco-apparel.com](http://bikeweekwpg.deco-apparel.com).

Individuals could visit this website in order to purchase Bike Week Apparel. On the backside, Bike Week could choose what clothing they wanted to offer for sale from a wide range of offerings including shirts, tanktops, athletic ware, windbreakers, hats etc. The bike week logo was uploaded and clients could customize and purchase their clothing entirely online. Clients were able to choose messaging, colours and logo location.

The distribution of the shirts was done through the Instant Imprints shop at Polo Park either by arranging courier or by pick up. Shirts could also be printed "instantly" in the shop if an order came in incorrect. There was no minimum purchase, and Bike Week was not responsible for handling any of the money. A commission cheque from sales was sent to Bike Week at the end of the event.

This method was extremely efficient, and easy to use. Apparel sales could begin at any time and the offerings were limitless. A partnership with Instant Imprints should definitely continue in future years.

Bike Week printed 400 t-shirts to hand out to sponsors and volunteers and as promotion for the event. The shirts were simplified from what was sold online.

Some of these 400 shirts were also sold at the Community Bike Shop day and participants were encouraged to reverse tie-dye their shirts at an activity table. This was very popular. In fact, so many shirts were sold that a second order of shirts had to be made. If there is a Community Bike Shop day or similar event in 2015, t-shirt sales should be advertised and revenue gained can be a small fundraiser for the event. Overall, 24 sales were made through the Instant Imprints website, bringing in \$444.78 for Bike Week.



#### **7d. BANNERS & FLAGS**

Event banners and flags printed in 2015 were used again and transported from event location to event location.

New pit stop banners had to be printed to replace some of the older banners that included dates.



#### **7e. CHOROPLAST SIGNS**

20 choroplast designs with 2 different designs were posted at high traffic areas on Portage and Broadway in the downtown core for the month of June. These were printed and distributed by the Downtown Winnipeg Biz.

#### **7f. HANDBILLS**

Handbills were created and given to Steering Committee and Bike Valet to staple on bike handle bars for two weeks leading up to the event. Jazz Festival, and the Bombers games were two key times to get handlebar advertisements out.

#### **7g. DESIGN RECOMMENDATIONS**

It is a good idea to secure a designer early in the planning (fall) to do all of the design. If there are others who can commit to less time, then potentially they are good back ups for last minute or unexpected design elements. Having the Red River College student do some design worked well, but if they are who the committee is relying on to do design it's important to request a student with this skill and interest.

## 8. CYCLING COUNTS

Winnipeg's eighth annual Bike to Work Day (BTWD) took place on Friday, June 19, 2015, the culmination of Bike Week activities. The weather was good in the morning, but there were showers later in the afternoon.

In order to help measure the impact of BTWD, the numbers of cyclist commuters were counted at 10 locations during morning rush hour (between 6:30 and 9:00 am). These locations were chosen because they are key traffic choke points, most of them located on the periphery of the downtown area. Only morning rush hour counts were done since these are most reflective of commuter bicycle traffic and because afternoon travel patterns are affected by the barbecue held in the afternoon at the Forks. The number and selection of locations was influenced by the availability of volunteer counters. Counts have been done at all of the locations in the past on both previous Bike to Work Days and on other days as part of Bike Winnipeg's annual spring bicycle counts.

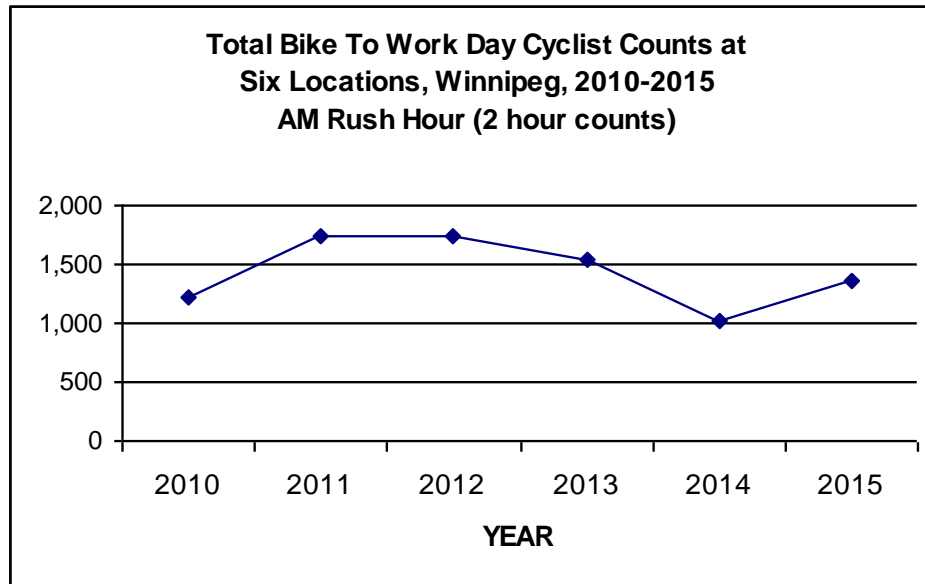
The counts were completed by volunteers following a standard format and procedures developed by Bike. All counts reported here are standardized for a two hour period. Usually the volunteers counted for exactly two hours, but sometimes they counted for a slightly longer time period. In these cases the highest 2 hour count was used. In two cases the counts lasted for 90 minutes, and these were used to estimate two hour counts.

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 compared the counts in 2015 to those on BTWD in previous years. Table 1 shows that almost all of the 2015 counts were higher than those done on BTWD 2014. The 2014 counts had been low because of poor weather.

**Table 1: Comparison of 2014 to Previous BTWD Counts**

Location	2015 Count	2014 Count	Change
Assiniboine Ave @ Hargrave	533	283	88.5%
Disraeli AT Bridge	132	108	22.2%
Norwood Bridge	301	251	19.9%
Osborne Bridge	253	217	16.8%
Osborne Underpass	157	119	31.9%
Pembina-Jubilee Underpass	115	63	83.7%
Provencher Bridge/Esplanade Riel	283	204	38.6%
Sherbrook-Maryland Bridges	351	218	60.8%
University Crescent	100	62	87.5%
University Golf Course Trail	60	53	-3.0%
<b>Totals</b>	<b>2,285</b>	<b>1,578</b>	<b>+44.8%</b>

In order to look at longer trends total counts were compared for six locations where morning BTWD counts have been completed each year since 2010. As shown in the chart, the counts were relatively low in 2010 and then increased to higher levels in 2011 and 2012. In 2013 and 2014 the counts fell, while in 2015 they increased again.



The 2015 BTWD counts were also compared to the highest previous morning counts at these ten locations. (Table 2) In four cases the BTWD counts were higher than previous high counts, and in six cases they were lower. (Assiniboine Ave. counts were boosted somewhat by the group ride led by Mayor Bowman.) The combined total of the ten BTWD counts was about 5% lower than previous high counts at these locations.

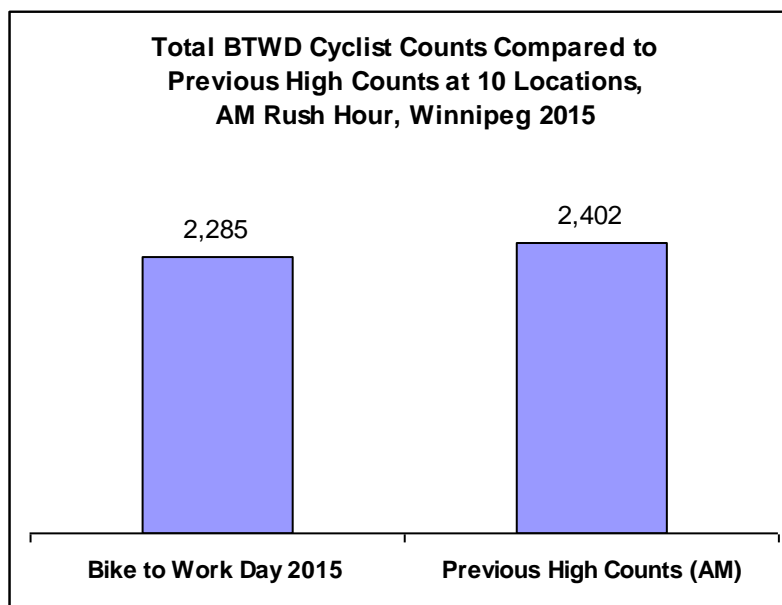
The four locations with greater numbers of cyclists than in the past are highlighted in the table. All four of those locations have separated bicycle lanes or multi-user bicycle and pedestrian paths. With the exception of the Norwood Bridge, none of the other locations has such facilities.

**Table 2: Comparison of 2014 to Previous High AM Counts**

Location	Previous High AM Count	Year of Previous High Count	2015 BTWD Count	% Difference
Assiniboine Ave @ Hargrave	391	2013	533	36.4%
Disraeli AT Bridge	121	2015	132	9.1%
Norwood Bridge	340	2012	301	-11.5%
Osborne Bridge	267	2015	253	-5.2%
Osborne Underpass	194	2010	157	-19.1%

Pembina-Jubilee Underpass	136	2009	115	-15.4%
Provencher Bridge/Esplanade Riel	249	2012	283	13.5%
Sherbrook-Maryland Bridges	467	2015	351	-24.8%
University Crescent	167	2013	60	-64.1%
University Golf Course Trail	70*	2010	100	42.9%
<b>Totals</b>	<b>2,402</b>		<b>2,285</b>	<b>-4.9%</b>

\* estimated based on PM count.



## Conclusions

Volunteers counted more than 2,200 commuter cyclists at ten locations on Bike to Work Day 2015. Many other cyclists who traveled on different routes were not included in the counts. Bicycle commuting traffic in Winnipeg was higher on BTWD 2015 than in 2014, but lower than in previous years. It was also slightly lower than the highest previous spring bicycle counts at these locations. Locations with protected bike lanes or multi-user bike paths showed the strongest growth in numbers.

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

# 9. SUPPORTING DOCUMENTS

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## 9a.PROJECT CHARTER

### Summary

This document ensures that all stakeholders understand what to expect from the project, why it is being undertaken, and the way it will be managed.

### e. Version History

Version	Date	Change
Final	2015-07-11	Final Document

### f. Problem / Need

**Bike Week** now in its second year needs to continue to reach a growing number of people that ride bikes for a variety of reasons. The intent of Bike Week is to be inclusive and provide programming that is for “everyone that rides a bike.” The ultimate goal is however to help support and grow the bicycling culture in Winnipeg.

### g. Objectives & Scope

To develop a program of bicycle related activities and encourage Winnipeggers to join in during Bike Week. To engage a variety of communities and organizations to host bicycle related events during Bike Week to both expand the program and reach a wider audience or people.

In 2015 Bike week will run from June 13 to 19 and we will:



- Hold a program of bicycle related events that engages different groups and types of cyclists.
- Continue to feature Bike to Work Day as one the main events to show Winnipeggers the benefits of using their bikes as transportation.
- Encourage other organizations/communities to hold bike related events during the week.
- Celebrate people riding bikes in Winnipeg


### h. Strategy

Focus on all people that ride bikes, for whatever reason or purpose. Create an event that is inclusive to all. The basic strategy includes but is not limited to:

- Engage a group of committed volunteers to form a Steering Committee to assist in the planning and implementation of Bike Week.
- Hire a Sponsorship Coordinator to approach a variety of potential sponsors and create formal proposals to meet their needs.
- Develop and expand on Bike Week activities that engage a variety of people that ride bicycles
- Engage other groups and organizations to host their own bike related events.
- Hire an Event Coordinator to coordinate and manage the details of the events.
- Hire a Volunteer Coordinator to manage the many volunteers needed for the various events
- Expand Bike Week Winnipeg's existing contact list and sign up Winnipeggers at a variety of events and through social media to receive an e-newsletter regularly to keep them informed and engaged.
- Develop new and engaging website to replace current website.
- Solicit support and prizes from a variety of sources to be awarded to those sign-up for our e-newsletters and/or those attending specific events.
- Plan and provide an advertising campaign based on available resources.
- Engage community organizations and groups to host Pit Stops on the morning of Bike to Work Day.
- Partner with community groups, bicycle groups, and corporate organizations to promote the events.

## i. Quality measures

Deliverable	Measure
Engage people who ride bikes and/or support bicycle culture	i. Numbers signed up for e-newsletters and/or attendance at events
People are aware of the event	 Earned media events  Sponsor contacts made j. Registration/Social media k. Feedback at events
People feel good about event	e. Feedback from planning committee f. Feedback from individual events

Deliverable	Measure
People commuting on Bike to Work Day	 Perform bicycle counts at a variety of locations in the city k. Numbers of people stopping at the approximate 50 morning pit-stops.

## j. Deliverables

✓	Deliverable	Due	Lead
✓	Invoice City of Winnipeg for base funding	Oct. 2014	Dave
✓	Media/Marketing Committee Formed	Jan. 2015	Rich/Dave/ Kayla
✓	Develop contract and hire Sponsorship Coordinator	Jan. 2015	Dave
✓	Project Charter and budget	Jan. 2015	Dave
✓	Facebook and Twitter accounts active for promotion through social media	Jan. 2015	Kayla/Rich/Dave
✓	Develop list of possible events for Bike Week 2014	Jan. 2015	Committee
✓	New website development	Jan. 2015 – April 2015	Stephanie/Dave
✓	Develop contract and hire Event Coordinator	Jan. 2015	Dave
✓	Develop contract and hire Pit Stop/Volunteer Coordinator hired?	Jan. 2015	Dave
✓	Assign leaders for tasks and specific Bike Week events (form sub-committees as required) Leaders are responsible for identifying event needs and insuring that all elements are in place for the event to take place. Leaders also to assist in creating and helping distribute/expand the promotion for their individual event.	Jan. 2015 – March 2015	Dave/Andraea
✓	Key sponsors approached and initial proposals delivered	Feb. 2015	Sarah
✓	Development of marketing strategy	Feb. 2015	Dave/Rich
✓	First e-newsletter sent out to previous participants e-newsletters from Jan. to June	Feb. 2015	Kayla/Nicole/ Dave
✓	Main sponsorship confirmed	March 2015	Sarah
✓	Media plan developed	April 2015	Rich/Dave/ Andraea
✓	E-newsletters sent to contact list on scheduled basis	April 2015 – June 2015	Kayla
✓	Contact pit-stop sponsors (previous and new) and coordinate with Pit Stop Coordinator	Apr. 2015	Andraea/ Caroline
✓	Advertising budget confirmed	April 2015	Dave
✓	T-shirt supplier and details confirmed	Apr. 2015	Andraea
✓	Prize sponsors solicited	Apr. 2015	Currie/Dave
✓	Do call out for new volunteers (e-news, social media, website)	Apr. 2015	Caroline/Kayla

✓	Deliverable	Due	Lead
✓	Advertising details developed and confirmed	Apr. 2015	Marketing committee
✓	Graphic design complete (T-shirt, poster, banners, ads etc)	May 2015	Rich/RRC student (Reynold)
✓	Advertising for Bike Week confirmed	May 2015	Dave
	Additional banners ordered	May 2015	Dave
✓	Contact VIP's/government and arrange participation	May 2015	Shawna/Dave
✓	Sale of T-shirts advertised/distributed to various lists	May 2015	Andraea/Kayla
✓	Establish survey/bike count requirements/details	May 2015	Mark/Jeremy
✓	Confirm pit-stops	May 2015	Caroline
✓	PSA/Event listings researched and confirmed	May 2015	Shawna/Reynold
✓	Promo video complete and on-line	May 2015	Andraea
✓	Confirm Emcee for BBQ and speakers for media launch etc.	May 2015	Shawna
✓	Book photographer for BW events	May 2015	Rich/Andraea
✓	Posters printed and distributed	May 2015	Andraea
✓	Prizes confirmed	May 2015	Currie/Dave
✓	Media release and copy to City of Winnipeg	May 2015	Shawna
✓	Secure permits for BTWD BBQ (special events/liquor, etc)	May 2015	Andraea
✓	Book Bike Valet and food/beverages for BBQ	May 2015	Andraea
✓	Volunteer T-shirt delivery and distribution	May 2015 – June 2015	Andraea/Caroline
✓	Sale and distribution of participants T shirts	May 2015 – June 2015	Insta-Prints
✓	Event Schedule on-line (updating as info provided)	May 2015 – June 2015	Dave
✓	Confirm media support	May 2015	Shawna
✓	Confirm entertainment for Bike to Work Day BBQ	May 2015	Andraea
✓	UMFM and CKUW commercials completed	May 2015	Reynold
✓	Poster/handbill/print advertising distribution	May 2015	Andraea
✓	Media Event	June 2015	Andraea/Shawna/Dave
✓	Pit Stop Communication/Logistics confirmed	June 2015	Caroline
✓	Map of Pit Stops on-line/create pit-stop poster	June 2015	Caroline
✓	Volunteers confirmed	June 2015	Caroline

✓	Deliverable	Due	Lead
✓	Barbeque details confirmed (booking of band, security, Emcee, etc)	June 2015	Andraea/ Shawna
✓	Coordinate Bike Powered concert system needs/location/support (Andy) including rental of needed equipment	June 2015	Dave
✓	Pit Stop Materials distributed (at meeting)	June 2015	Caroline
✓	Sponsorship Materials delivered	June 2015	Andraea/ Caroline
✓	Event materials delivered/in place	June 2015	Andraea/ Caroline
✓	Assignments communicated to confirmed volunteers	June 2015	Caroline
	Bike counts for Bike to Work Day	June 2015	Jeremy Hull
✓	Documentation including day of social media	June 2015	Andraea
✓	Statistics gathered (pit-stop counts, bike counts, etc)	June 2015	Andraea/ Shawna
✓	Collect and store materials/banners	July 2014	Andraea/ Caroline/Dave
✓	Final Report Delivered	August 2015	Andraea/ Shawna
✓	Sponsorship thank you and final report delivered	August 2015	Andraea
✓	Collect all photos and documents for storing	August 2015	Dave

## k. Project Team

Role	Name	Responsibilities (Ensure that ...)
Project Manager	Dave Elmore	<ul style="list-style-type: none"> <li>▪ Ensure that transparent financial accounting is maintained</li> <li>▪ Communicate project progress to project team</li> <li>▪ Ensure consistent messaging and approach for all deliverables</li> <li>▪ Ensure all deliverables are met to timetable and constraints</li> <li>▪ Co-media contact with Event Coordinator</li> </ul>
Sponsorship Coordinator	Sarah Pruys	<ul style="list-style-type: none"> <li>▪ Sponsors approached and provided with proposals</li> <li>▪ Sponsorship support agreements negotiated/confirmed</li> <li>▪ Sponsorship contracts signed with Project Manager</li> <li>▪ Sponsorship contact list is established and documented</li> </ul>

Role	Name	Responsibilities (Ensure that ...)
Volunteers/Pit Stop Coordinator	Caroline Wintoniw	<p>Past volunteers contacted and new volunteers enlisted</p> <p>Ensure sufficient volunteers for various event activities</p> <p>Volunteer appreciation (to be determined)</p> <p>Community groups and organizations are enlisted to provide a hospitable site for morning cycle commuters to visit on Bike to Work Day</p> <p>Coordinate bike mechanics for Pit Stops</p> <p>Pit Stop supplies are distributed</p> <p>Pit Stop banners are recovered and stored</p>
Event Planner/Coordinator	Andraea Sartison	<ul style="list-style-type: none"> <li>▪ Consultation assistance to Project Manager as required</li> <li>▪ Administrative tasks</li> <li>▪ Identify issues and inform Project Manager/Project Team</li> <li>▪ T-shirts, posters, and banners are designed and printed</li> <li>▪ Photographers and videographers are assigned for events</li> <li>▪ Work closely with Volunteers/Pit Stop Coordinator</li> <li>▪ Public website including registration database is developed/maintained</li> <li>▪ Ensure personal data is secure,</li> <li>▪ Subscribers are clearly informed of how information will be used</li> <li>▪ An post event barbecue with bike valet service is organized</li> <li>▪ Entertainment for post event is provided</li> <li>▪ Co-media contact with Project Manager</li> <li>▪ Arrange "Voices" for Bike Week radio and TV interviews as required</li> <li>▪ Final report of the project is written</li> <li>▪</li> </ul>
Assistant Event Coordinator	Shawn Culleton	
Marketing/Advertising	Rich/Dave/Kayla	<ul style="list-style-type: none"> <li>▪ Work with event coordinator to develop a marketing plan</li> <li>▪ Put together and liaise with marketing sub-committee</li> <li>▪ Manage the message</li> <li>▪ Review media releases</li> <li>▪ Help with media event at City Hall prior to the event</li> <li>▪ Help to design and facilitate 2014 branding (photos and posters)</li> </ul>
Media	Andraea/Shawna/Dave	<p>Coordinate media events/interviews</p> <p>Enlist media team/participants.</p>
Social Media	Kayla/Rich/Dave	<p>Develop/manage social media</p> <p>Coordinate with communications/media lead</p> <p>Put together and manage sub-committee/volunteers to update</p>

Role	Name	Responsibilities (Ensure that ...)
Group Ride Coordinator	Curt/Dave	<ul style="list-style-type: none"> <li>Organize leaders for group rides</li> </ul>
T-shirt sales	Andraea/Dave	<ul style="list-style-type: none"> <li>T-shirts sales and inventory managed</li> </ul>
Prizes / swag	Currie/Dave/Shawna	<ul style="list-style-type: none"> <li>Liaison with bike shops</li> <li>Solicit, collect, and distribute swag</li> </ul>
Communication / Media	Rich/Andraea/Dave	<ul style="list-style-type: none"> <li>Developing media opportunities</li> <li>Monitor social media including website</li> <li>Message is managed (i.e. What's read / heard / seen)</li> </ul>
Mechanic Volunteers	Caroline	<ul style="list-style-type: none"> <li>Volunteer mechanics are assigned to each pit stops to provide minor repairs to morning commuters</li> <li>Volunteer or sponsor mechanics are on hand at the barbecue</li> </ul>
City of Winnipeg liaison	Kevin Nixon	<ol style="list-style-type: none"> <li>Public officials are informed (e.g. Politicians, police, public works)</li> </ol>
Statistics management and Metrics	Mark/Jeremy	<ul style="list-style-type: none"> <li>Organize cycling counts on BTWD</li> <li>Provide information/stats for a final report</li> </ul>
Website management/updates	Stephanie/Dave	<ul style="list-style-type: none"> <li>Update website information</li> <li>Work with Marketing/Advertising committee on messaging</li> </ul>

## I. Communication

Stakeholder	Communication strategy	Who
Project Team	<ol style="list-style-type: none"> <li>Monthly/Bi-weekly meetings</li> </ol>	<ol style="list-style-type: none"> <li>Dave</li> </ol>
Enrolled e-newsletter subscribers	<ul style="list-style-type: none"> <li>E-newsletters monthly or as needed</li> </ul>	<ul style="list-style-type: none"> <li>Kayla</li> </ul>
Employers	<ol style="list-style-type: none"> <li>By way of Commuter Challenge</li> </ol>	<ol style="list-style-type: none"> <li>Dave</li> </ol>
Public	<ul style="list-style-type: none"> <li>Advertising: posters, electronic media, media events</li> </ul>	<ul style="list-style-type: none"> <li>Dave/Andraea</li> </ul>

## m. Constraints

- Bike Week will be from Saturday June 13 to Friday June 19, 2015
- Visible, public recognition must be given to project sponsor (City of Winnipeg, MPI, etc), and key project partners (Bike Winnipeg,

Climate Change Connection, Green Action Centre, Manitoba Cycling Association, The WRENCH)

- Avoid sponsor (financial and media) resource conflicts with Commuter Challenge.

**n. Assumptions & Risks**

- \$30,000 base funding provided by the City of Winnipeg
- There will be no legal or financial liabilities for the Project Team members associated with this project

## 9b.PRODUCTION SCHEDULE

Time	Item	Who
<b>Wednesday, June 10 7:00 AM</b>	<b>Ralph Brown Pick up At The Forks</b>	<b>Nathan</b>
<b>Wednesday, June 10</b>	<b>Sponsorship Deliveries</b>	<b>Shawna</b>
<b>Saturday</b>		
9:00 AM- 12:00 PM	Floodway Ride	Currie
10:00 am-2:00 pm	Orioles Bike Cage Open	Orioles
10:00-11:30	MEC Group Ride	MEC
<b>10:00-12:00</b>	<b>MEC BikeFest</b>	<b>Kayla</b>
11:00 A-12:00 PM	Injury Prevention Workshop	MEC/ <b>Dave</b>
11:00 AM-3:00 PM	Happy Days on Henderson	John Anderson
<b>12:00-2:00</b>	<b>MEC BikeFest</b>	<b>Shawna</b>
1:00-3:30 PM	Women with WRENCHES	Kaye
1:30-2:30	MEC Confidence Building Ride	MEC
<b>2:00-4:00</b>	<b>MEC BikeFest</b>	<b>Curt</b>
4:00 PM	Drop off Banners	Dave? Curt? Shawna?
<b>Sunday</b>		
10:00 AMM	WCC Ride	Kaye
10:15 AM	Blessing of the Bikes	Mark
<b>11:30 AM</b>	<b>Community Bike Shop Day Set Up</b>	<b>Andraea, The Forks Caroline, Andraea + Bike Shops</b>
<b>12:00-4:00 pm</b>	<b>Community Bike Shop Day</b>	<b>Caroline, Andraea</b>
<b>12:00 -4:00 Pm</b>	<b>Volunteer and Pit Stop Pick Ups</b>	<b>Bike Dump</b>
1:00-4:00 PM	Bike Dump Open	
<b>Monday</b>		

<b>5:30 AM</b>	<b>Confirm location at UW (indoor/out)</b>	<b>Andraea/UW Physical Plant/UWSA</b>
<b>6:00 AM</b>	<b>Arrive UW</b>	<b>Andraea</b>
		<b>Shawna, Folklorama, Tire Stewardship, The WRENCH</b>
<b>6:30 AM</b>	<b>Arrive UW</b>	<b>Folklorama</b>
6:30 AM	Folklorama Set up	<b>Shawna</b>
<b>6:30 AM</b>	<b>Table cloths out and banners up</b>	<b>Andraea &amp; Ukeleles</b>
<b>6:30 AM</b>	<b>Sound Check</b>	<b>Caroline &amp; Steering Committee</b>
<b>6:45 AM</b>	<b>Volunteers Arrive</b>	<b>Diversity, Andraea</b>
<b>7:00 AM</b>	<b>Breakfast Open</b>	Dave Dorning
7:00 AM	Bike Lab Open	Folklorama
7:00 AM	Steel Drum Set	<b>Andraea</b>
<b>7:25 AM</b>	<b>Announcements</b>	MCMA
7:30 AM	Ukelele Set	<b>Folklorama, Tire Stewardship, Andraea</b>
<b>8:00</b>	<b>Announcements and Give aways</b>	Folklorama
8:10 AM	Steel Drum Set	<b>Andraea</b>
<b>8:30 AM</b>	<b>Final Announcements and Give aways</b>	<b>Andraea</b>
<b>9:00 AM</b>	<b>Close &amp; Strike</b>	<b>Dave Elmore</b>
<b>10:15 AM</b>	<b>Global Interview</b>	MEC
5:30-6:30 PM	Bike Maintenance 101	MEC
6:00 PM	MEC Ride	SOBH
6:00-8:30 PM	SOBH Open Shop	Bike Dump
6:00-9:00 PM	Women/Queer Bike Dump Day	

## Tuesday

12:00-1:00 PM	Bike Skills and Safety	MEC
<b>2:45 PM</b>	<b>Women's World Cup Soccer Game Ride</b>	<b>Mark Cohoe</b>
		Downtown Biz,
4:30 PM	Birds Hill Biking and Beer	Andraea
6:00-9:00 PM	Bike Dump Open Shop	Bike Dump
6:00-9:00 PM	Orioles Bike Cage Open Shop	Orioles
		Currie, Woodcock
6:30 PM	Easy Peasy Ride	Cycle

## Wednesday

11:30 AM	St Norbert Farmers Market Ride	U of M
12:00-12:45 PM	Hot Cycle	<b>Downtown Biz, Kayla</b>
5:00-10:00 PM	Moveable Feast	Downtown Biz/ <b>Dave</b>

6:00-8:00 PM	MEC Group Ride	MEC
6:30-8:30 PM	Bike Infrastructure Tour	Bike Winnipeg, Mark

#### Thursday

12:00 PM	29 Hour Urban Commute	Arvid Loewen
12:00 PM	Green Action Centre Panel	Green Action Centre
12:45 PM	Yoga in the Park	Downtown Biz
5:00-9:00 PM	UWSA Bike Lab Open Shop	UWSA Bike Lab
5:30 PM	The WRENCH Open Shop	The WRENCH
5:30-6:45 PM	MEC Bike Maintenance	MEC
6:00 PM	WAC Ride	Bike Winnipeg Currie, Woodcock
6:00-9:00 PM	Thursday No Drop Ride	Cycle
6:00-8:30 PM	SOBH Open Shop	SOBH

#### Friday

<b>All Day</b>	<b>Run Twitter and FB</b>	<b>Kayla and Rich</b>
<b>6:00 AM</b>	<b>Pit Stops Set Up</b>	<b>Pit Stop Captains</b>
<b>6:30 AM</b>	<b>Pit Stops Open</b>	<b>Pit Stop Captains</b>
<b>6:31 AM</b>	<b>City TV Interview 1</b>	<b>Andraea</b>
<b>6:45 AM</b>	<b>Group Ride</b>	<b>Dave</b>
<b>6:53 AM</b>	<b>City TV Interview 2</b>	
<b>7:32 AM</b>	<b>City TV Interview 3</b>	
<b>8:32 AM</b>	<b>City TV Interview 4</b>	<b>Dave</b>
<b>8:45 AM</b>	<b>Set up All Day Pit Stop</b>	<b>Andraea/Caroline</b>
<b>9:00 AM</b>	<b>MPI Moves for All Day Pit Stop</b>	<b>MPI</b>
<b>9:00-3:00</b>	<b>Run all day pit stop</b>	<b>Andraea, Caroline, Shawna</b>
<b>12:00 PM</b>	<b>Put together prize baskets</b>	<b>Shawna, Andraea</b>
<b>9:00-7:00 PM</b>	<b>Banner Returns</b>	<b>Caroline</b>
<b>1:00 PM</b>	<b>Set up BBQ</b>	<b>The Forks, Andraea</b>
<b>2:00 PM</b>	<b>Set up Bike powered System</b>	<b>Andy &amp; Dave</b>
<b>2:00 PM</b>	<b>Decorate at BBQ</b>	<b>Shawna,</b>
<b>3:00 PM</b>	<b>Bike Valet Set up</b>	<b>Shawn @ Bike Valet</b>
<b>3:00 PM</b>	<b>Beer Arrives</b>	
<b>3:00 PM</b>	<b>Manage BBQ Volunteers</b>	
<b>4:00 PM</b>	<b>Sound Check</b>	<b>Andy and the Noble Thiefs</b>
<b>4:30 PM</b>	<b>Run Bar</b>	<b>Half Pints with</b>
<b>4:30 PM</b>	<b>Run Reception</b>	<b>Caroline, Shawna</b>
<b>4:30 PM</b>	<b>Run Sound System</b>	<b>Andy, Curt</b>

<b>4:30 PM</b>	<b>Run Ride andGo Seek Table</b>	
<b>4:30 PM</b>	<b>Food arrives</b>	<b>Boon Burger</b>
<b>4:30 PM</b>	<b>Doors Open</b>	<b>Caroline</b>
<b>4:30 PM</b>	<b>Bike Trials Demo</b>	<b>Adrian and Liam</b>
<b>5:00 PM</b>	<b>Arvid Loewen arrives at BBQ</b>	<b>Arvid</b>
<b>5:00 PM</b>	<b>Noble Thiefs Set # 1</b>	<b>Noble Thiefs</b>
<b>5:30 PM</b>	<b>Kids of Mud Demonstration</b>	<b>Kids of Mud</b>
<b>5:45</b>	<b>Announcements</b>	<b>Dave</b>
<b>6:00</b>	<b>Friday No Drop Ride</b>	<b>Currie</b>
<b>6:00 PM</b>	<b>Prize Draw</b>	<b>Dave</b>
<b>6:10 PM</b>	<b>Noble Theifs Set # 2</b>	<b>Noble Thiefs</b>
<b>6:40 PM</b>	<b>Canned Music</b>	<b>Andy</b>
<b>7:00 PM</b>	<b>Close and Strike</b>	<b>Andraea and all</b>
<b>Saturday</b>		
<b>10:00 AM</b>	<b>Strike Bike</b>	<b>Mark, Bike Winnipeg</b>
<b>2:00 PM</b>	<b>Strike Bike</b>	<b>Mark, Bike Winnipeg</b>

## 9c.MEDIA RELEASES

*General Media Release.*

### **8th Annual Bike to Work Day, this Friday, June 20th as part of Bike Week Winnipeg.**

**Winnipeg, MB** – On June 19, Bike to Work Day will feature 60 pit stops open city-wide from 6:30 a.m. - 9:00 a.m., offering free refreshments, bicycle repairs and prizes for riders who drop in. Pit stops are run by volunteers and organizations including individuals, Winnipeg Police Service, non-profit organizations, community centres, libraries, bike shops and Bike Week's generous sponsors.

A group ride to visit many stops will begin at Assiniboine Park and follow the route listed--- this is a great photo opportunity.

- 6:50 a.m.      CAA Pit Stop**  
South side of Assiniboine Park Footbridge
- 7:10 a.m.      Natural Cycle Courier Pit Stop**  
Omand's Creek (near the bridge)
- 7:30 a.m.      CAA Pit Stop**  
The Legislature (SW corner of the grounds)
- 7:50 a.m.      The Forks/NCI Pit Stop**  
Bonnycastle Park
- 8:10 a.m.      City TV Pit Stop**  
City TV

The MPI all-day pit stop at The Forks welcomes commuters from 9:00 a.m. - 3:00 p.m.

To cap off the day, all Bike Week Winnipeg participants are invited to the Half Pints Bikes & BBQ party at Oodena Celebration Circle at The Forks from 4:30-7:00 p.m.. The first 500 cyclists to arrive will receive a free Boon Burger. Winnipeg's only bike-powered concert system, powered by attendees, will amplify a concert by Noble Thiefs. There will be a grand prize draw at 5:45 p.m. for a new bike donated by Olympia Ski and Cycle (Portage).

All Bike Week Winnipeg events are open to the public, and free unless otherwise indicated on our website.

"Riding a bike is one of the best things you can do for yourself and our earth. We want everyone to come out and enjoy the fun of riding a bike," says Elmore.

-30-

*Bike Week Winnipeg is an annual weeklong celebration of people riding their bicycles in Winnipeg, culminating in Bike to Work Day. Bike Week Winnipeg believes in encouraging people to ride their bicycle bicycles.*

*Group ride media release send out June 18<sup>th</sup>*

Ride to Work With The Mayor on Bike to Work Day, Friday, June 19th!

Join us on Bike to Work Day, Friday, June 19<sup>th</sup> for a group ride with Mayor Brian Bowman and 29-hour bike commuter Arvid Loewen that starts at Assiniboine Park and ends at the Forks. Saddle up with other riders on your way to work. We'll be stopping at a few pit stops along the way so you can also join in at point along the route (see full details below).

We would like riders to show their bike week spirit, so the first 25 riders to get there will be given a free Bike Week Winnipeg 2015 t-shirt.

This is a casual ride at a casual pace and great for anyone. Feel free to jump on board at any point along the ride and remember: Bike Week is for everyone!

Planned schedule for the ride:

<b>6:50 a.m.</b>	<b>CAA Pit Stop</b> South side of Assiniboine Park Footbridge
<b>7:10 a.m.</b>	<b>Natural Cycle Courier Pit Stop</b> Omand's Creek (near the bridge)
<b>7:30 a.m.</b>	<b>CAA Pit Stop</b> The Legislature (SW corner of the grounds)
<b>7:50 a.m.</b>	<b>The Forks/NCI Pit Stop</b> Bonnycastle Park
<b>8:10 a.m.</b>	<b>City TV Pit Stop</b> City TV

## 9d.SAMPLE SPONSORSHIP PACKAGE



## The Pedal Package: \$1000 Sponsorship Program

December 2014

Dear Fellow Winnipegger,

We would like to invite you to become a sponsor of the second-annual **Bike Week Winnipeg**, a dynamic and growing event. Since we are so excited to bring this bike-friendly event to Winnipeg and we want to involve as many like-minded people as we can, we have created a special sponsorship package for organizations to come on board for just \$1000. We are forwarding this package to your organization as we hope that you share our passion for promoting bicycles as transportation and creating an event for everyone that enjoys riding a bike.

Bike Week is the evolution of the very successful Bike to Work Day which began in 2008. In 2014 we expanded the event to a week long celebration of riding bicycles, one that would reach the wider audience of “everyone that rides a bike.” In 2015 Bike Week will run from June 13-19, with Bike to Work Day taking place on Friday, June 19. As in previous years, we will feature a variety of workshops, group rides, and events throughout the week which will include our kick-off breakfast, Bike to Work Day pit stops and the Bike Week BBQ Party.

Aligning your company with our event will give you the opportunity to support a grass-roots, environmentally responsible and completely local initiative. You are being offered many benefits, which are summarized in this sponsorship package, along with additional activation suggestions.

We aim to build a lasting relationship built on open communication, trust and innovation with you. Together, we will raise awareness and strengthen our organizations.

We hope that you will choose to join us and we look forward to hearing from you. To take advantage of all that the program offers we would ask that you please indicate your interest by January 31, 2015. We would be happy to meet with you to discuss ways that we can meet the specific needs of your organization and are happy to look at in-kind sponsorship where applicable.

All the best,  
Sarah Pruys, Sponsorship Coordinator  
Bike Week Winnipeg

sepruys@gmail.com  
(204) 451-5812  
www.bikeweekwinnipeg.com



# Bike Week Winnipeg

## June 13-19, 2015

### A celebration of people riding bikes

By sponsoring Bike Week Winnipeg, you will receive brand awareness and access to your target audience - an audience that is interested in healthy active living. We are widening our reach from commuters to include families, students, retirees and any Winnipegger who enjoys riding a bike. We aim to support and encourage everyone who rides a bike, whether it be for recreation, fitness, transportation, sport, or just for fun.

Bike Week will feature events across the city in the week leading up to Bike to Work Day. Reaching out to every corner of the Winnipeg, we organize group rides, workshops, and leisure and cultural events. [To see the types of events from the 2014 Bike Week, please visit this link.](#) Our goal of course is to expand the number of activities throughout the week by partnering with more communities and organizations.

The 8<sup>th</sup> annual Bike to Work Day will take place as part of the Bike Week festivities on June 19, 2015. The day begins when over 50 pit stops all over the city welcome riders with snacks and beverages on their way to work from 6:30-9:00am. To wrap up the festivities all participants, volunteers and sponsors are invited to meet together at the Bike Week BBQ Party at The Forks featuring live music using our the bike powered concert system, local food, beverages and prizes later in the day.

Join with us in this growing tradition and be a part of the future of Winnipeg.



*Group ride, 2014*

Sarah Pruys, Sponsorship Coordinator  
[www.bikeweekwinnipeg.com](http://www.bikeweekwinnipeg.com)

[sepruys@gmail.com](mailto:sepruys@gmail.com)  
(204) 451-5812



# Proposed Benefits Partnership \$1000

*Please note that the \$1000 can include a combination of in-kind and cash. Sponsorships do not have to include cash, however Bike Week Winnipeg will assess each sponsorship on its merits and value to the event.*

*"Activation Tips" are suggestions for engaging the public at your organizations' own expense.*

## 1. Sponsorship

### 1a. General Event Sponsorship

- If you would like to see other sponsorship opportunities, including title sponsorship and pit stop sponsorship availabilities, please contact Sarah Pruys, Sponsorship Coordinator.

## 2. On-site

### 2a. Bike Week Market at The Forks - Friday, June 19, 2015

- Sponsors will be given one 6' table, 2 chairs and a 10 x 10 area from 3:00pm-6:30pm at The Forks as part of the Bike Week Market

*Activation Tip: The table can be used for selling goods, running contests or handing out swag*

- *No paper promotions are allowed on site due to The Forks' and Bike Week's target zero commitment*
- *Vendors must also restrict their promotion to their booths and cannot wander about the site*

*Activation Tip: Sponsors may bring a 10 x 10 tent (must be weighted with sandbags or water jugs)*

## 3. Event and Corporate Signage

### 3a. Inclusion in Bike Week generated advertising as follows:

- Sponsorship thank you posters to be displayed at all event locations around the city

*Activation Tip: Provide additional corporate signage at your table at the Bike Week Market*

*Activation Tip: Create additional corporate signage showcasing your organizations social responsibility and Bike Week - to be placed around your organization, emailed to employees and customers, etc.*

*Continued...*



*Bike Week BBQ Party, 2014*



*Bike Week BBQ Party, 2014*

Sarah Pruys, Sponsorship Coordinator  
www.bikeweekwinnipeg.com

sepruys@gmail.com  
(204) 451-5812



## Proposed Benefits Partnership \$1000

*Continued...*

#### 4. Hospitality and Networking

- 4a. Opportunity to engage the public and your members at your table at the Bike Week Market
- 4b. Inclusion in volunteer benefits
  - 1 Bike Week t-shirt
  - 1 complimentary dinner and drink at the Bike Week BBQ
  - Discounted or free tickets at select Bike Week events (to be determined)

#### 5. Information and Technology

- 5a. Bike Week will link directly to your preferred website from [bikeweekwinnipeg.ca](http://bikeweekwinnipeg.ca)
- 5b. Bike Week will link to your preferred website in our e-newsletter announcing the Bike Week Market (sent to over 5500 addresses).
- 5c. Shout-outs from Bike Week social media accounts
  - Facebook & Twitter on day of and leading up to event

*Activation Tip: Interact with Bike Week social media accounts through your company's social media accounts*

*Activation Tip: Create buzz regarding your sponsorship of Bike Week through your company's social media accounts*

#### 6. Contracts

- 6a. First right of refusal on renewal of sponsorship in 2016.



*Bike Week BBQ Party, 2014*

Sarah Pruys, Sponsorship Coordinator  
[www.bikeweekwinnipeg.com](http://www.bikeweekwinnipeg.com)

[sepruys@gmail.com](mailto:sepruys@gmail.com)  
(204) 451-5812

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**ALL PHOTOS WITHIN THIS DOCUMENT, UNLESS OTHERWISE NOTED  
WERE TAKEN BY MATTHEW VIETH AND MEMBERS OF THE  
2015 STEERING COMMITTEE**