

BIKE WEEK

JUNE 18-24, 2016



FINAL REPORT



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1. INTRODUCTION

Winnipeg's 3rd Annual Bike Week was held June 18th-24th, 2016 with the 9th Annual Bike to Work Day taking place on Friday, June 24th.

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

- Bike Winnipeg
- Climate Change Connection
- Green Action Centre
- City of Winnipeg
- Downtown Winnipeg Biz
- Rackworks
- Manitoba Cycling Association
- The Winnipeg Repair Education and Cycling Hub (The WRENCH)
- Reconnaissance Management Consulting Group Inc.
- Investors Group
- Manitoba Public Insurance
- Winnipeg Trails Association

1a. EVENT BACKGROUND

The first annual Bike Week was held in June 2014. After 6 years of successful Bike to Work Day events (starting in 2007) the steering committee decided to open up participation from commuters, to everyone that rides a bike. The success of Bike Week both in growing participation and quality of events resulted in the steering committee making Bike Week an annual event.

The goal of Bike Week from its inception 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 promoting existing cultures and providing opportunities for new growth 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!*

In order to put together a weeklong schedule of activities, Bike Week reached out to a variety of organizations and communities to solicit interest in hosting events during the weeklong event. Bike Week's steering committee also organized and hosted several events. Bike Week was responsible for promoting and marketing all of the week's events, as well as offering high visibility and a citywide brand to participating organizations. The timing was ideal as many organizations launch their weekly summer bike events in collaboration with Bike Week.

Participating organizations included:

- Bike Winnipeg
- Downtown Winnipeg Biz
- Winnipeg Cycling Club

- Winnipeg Arts Council
- UWSA Bike Lab
- Woodcock Cycle
- The WRENCH
- Orioles Bike Cage
- South Osborne Bike Hub
- The Bike Dump
- Mountain Equipment Co-op
- Green Action Centre
- YMCA
- Knox United Church
- The Velodonnas*
- Art City*
- Kids of Mud*
- University of Manitoba Office of Sustainability*
- Save Our Seine*

*New for 2016

To add some variety and increase participation, the steering committee made a change from our annual kick-off pancake breakfast and instead held the first ever **Bike Thru Breakfast** at four downtown locations. Riders were invited to stop by any of these four locations to grab a breakfast snack, get their bike tuned up and learn about the various activities taking place over the week.



The steering committee was also responsible for hosting the 9th annual Bike to Work Day, which included over 70 morning pit-stops, an all-day pit-stop and our annual celebration event at the University of Winnipeg. Bike to Work Day is where we began and remains the major event of Bike Week. It 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.

1b. 2016 HIGHLIGHTS

Bike Week consisted of 45 events/activities over 7 days including a variety of group rides, a moveable feast, educational seminars, mechanical workshops, cultural tours, community bike shop day and other bicycle related activities such as bike yoga, an outdoor spin class and the 2nd annual blessing of the bikes.

This year, Bike to Work Day started off with almost 70 morning pit stops where over 4000 people riding to work could enjoy free food, beverages, entertainment, giveaways and bike repairs from 6:30 a.m. - 9:30 p.m. after which Manitoba Public Insurance proceeded with an all day pit stop until 2:00 p.m. at the University of Winnipeg. The day concluded with the annual Half Pints Bikes and BBQ Party on the front lawn of the University of Winnipeg.



The most significant success of Bike Week 2016 was the partnerships that were established with community organizations and businesses and the expansion of

community partners and an increase of Pit Stops. 2016 marked the first year where individual families hosted Pit Stops.

In summary Bike Week 2016 included:

- 45 events
- Approximately 2500 people attending various events
- 25 group/theme rides (an increase of 10 from 2015)
- Over 7500 people receiving Bike Week e-newsletters
- 800 Twitter followers
- 2200 Facebook followers
- Over 600 people stopping by at the kickoff Bike Thru Breakfast
- 500+ people attending the Half Pints Bikes and BBQ Celebration
- DJ music at the celebration using Bike Week's bike powered concert system
- 72 pit stops
- Over 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
- Over 4000 people visiting the over 70 pit-stops on Bike to Work Day
- As many as 300 people visiting a single pit stop
- Approximately 40 people attending the Bike to Work Day group ride from Assiniboine Park to the Forks with Mayor Brian Bowman
- 1 new Bike Repair Station installed at the Millennium Library



2. PLANNING PROCESS

2a. STEERING COMMITTEE

Bike Week 2016 planning began in September 2015. Bike Week sent out an invitation to past steering committee members and participants to join the Bike Week 2016 committee. The following individuals comprised the team:

NAME	ROLE	HOURS
Dave Elmore	Project Manager	600
Shawna Culleton	Event Coordinator	300*
Kayla Chafe	Assistant Event Coordinator (May - June, 2016),	200*
Jennie O'Keefe	Interim Co-Event Coordinator (May-June, 2016),	150*
Sarah Pruys	Sponsorship Coordinator	125*
Caroline Wintoniw	Volunteer/ Pit Stop Coordinator	150*
Curt Hull	Climate Change Connection	40
Mark Cohoe	Bike Winnipeg	40
Richard Bracken	Member	40
Kayla Chafe	Member Sept 2015 to April 2016)	30
Currie Gillespie	Rackworks, Manitoba Cycling Association	30
Christey Allen	Green Action Centre – Commuter Challenge	30
Geoff Heath	The WRENCH	30
Kaye Grant	Reconnaissance Management Consulting Group Inc.	30
Anders Swanson	Winnipeg Trail Assoc	30
Stephanie Voyce	Downtown Winnipeg Biz	30
Stephanie Whitehouse	City of Winnipeg	30
Nathan Wild	The WRENCH	30
Stephanie Nixon	Member	30
Pat Krawec	Manitoba Public Insurance	20
Melissa Sitter	Member	10
Cheryl Walmsley	Member	10

***Denotes paid hours, not volunteer**

Total Volunteer Hours Contributed by the Steering Committee 1060

Estimated volunteer hours from Bike Week volunteers Over 1000
(Pit stops, mechanics, Bike Week events, group rides etc.)

TOTAL ESTIMATED BIKE WEEK VOLUNTEER HOURS Over 2000

The Steering Committee met monthly between September and May. Weekly meetings were held from mid-May throughout June. Steering committee members 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, brainstorming and problem solving. Each meeting concluded with 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 workload and insure accountability.

Staff positions included a Sponsorship Coordinator, Event Coordinator, Assistant Event Coordinator (May/June) and a Volunteer/Pit-Stop Coordinator.

The Event Coordinator responsibilities were mainly to focus on event planning, provide direction to the Assistant Event Coordinator and to assist the Sponsorship Coordinator where required. A member of the steering committee who was familiar with the delivery of social media and newsletter entries was hired as the Assistant Event Coordinator. This made for an easy transition as she had several years of committee experience and knowledge of the project/organization.

Unfortunately in May, due to health reasons, the Event Coordinator was unable to continue in her position. This resulted in the hiring of an Interim Event Coordinator. Her main tasks were the final planning and organization of the Bike Thru Breakfast and Bike to Work Day activities as well as assisting the Assistant Event Coordinator with her added responsibilities.

Because of this redistribution of responsibilities and positions, the Project Manager took on a larger work load on top of his already heavy workload which included communications, budgeting/accounting, managing the website, editing the e-newsletter, social media and liaising with third party events and organizations.

In addition, all media inquiries and the marketing plan were to be managed by the Event Coordinator. After her leave, this became the responsibility of the Project Manager. The Assistant and Interim Coordinator also helped with general coordinating such as drafting and sending media advisories and releases, purchasing and delivery of supplies, set up and of running events, and procuring permits and venue/equipment rentals.

The Sponsorship Coordinator managed all relations with sponsors including cold calls, creating sponsorship proposals and overseeing sponsorship deliverables in partnership with the Event Coordinator/ Interim Co-Coordinators and Project Manager.

The Volunteer/ Pit Stop Coordinator was responsible for the volunteer recruitment, training and assignment for both various Bike Week activities. She was also the liaison between the pit stop sponsors and the overall event. She assigned additional volunteers, mechanical support, food and beverage 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 and the Interim Event Coordinator were held to distribute tasks and give reports for the months of May and June. The Assistant and Interim Event Coordinator also met with the Pit Stop/ Volunteer Coordinator once a week during this time period.

2b. PLANNING RECOMMENDATIONS:

- Early planning (beginning in fall) is beneficial and should continue for 2017.
- A succession plan for the Project Manager position needs to be developed. Over the last number of years this position has grown exponentially as the event continues to expand. 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. In the future, combining the Event Coordinator and Project Manager roles could be considered thereby creating a permanent part time position.
- A comprehensive list of committee member's responsibilities/commitments needs to be created in order to spread out the workload typically performed by the project manager.
- Need to confirm the Bike Week events and activities earlier in order to assign committee members' responsibilities as required.

2c. VOLUNTEERS

The Volunteer/ Pit Stop Coordinator managed volunteers. Returning volunteers were contacted in May. There were many postings for Pit Stop volunteers in Bike Week e-newsletter and through social media. Most coordination of volunteers took place in June closer to the event.

Volunteer duties included; assistance at the 45 events through the week, helping the organizations that ran the 70 plus pit-stops on Bike to Work Day, providing mechanical repair to bicycles, and assisting with the Bike Week celebration BBQ. In total, over 350 volunteers assisted with Bike Week activities.

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

- Bike Valet support
- Bike to Work Day Pit Stop Bike Mechanics
- Bike to Work Day Pit Stop Assistants
- Bike to Work Day celebration set up and tear down
- Handing out food/beverage vouchers at BBQ
- Serving of beer at celebration event
- Serving of food at celebration event
- Ride and go seek coordinator
- Operation of 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 Bike Thru Breakfast:

The BW Bike Thru Breakfast did not require outside volunteers as they were hosted by partner organizations. The committee, along with those hosting organizations welcomed cyclists to enjoy a breakfast treat while informing them of the various activities happening during the week. The hosting organizations included The Downtown Winnipeg Biz, CBC Manitoba, The Exchange Biz, Misericordia Health Centre and West Broadway BIZ.

BTWD Pit Stop Mechanics:

This year we were able to provide most of the over 70 pit stops with a bike mechanic. In some cases, pit-stop sponsors provided their own mechanic. Duties for the mechanics were kept fairly simple; checking/inflating tires and lubricating chains. At some pit-stops, community bike shop mechanics were able to provide a wider range of services.

The Winnipeg Repair Education and Cycling Hub (WRENCH) provided full mechanical services to cyclists at the Manitoba Public Insurance All Day Pit-Stop at the University of Winnipeg.

BTWD Pit Stop Assistants:

These positions were much easier to fill, and they provided additional support for pit-stops that did not have sufficient staff or community volunteers to help at their pit-stop location. Bike Week made an effort to assign volunteers who expressed interest in this position to pit-stops in their area.

BTWD Half Pints Bikes & BBQ celebration:

All of the tasks that needed to be done at the BBQ were quite easy to fill, even with a few last minute cancellations. Acquiring volunteers for these various positions involved going through volunteer registrations and contacting those that expressed interest in volunteering at the BBQ. An extra call in the e-newsletter for volunteers was posted a week prior to the event to assist with the more intensive set up and other needs the new location demanded.

3. EVENTS

3a. BIKE WEEK EVENTS

A total of 45 bike-friendly events/activities comprised the schedule for the 2016 Bike Week. A handful were organized and run by the Bike Week committee, however third party groups or organizations were responsible for the majority. Our goal however is not to host every event, but to encourage other groups to engage their community in Bike Week and to promote what is already happening in Winnipeg that supports our goals.

A public call for participation went out in the fall of 2016. This call included a written document that detailed the partnership between Bike Week Winnipeg and 3rd party events (i.e. Bike Week is responsible to promote all events on our 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 beginning with our 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.

Tuesday, June 14th

- **Bike Week Winnipeg Kickoff: "Suit and Heels on Wheels Ride"** from the Forks to City Hall/ followed by a Press conference with Mayor Brian Bowman.
Hosted By: Bike Week and City of Winnipeg
Number of participants: 80



Saturday, June 18th

- Woodcock King to King No Drop Ride:** A Free 30 kilometer ride to St. Adolphe from Kings Park and back.
Hosted By: Woodcock Cycle
 Number of participants: 8
- Manitoba Public Insurance Cycling Champion Course:** A free full-day workshop to increase knowledge and confidence in cycling on the rode.
Hosted by: Manitoba Public Insurance
 Number of participants: 6
- Orioles Bike Cage Open Shop:** A free drop workshop to learn basic repairs led by volunteer bike mechanics.
Hosted by: Orioles Bike Cage
 Number of participants: approximately 20
- City Cycling Workshop:** A free workshop on how to be a confident cyclist on the streets of Winnipeg.
Hosted by: The W.R.E.N.C.H
 Number of participants: 12
- Art City Bike Decorating and Parade**
Hosted by: Art City
 Number of participants: 50
- Women with Wrenches:** A free bike repair workshop and group ride facilitated by women for women
Hosted by a committee of women from the local cycling community in partnership with South Osborne Bike Hub
 Number of participants: 14



Sunday, June 19th

- **No Drop Gravel Ride:** A free 36 K gravel ride starting at the Floodway and Gunn Road
- Hosted by: Woodcock Cycleworks
- Number of participants: Cancelled due to weather
- **Blessing of the Bikes:** A short interfaith celebration of riding bikes followed by a blessing of participants' bikes.
Hosted by: Knox United
 Number of participants: 8 people with bikes and approximately 100 parishioners



- **2nd Annual Community Bike Shop Day:** A free afternoon of bike repair at the Forks facilitated by mechanics from The W.R.E.N.C.H, South Osborne Bike Hub, Orioles Bike Cage, and the Bike Dump followed by a bike auction of newly refurbished bikes from the various participating community bike shops.

Hosted by: Bike Week and The WRENCH

Number of participants: approximately 300



- **Bike Dump Open Shop:** Free access to tools and advice from mechanics
Hosted by: The Bike Dump
Number of participants: approximately 30
- **ArtRide:** A free bike tour of public art starting at the Living Prairie Museum to downtown.
Hosted by: The Winnipeg Arts Council and Bike Winnipeg
Number of participants: 15

Monday, June 20th

- **Bike Thru Breakfast** (4 locations in downtown)
Hosted by: The Downtown Biz, Exchange Biz, West Broadway Biz, The Misericordia Health Centre, Downtown Biz and CBC Radio
Number of participants: 500

- **Hot Cycle Spin Class in Millennium Library Park**
Hosted by: YMCA/YWCA Winnipeg (Downtown branch)
Number of participants: 20 (some took part in only part of the class)



- **Bike Maintenance 101**
Hosted by: MEC
Cost: \$10
Number of participants: 10
- **Open Shop**
Hosted by: South Osborne Bike Hub
Cost: Free
Number of participants: approximately 20
- **Open Shop**
Hosted by: Bike Dump
Cost: Free
Number of participants: 30
- **Open Shop (Women/Queer folk only)**
Hosted by: Bike Dump
Cost: free
Number of participants: 15

- **Bike Week Winnipeg Bike Repair Station Ribbon Cutting (Bicycle chain breaking) at the Millennium Library:**
Hosted by: Bike Week Winnipeg
Number of participants: approximately 50



Tuesday, June 21

- **Pedaling Pals: Adults who bike with toddlers**
Hosted by: Laura Rousseau
Cost: Free
Number of participants: approximately 20
- **Birds Hill, Biking and Beer**
Hosted by: Downtown Biz
Cost: Free
Number of participants: 12
- **Open Shop**
Hosted by: Bike Dump
Cost: Free
Number of participants: approximately 20
- **Orioles Bike Cage Open Shop:** A free drop workshop to learn basic repairs led by volunteer bike mechanics.
Hosted by: Orioles Bike Cage
Cost: Free
Number of participants: approximately 30

- **Easy Peasy Family Friendly Bike Path Ride**

Hosted by: Woodcock Cycle

Cost: Free

Number of participants: 15

- **Bicycling tips and a family fun ride in Assiniboine Park**

Hosted by: Dave Elmore, Bike Week Project Manager

Cost: Free

Number of participants: 4

Wednesday, June 22

- **Group Ride to St Norbert's Farmers Market**

Hosted by:

Cost: Free

Number of participants: 12

- **Bike Yoga in the Millennium Library Park**

Hosted by: The Downtown Biz and The YMCA

Cost: Free

Number of participants: Cancelled due to rain

- **Moveable Feast – Ride through downtown and surrounding areas, visit interesting feature locations, sample different food at a variety of restaurants and enjoy the gorgeous views**

Hosted by: The Downtown Biz

Cost: \$40.00

Number of Participants: 40



- **Velodonnas Bike Week Mountain Bike Ride**

Hosted by: The Velodonnas

Cost: Free – open invitation to new riders

Number of participants: regular club members, no new riders

- **Winnipeg Cycling Club Bike Week Ride**

Hosted by: Winnipeg Cycling Club

Cost: Free – open invitation to new riders

Number of participants: 6 new riders

- **Recumbant Bike Show and Shine**

Hosted by: Recumbant Bike Club

Cost: Free

Number of Participants: approximately 10

Thursday, June 23

- **Open Shop**

Hosted by: The W.R.E.N.C.H.

Cost: Free repairs (Bikes/parts are by donation or volunteer time)

Number of participants: 50

- **Open Shop**

Hosted by: South Osborne Bike Hub

Cost: Free

Number of participants: approximately 25

- **Thursday No-Drop Ride to Grande Point**

Hosted by: Woodcock Cycle

Cost: Free

Number of participants: 8

- **2016 Bicycle Infrastructure Tour**

Hosted by: Erik Dickson (Active Transportation Planner) and Bike Winnipeg

Cost: Free

Number of participants: 19



- **Olympia Cycle Bike Clinic: Roadside/Trailside Repair**

Hosted by: Olympia Cycle (Portage)

Cost: Free

Number of participants: approximately 30

Friday, June 24 - 9th Annual Bike to Work Day

- **BTWD Group Ride with Mayor Bowman:** Assiniboine Park to The Forks.

Hosted by: Dave Elmore, Project Manager, Bike Week Winnipeg

Cost: Free

Number of participants: approximately 40



- **Ride and Go Seek:** collect signatures at all the pit-stops you visit. If you make it to eight stops you will automatically be entered to win a one of a kind, custom designed helmet at the Half Pints Bikes & BBQ Party - 6:30-9:00 AM

Hosted by: Bike Week Winnipeg

Cost: Free

Number of participants: Over 100

- **Bike to Work Day Pit-Stops across Winnipeg**

Hosted by: 72 Pit-Stop Hosts

Cost: Free

Number of participants: over 4000 cyclists counted

- **Manitoba Public Insurance All Day Pit Stop - 9:00-2:00pm at the U of W**
Hosted by: Manitoba Public Insurance
 Cost: Free
 Number of participants: approximately 150



- **Bike Week Winnipeg BBQ Party:** Front Lawn University of Winnipeg
Hosted by: Bike Week Winnipeg
Sponsored by: Half Pints
 Cost: Free
 Number of participants: 500+
- **Friday No-Drop Destination Ride - 6 - 9 pm**
Hosted by: Woodcock
 Cost: Free
 Number of participants: 10

Sunday, June 26

- **Explore the Parks & Trails of South St. Vital**
Hosted by: Denis De Pape from Save Our Seine and Bike Winnipeg
 Cost: Free
 Number of participants: 3 (rain)

3b. BIKE TO WORK DAY

The 9th annual Bike to Work Day was held in Winnipeg on June 24th, 2016. This event has grown tremendously since its inception in 2007 and continues to be a highlight of Bike Week. We look forward to our 10th anniversary in 2017.

Starting at 6:30 a.m., over 70 pit stops across the city offered refreshments and bike repair to cyclists on their ride to work.

Over 100 riders participated in “ride and go seek,” a scavenger hunt activity 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 again this year of Mayor Brian Bowman. Approximately 40 riders began at Assiniboine Park and continued into the downtown core stopping at a variety of pit stops including Omand's Creek, Misericordia Hospital, The Legislature and Bonnycastle Park before ending at City TV at The Forks. Most of the 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. Manitoba Public Insurance hosted an "all day" pit stop on the front lawn of the University of Winnipeg until 3:00 p.m. The W.R.E.N.C.H. was on site all day offering free bike tune-ups and repairs. A variety of food sponsors/suppliers including Oh Doughnuts, Jonnie's Stick Buns, GORP, Tall Grass Prairie and Diversity Foods at U of W provided refreshments for the all pit-stop.

The day wrapped up with the Half Pints Bikes and BBQ party, celebrating the end of both Bike to Work Day and Bike Week. Over 500 people attended the event.



3c. PIT STOPS

Coordinated by Caroline Wintoniw a total of 72 Winnipeg groups including community centers, sponsors, organizations, retail outlets, and individuals had morning pit stops from 6:30-9:00am in every corner of the city.

The list below outlines the pit stop host, location and estimated number of cyclists. Some 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. Some pit stops went the extra mile in making their pit stops creative by providing live music, massage tables, bike art and the list goes on. These organizations are clearly engaged in our Bike Week program and stood out to participants and volunteers.

Pit-Stop Hosts	Location	Estimated # of Cyclists
17 Wing Winnipeg/ Canadian Forces Base Winnipeg	Whytewold & Silver Ave. (Yellow Ribbon Trail)	175
20/20 Eye Care	Bishop Grandin & Dakota	58
Assiniboine Credit Union/ Fools & Horses	Broadway and Edmonton	105
Art Upholstery	49 Heaton Avenue	111
Assiniboine Park Conservancy	55 Pavilion Crescent	77
Bethel Mennonite Church	Carter Avenue and Harrow Street	37 stopped 96 rode past
Boeing	Intersection of the bike path at Moray	50
Bourkevale Community Centre	Ferry Road and Assiniboine Avenue	63
Brookfield Global Integrated Solutions	Main Street at Bannatyne Avenue	44 stopped 120 rode past
CAA Pit Stop #1	Assiniboine Park at Footbridge	75
CAA Pit Stop #2	Legislative Grounds Bike Path by the Osborne Bridge	Over 300
Caisse Groupe Financier / Coop Velo -Cite	205 Provencher Boulevard	52
Canadian Mennonite University	500 Shaftesbury Boulevard	53

Centre Culturel Franco-Manitobain	<i>340 Provencher Boulevard</i>	27
CHVN Radio	<i>1-741 St. Mary's Road</i>	*
City TV	<i>8 Forks Market Road</i>	Over 200
Crampton's Market	<i>Bishop Grandin & Waverley</i>	20
CYCLE	<i>NEPG at Elmwood High School</i>	25
Daniel and Helen Lepp Friesen	<i>129 Buxton Road</i>	50
Diamond Gallery/ Store Next Door	<i>1-1735 Corydon Avenue</i>	30
Dillon Consulting	<i>Pembina at Stafford</i>	50
Downtown Biz/ Exchange Biz	<i>201 Portage Avenue</i>	75
Ecole River Heights	<i>1350 Grosvenor</i>	20
Edmund Partridge School	<i>1876 Main Street</i>	20
Emergent BioSolutions	<i>Pembina Highway at Chancellor Matheson Road</i>	40
Fairmont/ Hospitality for the Homeless	<i>Waterfront Drive and Provencher Boulevard</i>	50
Fort Garry Library	<i>1360 Pembina Highway</i>	38
Fort Whyte Alive	<i>Sterling Lyon Parkway at McCreary Road</i>	50
G is for Glasses	<i>3-1176 Taylor Avenue</i>	*
Green Action Centre/ Number Ten Architectural Group	<i>Waterfront Drive at Bannatyne Avenue</i>	Over 150
Health Sciences Centre	<i>Sherbrook Street and McDermot Avenue</i>	*
Health Sciences Graduate Student Association	<i>University of Manitoba, Bannatyne Campus, Brodie Centre</i>	*
Hugh John MacDonald School	<i>Bannatyne Avenue and Kate Street</i>	*
IBEX	<i>421 Mulvey Avenue East</i>	54
Orioles Bike Cage	<i>Burnell and St. Mathews</i>	20 stopped 117 rode by
MB Ministry Centre	<i>Taylor Avenue and Waverley Street</i>	30

Manitoba Public Insurance	<i>West side of the Esplanade Bridge and The University of Winnipeg for the All Day Pit Stop</i>	Over 300
Mennonite Central Committee	<i>Bishop Grandin Greenway South of 134 Plaza Drive</i>	*
Misericordia Health Centre/West Broadway Biz/Get Checked Manitoba	<i>Wolseley Street and Sherbrook</i>	*
MS Society of Canada (Manitoba Division)	<i>445 Pembina Highway</i>	41
Natural Cycle Courier	<i>University of Winnipeg</i>	40
Point Douglas Residents' Committee/ Bike Winnipeg	<i>South End (I.E. Rover) of Disraeli Walking/Active Transportation Bridge</i>	*
Radiance Gifts/ Sidestreet Media	<i>875 Corydon Avenue</i>	16
Rady Jewish Community Centre	<i>Wellington Crescent and Doncaster Avenue</i>	103
Ralph Brown Community Centre/St John's Residents' Association	<i>Machray Avenue and McGregor Street</i>	13
Sam's Place/ MCCM/Bikes and Beyond	<i>Henderson Highway, Bikes and Beyond</i>	46
Seed Winnipeg Inc.	<i>80 Salter Street</i>	*
Siloam Mission	<i>288 Princess Street</i>	15
South Osborne Bike Hub/ Pollock's Hardware Co-op	<i>550 Osborne Street</i>	49
Stantec	<i>311 Portage Avenue</i>	75
Sturgeon Heights Community Centre	<i>210 Rita Street</i>	*
The W.R.E.N.C.H.	<i>The Forks Market</i>	120
Transcona Trails	<i>Transcona Trail</i>	84
Travel Roots	<i>766 Jubilee Avenue</i>	35
University of Manitoba	<i>The Curry Place Pedway (in front of the Extended Education Complex)</i>	*
Valley Gardens Middle School	<i>NE Pioneers pathway at Antrim Road Connection</i>	152

West Kildonan Library	<i>365 Jefferson Avenue and Powers Street</i>	27
Winnipeg Cycle Studio	<i>734 Osborne Street</i>	50
Winnipeg Tails/ West Broadway Community Organization	<i>Granite Way (at the bike path intersection)</i>	138
Winnipeg Folk Festival	<i>Old Market Square in the Exchange District</i>	110
Winnipeg Police Services	<i>North West corner of Smith and Graham Avenue</i>	70
Winnipeg Roller Derby League	<i>Main Street at Stradbrook</i>	*
Woodcock Cycle	<i>433 S16 Mary's Road</i>	*
WSP/ MMM Group/ White Pine/ GORP	<i>Fort Street at Assiniboine Avenue</i>	Over 200

***Denotes pit stops who did not report a number of visitors**

A meeting was held for all Pit Stop sponsors on June 8th, a week and a half before the event. This was a time to go over the responsibilities of a pit stop and to hand out necessary materials. Pit stops who missed the meeting were given the opportunity to pick up their supplies during the Community Bike Shop Day at the Forks on June 19th.

Each pit stop was provided with a banner, a thank you poster, which acknowledged all sponsors, some refreshment items obtained from sponsors, promotional materials (such as posters, and sponsors' giveaways), a booklet with pit stop instructions, bike lube, cycling maps, cycling safety information from Manitoba Public Insurance and 2 t-shirts. Bike Week advertised all pit stops through an interactive map on our website.

Individual pit stops were responsible for running their location and promoting it to their own community. As the number of pit-stops has grown it has become increasingly difficult to obtain sufficient refreshments and to coordinate their distribution. In an effort to make pit stops more independent, we encouraged them this year to partner up with local businesses for refreshments and prizing. This worked exceptionally well and created more diversity from one pit stop to the next. As we move forward Bike Week will be expecting pit-stops to become more and more independent, however we will continue to assist pit-stop sponsors by providing bike mechanics or extra volunteers, if requested.

Bike to Work Day facilitated a pit stop scavenger hunt, which we called "ride and go seek." 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 four, one of a kind artist designed bike helmets at the Half Pints Bikes & BBQ Party.

3d. Half Pints Bikes & BBQ Friday, June 24th 4:00-7:00pm

The Bike Week celebration BBQ had been held at the Forks for several years, however the Steering Committee decided that celebration event should take place in a more visible location 2016. After looking into a number of different options, the front lawn of the University of Winnipeg was chosen. This proved to be a very community inclusive and family friendly venue with ample room for the various activities we programmed. The weather was hot and humid, but that did not stop the 500+ people who came to celebrate the success of the numerous cycling activities that took place over the week. The drizzle of rain that came at the tail end of the party was welcomed by the take down crew, as it cooled them off before getting down to work. It was also encouraging to see so many families and children at the event.

The activities/programming that took place were as follows:

- Set up and tear down of beer garden fencing, tables and chairs, in addition to, 10x10 tents to cover sound system/ DJ, ticket tables and food areas were done by volunteers.
- 500 vegan burgers were made and delivered by Boon Burger. Volunteers distributed the food.
- Bike Valet Winnipeg was hired to provide free secure bike parking on site.
- Half Pints Brewing Company has been a sponsor of Bike Week and Bike to Work Day for all of our 9 years of existence. This year they created a unique grapefruit lager which they called “Bikey McBikeface” and donated 5 kegs of it for this event. They were the main sponsor and host for the party and had staff on site to assist in the serving of the beer. A beer garden area was set up to meet the requirements of a liquor license. All proceeds from the sale of beer went directly to Bike Week Winnipeg.



- DJ Shutterbug, a recent grad of Mamma Cutsworth's DJ Academy, was hired to spin some 50 & 60's soul/funk music. Many kids and their parents got up to dance on the grass and blow bubbles when she played the infamous bike song "I Want to Ride My Bicycle" by Queen.
- The sound system that amplified the DJ was powered by Bike Week Winnipeg's bicycle powered concert system. Those who rode a bike to power the stage were provided with a coupon for a free beer.



- A young brother and sister juggling team along with a face painter/henna artist were hired to further make the party more family friendly and engage children.



- Bike Trials and Kids of Mud alternately performed bicycle demonstration from 4:30 to 6:30 which was again a great draw for families and children. The demonstrations took place in the small basketball court area.



- Bike Week announcements were shared and prizes were drawn.
- Member of Parliament Doug Eyolfson from Charleswood, St. James, Assiniboia was in attendance and brought greetings from the federal government.
- Bike Week Coordinators and Committee Members were on site to hand out food and drinks tickets, direct volunteers and collect the returned materials from the pit stops.
- The new venue allowed for tabling facilitated by bike-friendly organizations and individuals including:
 - Art City (bike decorating)
 - Green Action Centre (ice coffee made from their bike powered blender)
 - Downtown Winnipeg Biz
 - Climate Change Connection
 - Bike Winnipeg
 - The W.R.E.N.C.H.
 - Winnipeg Trails

(All tables for the bike-friendly organizations were set up and provided by the Downtown Biz)



3e. EVENT RECOMMENDATIONS

Bike Thru Breakfast

- The Bike Thru Breakfast was a transition from what had been for several years a sit down breakfast. Although the sit down breakfast was successful it was felt that more people would be inclined to stop and find out about Bike Week if it did not require them to stop for a significant amount of time.
- The change to a Bike Thru Breakfast certainly had the desired effect and increased our reach; however, after review the committee felt that making a change to a breakfast at the Forks during Community Bike Shop Day might be more effective at reaching a wider audience. The Bike Thru Breakfast being downtown on a Monday morning tends to reach primarily commuters and this is an audience that Bike Week feels we have established with Bike to Work Day. By combining the 2 events, more families would be made aware of Bike Week furthering the goal of becoming more family friendly.
- This does not preclude however doing a Monday kick-off event in the downtown to keep our commuter audience engaged.

BTWD BBQ

- Consider changing the title of the event to *Bike Week Celebration Picnic*. Having the word BBQ and listing Half Pints as the sponsor in the event title caused some difficulty when procuring the event permit, liquor license, and noise permit.
- Look at applying for the University of Winnipeg's Community Event Grant Program for next year to offset some of the costs.
- Further promote the celebration party as a sustainable family friendly event.
- Suggest participants to bring their own picnic blankets or perhaps Bike Week could purchase some to put out. This is to avoid participants from congregating around the concrete planters and move them closer to the activities happening on the lawn.
- Consider moving the bike auction from Community Bike Shop Day to the party to allow more participants to bid. The auction bikes could also be displayed a few of the different events during the Bike Week including of course Community Bike Shop Day.

4. SPONSORSHIP

4a. *FINANCIAL SPONSORSHIP*

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

Past sponsors such as MPI, Half Pints, Tire Stewardship Manitoba, GORP, Dillon Consulting, KGS Group, Assiniboine Credit Union were approached for first right of refusal. Other companies who had supported likeminded events, which had funds to allocate for healthy living, environmental or community events or had similar values and goals were also contacted via cold calls and emails. These companies were found through recommendations from the Bike Week Committee, researching companies through the Winnipeg Chamber of Commerce website, and lists of top companies or top “green” companies in Winnipeg and Manitoba. If a sponsor was interested, a phone conversation with the Sponsorship Coordinator was scheduled; or an email with more detailed information was sent. The Sponsorship Coordinator found that many potential sponsors were very busy and asked over the phone that the information is emailed to them instead. Previous sponsors preferred to discuss Bike Week sponsorship opportunities and improvements on the phone. Still, it was important that potential new sponsors be contacted via phone as it creates a more personal connection.

Sponsorship packages were tailored to each individual sponsor in order to cater to their specific needs and areas of interest. These goals and level of sponsorship indicated were reflected in the proposals. Often, companies wanted to see various “levels” so the packages were quite complex. In particular, these proposals contained an overview of Bike Week and Bike Week statistics, suggestions for activation, showing sponsors how supporting Bike Week was in line with their values and detailed accounts of how Bike Week would recognize the sponsor’s contribution.

After further consultation the package was often revised (sometimes several times) before the agreement was finalized. Because of this, it is important to begin sending out sponsorship proposals in the fall. If required, a formal contract was created (by the company if desired) and an invoice issued as required. Following 2015’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. Tire Stewardship Manitoba was also back again this year with their “Tire Stewardship Manitoba Tire Collection Drive” which was a program run by Bike Week and The WRENCH. Tire Stewardship generously donated \$1000.00 to The WRENCH to support their many great programs.

Just as in 2015, a \$1000 Pedal Package was revised and was sent out to the committee to pass along to their contacts in late fall. This general sponsorship proposal offered sponsors a promotional table at the Bike Week BBQ, advertising benefits, VIP participation in events (including t-shirts, free food and beverages, etc.) and recognition in the e-newsletter. For the second year, no sponsors were found via this method, and so potentially it be discontinued in the fall, and reused as the “bronze” level of the general sponsorship package.

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 for hosting their own bike related events. Logo recognition was included for all sponsors on our 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 the other pit-stops. Linking to sponsors and pit-stop hosts happened through Facebook, Twitter, and Instagram, as well as the website.

Food sponsors were also recognized by signage at the pit stops where their donation was being served. Finally, sponsors all received a report on how Bike Week went, an invitation to the Half Pints Bikes & BBQ Party (and free food and beverage), two Bike Week t-shirts, and a thank you during the BBQ announcements.

A few days after Bike Week, sponsors were thanked through email, were reminded that the final report would be forwarded as soon as it was complete, and were asked for feedback. A few responded with some great suggestions, and said Bike to Work Day ran smoothly this year. They also indicated that they looked forward to returning again next year! The Sponsorship Coordinator called the sponsors that had not responded to thank them again, and give them an opportunity to provide feedback. There was a much better response using this method, as it appears sponsors would prefer to chat for a few minutes rather than sit down to type out an email.

Sponsor	Amount
City of Winnipeg	\$30,000
Tire Stewardship Manitoba	\$4,999
Tire Stewardship Manitoba *	\$1,000*
Manitoba Public Insurance (MPI)	\$5,000
Dillon Consulting	\$1,250
Assiniboine Credit Union	\$1,000
Total	\$42,249

* This donation went directly to The WRENCH for their assistance in the Tire Recycling Program during Bike Week and is not included in the total above.

4b. IN-KIND SPONSORSHIP

Over \$ 40,000.00 of in-kind sponsorship monies was donated this year. This came in a number of forms:

- Volunteer hours
- Advertising (Bell Media)
- Prizes & donated material (local bike shops including Olympia Cycle (Portage), Olympia (ST Marys), Bikes and Beyond, and Woodcock Cycleworks and Mountain Equipment Co-op.
- Food and beverage (Food Fare, Stella's, Oh Doughnuts, GORP, Tall Grass Prairie, Parlour Coffee, Little Sister Coffee, Cottage Bakery and Half Pints)
- Donated services (photography and web design)

In-Kind Contributor	Amount
Over 2000 Volunteer Hours (2000@\$15.00/hour)	\$30,000
Food Fare	\$500
GORP	\$500
Oh Doughnuts	\$100
Jonnie's Sticky Buns	\$200
Half Pints	\$1,500
MEC	\$750
Bell Media	\$1,000
Cottage Bakery	\$50
Stella's	\$500
Tall Grass Bakery	\$200
Parlour Coffee	\$100
Little Sister Coffee	\$100
Bike Shops	\$1,500
YMCA	\$500.00
University of Winnipeg	\$500
Website	\$500
MPI	\$2,500
Photographers/Videographers	\$1,000
Total	\$42,000

4c. PRIZES

Prizes were collected from various bike shops or were donated by other sponsors. Committee members who had a relationship to a retail bike shop connected with

the shops on their own time. This was the most effective way of securing prizes. These prizes were primarily given out at the celebration BBQ.

The Event Coordinator connected with the arts community in Winnipeg and was able to work with local artists to design four one-of-a-kind nutcase-style helmets as prizes. Unique gifts like this are a great addition to prize packages. This year's artists were Chris Pancoe, Freya Perron, James Culleton and Kristin Nelson. These helmets were given out as part of the "Ride and Go Seek" promotion on Bike to Work Day.



In addition, 2 beautifully refurbished bikes were given away based on a draw from all those individuals that subscribe to our e-newsletter. These bikes were provided by The WRENCH and refurbished by our project manager.



4d. SPONSORSHIP RECOMMENDATIONS

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. While the Sponsorship Coordinator forwarded agreed upon proposals to the Event Coordination team, it would have been simpler to create a checklist of what each sponsor had been promised as

sponsors came on board, rather than create the document in June, as a way to help everyone on the committee stay organized. The Sponsorship Coordinator kept spreadsheets and draft proposals in Google Docs, so that they could easily be edited and viewed by other members of the committee, mainly the Event Coordinator and Project Manager.

It was 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 instead at one of the Bike Thru Breakfast locations at the beginning of the week instead. Other sponsors were unable to participate this year, or signed on and then had to drop out; but in both cases sponsors asked that Bike Week Winnipeg keep them in mind for next year. The Sponsorship Coordinator made note of these companies to keep in contact with.

By sending out proposals in late fall 2015 to early winter 2016, Bike Week was able to confirm sponsorships earlier 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. In many cases however, particularly when it came to food donations, companies wanted contact much closer to the event (4-8 weeks away); while other companies (such as Assiniboine Credit Union and Manitoba Hydro) asked that proposals be sent in January once the new year of funding had started. In these latter cases, it is still important to have conversations in the fall and prepare proposals to be ready to send right away in the New Year.

Some other recommendations include:

- Continue to approach major sponsors in the fall and have all proposals sent or ready to send by the end of December. These sponsors include MPI, Tire Stewardship Manitoba, Dillon Consulting and Half Pints. In the past, they have included Manitoba Hydro, Qualico, and KGS Group whom should be approached again as well. StreetSide Developments indicated interest and would like to be contacted for 2017.
- Food sponsors can be approached in the spring, as they often do not prepare months in advance.
- 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.
- Much of the Sponsorship Coordinator's time in the late summer and early fall went to researching grant applications, but there were not very many that Bike Week met the requirements for. If Bike Week had a charitable

number or more family-oriented events/cultural events there would be more opportunities.

- 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.
- Brainstorm a list of potential naming rights (based off of Bike Week events) to go into sponsorship meetings with, in addition to the various sponsorship levels. These sponsorship levels should have unique bike-related names rather than "gold, silver and bronze."
- Create a timeline for when all things Bike Week related have to be completed by the Coordinators.
- To further personalize our thank you response to our sponsors (i.e. we could send out cards, perhaps with a similar design to our t-shirts).

5. BUDGET

The budget was maintained and approved by the Project Manager.

Admin	
Sponsorship Coordinator contract	\$4,500.00
Event Coordinator contract	\$8,000.00
Asst. Event Coordinator	\$3,000.00
Pit-Stop/Volunteer Coordinator	\$4,000.00
Miscellaneous costs	\$1,000.00
Individual event/activity costs	
Community Bike Shop Day (Sunday)	\$2,000.00
Bike Thru Breakfast (Monday)	\$2,000.00
Pit-Stop supplies and support (Friday)	\$1,000.00
Celebration Party and Picnic (Friday)	\$6,000.00
Bike Repair Station	\$2,500.00
Promotion	
T-shirts for volunteers/pit-stops	\$3,500.00
Ongoing replacement of banners etc	\$2,000.00
Posters/handbills/misc materials	\$2,000.00
Honoraria	

Photography	\$250.00
Website development/upgrades	\$250.00
Video production	\$1,000.00
Advertising/Marketing/Social Media/Website	
Advertising	\$1,500.00
Social Media support/promotion	\$2,500.00
Email marketing (newsletters)	\$500.00
Website hosting/domain/security	\$1,000.00
Total Costs	\$48,500.00

6. MEDIA and PROMOTIONS

The Event Coordinator acted as contact for all media until her leave when the Project Manager assumed this responsibility. The Assistant Coordinator assisted with marketing by editing the website and posting in the e-newsletter.

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 14th at 10:00 a.m. Prior to the press conference an open invitation was called to join the "Suits and Heels on Wheels Ride" led by CBC's Traffic Reporter Trevor Dineen. It was attended by approximately 25 riders and was an excellent photo opportunity. In all over 80 people attended the media launch.

At the launch, emceed by Trevor Dineen, Mayor Brian Bowman, Dave Elmore (Bike Week Project Manager), Stephanie Voyce (Downtown Biz) and Anthony Lokkee (Manitoba Public Insurance) 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 for the launch.

6b. WEBSITE *bikeweekwinnipeg.com*

The Project Manager took on the responsibility of updating content and maintaining the site including updating the event listing and sponsorship pages. Website design assistance was provided by Stephanie Nixon, a freelance web designer.

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 and during the Bike Week. There were over 25,000 page views between April 1 and June 24 (Bike to Work Day).

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 the Assistant Event Coordinator.

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

This continues to be one of the most effective promotional activities.

6d. FACEBOOK - facebook.com/bikeweekwinnipeg

With over 2000 likes on Facebook, this page became a hub of information sharing and connecting with pit stop organizations and sponsors.

The Assistant Event Coordinator Kayla Chafe managed the Facebook account. Bike Week paid a fee to boost posts which drew more likes to the page growing from 1600 to 2200 by the end of Bike Week 2016. 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.

6e. Twitter – twitter.com/BikeWeekWPG

Maintained by our Project Manager, this was an incredibly valuable tool and will continue to be at the forefront of our marketing efforts in future years.

Again this year we were able to almost double our followers on Twitter increasing from 485 to over 800. The key to success has been regular engagement and keeping followers current on Bike Week activities. It was noted that again this year our tweets were being retweeted and/or shared by Bike Week followers.

6f. PRINT & DIGITAL MEDIA

Bike week printed a total of 500 posters and 1000 handbills. Half the posters were posted approximately 3 weeks before Bike Week and then again 1 week before the event. 20 chloroplast signboards were also printed and put up around the downtown area by the Downtown Winnipeg Biz.

Two professional photographers volunteered to capture Bike Week activities. In addition Bike Week committee members also attended events and took photos for our records and future promotion.

Bike Week also produced a unique video with the assistance of committee member Anders Swanson and a group of supportive videographers, actors and cyclists. This video was released during Bike Week and will be used again in the future to promote our program. To view visit:

<https://vimeo.com/171643442>

Videographer Matt Veith, who produced a short promotional video for Bike Week 2015 was hired to edit the video for use again in 2016. The video was displayed regularly for several weeks leading up to and during Bike Week on the media panel in front of 201 Portage Avenue.

6g. TELEVISION & RADIO

Bike Week had a significant presence on television in 2016 that included the following:

- June 14th - Winnipeg Free Press, CTV, City TV, Global and CBC. Bike Week Press Release.
- June 14th - Mandy Shew, Virgin, 94.3FM Drive.
- June 16th – Phone interview with Alex Michaels
- June 20th - Marcy Marcusa, CBC. Live on location at the Bike Thru Breakfast.
- June 21st - CTV Morning Live
- June 23rd - CJOB Radio
- June 24th - John Saunders, CBC.(at the BBQ)

All interviews were done with our Project Manager Dave Elmore.

6h. MEDIA RECOMMENDATIONS

- Continue to post to Facebook and Twitter and expand our network.
- Continue to grow the use of Instagram and build up a network. An Instagram account was set up in 2015 however little has been done to build a network. Possible options could include a campaign that would be connecting with

artists to post “a bike a day” or encouraging people to post a picture of them riding during Bike Week.

7. DESIGN

7a. LOGO



No change was made to the logo in 2016.

7b. POSTERS

There were two different poster designs in 2016. The designs were technically similar but the photo chosen was different. In an effort to connect with families, one poster was produced using children riding bikes. The photo used was provided by the Flaming Cheetahs, a Kids of Mud club hosted out of the Wolseley area. The other photo chosen was a picture of the group ride from Assiniboine Park in 2015. Both posters were produced by James Culleton.

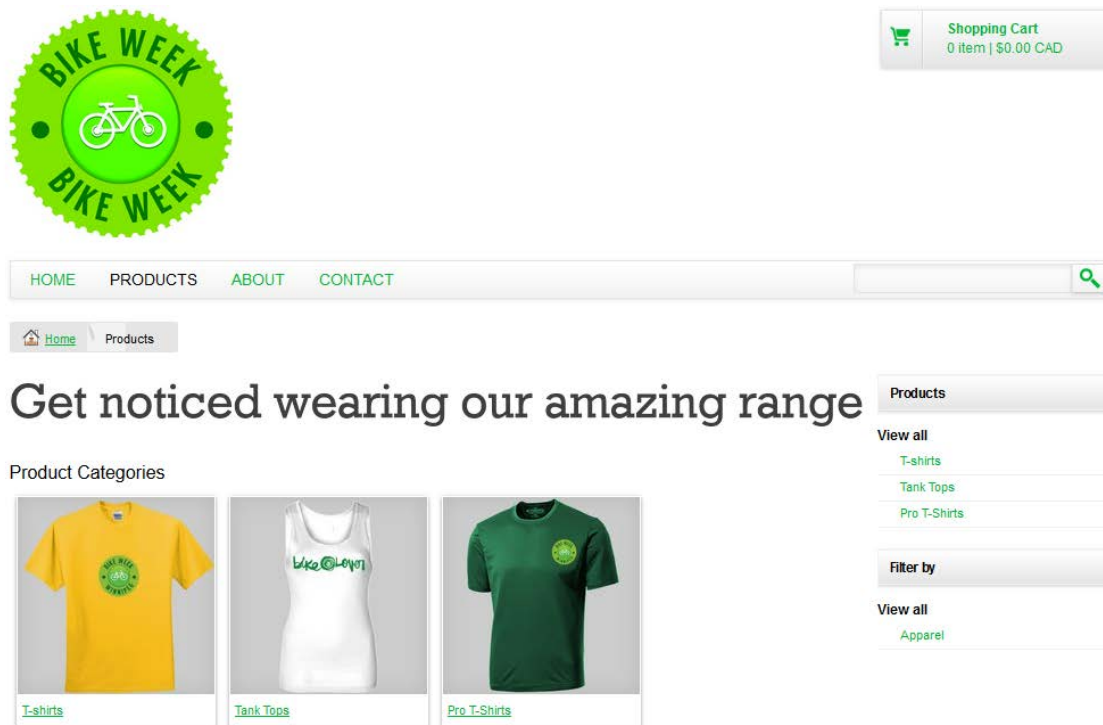
7c. T-SHIRTS

Bike Week continued to use our standard t-shirt design with our logo for all of our volunteer t-shirts, however again this year we chose to change the color of the shirts. The volunteer shirts printed were bright yellow and seemed to appeal to people. We also updated the Kal Barteski designs that were produced in 2015. This allowed people the opportunity to choose their own design, if they purchased a t-shirt from our online shop.

Bike Week also sold some of the standard t-shirts as part of a reverse tie-dye workshop offered during Community Bike Shop day. Participants were encouraged to customize their shirts at an activity table using bleach and bicycle gears.

T-shirts were available for purchase online only through a local print shop, Instant Imprints – Polo Park. The company's offering was unique in that they assisted Bike Week in creating a personalized website (bikeweekwpg.deco-

apparel.com) and took care of all distribution. They also offered people even more options for different colors, shirts and apparel.



After ordering on-line, products were available to pick-up at the store. 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. This method was extremely efficient, and easy to use. Apparel sales could begin at any time and the offerings were limitless.

7d. BANNERS & FLAGS

Additional pit-stop banners and flags were again printed this year to replace old banners and to add additional banners for the ever increasing number of pit-stops..



In addition, a few new event banners were printed to provide banners at each of the Bike Thru Breakfast locations as well as to provide additional visibility to the new Bike Week celebration BBQ location at the University of Winnipeg.

7e. HANDBILLS

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



7f. 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.

8. SUPPORTING DOCUMENTS

8a. 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.

a. Purpose / Need

Bike Week, now in its third 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.

b. 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 2016, Bike week will run from June 18 to 24 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.

c. 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.

- 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.

d. Quality measures

Deliverable	Measure
Engage people who ride bikes and/or support bicycle culture	<ul style="list-style-type: none"> • Numbers signed up for e-newsletters and/or attendance at events
People are aware of the event	<ul style="list-style-type: none"> • Earned media events • Sponsor contacts made • Registration/Social media • Feedback at events
People feel good about event	<ul style="list-style-type: none"> • Feedback from planning committee • Feedback from individual events
People commuting on Bike to Work Day	<ul style="list-style-type: none"> • Perform bicycle counts at a variety of locations in the city • Numbers of people stopping at the approximate 50 morning pit- stops.

e. Deliverables

	Deliverable	Due	Lead
✓	Invoice City of Winnipeg for base funding	Oct. 2015	Dave
✓	Media/Marketing Committee Formed	Jan. 2016	Rich/Dave/Kayla
✓	Develop contract and hire Sponsorship Coordinator	Jan. 2016	Dave
✓	Project Charter and budget	Jan. 2016	Dave

✓	Facebook and Twitter accounts active for promotion through social media	Jan. 2016	Rich/Dave/ Kayla
✓	Develop list of possible events for Bike Week 2014	Jan. 2016	Committee
✓	New website development	Jan. 2016 - April 2016	Stephanie V/ Dave
✓	Develop contract and hire Pit-Stop/Volunteer Coordinator hired?	Jan. 2016	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 to move forward.	Jan. 2016- March 2016	Dave/ Shawna
✓	Key sponsors approached and initial proposals delivered	Feb. 2016	Sarah
✓	Development of marketing strategy	Feb. 2016	Dave/ Rich
✓	First e-newsletter sent out to previous participants e-newsletters from Jan. to June	Feb. 2016	Kayla/ Nicole/Dav e
✓	Main sponsorship confirmed	March, 2016	Sarah
✓	Media plan developed	April, 2016	Rich/Dave/ Shawna
✓	E-newsletters sent to contact list on scheduled basis	April 2016- June 2016	Kayla
✓	Contact pit-stop sponsors (previous and new) and coordinate with Pit-Stop Coordinator	April, 2016	Caroline
✓	Advertising budget confirmed	April, 2016	Dave
✓	T-shirt supplier and details confirmed	April, 2016	Shawna
✓	Prize sponsors solicited	April, 2016	Currie/Dav e
✓	Do call out for new volunteers (e-news, social media, website)	April, 2016	Caroline/ Kayla
✓	Advertising details developed and confirmed	April, 2016	Marketing Committee
✓	Advertising for Bike Week confirmed	May, 2016	Dave
✓	Contact VIP's/government and arrange participation	May, 2016	Shawna/ Dave
✓	Sale of T-shirts advertised/distributed to various lists	May, 2016	Insta-Prints
✓	Establish survey/bike count requirements/details	May, 2016	Dave/Shaw na
✓	Confirm pit-stops	May, 2016	Caroline
✓	PSA/Event listings researched and confirmed	May, 2016	Shawna
✓	Promo video complete and on-line	May, 2016	Kayla/Dave

✓	Confirm Emcee for BBQ and speakers for media launch etc.	May, 2016	Shawna
✓	Book photographer for BW events	May, 2016	Rich/ Shawna
✓	Posters printed and distributed	May, 2016	Shawna
✓	Prizes confirmed	May, 2016	Shawna
✓	Media release and copy to City of Winnipeg	May, 2016	Shawna
✓	Secure permits for BTWD BBQ (special events/liquor, etc)	May, 2016	Shawna
✓	Book Bike Valet and food/beverages for BBQ	May, 2016	Shawna
✓	Volunteer T-shirt delivery and distribution	May, 2016- June, 2016	Shawna/ Caroline
✓	Sale and distribution of participants T shirts	May, 2016- June, 2016	Shawna/ Caroline
✓	Event Schedule on-line (updating as info provided)	May, 2016- June, 2016	Dave/Kayla /Shawna
✓	Confirm media support	May, 2016	Dave/ Shawna
✓	Confirm entertainment for Bike to Work Day BBQ	May, 2016	Shawna
✓	UMFM and CKUW commercials completed	May, 2016	Shawna
✓	Poster/handbill/print advertising distribution	May, 2016	Shawna
✓	Media Event	June, 2016	Shawna
✓	Pit-Stop Communication/Logistics confirmed	June, 2016	Caroline
✓	Map of Pit-Stops on-line/create pit-stop poster	June, 2016	Caroline
✓	Volunteers confirmed	June, 2016	Caroline
✓	Barbeque details confirmed (booking of band, security, Emcee, etc)	June, 2016	Kayla/ Jennie
✓	Coordinate Bike Powered concert system needs/location/support/(Andy) including rental of needed equipment	June, 2016	Kayla/ Jennie
✓	Pit Stop Materials distributed (at meeting)	June, 2016	Caroline
✓	Sponsorship Materials delivered	June, 2016	Kayla/ Jennie
✓	Event materials delivered/in place	June, 2016	Kayla/ Jennie
✓	Assignments communicated to confirmed volunteers	June, 2016	Caroline
✓	Statistics gathered (pit-stop counts, bike counts, etc)	June, 2016	Dave/ Kayla
✓	Collect and store materials/banners	July, 2016	Dave/Kayla
✓	Final Report Delivered	Sept. 2016	Kayla/ Jennie

✓	Sponsorship thank you and final report delivered	Aug. 2016	Sarah
✓	Collect all photos and documents for storing	Aug. 2016	Dave/ Kayla

f. Project Team

Role	Name	Responsibilities
Project Manager	Dave Elmore	<ul style="list-style-type: none"> • Ensure that transparent financial accounting is maintained • Communicate project progress to project team • Ensure consistent messaging and approach for all deliverables • Ensure all deliverables are met to timetable and constraints • Co-media contact with Event Coordinator
Sponsorship Coordinator	Sarah Pruys	<ul style="list-style-type: none"> • Sponsors approached and provided with proposals • Sponsorship support agreements negotiated/confirmed • Sponsorship contracts signed with Project Manager • Sponsorship contact list is established and documented
Volunteers/ Pit Stop Coordinator	Caroline Wintoniw	<ul style="list-style-type: none"> • Past volunteers contacted and new volunteers enlisted • Ensure sufficient volunteers for various event activities • Volunteer appreciation (to be determined) • Community groups and organizations are enlisted to provide a hospitable site for morning cycle commuters to visit on Bike to Work Day • Coordinate bike mechanics for Pit-Stops • Pit-Stop supplies are distributed • Pit -Stop banners are recovered and stored

Event Planner/ Coordinator	Shawna Culleton	<ul style="list-style-type: none"> • Consultation assistance to Project Manager as required • Administrative tasks • Identify issues and inform Project Manager/Project Team • T-shirts, posters, and banners are designed and printed • Photographers and videographers are assigned for events • Work closely with Volunteers/Pit Stop Coordinator • Public website including registration database is developed/maintained • Ensure personal data is secure, • Subscribers are clearly informed of how information will be used • An post event barbecue with bike valet service is organized • Entertainment for post event is provided • Co-media contact with Project Manager <p>Arrange “Voices” for Bike Week radio and TV interviews as required</p> <p>Final report of the project is written</p>
Assistant Event Coordinator	Kayla Chafe Jennie O’Keefe	
Marketing/ Advertising	Rich, Dave, & Kayla	<ul style="list-style-type: none"> • Work with event coordinator to develop a marketing plan • Put together and liaise with marketing sub-committee • Manage the message • Review media releases • Help with media event at City Hall prior to the event • Help to design and facilitate 2014 branding (photos and posters)
Media	Dave	<ul style="list-style-type: none"> • Coordinate media events/interviews • Enlist media team/participants.
Social Media	Kayla, Rich, & Dave	<ul style="list-style-type: none"> • Develop/manage social media • Coordinate with communications/media lead • Put together and manage sub-committee/volunteers to update
Group Ride Coordinator	Curt & Dave	<ul style="list-style-type: none"> • Organize leaders for group rides
T-shirt sales	Dave	<ul style="list-style-type: none"> • T-shirts sales and inventory managed
Prizes / swag	Currie, Dave	<ul style="list-style-type: none"> • Liaison with bike shops ☐ • Solicit, collect, and distribute swag

Communication / Media	Rich & Dave	<ul style="list-style-type: none"> • Developing media opportunities • Monitor social media including website • Message is managed (i.e. What's read / heard / seen)
Mechanic Volunteers	Caroline	<ul style="list-style-type: none"> • Volunteer mechanics are assigned to each pit-stops to provide minor repairs to morning commuters • Volunteer or sponsor mechanics are on hand at the barbecue
City of Winnipeg liaison	Stephanie Whitehouse	<ul style="list-style-type: none"> • Public officials are informed (e.g. Politicians, police, public works)
Website management/ updates	Stephanie N & Dave	<ul style="list-style-type: none"> • Update website information • Work with Marketing/Advertising committee on messaging

g. Communication

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

h. Constraints

- Bike Week will be from Saturday June 18 to Friday June 24, 2016
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 etc.)
- Avoid sponsor (financial and media) resource conflicts with Commuter Challenge.

i. 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.

8b. BIKE WEEK PRODUCTION SCHEDULE

ARRIVAL TIME	EVENT	
	Tuesday, June 14	
8:45 am	2nd Annual Suit and Heels on Wheels ride - 9:30 am	Jennie, Kayla, Dave
ARRIVAL TIME	Thursday, June 16th	
10:00 AM	Forks Atrium - volunteer pit stop pick up (10-7:30)	Jennie, Kayla, Caroline
ARRIVAL TIME	Saturday, June 18	
	Woodcock King to King no-drop road ride - 9:00 am	Currie
	MPI Cycling Champion course - 9:00 am - 5:00 pm	Dave/Pat
	Orioles Bike Cage Open Shop - 10 am to 2 pm	Orioles
	City Cycling Workshop - 12:30 - 2 pm	Dave
	Women with Wrenches - 1:00 - 3:30 pm	Kaye
1:00pm	Art City Bike Decorating and Parade - 1:00 pm	Jennie
ARRIVAL TIME	Sunday, June 19th	
	No Drop gravel ride - 10 am start	Currie
	Blessing of the Bikes - 10:30 a.m.	Dave
11:30 AM	Community Bike Shop Day - 12 - 4 pm	Jennie, Dave, Kayla
	Bike Dump Open Shop - 1:00 to 4:00 pm	Bike Dump
	ArtRide: St. James to Downtown - 3:00 pm	Mark
ARRIVAL TIME	Monday, June 20th	
6:00 am	Bike Week Kick-off Bike-Thru Breakfast – 6:30 to 9:00 am	Jennie, Caroline, Dave
6:00 am	BTB McFayden Park	Shawna
6:00 am	BTB Old Market Park	Kayla
6:00 am	BTB Misericordia	Curt
11:00 am	Hot Cycle: Millennium Library Park - 12 -12:45pm	Dave/Kayla
12:15 PM	Bike Week Winnipeg outdoor bike repair station ribbon cutting, 1:00pm	Jennie, Dave, Kayla
	MEC Bike Maintenance 101 - 5:30 - 6:30 PM	MEC
	South Osborne Bike Hub Open Shop - 6 - 8:30 pm	SOBH

	Bike Dump Open Shop (Women/Queer folk only) 6-9 pm	Bike Dump
ARRIVAL TIME	Tuesday, June 21st	WHO
	Pedaling Pals: Adults who bike with toddlers - 930am-1130am	Laura Rousseau
	Birds Hill, Biking and Beer - 4:30 pm starting at Air Canada Park	Dave
	Bike Dump Open Shop - 6 - 9 pm	Bike Dump
	Orioles Bike Cage Open Shop - 6 to 9 pm	Orioles
	Easy Peasy Family Friendly Bike Path Ride - 6:30 pm departure	Currie
	Bicycling tips and a family fun ride in Assiniboine Park - 7:00 pm	Dave
ARRIVAL TIME	Wednesday, June 22	WHO
11:30	Bike Yoga in the Park - 12 noon-12:45 pm, Millennium Library Park	Dave
	Moveable Feast – 5:30 to 10 pm	Stephanie Voyce
	Velodonnas Bike Week Mountain Bike Ride - 6:30	Kaye
	Winnipeg Cycling Club Bike Week Ride - 7:00 pm	Kaye
	Recumbent Bike Show and Shine - 7:00 pm	Dave
ARRIVAL TIME	Thursday, June 23	WHO
	The WRENCH Open Shop - noon to 5:30 pm	Dave/Geoff
	South Osborne Bike Hub Open Shop - 6 - 8:30 pm	SOBH
	Thursday No-Drop Ride to Grande Point - 6 - 9 pm	Currie
	2016 Bicycle Infrastructure Tour - 6:30 pm	Mark
	MEC Group Ride (Intermediate/advanced) - 6:30 pm	MEC
	Olympia Cycle Bike Clinic: Roadside/Trailside Repair - 7:30 pm	Olympia
ARRIVAL TIME	Friday, June 24th	WHO
6:00am	Ride and Go Seek - Visiting Pit-Stops 6:30 - 9 am	Pit Stop Captains
6:00am	Pit Stops - 6:30-9:00 AM	Pit Stop Captains
6:30am	Group Ride – 6:45 am start at Assiniboine Park	Dave
9:00am	MPI All Day Pit Stop - 9:00-2:00 PM at the U of W	Jennie, Dave
See BBQ Roll Out	Bikes Week Winnipeg BBQ Party – 4:00 to 7 pm	EVERYONE
	Friday No-Drop Destination Ride - 6 - 9 pm Woodcock	Currie
6:00 AM	Pit Stops Set Up	Pit Stop Captains

6:30 AM	Pit Stops Open	Pit Stop Captains
6:53 AM	City TV Interview 2	Dave
8:45 AM	Set up All Day Pit Stop	Jennie/Caroline
9:00 AM	MPI Moves for All Day Pit Stop	MPI
9:00-3:00	Run all day pit stop	Jennie, Caroline,
12:00 PM	Put together prize baskets	Jennie/Kayla
9:00-7:00 PM	Banner Returns	Caroline
12:00 PM	Set up BBQ	Jennie + 2
12:00 PM	Modulock Fencing Arrives/ Kings Portable Toilets	Jennie to greet
12:15 PM	Set up Fence	Volunteers (2-3)
2:00 PM	Set up Bike powered System	Andy/Nate/Dave
2:00 PM	Decorate at BBQ	Jennie + 2
2:30 PM	Bike Valet Set up	Bike Valet Wpg
3:00 PM	Beer Arrives	Half Pints & Jennie
3:00 PM	Manage BBQ Volunteers	Caroline
3:15 PM	Sound Check	Andy/Nate and DJ
3:30 PM	Table Venders Arrive	Kayla
4:00 PM	Doors Open	Caroline
4:00 PM	Run Ride and Go Seek Table	Jennie/Kayla
4:00 PM	Run Bar	Half Pints
4:00 PM	Run Reception	Caroline
4:00 PM	Run Sound System/ DJ	Nate/Curt
4:30 PM	Bike Trials Demo	Adrian and Liam
4:30 PM	Food arrives	Boon Burger/ Kayla
4:30 PM	Jugglers arrive	Jennie
5:00 PM	Jugglers	Jugglers
5:30 PM	Kids of Mud Demonstration	Jamie Hilland
5:45	Announcements	Dave/ Jennie/ Kayla
6:00 PM	Prize Draw	Dave
7:00 PM	Close and Strike	EVERYONE
ARRIVAL TIME	SUNDAY, June 26th	WHO
	Explore the Parks & Trails of South St. Vital - 8:00 am	Dennis DePape

9c.MEDIA RELEASES

General Media Release.

Bike Week Winnipeg Celebrates its 9th Annual Bike to Work Day

Friday, June 24th, 2016

Group Ride with Mayor Bowman - 6:30 a.m. to 8:10 a.m.

60 Pit Stops Across the city - 6:30 a.m. to 9:00 a.m.

All Day Pit Stop - 6:30 a.m. to 2:00 p.m.

Bike Week Winnipeg BBQ Party - 4:00 p.m. to 7:00 p.m.

Winnipeg, MB - Join Bike Week Winnipeg on their 9th annual Bike to Work Day in a group ride with Mayor Brian Bowman, by stopping in at one or more of the 60 Pit Stops in the morning or at the All Day Pit Stop for refreshments and a bike tune up ending the day at the Half Pints BBQ Party.

The Bike to Work Day Group Ride will begin at Assiniboine Park and will stop at a few pit stops along the way where anyone can join in along the route (see schedule below for details).

The first 25 riders to arrive at the CAA Pit Stop will receive a free Bike Week Winnipeg 2015 t-shirt to honour their Bike Week spirit.

This is a casual ride at a casual pace and great for anyone. Riders are encouraged to jump on board at any point along the ride - BIKE WEEK IS FOR EVERYONE!

Planned schedule for the ride:

- 6:45 a.m. **CAA Pit Stop**
North side of Assiniboine Park Footbridge
- 7:10 a.m. **Misericordia Health Centre Pit Stop**
Wolseley Street and Sherbrook Avenue
- 7:30 a.m. **Pit Stop at the Legislature**
SW corner of the Legislature grounds
- 7:50 a.m. **Pit Stop at Bonnycastle Park**
Assiniboine Avenue
- 8:10 a.m. **City TV Pit Stop**
The Forks

Bike to Work Day will feature 60 pit stops citywide from 6:30 a.m. - 9:00 a.m., offering free refreshments, bicycle repairs and prizes. Pit stops are run by volunteers and hosted by non-profit organizations, The Winnipeg Police Service, community centres, libraries, schools, bike shops, families and Bike Week's generous sponsors.

Cyclists who get to work later in the day can stop by the Manitoba Public Insurance All-Day Pit Stop at The University of Winnipeg from 9:00 a.m. - 2:00 p.m. This pit stop will have refreshments and the helpful folks from The Winnipeg Repair Education and Cycling Hub (W.R.E.N.C.H.) will be on hand and ready to tune up bikes.

To cap off Bike to Work Day and to celebrate a week of fun filled cycling activities, participants are invited to the Half Pints BBQ Party on the front lawn of the University of Winnipeg from 4:00pm - 7:00pm. Cyclists can park their bikes for free with Bike Valet Winnipeg, eat a tasty vegan burger from Boon Burger (free for the first 300) and enjoy a refreshing Bikey McBikeface grapefruit lager specially crafted by Half Pints while listening to DJ Shutterfly spin some tunes. Art City will be there to assist with bike decorating and Kids of Mud will be performing some daring demos. There will also be trial riding demonstrations along with other family fun activities.

All Bike Week Winnipeg events are open to the public, and free unless otherwise indicated on the [Bike Week Winnipeg 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 Dave Elmore, Project Manager, Bike Week Winnipeg.

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 and creating a fun and engaging experience for all riders. For more information, visit the [Bike Week Winnipeg website](#).

