



2020 Final Report



Our Board Chair had a chance meeting with the Leisure Cycling Group on Bike To Park Day at Fort Whyte Alive

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Introduction

June 8 - 14, 2020 marked the 9th annual Bike Week in Winnipeg - a week long celebration of riding bikes for everyone.

Due to the public health restrictions created by the Covid19 pandemic Bike Week 2020 was not able to proceed and after some discussion with the City of Winnipeg's Active Transportation Division, it was decided that Bike Week would be cancelled for 2020.

In order to try to maintain our connection and engage those that follow/participate in Bike Week, The Bike Week Board decided to look at creating a virtual/online event for 2020. The majority of the work to undertake this was a volunteer effort on the part of board members although we did engage our Event Management contractor to assist with distribution of e-newsletters and some social media content.

We created theme based activities for each day that we felt could be done either individually or in small familial groups. We also created some resources we hoped would encourage Winnipeggers to get on their bikes. We also hoped that given the pandemic and the increase in the number of people riding their bikes we might also encourage people to consider active commuting, especially when things started to move towards what was being referred to as the "new normal." We provided a wide range of "[Recommended Bike Routes](#)" from various areas of the city and as well offered to create customized routes for anyone that contacted us. We also created a few videos to assist people with things like [checking their bike to ensure it was safe](#) and some [easy stretches to help you get those muscles moving](#). To give people some incentive to ride around various places and see different things we created a [Bike Week Bingo](#) that people could download and fill in as they rode to various places in the city.

We kicked off with the week with what has always been our flagship event: Bike to Work Day on Monday, June 8th. While we were not able to offer all the amenities of a true Bike to Work Day such as large numbers of pit-stops or our all day pit-stop, we hoped that people would take the opportunity to ride, whether it be to work (for those essential workers) or just try out a ride to their usual place of work or even just ride a similar distance.

The 7 theme days included Bike to Work Day, Bike to Park Day, Bike to Take Out Day, Family Ride Day, Bike to Strike Day, Bike to Small Business Day and Bike Somewhere New Day. Some of the themes were directly related to get people out riding their bikes for recreation while others were directly related to trying to support businesses that were struggling because of Covid19.

We were also not able to hold our annual Bike Week Celebration and so we ended the week with Bike Somewhere New Day, encouraging Winnipeggers to ride somewhere they had not been before or go explore a part of the city that they were not that familiar with or try out some of the new bike infrastructure.



Dean Scaletta ready for his ride to his downtown office – Virtual Bike to Work Day 2020

Planning Process

Fête Jockey Events was once again employed in 2020 to act as Event Producers. They were responsible for managing the event expenses, event planning and management, pit stop and volunteer management, soliciting sponsorship, and promotion including newsletters and social media.

Fête Jockey reported to the Board through monthly meetings conducted online through the platform Zoom. This was an opportunity to maintain communication, for the Board to ask questions or give direction and to uphold a system of checks and balances.

In March with the onset of Covid19, the Bike Week Board issued a full stop order to Fete Jockey. At this point while sponsorship recruitment was well under way and some planning had been completed, all work on Bike Week 2020 halted. The various planning committees, sponsors and partner organizations were all informed of the postponement of Bike Week and that we would be exploring other options. Once the final decision to cancel Bike Week 2020 was made the same groups were thus informed.

Events

Virtual Bike Week Events

Seven theme days were created to engage Bike Week followers and participants. The goal was to provide Winnipeggers with an incentive to get out and ride. With the support of Assiniboine Credit Union, who also sponsored our first ever Virtual Bike to Work Day, we were able to offer some prizes to further encourage participation and at the same time have Winnipeggers connect with Bike Week either through social media or by email.

As incentive to participate in Bike Week activities we offered a prize of a \$50 gift card to the bike shop of the winner's choice if they posted photos/videos to social media using #BikeWeekWPG or sending them to our email info@bikeweekwinnipeg.com. We also offered prizes specifically for Bike to Take Out Day and Bike to Small Business Day to encourage Winnipeggers to support our local businesses.

The 7 events included:

Monday, June 8, Assiniboine Credit Union Bike to Work Day

On Virtual Bike to Work Day people were encouraged to take advantage of reduced motor vehicle traffic and either ride to work. Given that many people were not working or not going into their place of work, we suggested: Work.”

- If you are already working, ride to work.
- If you are not working or working from home, try a practice run along your bike route to work.
- If you are not quite ready to ride to your workplace, why not try riding the equivalent distance that you would have to ride.
- If riding to work is a bit far for your first try, why not start with a shorter distance or even take the park and ride approach. Take your bike part way on the car and ride the rest of the way.

As indicated that people could plan their route using the [City of Winnipeg Bike Map](#) or they could take advantage of our [recommended bike routes and route planning mentorship program](#).



Jennie Gerbasi on Bike to Work Day taking advantage of the open streets. - Virtual Bike to Work Day 2020

Tuesday, June 9, Bike to the Park Day

For Ride to Park Day we suggested that Winnipeggers ride to a nearby park or take advantage of the the extensive trail network that we have in Winnipeg. We pointed them [Winnipeg Trails](#) for more information on the many trails not only through our parks, but through other areas of our city as well.



Leisure Cycling Group at Fort Whyte Alive on Bike to Park Day

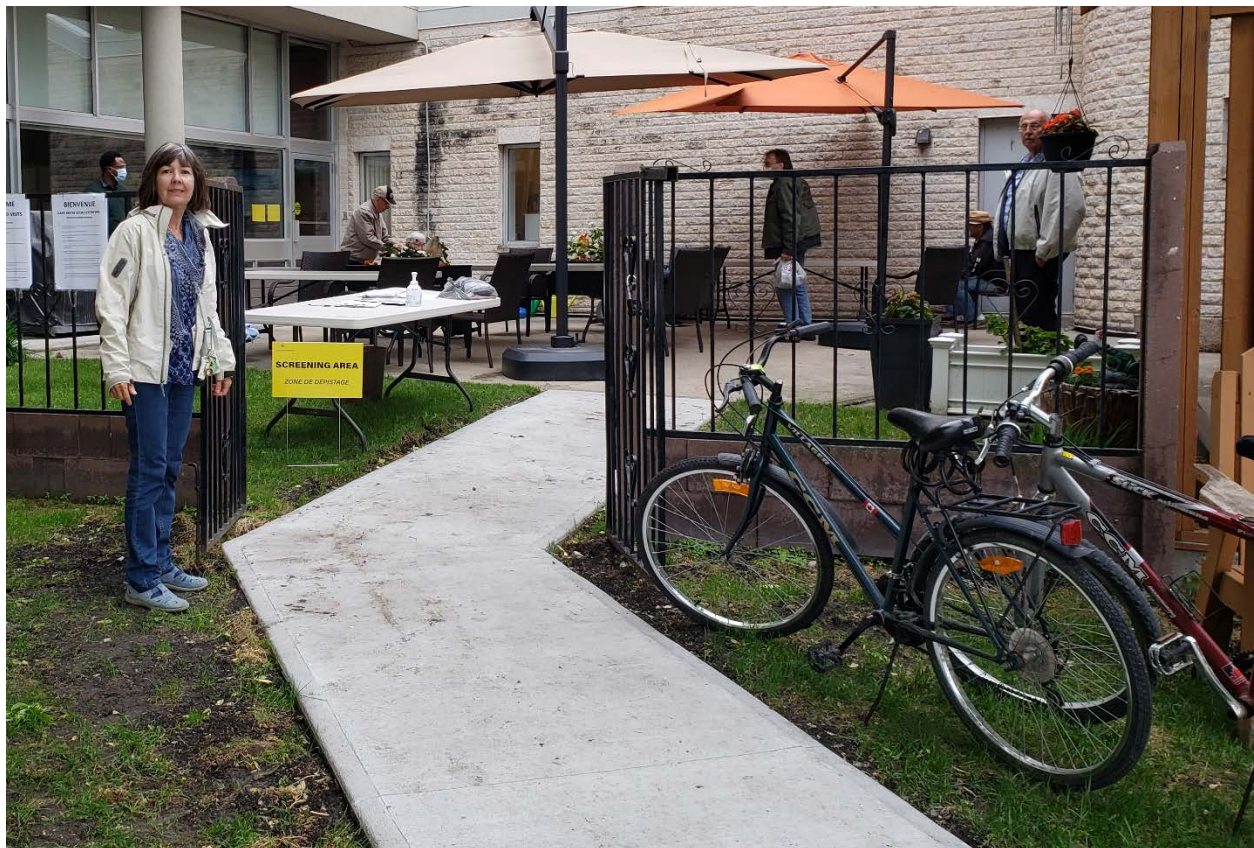
Wednesday, June 10, Bike to Take Out Day

Since every Wednesday is [Canada Take Out Day](#) we decided to engage Winnipeggers to show support for their local restaurants and pick up an order by bicycle. We also encouraged them if they preferred to visit some of the restaurants that had opened some patio space, that they ride their bike as well and show our local restaurants that people on bikes support them. We suggested as well that they could pick up some food and eat it al fresco in one of the many wonderful parks that we have scattered around the city.

We also offered a special prize for Bike to Take Out Day. People that posted photos/videos to social media using the hash tags #BikeWeekWPG and #TakeOutDay or sent an email to our info@bikeweekwinnipeg.com would qualify to win a \$25 gift card to the local Winnipeg restaurant of your choice!

Thursday, June 11 – Family Ride Day

For Family Ride Day we recommended people get out and ride with their family or use the opportunity to visit family by bicycle. We suggested that instead of the car procession that seemed to have become popular, that it was time for bicycle processions instead. Once again, as with all the days we offered to provide some route planning help through our [recommended bike routes and route planning mentorship program](#).



Rachel Scaletta rode to Taché Centre to her mother on Family Ride Day

Friday, June 12, Bike to Strike Day

On Bike to Strike Day we recommended that if people were taking part in a [Fridays for Future](#) climate strike, whether online or from a safe distance, we encouraged them to ride their bike for the climate.

Saturday, June 13, Bike to Small Business Day

Because supporting local businesses is so important at this time, we suggested that Winnipeggers ride their bikes to local businesses and support them through these tough times.

We offered a special prize of a \$25 gift certificate to a local business of their choice for people taking part in Bike to Small Business Day. They just need to post photos/videos to social media using both #BikeWeekWPG and #SmallBusinessSaturday or send them directly our email info@bikeweekwinnipeg.com.

Sunday, June 14, Bike Somewhere New Day

To wrap up the week we challenged people to try cycling somewhere new or ride to somewhere they have always wanted to go. We also recommended trying out some of the bike infrastructure in our city by checking out the [City of Winnipeg Bike Map](#). If they needed help we were there with our [recommended bike routes and route planning mentorship program](#).

Volunteering

With the cancellation of Bike Week we did not need to draw on the support of the many volunteers that annually help with our planning committees, Bike to Work Day, Pit-Stops, various Bike Week events and The Bike Week Celebration. We did however draw heavily on the volunteer efforts of the Bike Week Board to create and manage the first ever Virtual Bike Week. In total approximately 100 hours of time was volunteered:

- Planning
- Creating the activities
- Writing content for e-newsletters
- Creating our [recommended bike routes](#), and planning customized routes for those that requested them
- Creating Bike Week Bingo
- Creating video content for the Bike Week website
- Website content and updates
- Posting on social media

Sponsorship

Our main sponsor and funder, The City of Winnipeg was already on board when due to Covid19 we were forced to cancel Bike Week. We reached out to all the other sponsors that had been solicited, including in-kind and prize sponsors, and indicated that we would no longer be pursuing sponsorship from them for 2020 due to the cancellation.

We had at that point already received sponsorship from [Assiniboine Credit Union](#) and after consulting them they indicated that they wished to continue with their sponsorship. In order to provide them with recognition for their sponsorship we made them the host sponsor for the first ever Assiniboine Credit Union Virtual Bike to Work Day.



Budget

The budget for Bike Week was managed by the Treasurer of the Board and the Board Chair. As there were minimal expenses for events, the costs incurred were for the most part related to planning and sponsorship labour by Fête Jockey prior to the cancellation as well as some fixed costs for website hosting, updates and other miscellaneous costs.

Revenue source	Amount
City of Winnipeg	\$ 45,000.00
Assiniboine Credit Union	\$ 500.00
Interest	\$ 23.04
TOTAL REVENUE	\$ 45,523.04

Expense	Amount
Event Coordination	\$11,100.00
Insurance/Legal	\$ 792.00
Website/E-newsletter/Email address subscriptions	\$ 1,182.85
Bike Week Prizes	\$ 100.00
Administration	\$ 157.94
Marketing/promotion	\$ 295.00
Misc (Bike Winnipeg corporate membership)	\$ 100.00

TOTAL EXPENSES	\$ 13,727.79
ACUMMULATED FUNDS	\$ 31,795.25

Promotion

Bike Week continued to promote itself in creative ways. In order to keep promotion costs to a minimum, the Bike Week Board took on most of the promotion. We used our Event Management contractor only for formatting and distribution of e-newsletters as well as providing one post per day during Bike Week on each of our social media platforms. (Twitter, Facebook and Instagram) The preparation of newsletter content, website content/updates and other social media engagement was done through the volunteer effort of the Board. We as always relied on word of mouth while at the same time leveraging the extensive Bike Week network and promotion through our partner organizations. Below is an overview of promotion in 2020.

Social Media



Social media was as always an important tool to reach our audience in 2020, with a large presence on Instagram, Twitter and Facebook. Through this activity the following reach was achieved:

- Facebook: Between 500 and 2000 people seeing the daily posts with between 50 and 300 engagements per daily post
- Instagram: Reach between 300 and 500 per daily post. Total reach 3017.
- Twitter: Tweets/retweets with comment 28, retweets 54, replies 30, Likes 177



Bike Week also used social media to promote our activities through hashtags. Prizes were offered for people posting pictures or videos to any of the 3 platforms and using the hashtag #bikeweekwpg. We also allowed people to enter by email to our info@bikeweekwinnipeg.com account.

- Total entries included:
 - Bike to Take Out: 14
 - Bike to Local Business: 5
 - General entries: 66

While the uptake on the prize draws was limited, we still felt that it was engaging and plan to continue to promote this in future years.

Website

<http://www.bikeweekwinnipeg.com> remains the most important place to host and disseminate all Bike Week information. This included our scaled down daily activity schedule, event and organizational history, resources and riding tips. Newsletters and social media posts generally drive people back to the website for more information.

The website was updated by the Board Chair Dave Elmore including new posts for our [recommended bike routes and route planning mentorship program](#), videos and a new [Bike Week Bingo](#).

Videos

To help Winnipeggers with understanding their bicycle and how to make sure it was safe to ride. Bike Week created a [video of the ABC Quick Check](#) in partnership with the Canadian Mental Health Association (CMHA). We also created a [video of some basic stretches](#) to help people to relax those muscles after their ride. These videos were added to our Riding Tips menu on our website to expand the available information for Bike Week participants to access.

Newsletters

This year, Bike Week released only [four e-newsletters](#) via online mailing system Constant Contact. We currently have a reach of over 5000 subscribers and generally the opening rate for these newsletters in 2020 was approximately 25% to 35%. Two newsletters were sent prior to the event (late May early June), one during Bike Week and final wrap up newsletter following the week.

All 2020 newsletters were shared on social media and can also be viewed here: <https://www.bikeweekwinnipeg.com/past-e-newsletters/>

Marketing/Media

With no formal launch and no press releases sent out for Virtual Bike Week there was little uptake from media. We were mentioned on some news channels but no interviews or written articles. We did however get support and promotion from many of our partners.

Closing Remarks

Over all, there was little in the way of metrics that can be used to measure the success of Virtual Bike Week 2020, however given the short time frame to put it together and promote it as well as the minimal costs of undertaking it, the Board was pleased with the results. With the uptake seen as well as the number of bikes on the streets during Bike Week we are hopeful that it helped to keep Bike Week relevant in the minds of Winnipeggers. We did find that there was a fair amount of interest in our [recommended bike routes and route planning mentorship program](#) and we plan to continue to offer this in future years.

The somewhat underwhelming statistics do however clearly show that Bike Week is about community and social gathering. Most of our events are group activities designed to bring people together, celebrate bikes and everyone that rides. Bike Week's is as our motto indicates,

“for everyone” and our goal is to bring about a change in the culture of riding bikes in our city through connecting with everyone that rides.