



## *Planning a Bike to Work Day Event*

### Aims

- To raise the profile of cycling as a viable transport option.
- To encourage people to begin cycling to work or to take up cycle commuting again.
- To acknowledge and reward existing cycling commuters.

### Description

On Bike to Work Day (the Wednesday of National Bike Wise Week - the third week of February) a free bikers' breakfast is held in a central location. Roadside stalls at key cycle commuting locations distribute literature and encourage cyclists to attend the breakfast. The breakfast is accompanied by stalls, entertainment, speeches and prize draws. The event is preceded by media advertising, posters, leaflets and e-mail publicity.

This generic planning document is based on the event run in Wellington. It anticipates attendance by 500 cyclists. BTWD organisers can select parts of this proposal to suit their likely attendance, budget and availability of helpers. Options could include:

- A 'minimal' event, with people handing snacks/information/freebies to cyclists at one site, or a few roadside sites.
- A 'centralised' event, with breakfasts, information, and possibly entertainment and guest speakers, all taking place at one central location.
- A 'decentralised' event, with breakfasts and information available at several roadside stalls rather than a central location.

Good advance publicity is key to good participation, particularly of current non-cyclists. Good advance planning helps make the day go smoothly.

Your Bike to Work Day will be promoted by Bike Wise, through their website and emails. It will also be promoted to any participants in the Bike Wise Business Battle who are in your area.

### Timeline

Date	Action	Person Responsible	Notes
5-6 months	Put together organising committee.		Six-seven, including a co-ordinator.
	Talk to other organisations about options for joint running of the event.		You could try regional sports trusts, local or regional authority, cycling clubs.

<i>5-6 months cont'd</i>	<p>Identify other events around the same time and investigate options for linking with them for publicity.</p> <p>Book breakfast venue(s).</p> <p>Book banner site(s).</p> <p>Develop rough budget.</p> <p>Check Bike Wise support available (product etc).</p> <p>Seek sponsorship.</p> <p>Invite speakers and VIPs.</p>		<p>For example, fliers in event packs.</p> <p>See sample.</p> <p>See guidelines.</p> <p>For example, mayor, key councillors, MPs, celebrities.</p>
<i>4 months</i>	<p>Make up task list of volunteers required.</p> <p>Book entertainment.</p> <p>Get permission from local authority to put up roadside signs/have roadside stalls.</p> <p>Arrange for local/regional authority to publicise event in their community news sheet.</p> <p>Register event with Bike Wise.</p>		<p>See sample.</p> <p>For example, music, stunt bikes.</p>
<i>2 months</i>	<p>Design and produce posters.</p> <p>Design and produce T-shirts.</p> <p>Design and produce leaflets.</p> <p>Design and produce signs.</p> <p>Design and produce banners.</p> <p>Arrange for stalls at breakfast.</p> <p>Organise for local or regional authorities to promote event on their website and in their events listings.</p>		<p>Include sponsors' logos; have different sizes to suit different sites, e.g. A4 and A3.</p> <p>To be given to volunteers.</p> <p>Could include information on biking to work - see sample.</p> <p>For example, corflute for erecting at roadside sites in advance to publicise event.</p> <p>Include sponsors' logos.</p> <p>For example, bike checks, information displays.</p>
<i>1 month</i>	<p>Buy prizes.</p> <p>Book radio advertising.</p>		<p>Check Bike Wise support.</p>
<i>1 month cont'd</i>	<p>Write to or e-mail large employers asking them to encourage employees to cycle to work.</p> <p>Organise tables, staging, display boards, access to water etc.</p>		<p>See sample.</p>

<i>3 weeks</i>	<p>Contact media.</p> <p>Draw up site plan(s). Draw up timetable for the day.</p> <p>Arrange newspaper advertising. Distribute posters/leaflets.</p>		<p>For example, arrange for radio coverage of the day, suggest feature article - have an 'angle' in mind, e.g. someone who's determined to give cycling a go on BTWD.</p> <p>Include speakers, prize draws and thank yous. See sample.</p> <p>Bike shops, libraries, council service centres, gyms, swimming pools, workplaces.</p>
<i>2 weeks</i>	<p>Send media release.</p>		<p>Include contact details (cellphone no.) that can be used on the day. See sample.</p>
<i>1-2 weeks</i>	<p>Put up banners and signs. Confirm arrangements with volunteers and stall holders. Produce an information sheet for the media and VIPs. Put together thank you list for the day.</p> <p>Re-send media release and follow up with phone call.</p>		<p>When, where, tasks.</p> <p>See sample.</p> <p>Sponsors, helpers, stall holders, speakers.</p>
<i>On the day</i>	<p>Ensure the co-ordinator is free to roam and troubleshoot. Provide good support for the media and VIPs.</p> <p>Identify people who you should direct the media to.</p> <p>Make organisers easily identifiable.</p>		<p>Meet and greet, make information about the event available to them, make sure they know what they're to do and when, thank them.</p> <p>Have a media liaison person, who looks for people who've ridden to work for the first time, people who've ridden a long way, famous people.</p> <p>T-shirts, name badges.</p>
<i>Afterwards</i>	<p>Clean up. Send follow-up media release immediately after event. Send invoices if necessary. Send thank you letters.</p> <p>Hold debrief meeting. Relax.</p>		<p>See sample.</p> <p>Sponsors, stall holders, speakers helpers.</p>

# *Appendix One*

## *Sample Budget*

This budget is based on a 2002 event for 500 cyclists. Some items may not cost as much in successive years eg. banners and corflute signs can be updated rather than replaced. Many items are optional eg. fly-posting can be done by volunteers rather than professionally.

### Income

### Expenditure

Radio advertising	\$1,400
T-shirts	\$600
Corflute signs	\$100
Banner	\$550
Erection of banner	\$150
Flyers	\$130
Posters	\$200
Fly-posting	\$250
Entertainment	\$200
Extra 'emergency' food	\$20
PA system	\$200
Event management	-
Prizes	\$500
Total (excluding event management)	\$4,300

## *Appendix Two*

### *Sponsorship Guidelines*

Think about the organisation you are approaching and what they might want to achieve from being involved with Bike to Work Day.

As a minimum, your proposal should identify:

- What – what is the opportunity and what do you think it offers the sponsor?
- How – how can you work with the sponsor to help achieve positive outcomes?
- When – when will the proposed activity take place?
- Where – where is it – location, venue?
- Who – who is organising the event, who will take part, who will see it (age, gender, ethnicity)?
- How – briefly, how will it happen?
- Why – why should the sponsor work with you? Your event may be terrific, but for the sponsor to become involved it must have benefits for them.

# *Appendix Three*

## *Sample Task List*

On the day, volunteers may be needed for the following tasks:

Co-ordinator	1
Media liaison	1
VIP meeter/greeter	1
Announcements	1
General dogsbodies	2
Breakfast servers	2
Registration (for prizes etc)	2-3
Prize table	1
Roadside stalls	2 per stall

# *Appendix Four*

## *Sample Leaflet*

National Bike Wise Week  
16-24 February 2002

# **BIKE TO WORK DAY**

**Wednesday 20 February**

**Free Bikers' Breakfast,  
Civic Square, Wellington, 7-9 a.m.  
Stalls + Great Spot Prizes**

## **Bike - The Best Way to Work**

### **Biking to Work is good for you:**

- better health
- save time
- save money
- convenient

### **Biking to Work is good for the environment:**

- the bike is energy and space efficient
- the bike is non-polluting

### **Biking to Work is good for your employer:**

- cyclists make for a fitter, healthier, more productive workforce
- bike parking is cheaper to provide than car parking & releases space for more productive use
- cycle commuters are more likely to arrive at work on time
- being a cycle-friendly employer has a positive image & can raise business profile

Check out the **Bike Wise Business Battle** and other National Bike Wise Week events on the Bike Wise website at [www.bikewise.co.nz](http://www.bikewise.co.nz). Contact Cycle Aware Wellington, your local cycling advocacy group, for a copy of a Cycle-Friendly Employer guide. Join CAW to support their work for cyclists in the Wellington region (see application form overleaf).

# *Appendix Five*

## *Sample Letter to Employers*

Dear

Wednesday 20 February is Bike to Work Day, part of National Bike Wise Week, which is being co-ordinated by Bike Wise at the Health Sponsorship Council. Official Bike to Work Day events are taking place in 24 centres around NZ (full list included below).

In Wellington there's a free bikers' breakfast in Civic Square from 7-9 a.m. There'll be great spot prizes, stalls and free bike checks. Organised by Cycle Aware Wellington, the event is being publicised through radio and newspaper advertising and posters. It's sponsored by ACC and Wellington City Council, with food provided by Starbucks, Kellogg's and Mother Earth.

In Auckland City a free breakfast will be served in Aotea Square from 6-9 a.m. Spot prizes will be on offer.

We would like to ask for your help in getting your staff throughout NZ to cycle in to work on Bike to Work Day (and afterwards too!).

We would very much appreciate it if you could circulate a message to all staff in the near future, encouraging them to bike to work on 20 February. We've included below a short message about why biking is the best way to work - feel free to pass this on.

We'd also like you to encourage you and your staff in Wellington to take part in the first ever Bike Wise Business Battle. Organised by Bike Wise with support from EECA, the Bike Wise Business Battle is a competition between organisations to see who can get the highest percentage of staff to ride to work during Bike Wise Week.

For further information about the Wellington Bike to Work Day, contact 04-385 2557. For other centres, contact the organisations listed below. Check out <http://www.bikewise.co.nz> for details of the Bike Wise Business Battle and other National Bike Wise Week events.

Yours sincerely

etc



# *Appendix Six*

## *Sample Event Timetable*

6.30 – breakfast helpers to Civic Square

6:50 – roadside stall volunteers arrive at sites

7.15 - Celia Wade-Brown, Councillor for Wellington City Council, regular cyclist

\* Draw One

7.30 - Annette King, Minister of Health and MP for Rongotai

\* Draw Two

7.40 - Kerry Prendergast, Mayor of Wellington City

\* Draw Three

7.55 - David Wright, Director of the Land Transport Safety Authority

\* Draw Four

8.00 - person from BikeWise, the co-ordinators of National Bike Week

\* Draw Five

8.10 - Marian Hobbs, Minister for the Environment and MP for Wellington Central

\* Draw Six

8.15 – volunteers at roadside stalls leave for breakfast in Civic Square

8.20 - Ian Hutchings, Councillor for Wellington City Council, Chair of the City Infrastructure Committee  
(which looks after roading maintenance)

\* Draw Seven

8.30 - Andy Foster, Councillor for Wellington City Council, Chair of the Built & Natural Environment  
(which looks after planning for urban development)

\* Draw Eight

9.00 – breakfast finishes; clean up

# *Appendix Seven*

## *Sample Pre-event Media Release*

### **MEDIA RELEASE**

For immediate use

12 February 2002

#### **Bike To Work Day rides again**

Cyclists coming into Wellington city via five key commuter routes on Wednesday 20 February will be directed by members of Cycle Aware Wellington to a free Bicycle Commuter Breakfast at Civic Square from 7am - 9am. Each cyclist will get the chance to win some great prizes, including bike lights, reflective gear, Cycling NZ magazines, and tickets to New Zealand Symphony Orchestra concerts.

Entertainment, including short speeches by local VIPs, will accompany the breakfast, and free bike checks will be provided by On Yer Bike. Local personalities participating this year will include the Minister of Sport and Recreation Trevor Mallard, Minister of Health Annette King, and Wellington City Council committee chairpeople Andy Foster and Ian Hutchings.

Organised by Cycle Aware Wellington, this event is part of National Bike Wise Week, and is the city's sixth Bike To Work Day. It is sponsored by Wellington City Council and ACC, with breakfast food donated by Mother Earth, Starbucks, Kelloggs and Mainland.

Wellington's Bike To Work Day, as in other major cities in New Zealand, is aimed at encouraging people to commute to their workplace by bicycle, and creating an awareness of the benefits of cycling as a healthy, efficient, convenient, low-cost means of transport which contributes to a reduction in the major problems of inner city traffic congestion and pollution.

More and more people are cycling to work in Wellington, as census statistics show. Between 1991 and 1996, bicycle commuting in Wellington increased by 25%, the biggest rise in the country. The 2001 statistics will not be available until next month, but Cycle Aware Wellington is expecting that they will confirm that more people are choosing to ride their bikes.

Bike To Work Day co-ordinator Marilyn Northcote of Cycle Aware Wellington, says "We are looking to show people that Wellington is a great place for cycling. This city has some of the most picturesque riding in the country and its compact nature makes it ideal for commuting. Last year we had the best turnout for Bike To Work Day in the country, with more than 450 cyclists taking part. We're hoping for even more people this year."

Cycle Aware Wellington is disappointed that Wellington is the only city in the region participating in Bike To Work Day this year, and hopes that the success of the event will encourage other cities to join in the annual event next year.

**For further information about the event (including on the day), please contact Alan Whiting or Marilyn Northcote of Cycle Aware Wellington on 021 385 885**

# *Appendix Eight*

## *Sample Information Sheet*

### **Bike To Work Day, Wellington 20 February 2002**

#### **What's going on?**

Cyclists coming into Wellington city via five key commuter routes (Hutt Rd, Oriental Parade, Adelaide Rd, Willis St, Glenmore St) on Wednesday 20 February are being directed by members of Cycle Aware Wellington to a free Bikers' Breakfast at Civic Square from 7am - 9am. Each cyclist will get the chance to win some great prizes, including bike lights, reflective gear, Cycling NZ magazines, and tickets to New Zealand Symphony Orchestra concerts.

Entertainment, including short speeches by local VIPs, will accompany the breakfast, and free bike checks will be provided by On Yer Bike. Local personalities participating this year will include the Minister of Health Annette King, Minister for the Environment Marian Hobbs, Wellington's mayor Kerry Prendergast, the Director of the Land Transport Safety Authority David Wright, and Wellington City Council committee chairpeople Andy Foster and Ian Hutchings.

#### **Why is it happening?**

Wellington's Bike To Work Day, as in other major cities in New Zealand, is aimed at encouraging people to commute to their workplace by bicycle, and creating an awareness of the benefits of cycling as a healthy, efficient, convenient, low-cost means of transport which contributes to a reduction in the major problems of inner city traffic congestion and pollution.

More and more people are cycling to work in Wellington, as census statistics show. Between 1991 and 1996, bicycle commuting in Wellington increased by 25%, the biggest rise in the country. The 2001 statistics will not be available until next month, but Cycle Aware Wellington is expecting that they will confirm that more people are choosing to ride their bikes.

Wellington has some of the most picturesque riding in the country and its compact nature makes it ideal for commuting. Last year Wellington had the best turnout for Bike To Work Day in the country, with more than 450 cyclists attending the breakfast.

#### **Who's organising it?**

Bike To Work Day 2002 is being organised by Cycle Aware Wellington Inc (CAW). CAW is a voluntary organisation representing the interests of people in the Wellington region who use the bicycle as a means of transport. CAW aims to encourage bicycle use, improve cycling conditions and safety for cyclists, and improve the image of cycling.

#### **Who's supporting it?**

This event is part of National Bike Wise Week, and is the city's sixth Bike To Work Day. It is sponsored by Wellington City Council and ACC, with breakfast food donated by Mother Earth, Starbucks, Kelloggs and Mainland.

**For further information about the event, please contact Alan Whiting or Marilyn Northcote of Cycle Aware Wellington on 021 385 885**

# *Appendix Nine*

## *Sample Media Release*

20 February 2002

### **MEDIA RELEASE**

**For immediate use**

#### **Bumper Bike To Work Breakfast**

Despite a grey day, cyclists turned out in their hundreds for the free bikers' breakfast in Civic Square this morning.

Marilyn Northcote of Cycle Aware Wellington (CAW), who co-ordinated Wellington's Bike To Work Day, said "It was fantastic to see so many cyclists enjoying the food and entertainment laid on for them. It was a real celebration of cycling as a great way to get to work."

Over 400 people rode in for the breakfast today - similar numbers to last year's event. In brief speeches, Government ministers Annette King and Marian Hobbs, Wellington's mayor Kerry Prendergast and city councillors all spoke of the need to promote cycling for its environmental, health and other benefits.

Land Transport Safety Authority Director, David Wright, said it was important that good roading infrastructure was built to support cycling. He hoped to see this happen in the near future.

Cycle Aware expressed their thanks for support from Wellington City Council, Bike Wise, and ACC, for breakfast food sponsorship from Kellogg's, Mother Earth, Starbucks and Mainland, and for free bike checks from On Yer Bike.

CAW looks forward to a successful Bike To Work Day next year. Marilyn Northcote said CAW was looking for greater involvement from WCC, and for other local authorities in the region to play a more active role in promoting cycling through events such as Bike To Work Day.

*For further information, contact: Marilyn Northcote, CAW, 938 5885 or 021-385 885*

# Appendix Ten

## Sources of Information and Help

Organisation	Address	Tel/Fax	E-mail	Website	Notes
Bike Wise	PO Box 2142, Wellington	04-472 5777/04- 472 5799	<a href="mailto:bikeweek@healthsponsorship.co.nz">bikeweek@healthsponsorship.co.nz</a>	<a href="http://www.bikewise.co.nz">www.bikewise.co.nz</a>	National Bike Wise Week co-ordinators
Sport and Recreation NZ (SPARC)	PO Box 2251, Wellington	04-472 8058/04- 471 0813	deb.hurdle@sparc.org.nz		Cycle-friendly employer resources available
Energy Efficiency & Conservation Authority (EECA)	PO Box 388, Wellington	04-470 2200/04- 499 5330	elizabeth.yeaman@eeca.co.nz	<a href="http://www.eeca.govt.nz">www.eeca.govt.nz</a>	Cycle-friendly employer resources available on website
Regional Sports Trusts	Check telephone book under “(region) Sports Trust”				Active Living Co-ordinators may assist with events
Cycling Advocates Network of NZ (CAN)	PO Box 6491, Auckland	04-385 2557/04- 385 2557	<a href="mailto:Secretary@can.org.nz">Secretary@can.org.nz</a>	<a href="http://www.can.org.nz">www.can.org.nz</a>	National advocacy body for people who use bikes as transport
Regional Public Health bodies	Check blue pages in telephone book				May be able to help with promotion
Local authorities	Check telephone book				A number of councils (including Auckland and Christchurch City) run large-scale events
Cycling clubs	Check local community directory or visitor information centre				May provide volunteers, advice, publicity to members etc.
ACC (Injury Prevention)	Check blue pages in telephone book				May provide sponsorship, displays
Bicycle retailers/wholesalers	Check Yellow Pages				May help with publicity, spot prizes, bike checks, displays etc.