



# Bike to Work Day

[www.BikeToWorkDayWinnipeg.org](http://www.BikeToWorkDayWinnipeg.org)

## 2<sup>nd</sup> Annual Bike to Work Day Winnipeg 2009 FINAL REPORT

Submitted by:



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## **EXECUTIVE SUMMARY**

### **Introduction**

The 2nd Annual Bike to Work Day Winnipeg was held on Friday, June 19<sup>th</sup>, 2009.

Bike to Work Day is an event used to raise awareness and attention to the issues surrounding cycling in the city. The event promotes a healthy commuting alternative that benefits the rider and the community by reducing pollution and traffic congestion. Events similar to this are held in cities across Canada and the United States.

This event consisted of an online registration procedure for participants, a free, low-impact pancake breakfast at The Forks, prize draw for participants and volunteers, four "Oases" spread throughout the city with food and giveaways, and four escorted "Catch the Wave" group rides which left from the oases and converged on the breakfast at The Forks.

The event was organized and facilitated by five main not-for-profit organizations, as follows:

- Bike to the Future
- Climate Change Connection
- Manitoba Cycling Association
- Resource Conservation Manitoba
- Winnipeg Trails Association

The City of Winnipeg provided a seed grant of \$20,000, with City staff acting as committee members. In addition, Bike to the Future provided \$2,000 to put towards initial event start-up costs.

### **2009 Highlights**

- 1822 cyclists registered prior to, or on the day of the event;
- 2059 cyclists were counted cycling on event day
  - Bicycle traffic counts were done in 8 locations throughout the city in morning rush hour
  - There was a 10% reduction in bicycle traffic between BTWD 2008 and BTWD 2009; however, there was a bicycle traffic increase of 32% on the day of the event over similar counts done in May and June of 2009.
- 425 participant and 75 volunteer "Bike to Work Day" t-shirts were given away
- 380 cyclists and volunteers received a free pancake breakfast at the Forks
- The event had a strong commitment to sustainability for example all of the waste from the pancake breakfast was composted
- 8 groups were involved in organizing the event, including:
  - Bike to the Future
  - City of Winnipeg
  - Climate Change Connection
  - Downtown Winnipeg BIZ
  - Manitoba Cycling Association
  - Resource Conservation Manitoba
  - Winnipeg Trails Association
  - Marr Consulting Services: Event consultants

- The event was organized in a little over two months
- 40+ companies, groups, and organizations supported the event with financial and/or in-kind contributions
- Financial contributions were approximately \$36,000 (Over \$7,000 more than 2008)
- In-kind contributions exceeded \$23,000
- 70+ volunteers helped run the event at The Forks, and Oases and cycle counting locations around the city

### **Key Recommendations**

- Event planning should start much earlier next year and the event planner should be hired and in place before January 2010 in order to secure major sponsorships for the event.
- A timeline with target deadlines should be set by working backwards from the event date at the beginning of the project for all key event items and plans (example: t-shirts, poster print date).
- Follow the same format as BTWD 2009 with Pancake Breakfast, Oases and Bike Waves to facilitate continuity and future participation.
- Oases locations should be modified slightly for visibility, to draw more cyclists, and take into account which side of the road the waves will be travelling on; for example:
  - Church parking lot east of Omand's Creek (eastbound side of Portage) instead of Polo Park
  - Tavern United parking lot on Pembina Hwy instead of U of M Smart Park
- Add fifth Oasis for cyclists travelling north on St.Mary's Road if enough sponsorship money/volunteer power is available.
- Begin media awareness one month minimum before event to be sure to meet deadlines (example: CTV 'What's Happening' requires three weeks minimum notice).
- Committee should seek a media partner to aid in promotion of the event
- Re-evaluate, in the early planning stages, the agreement with Commuter Challenge not to approach their financial and media sponsors.
- Use a similar sponsor package in future years to provide consistency for sponsors.
- All major 2009 sponsors should be approached again in the following year, for right of first refusal. If another larger offer arises, these companies should be given the opportunity to match the contribution, given their support in the past.
- The organizing committee should consider holding monthly meetings from September through March, and then easing into weekly meetings as tasks pick up.
- Holding Bike to Work Day Winnipeg on a day of the week other than Friday
  - Participants have noted that many people take the day off of work or are in a hurry to get out of town on Friday and thus prefer to drive
- Holding Bike to Work Day in a different week other than that of the Manitoba Marathon
  - It was pointed out that serious marathon participants will not do physical activity of this kind in the days leading up to the marathon
- The pros and cons of provincial and federal government involvement should be considered. Involvement from levels of government beyond the City of Winnipeg may provide further sponsorship money, but may also mean more red tape when planning the event. Potential conflict with the City of Winnipeg should be considered before approaching other levels of government.

## 1.0 EVENT BACKGROUND

The idea for Bike to Work Day Winnipeg was formed by a group of cycling advocates who strongly felt the need to create a cycling-based event to raise the profile of the strengths and challenges of commuter cycling in Winnipeg. The objectives were established as follows:

- To encourage as many Winnipeggers as possible to choose to ride their bicycles to work and back on June 19<sup>th</sup>, 2009, and
- To demonstrate the need for continued improvements toward safer and more convenient cycling in Winnipeg.

Numerous other cities, including Denver, Calgary, Victoria, Toronto, Edmonton, San Francisco, Los Angeles and Washington have held Bike to Work Days, and have realized huge success. Background research was conducted into the ways in which these other cities tend to run their events (conducted largely by Marr Consulting Services). This research was used to guide Bike to Work Day Winnipeg 2008.

Curt Hull of Climate Change Connection took on the role of Project Manager, ensuring all deliverables were met according to schedule and constraints, chairing all meetings, and communicating project progress to organizers.

Ron Brown of the Manitoba Cycling Association expressed a goal of making Bike to Work Day Winnipeg the biggest participatory event in Winnipeg in the years to come. With the hiring of Marr Consulting Services as Event Planner and Sponsorship Solicitor, a campaign for financial sponsorship for the event was started.

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



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Key project team roles were as follows (in no particular order):

- Project Manager – Curt Hull, Climate Change Connection & Bike to the Future
- Prize Coordinator – Jon Benson, Bike to the Future
- Media & Promotions – Ron Brown, Manitoba Cycling Association
- Oasis Wave Coordinator – Dave Elmore, Bike to the Future
- Cyclist Counts & Metrics – Jeremy Hull, Bike to the Future & Prologica Research
- Website & Graphics – Anders Swanson, Natural Cycle & One Green City
- Pancake Breakfast/Site Layout, Entertainment & Logistics – Janice Lukes, Winnipeg Recreational Trails Association
- Volunteer Party – Jackie Avent, Resource Conservation Manitoba & Bike to the Future
- Event Planning/Sponsorship and Volunteer Coordinator – Kristin Westdal, Marr Consulting Services

## **2.0 THE PLANNING PROCESS**

Curt Hull, Project Manager, created a Project Charter to ensure that all committee members understood what to expect from the event, why the event was being undertaken, and the ways in which it would be managed. The Project Charter set out event tasks and who was responsible for seeing them through.

Weekly meetings were held at the Marr Consulting office, 136 Market Avenue. Weekly meetings worked well at this location over lunch, and in this frequency. Between meetings communication was by phone as well as by email. For email, a Goggle Group was used to keep all committee members in the loop. Internal communication flowed well and the Goggle Group ([biketoworkdaywinnipeg@googlegroups.com](mailto:biketoworkdaywinnipeg@googlegroups.com)) approach served to assist committee members in emailing back and forth with ease. This was especially important near event day.

Comments and concerns from the general public were directed via email to the Event Planner at Marr Consulting Services. It worked well to have one main contact person who could then redirect inquiries/comments if need be to the appropriate person.

The City of Winnipeg covered the event under its insurance policy and the community builder bank account opened last year for “Bike to Work Day Winnipeg” was used at the Assiniboine Credit Union. This bank account can be used for as long as the event continues to run, however signatories to the account will need to be added and deleted each year.

## **3.0 FINANCIAL SPONSORSHIP**

Marr Consulting Services was responsible for securing cash and in-kind sponsorship beyond the initial \$22,000 in seed money from the City of Winnipeg and Bike to the Future. Due to the tight timeframe of the event planning process, only six weeks were available to solicit sponsorship, both financial and in-kind (the latter to be discussed in the following section).

Project constraints were outlined as follows:

- The City of Winnipeg would be the sole government sponsor (organizers would not solicit provincial or federal participation);
- Sponsors had to agree to promote the event within their own organization; and
- Commuter Challenge sponsors (financial and media) would not be approached.

A list of potential sponsors was compiled, utilizing a number of methods, including scanning past sponsorship lists, using personal connections, and cold calls. A full list of contacted sponsors can be found in the electronic project files and a list of committed sponsors is attached in the Appendix.

A formal sponsorship package (see Appendix) was created by Marr Consulting Services and included a cover letter, brief explanation of the event, and sponsorship opportunities (logo placement on t-shirts, banners, website, etc.). The sponsorship package took into consideration recommendations on financial contribution levels from the 2008 Final Report but, was more rigid in what was offered to sponsors for the dollar value of their contribution. The Event

Planner felt that consistency with sponsors was important and that sponsors contributing equal dollar value should receive the same recognition. The Steering Committee reviewed the sponsorship package before its release.

The sponsorship package was well received and should remain similar in future years (providing some consistency to repeat sponsors). The Event Planner and Steering Committee should re-evaluate the sponsorship package however, based on the event parameters and budget to ensure that the contribution amounts are still appropriate, keeping in mind that sponsors will want to receive the same or more for their dollar value. If sponsorship package contribution amounts are increased in future years without an increase in recognition, the Event Planner should sit down with the sponsors to explain the proposed changes and improvements to the event, and why more money is being requested for a similar amount of recognition.

Agreements were created as sponsors were confirmed, and were subsequently signed by Curt Hull, Project Manager, and a sponsor company representative for major sponsors only. Following receipt of both signatures on the sponsorship agreements, invoices were sent out via fax, email, mail and/or courier to each company.

A total of \$13,900 was raised in financial sponsorship, excluding the initial \$22,000 in seed money from the City of Winnipeg and Bike to the Future. Securing sponsorship for the event went fairly well considering the tight time frame and current state of the economy. This year sponsors were more inclined to donate prizes than cash.

A sponsorship checklist was used to track financial and in-kind sponsorship contributions (agreements signed, invoices sent, logos received, cheque and/or prizes received, etc.) and to ensure that BTWD was meeting its obligations to sponsors (i.e. correct logo sizes are placed on all required sponsorship materials). This checklist can be found in the electronic BTDW files.

## **4.0 IN-KIND SPONSORSHIP**

### **4.1 Prizes**

A total of 220 prizes were solicited and given away to participants and volunteers as part of Bike to Work Day Winnipeg 2009, from a total of 15 organizations and businesses. The Event Planner/Sponsorship Coordinator solicited and secured prizes. Solicitation of prizes went fairly well, however if there was more lead-time on the project it might have been possible to attain more prizes.

The draw for the Grand Prize bike took place at The Forks Pancake Breakfast and secondary Prize draws occurred one-week following the event, to give organizers time to input registrations received the day of the event into the system, to allow all registrants to be eligible for Secondary Prizes.

Prize winners were contacted via email following the prize draws. A volunteer from Bike to the Future, Jon Benson, sent out these emails and the Event Planner followed up.

Most prize winners were instructed to come to the Marr Consulting Office to pick up their prize, as prizes that were collected over the course of event planning were brought to the office. In future, if prizes are distributed through a central location, there should be a cut off date for pick up after which new winners will be drawn. Otherwise, more prizes should be distributed directly from the sponsors (e.g. bike stores).

## 4.2 In-Kind Support

In-kind support, excluding Oasis support as well as Steering Committee member organizations (for example, Climate Change Connection), was received from seven main organizations and businesses, as follows: Downtown Winnipeg Biz; The Forks North Portage Partnership; Winnipeg Transit, Winnipeg Free Press, Natural Cycle, Resource Conservation Manitoba, and Manitoba Lotteries Corporation. This support proved invaluable in assisting with graphic design, event promotion, and in facilitation of the pancake breakfast and bike valet system.

Oasis sponsors included the following:

- Edna Fedya Restaurant - provided muffins, cinnamon bus, juice and compostable cups for all four Oases
- Corpell's - provided water for the four Oases
- Manitoba Harvest Hemp Oils & Products-provided 500 – 15g bags of shelled hemp seeds for distribution at Oases
- City of Winnipeg - provided 2009 cycling maps for distribution at Oases
- Polo Park Shopping Centre - provided plantable (wildflower seeds imbedded) green information cards to Polo Park Oasis for distribution
- Manitoba Lotteries Corporation - provided 'Bike to Work Day' spoke stickers

There are a number of advertising companies that should be approached for in-kind sponsorship in the form of advertising in the future, including CBS (billboards), Patterson, and the company that runs TVs on buildings (for example, on MTS Centre).

### ESTIMATED IN-KIND HOURS OF VOLUNTEER COMMITTEE MEMBERS

• Jackie Avent	Resource Conservation Manitoba	40 hours
• Jon Benson	Bike to the Future	12 hours
• Ron Brown	Manitoba Cycling Association	30 hours
• Dave Elmore	Bike to the Future	35 hours
• Curt Hull	Climate Change Connection	60 hours
• Jeremy Hull	Prologica Research/Bike to the Future	14 hours
• Janice Lukes	Winnipeg Recreational Trails Association	45 hours
• Kevin Nixon	City of Winnipeg	30 hours
• Kevin Miller	Bike to the Future	7 hours
• Mike Tutthill	Health in Common	12 hours
• Anders Swanson	Natural Cycle & One Green City	101 hours
• Ian Hall	City of Winnipeg	12 hours
• Jeff Pratte	City of Winnipeg	8 hours
• Vicky Reaney	City of Winnipeg	10 hours
• David Wieser	Bike to the Future	1 hour

○ **TOTAL 417+ volunteer hours**

## 5.0 MEDIA & PROMOTIONS

Ron Brown of the Manitoba Cycling Association took on the role of Media and Promotions Coordinator, and was tasked with making the media aware of the event, and managing the event message. Marr Consulting, specifically Erik Dickson, did the majority of the initial contact with local media (contacts listed in Appendices).

Media events for Bike to Work Day Winnipeg included an addition to the announcement/launch of the 2009 cycling map by the City of Winnipeg on April 21<sup>st</sup>, 2009, as well as a press conference held at the Forks on June 4<sup>th</sup> to formally announce Bike to Work Day.



Toby Bartlett © 2009

The June 4<sup>th</sup> event went well, involving speeches from Caroline Taubensee from Manitoba Lotteries Corporation, Councillor Russ Wyatt, and Curt Hull and Ron Brown from the Bike to Work Day Steering Committee.

Banners were ready for the day of the launch and provided a backdrop along with a Manitoba Lotteries tent and the painted City of Winnipeg Downtown Spirit Bus. Coffee and compostable cups were on hand for media and guests. This was arranged though Human Bean at the Forks.

## 6.0 WEBSITE

The website was very well done, and many compliments were received. Website coordination was done by one Steering Committee member, with support from a website designer. A recommendation from 2008 was that the Steering Committee put out a call to artists to create a new “look” for the website, as was done in Denver. This could bring the cost of the website down initially and cause a buzz earlier in the year. This recommendation was not followed through on in 2009, but could be a potential option for future years.

Website headings included: General Information, Register, TShirts, Refer a Friend, Pancake Breakfast, Bike Oases, Catch the Wave, Prizes, Sponsors, Acknowledgements, Media and Contact. Cyclist Tips & Resources included: Efficiency, Groups, Helmets, Kids, Parking, Repair, Routes, Skills, Weather, and Workplaces.

Three recommendations pertaining to the website were made last year and could still be considered in the future:

- A blogging section for bike buddies and route sharing could be added to the website.
- A section on cycling laws could be added to the Cycling Tips & Resources section.
- The Steering Committee needs to decide whether the website will be permanently maintained, and, if so, who will be responsible for this.

## 6.1 Registration

Registration was done online in advance and at The Forks and Oasis locations on the day of the event. Online registration worked well and the Event Planner, who's email was on the website, received few emails about registration. This year participants were able to refer more than one friend when they registered, which proved successful.

## 7.0 GRAPHICS

### 7.1 Posters

Posters this year were 11"x14" and included sponsor logos. Posters were printed later than what the committee was hoping for (partially due to sponsorship deadlines being pushed back), but did get distributed throughout the city via committee members, various city groups and a poster distribution business. More posters were printed this year than last but there was some disagreement amongst committee members as to whether posters are a good use of resources or not.



Design by Anders Swanson

### 7.2 T-Shirts



Toby Bartlett © 2009

T-shirts were very popular in 2008 for both participants and volunteers. More t-shirts were printed this year for that reason. 425 participant t-shirts and 75 volunteer t-shirts were given away. A small number of t-shirts for committee members without sponsor logos were also printed in advance for the media launch. The break down of t-shirts for participant and volunteer shirts was as follows:

Size	Participant	Volunteer
S	126	23
M	126	23
L	102	19
XL	35	6
XXL	24	4
XXXL	12	

NOTE: There were 20+size small participant t-shirts left over from the event. These t-shirts were from the four Oasis locations combined and had they been brought to the Forks in a bike wave prior to 9 am they would have been taken.

Two of the suggestions from last year were taken into account for this years design:

- T-shirts included the website address on the front
- More designs for the dot on the I were used (peace sign, clock, bag of money, etc.);

This year there was only one participant t-shirt and one volunteer t-shirt with sponsor logos remaining the same on all shirts. This worked well from a sponsorship package perspective in that sponsors all received the same exposure for their dollar value of support. It is recommended that this continue in future years.

### 7.3 Banners

Five banners displaying the Bike to Work Day logo, as well as corporate sponsor logos, were printed at Contempra signs. These banners were hung at the pancake breakfast and at the Bike Oases. One banner was also re-used from last year by cutting of the sponsors. All five from this year were designed to be used again in future years in a similar fashion (see example design below).



Design by Anders Swanson

### 7.4 Sponsor Posters

Two posters with full lists of all event sponsors were printed and placed at the pancake breakfast at The Forks. The idea of printing a large poster with sponsors arose relatively late in the planning process.

## 8.0 PANCAKE BREAKFAST

The Manitoba Lotteries Pancake Breakfast was a huge success again in 2009. 300 cyclists arrived at The Forks and were served a great breakfast, with pancakes, fruit, coffee and juice; another 40 volunteers were also fed. The Manitoba Lotteries Corporation was the major corporate sponsor, Janice Lukes of the Winnipeg Trails Association acted as Pancake Breakfast Coordinator, and Craig Vidal of Beachcomber restaurant coordinated serving of the food.

Two weeks prior to the event, posters were provided to The Forks and were posted onsite about one week before the event (due to other events taking place The Forks the posters were not able to go up until the others came down). Event information was also provided to The Forks and was posted on The Forks website and calendar of events.

The Forks required a copy of the Bike to Work Day's liability insurance. Kevin Nixon, of the City of Winnipeg acquired a copy of the insurance and it was forwarded onto The Forks along with a copy of the application form (attached in the Appendices section of this document).

Sponsorship banners were hung to trees and to railings in a similar manner as in 2008 and again this seemed to work quite well. The Forks does not allow anyone to affix anything to the sides of The Forks buildings at anytime.

Four display tables were set up (Resource Conservation Manitoba, Centre for Sustainable Transportation, Habitat for Humanity and Climate Change Connection), and the physical tables were booked through The Forks.

The Forks' washrooms were under construction at the time of the event and port-a-potties set-up by The Forks Market in the interim were used.

## 8.1 Bike Valet

A bike valet was set up, allowing cyclists to "check" their bikes before entering into the pancake breakfast area. The bike valet ran smoothly and was a big hit with cyclists however there were a few concerns about scratched on bikes due to the style of rack being used. It was suggested by committee members that material be purchased next year to wrap over the top bar of the rack to avoid damage to bikes.



Toby Bartlett © 2009

Event volunteers assisted the Downtown Winnipeg Biz in setting up the bike valet, while the Downtown Winnipeg Biz organized the logistics of the bike valet, utilizing 6 Downtown Winnipeg Biz staff, and 8 Bike to Work Day Winnipeg volunteers (2 shifts of 4). A Downtown Winnipeg Biz staff member bought coat check tickets, as well as elastics to affix the coat check tickets to the bicycles; this method seemed to work very well.

The Forks allowed free use of the site, and also provided set-up staff free of charge who:

- Received the Bike Valet stands upon delivery the day before the event;
- Assisted in the Bike Valet set the morning of, and take down following the event; and
- Assisted in miscellaneous requirements (provided ladder to hang banners, set up tables and chairs, etc.).

## 8.2 Entertainment



Toby Bartlett © 2009

Janice Lukes looked after ensuring that all entertainment and music requirements for the pancake breakfast were put in place. A local group, The Afterbeat, played from 7:00 – 9:00 AM. The group was excellent, and the music was the perfect liveliness for the event. It was noted by many that an additional speaker is needed close to the registration table in order to hear the speeches and music.

To facilitate the stage and entertainment, four risers (4' x 8'), as well as electrical service were provided by The Forks. A requirement of the band was to supply the sound system equipment, alleviating the need for the Steering Committee to rent equipment and hire a sound technician. The microphones used for the band were also used for guest speakers, thus alleviating the need for two sound systems.

## 8.3 Registration & Volunteers

One main Pancake Breakfast Volunteer Coordinator coordinated event registration for participants, overseeing five tables, with two volunteers at each table, as well as a sixth table for t-shirts. The registration tables were separated alphabetically into sections (i.e. A – E, F – J, etc.); this separation was displayed with cards on the table. Printed registration lists of only the alphabetical breakdown were given to volunteers to cross reference; i.e.: A – E, F – J, etc. Cyclists who did not register online in advance had the opportunity to do so at the registration table as well.

Once registered, each person received a ‘bike to work’ stamp imprint on his or her hand. The T-shirt table volunteers handed out extra Bike to Work Day t-shirts. Two volunteers controlled entry to the pancake breakfast; counting how many entered, and greeting cyclists.

Approximately 53 volunteers were required for this year’s pancake breakfast, however, there were slightly less than that as some volunteers took on two shifts.



Toby Bartlett © 2009

## 8.4 Food

The pancake breakfast food was well received by cyclists. Coffee and juice were set up in the table area of the outdoor Beachcomber patio, while the buffet food line was set up along the pathway just adjacent to the Beachcomber patio.

The pancake breakfast was served on compostable plates and cutlery, and was overall a relatively low impact breakfast.

Refuse containers were placed around the site, compliments of Resource Conservation Manitoba. Resource Conservation Manitoba hired Samborski’s to take the compostables away. Signs were displayed; illustrating what should be placed in each receptacle.



K. Thomas © 2008

## 9.0 BIKE OASES



**Join us at a Bike Oasis location:**

### **Alter Ego Sports Oasis**

Smart Park at the University of Manitoba [1 Research Road](#)  
(in front of Edna Fedya Restaurant)

### **Manitoba Public Insurance Oasis**

Kildonan Crossing [1615 Regent Ave W](#)  
(Moxie's parking lot, Nairn at Lagimodiere)

### **Natural Cycle Oasis**

Polo Park [1485 Portage Ave](#)  
(on Portage Avenue near the Polo Park sign)

### **Winnipeg Free Press Oasis**

Northgate Shopping Centre [1399 McPhillips Street](#)  
(on McPhillips, north side of main entrance, beside storage POD)

Oases were created for two main reasons:

- To provide an event venue for those that do not work downtown
- To register cyclists not heading downtown or to The Forks

Secondary reasons:

- To provide motivation and encouragement to cyclists;
- To provide snacks and refreshments;
- To distribute event t-shirts; and
- To provide bicycle mechanics available for advice and basic repairs where possible.

Four Oases were decided upon this year over the Energy Station model of 2008 to streamline the event, provide centers with larger amounts of activity and free up cyclist counters to do their job properly (as was recommended last year).

Main sponsors from 2008 were approached first to host an Oasis. Assiniboine Credit Union was the only sponsor that did not re-commit. In the end the reason for this was excess amounts of sponsorship requests and time required for larger sponsorship commitments.



G.Madill © 2009

T-shirts, food and refreshments were distributed, and volunteers registered cyclists who were not yet registered. Effort was made to make the four Oasis locations consistent in signage, volunteer power and giveaways. Some Oases were considerably busier than others, as was to be expected; however the same number of volunteers and supplies were on hand at each location.

Oases were open from 6:30 – 9:00 AM.

Each Oasis had a captain, or lead volunteer. This idea seemed to work quite well, giving these individuals some responsibility over their respective location. Captains were chosen, emailed and talked to prior to the event to ensure they knew what their role was and how the Oasis was intended to run.

Each oasis was provide with a package that included:

- Registration sheets
- Volunteer t-shirts
- Volunteer party information
- Oasis information
- Blank paper for comments
- Pens, markers and tape

No one provided feedback on the paper provided. In future years it would be beneficial to email captains immediately after the event to ask for feedback/suggestions on improving their Oasis location.

## **10.0 CYCLIST COUNTS & METRICS**

The online registration form appears to be a very useful and effective way to assess event participation rates. Registrations received were the most important indicators of success of the event, and also provided the basis for possible follow-up surveys to gauge changes in travel habits. Bike to Work Day Winnipeg registration data will be analyzed by Jeremy Hull to identify age range, gender, and geographic distribution of participants.

11.0 SUMMARY



Photo/Design Credit: Ryan Wakshinski