

# BIKE TO WORK WEEK

## Community Celebration Station: How-to-guide



Each spring and fall, Bike to Work Week encourages everyone to bike the daily commute. 18,000 people will register in Metro Vancouver, logging their commutes, winning prizes, and making their community a better place to live, work and play. Thousands more will stop by the public community events.

Celebration Stations are set up close to bike paths where bike commuters can stop during their morning or afternoon commutes for free coffee, snacks, bike repairs, and daily draws.

### Bike to Work Week Reach:

 **130**  
celebration stations

 **2,600**  
workplaces

 **18,000**  
participants

 **47,000**  
riders counted  
at stations

We invite you to set up your own Community Celebration Station.

### Celebration Stations

Celebration Stations are one of the best parts of Bike to Work Week! They are high-energy places that offer opportunities for your organization or group to interact with people on their bikes across Metro Vancouver and showcase your brand or products.

There are two types: Sponsored or Community stations. Sponsored stations are organized by HUB on behalf of your organization for a fee. Community stations require no financial cost however you are responsible for organizing all of the station's components.

Have fun with your station: play music, offer free massages and other activities!

If you would like to discuss sponsoring a station, please contact our Bike to Work Week Manager Rowena at [biketowork@bikehub.ca](mailto:biketowork@bikehub.ca).

### A station consists of:

- **Food and drinks:** coffee is appreciated at morning stations!
- **HUB and general cycling information (provided by HUB)**
- **Mechanic services:** a bike mechanic, tent, and table offering free basic mechanic services
- **Prize draw:** A prize for participants to win. Suggested prize value: \$100 - \$150.
- **People:** Please have staff or volunteers outside for the duration of your station.

- **Permits:** All stations must be approved by the land owner.
- **Fun:** Feel free to add any additional activities to the station! Some stations have music, contests, and interactive games, for example.
- **Other activations:** Feel free to invite any along your own partners that align with HUB's values.
- **Promote:** We encourage you to promote your business or organization.

If your station has the basic components we will list your station on our online station map at [btww.ca](http://btww.ca) to encourage participants to stop by.

## Community Station Checklist

Follow these steps to plan and set up your successful station:

### Before Bike to Work Week: Planning

- ❑ Decide on the location: Set-up along high volume bike routes or points of high employment density. Each station location should have enough room for your branded activation as well as the mechanic without blocking sidewalks or bike paths.
- ❑ Decide on the date and time: (i.e. Monday to Friday, morning or afternoon). Suggested 7-9am or 4-6pm.
- ❑ Email [madeleine.service@bikehub.ca](mailto:madeleine.service@bikehub.ca) to register your station details. We will add these to our website.
- ❑ Invite your own partners to participate in the station. Note that HUB has the right to decline partners if they are not aligned with the spirit or values of this community event.
- ❑ Apply for a permit, if necessary.
- ❑ Source tents and tables. Confirm what staff or volunteers will be at the station.

### Before Bike to Work Week: Communications

- ❑ Spread the word about your station! Downloadable posters, web images and sample newsletter blurbs will be available on our website [btww.ca](http://btww.ca)
- ❑ Promote your station on your social media channels using the hashtag #Bike2Work.

### Before Bike to Work Week: Get your materials

- ❑ Pick up your materials from the Bike to Work Week Launch Party approximately a month before Bike to Work Week.
- ❑ We will have signs, prize ballots, cycling resources, and other goodies for you to hand out at your station.
- ❑ This is a great opportunity to meet other Community Station leads and Organization Team Leaders.

### During Bike to Work Week: Host your station!

- ❑ Begin setting up 30 minutes before the start time. Put up signage at the tents and beside the route leading up, so cyclists will slow down and be prepared to stop.
- ❑ Encourage participants to log their trips at [BTWW.ca](http://BTWW.ca)
- ❑ Track the number of cyclists that stop at your station vs those who pass by
- ❑ Host your station and have fun!

### After Bike to Work Week: Wrap up

- ❑ Send us the count of how many people stopped vs didn't stop.
- ❑ Contact the prize winner.
- ❑ Return any HUB promotional items and ballots to the HUB office
- ❑ Let us know if you have any feedback for next year.

