

BIKE TO WORK DAY

FRIDAY, JUNE 21, 2013



FINAL REPORT



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1. INTRODUCTION

Winnipeg's 6th Annual Bike to Work Day was held on Friday, June 21st, 2013.

The event consisted of countdown events from June 17-21st, online registration, morning pit stops and an after work BBQ with free food and live music.

The event was organized by a steering committee made up of representatives from the following organizations:

- Bike Winnipeg (formerly Bike to the Future)
- Green Action Centre
- Climate Change Connection
- UWSA Bike Lab
- Manitoba Cycling Association
- Bronx Park Community Centre
- Reconnaissance Management Consulting Group Inc.
- and members at large

1a. EVENT BACKGROUND

The idea for Bike to Work Day Winnipeg originated in 2007 when a group of bicycle commuting enthusiasts chose to host an event to raise the profile of cycling in the city of Winnipeg, encourage people to try riding to work and advocate for improved cycling infrastructure.

Similar events have been held throughout North America including events like Bike to Work Week or Bike Month.

The mandate of the event is to **promote the bicycle as everyday transportation.**

In 2011 the event was reformatted to invite multiple organizations all over Winnipeg to help host the event. By allowing various groups in Winnipeg to host a pit stop, the event's profile was raised and it became more accessible to commuters in all corners of the city. Registration and participation boomed in both 2011 and 2012.

Building on the success of 2011 and 2012, Bike to Work Day expanded programming and event locations again in 2013 by adding more pit stops and introducing countdown events that catered to businesses, families, and students .

1b. 2013 HIGHLIGHTS

Bike to Work Day consisted of 48 pit stops in the morning (including free food, giveaways and bike repair), and a free BBQ for registered riders at Oodena Celebration Circle (The Forks).

New in 2013 was the addition of countdown events running June 17-20th. These were designed to help break down barriers that keep people from riding bicycles. The events included an Employers Day that included a forum that reached out to businesses and employers to seek input on how they could help improve conditions for employees and the general public around bicycling. This has also led to an initiative to create a bike friendly business program in Winnipeg. Other events include a student day and family night. The events included forums, movie nights, group rides and concerts. The goal of adding in countdown events was to build momentum towards expanding Bike to Work Day into Bike Week - a week long celebration of the people riding bicycles. The events received varying levels of attendance, but overall the Committee felt that providing bicycle related events to reach a broader was a desirable direction to take in 2013 and in the coming years.

The main successes of Bike to Work Day 2013 was the partnerships that were built between community organizations and businesses, the expansion of programs offered, efficiency of the steering committee and a greatly improved end of day BBQ.

- 3446 registered riders
- 48 pit stops
- 3447 cyclists counted riding to work
- 500 BBQ attendees
- 500 Boon Burgers eaten
- 100+ people who visited over 8 individual pit stops
- 1 individual who visited 23 pit stops
- 82 Bike to Work Day volunteers who contributed
- 20 - 470 visits per pit stop
- 3 Live TV broadcasts (City TV, CTV & Global) at morning pit stops
- 240 bikes parked at the BBQ by Bike Valet Winnipeg
- 120 Bike to Work Day t-shirts sold
- 350 Bike to Work Day shirts provided to volunteers and sponsors
- 1 all new bike-powered concert system
- 2 bike-powered concerts (at the Manitoba Hydro pit-stop and the BBQ)
- \$5500 in new sponsorship including Manitoba Hydro, Tire Stewardship Manitoba, Caisse Financial and Manitoba Egg Farmers

2. PLANNING PROCESS

2a. STEERING COMMITTEE

Bike to Work Day planning began earlier than usual in September 2012. Bike to Work Day sent out an invitation to past steering committee members and participants to join the 2013 committee. The following individuals comprised the team:

NAME	ROLE	HOURS
Andraea Sartison	Bike to Work Event Coordinator	260*
Caroline Wintoniw	Volunteer & Pit Stop Coordinator	126*
Dave Elmore	Bike to Work Co-Project Manager	75
Curt Hull	Bike to Work Co-Project Manager	40
Mark Cohoe	Film Night Liaison	30
Dave Dorning	Film & Student Night Liaison	40
Kayla Chafe	Family & Student Night Liaison	40
Anders Swanson	Pit Stop Map	20
Kaye Grant	Employers Day Liaison	56
Tammy Kasdorf	T-shirt Coordinator	45
Richard Bracken	Media & Marketing Assistant	40
Currie Gillespie	Prizes	35
Joseph Gatien	Community Association Liaison	40

* Denotes paid hours, not volunteer

Total Volunteer Hours Contributed by Steering Committee	461
Estimated volunteer hours from Bike to Work volunteers (pit stops, mechanics, bike counts etc.)	960
TOTAL BIKE TO WORK DAY VOLUNTEER HOURS	1421

The Steering Committee met monthly between September and May. Weekly meetings were held for the month leading up to the event. Meetings were held at the Eco Centre Boardroom. 3rd floor 303 Portage Avenue for 1.5 hours.

Each steering committee member would report on their responsibilities and the critical path, (see page 43) created by the Event Coordinator, would be reviewed to make sure that planning was on track. Meetings were used for communication, brain storming and problem solving. Each meeting also

included the identification of deliverables to be achieved before the next meeting.

The planning process was most successful when individuals were assigned specific responsibilities or events. This way any information could flow to one point person, helping to spread out the work load and insure accountability.

All comments and inquiries from the media/public were sent directly to the Event Coordinator to manage.

All budget and financing was handled by Dave Elmore, Co-Project Manager and the Event Coordinator, primarily through a shared spreadsheet in Google Docs.

Due to the overwhelming amount of responsibilities involved with managing 48 pit stops and over 90 volunteers, Caroline Wintoniw was hired to assist the Event Coordinator as the Volunteer and Pit Stop Coordinator. This addition was extremely beneficial to running the event and improved communication to pit stops and volunteers. Many comments were received from multi-year volunteers who appreciated having one consistent point person available to answer any questions. This position will be maintained in the future and ideally with Caroline continuing in this position as she has developed a relationship with the volunteers and also an efficient system for managing the pit stops.

2b. EVENT COORDINATOR HOURS

ACTIVITY	HOURS
Sponsorship <i>creating packages, meetings, activation, deliveries, coordinating sponsorship pit stops, research</i>	74
Administration <i>answering emails, phone calls, deliveries, managing critical path, final report, managing feedback, communications, managing budget, booking couriers, payables</i>	80
Meetings	38
Marketing/Media <i>creating content, enewsletters, media conference, managing the message, social media, creating ads</i>	26
Volunteer & Pit Stop Liaising <i>working with Volunteer & Pit Stop Coordinator, meetings, pit stop packages</i>	13
Website <i>managing content, editing, liaising with design company, managing social media & linking to website</i>	12
Run Event <i>day of duties including managing volunteers, hosting, pick ups and deliveries, site set up, registration, documentation etc.</i>	17
	260

2c. VOLUNTEERS

All volunteers were managed by the Volunteer/Pit Stop Coordinator. Returning volunteers were contacted, and a public call for volunteers was sent out through the event webpage and social media. Most coordination of volunteers took place in June closer to the event, when most volunteers responded to the call.

Volunteer duties included mechanical repair, bike counts, BBQ assistance (setting up, take down, registration at the BBQ, serving, pit stop assistance, and promotion (handbilling)).

All volunteers were provided with a Bike to Work Day t-shirt free food and a beverage at the BBQ, as well as a ticket to the Peg City Car Co-op Bike Film Festival. A thank you email was also sent from the Event Coordinator to all volunteers.

Pit Stop were required to supply their own volunteers from their organization. All pit stop hosts were given access to the Peg City Car Co-op Film Festival and each pit stop received 3 t-shirts for their volunteers.

In total there were 94 Bike to Work Day volunteers (not including the Steering Committee or volunteers contracted by Pit Stops) (see page 55 for volunteer list). It is estimated that each volunteer put in 2-5 hours of time.

2d. PLANNING RECOMMENDATIONS for 2014

- Early planning (beginning in fall) was very beneficial and should be continued in 2014.
- Moving towards a larger event will require new tactics and emphasize consistency in messaging. To achieve this early decision making regarding programming is essential.
- Review the critical path monthly at meetings.
- Clearly define roles and responsibilities for each participating member.
- Creation of sub committees especially for marketing and media, as these will be priorities for 2014 given the increasing scope of the project.

3. EVENTS

3a. COUNTDOWN EVENTS

Countdown event programming was determined based on target audiences who might face barriers in biking to work. Events were added June 17-20th to prepare for the big day of celebration: Bike to Work Day 2013 on Friday, June 21st.

Monday, June 17- Student Day

Led by Steering Committee members Kayla Chafe and Dave Dorning, along with Natural Cycle and the UWSA Bike Lab, this event opened the doors of the Bike Lab for free tune ups all day. To end the day there was a bike decorating competition followed by a party-bike group ride and concert.

Unfortunately, although Bike to Work Day was partnered with two cycling organizations to host this event, it was poorly attended and the latter half of the evening cancelled.

Part of the problem was that the programming offered may not have been appealing to the student based audience. In addition, students are a hard market to connect with during the summer months. The U of W, Red River and U of M have spring session classes during this time, and active environmental/sustainability offices however many of the students are finalizing their papers or involved in exams at this time. Partnering more closely with all the sustainability offices to plan similar events in the future and extending the invitations to all major should be considered if this event is included in future planning.

Alternatively, student day could cater to a school-aged population and celebrate a Bike to School event for grades 1-12. This could include an invitation to bike to The Forks where there could be a plethora of cycling workshops, stations and a market.

Tuesday, June 18- Employers Day

Working together with the Downtown Biz, Kaye Grant (Bike to Work Day Steering Committee) coordinated a very successful and engaging lunch hour forum. Paul Jordan (COO- The Forks), Chris Matthewson (Road Issue Specialist-MPI) and representatives from Hydro & Downtown Biz spoke about why they believed bikes were important to their businesses, and outlined efforts their organizations had made to encourage employees to cycle.

Paul Jordan suggested that city planners, employees and government can encourage cycling by taking away other options (such as removing downtown parking in favour of building more local businesses). One of the best comments came from a Hydro employee who stated that “I have better parking than the CEO when I ride”.

A video was also made and shown which interviewed employees at True North, Yoga Public and Parlour Coffee about why they thought bikes were good for business.

Mike Tutthill (Health in Common) emcee'd the event, and along with other facilitators, led discussions in small groups asking questions such as “what are the barriers between you and cycling to work?”, “how could a business support cyclists?” etc.

The goal of the forum was to build community and begin discussion about a Bike Friendly Business Designation for downtown Winnipeg. This is now underway and being led through a partnership between Bike to Work Day and the Downtown Winnipeg Biz.

Wednesday, June 19- Family Day

Kayla Chafe (Bike to Work Day Steering Committee) organized a family group ride through Assiniboine Park. The event began with prizes and decorating bikes. Kayla then provided participants with some information on the the first annual Bike to School program (which was initiated by the Bike to Work Day project) and also about cycling with children. Event participants were also provided with some bike safety tips by a certified Can-Bike instructor and the event concluded with a group ride through Assiniboine Park .

On that same day, the Downtown Winnipeg Biz hosted the Moveable Feast. This event was a bike ride through several Biz zones (Downtown, St. Boniface, Exchange and West End) which included stops at several restaurants. The tour visited 5 local restaurants and stops at The Old Spaghetti Factory, Promenade Café, Waterfront Drive, Don Pedros, Steinkoff Gardens (Convention Centre), Old Market Square, Central Park, East India Company, Millennium Library Park, and finally ending at Rudy's in the Hydro Building. .

The group ride include over 50 riders and was led by Bike to Work Co-Project Managers Dave Elmore and Curt Hull. Bike parking was provided several of the stops by Bike Valet Winnipeg. The event sold out early and additional capacity was added to support extra participants. The Downtown Biz plans to make this an annual program and other Biz groups have indicated interest in similar programs.



Presents the Filmed by Bike re-screening




Goldilocks and the Three Bikes 1:18
Prof. Dave + Mimi G. – Seattle, WA

La Bicicleta 4:45
Mark Beaty – Victoria, BC

Locomotive 5:11
Geoffrey Feinberg – New York, NY

Long Life 6:48
Emmy Wills, Jade Owen
+ Jon Flahr – Vancouver, BC

Ninja Bike Lock 3:21
Johnnie Olivan – Portland, OR

Roll On, Oregon 1:30
Bicycle Transportation Alliance, North
+ Chris Hombecke – Portland, OR

Stronger Than Dirt 7:11
Dan Schneider – Portland, OR

The Golden Tree 3:06
Ninian Doff – London, UK

The Loaded Warrior 4:15
Jay Browmmer, Taylor Fitzgerald + Steven
Bellesiles – San Francisco, CA

Bikeraffing Alaska's Lost Coast 10:00
Mike Curiak – Grand Junction, CO

Invincible 1:47
Mike Vogel – Portland, OR

Bike Winnipeg! 3:38
Green Action Centre, Trevor Gill
+ Christopher Paetkau – Winnipeg, MB

Bring The Kid Outta Ya 7:07
Brent Miller, Winnipeg, MB

Bike to Work Day is TOMORROW
Register at biketoworkdaywinnipeg.org

Thursday, June 20- Peg City Car Co-op Film Festival

Peg City Car Co-op, together with the UWSA Bike Lab and Bike Winnipeg's Mark Cohoe hosted an evening of entertainment at the Eckhardt-Grammatte Hall at the University of Winnipeg. The movies featured included shorts from Seattle's *Filmed by Bike Festival* and some local entries too.

Peg City Car Co-op was invited on board as the title sponsor, and as such featured some of their promotional films in the evening and promoted their programs.

The Film Festival was free for all volunteers, pit stop hosts and sponsors. Tickets were also available to the public for \$5.00.

On the same day Qualico Homes hosted a community BBQ and bike ride in Sage Creek. This was part of the sponsorship agreement made between Bike to Work Day and Qualico. Alter Ego provided some mechanical support and the tour was led by Bike to Work Day's Currie Gillespie.

Qualico promoted the event in the neighbourhood and provided food for the event.

Although slimly attended, Qualico mentioned that they would like to see this become an annual event in Sage Creek and look forward to expanding participation in 2014.

3b. PIT STOPS

Coordinated by Caroline Wintoniw, and 48 Winnipeg groups including community centers, sponsors, organizations, retail outlets and individuals, the morning pit stops ran from 6:30-9:00am in every corner of the city.

HOST	LOCATION	COUNTS
Tire Stewardship Mb	The Forks	250
Manitoba Egg Farmers	Waverley & Wilkes	~100
Roblin Park	Roblin Park Community Centre	10
The North West Company	Bonnycastle Park	400
City TV	City TV	~100
Downtown Biz, Exchange Biz & MEC	201 Portage Ave	~200
Manitoba Cycling Association	Dakota & Bishop Grandin	121
Winnipeg Roller Derby League	Main & Stradbrook	121
Hugh John MacDonald	William & Kate	50
Bourkevale Community Centre	Ferry Rd & Assiniboine Ave	~20
IBEX Payroll	Mulvey & Pembina	65
Dillon Consulting & APEGM	Pembina & Stafford	67
Transcona Trails	Peguis & Regent	65
Elmwood High School	Northeast Pioneer Greenway at Chalmers	141
Peg City Car Co-op	River & Osborne	35
Green Action Centre & Waterfront Massage	Stephen Juba Park on Waterfront Drive	101
CAA #1	South side of Legislature at Assiniboine Ave	250
CAA #2	Assiniboine Park Footbridge	120
Winnipeg Police Service	Graham & Garry	~100
Winnipeg Free Press with Natural Cycle & Folklorama	Old Market Square	~100
Citizens of Archwood	Tremblay/Edgewood Pedestrian Bridge	60-70

HOST	LOCATION	COUNTS
UWSA Bike Lab	University of Winnipeg	60
DMSMCA	Orioles Bike Cage	~60
Caisse Financial Group	Provencher Park	50
Manitoba Hydro	Graham & Edmonton	121
West Kildonan Library	Jefferson & Powers	30
Canadian Mennonite University	500 Shaftesbury	~80
Woodcock Cycle Works	433 St Marys Road	~50
University of Manitoba	U of M Welcome Crescent	50
Stellas Bakery	110 Sherbrook	95
Wolseley Residents Association & Olympia Cycle	Omands Creek	~100
Health Science Centre	610 Sherbrook	~50
Bronx Park Community Centre	720 Henderson Highway	35
Linden Woods Community Centre	414 Lindenwoods Drive	28
Edmund Partridge Community School	1876 Main St	45
Health Sciences Graduate Student Association	727 McDermot Ave	50
Fort Whyte Alive	Thundering Bison Trail	~60
Miseracordia Health Centre & West Broadway Biz	Wolseley & Sherbrook	200
Munroe Jr. High	Munroe & Roch	56
Erin & Rebecca	Wellington Cresc	60
Winnipeg Trails & Alter Ego	Canad Inns on Pembina	58
SEED Winnipeg	Salter & Stella	~30
17 Wing	Silver Ave & Whitewold	120
Ralph Brown Community Centre	Machray & McGregor	~40
Heart & Stroke Foundation	6 Donald St	~30
True North	Graham & Donald	50

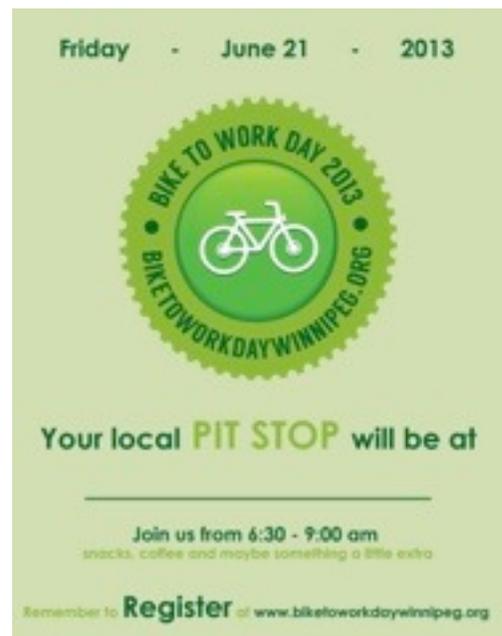
HOST	LOCATION	COUNTS
Manitoba Public Insurance	Esplanade Riel	250

A meeting was held for all Pit Stop Captains on June 13th, a week before the event. In the past this meeting was on the evening before Bike to Work Day. Hosting the meeting one week prior insured that those that could not attend still had an opportunity to receive information and supplies prior to the event. Pit stops captains missing the meeting were given the opportunity to pickup their supplies from Green Action Centre during the week prior. This also allowed for any miscommunication or last minute coordination to be resolved prior to Bike to Work Day. .

Each pit stop was provided with a banner, a thank you poster which acknowledged all sponsors, food & drink (unless the pit stop provided their own), promotional materials (such as posters, and sponsors give aways), prizes, a booklet with pit stop instructions and registration materials.

Pit stops were responsible for running their specific location and promoting it to their community. However, Bike to Work provided support in the form of bike mechanics, or extra volunteers, as well as courier service if pit stops were unable to return materials. Food and refreshments were distributed early in the morning as required, mostly by bike courier of volunteers with trailers.

A group ride with over 30 participants also took place linking several of the pit stops. The ride started at CAA's pit stop at the Assiniboine Park Footbridge and travelled through Assiniboine Park, along Wellington Crescent and across Omands Creek Bridge to the Olympia Cycle Pit Stop. It then travelled through the Wolseley area and under the Osborne Street Bridge to the CAA Pit Stop. The final stretch was along Assiniboine's cycle track to the North West Company Pit Stop and ending at City TV in the Forks where the groups ride leader and Bike to Work Day co-Project Manger was interviewed live on Breakfast Television.



An all day pit stop was held at The Forks for the 2nd year in a row. It was hosted by Tire Stewardship Manitoba who set up an information tent on site. Cinnamon Buns and Gorp Bars were given away. The W.R.E.N.C.H. was set up doing repairs from 9:00am-3:00pm.

For the first time, Bike to Work Day ran a "pit stop treasure hunt". Participants could collect stamps from all of the morning pit stops they visited. Those who collected 8 stamps or more got a free prize package at the BBQ including a bell & map. They were also entered into a grand prize draw for a gift basket from Manitoba Egg Farmers. Over 100 people participated, with one individual visiting over 23 stops.

3c. BBQ 3:30-7:00pm

Oodena Celebration Circle, at The Forks, was chosen as the new venue for the Bike to Work Day BBQ. The BBQ had been held near the Historic Port at The Forks since 2011; however it was decided that a more private location would be better suited for the event. Bike to Work Day engaged Boon Burger Café to provide the food rather than partnering with an existing restaurant at the Forks. Oodena Circle was chosen for its central location, accessibility and because it could be stationed off to create privacy.

Moving to this location provided some challenges, specifically securing a special events and food/beverage permits. Boon Burger provided 500 vegan burgers as well as ice tea and lemonade. The Steering Committee discussed having only a meat option and decided that the quality of food and environmental benefits aligned well with Bike to Work Day's objectives. In addition Boon Burger is a local Winnipeg company, and it was preferable to support a community vendor.

Half Pints Brewery donated two kegs of "Pedal Pusher Ale", (special blend made just for Bike to Work Day since 2009) which was quickly emptied at the \$5 per beer cost. In the future more kegs of beer should be considered. Due to liquor permit requirements, Bike to Work Day was required to hire security to ensure that only registered riders were entering the event.

Entertainment on the Oodena Stage was by an ensemble of local musicians. The whole event was powered by a new bike powered concert system that was sponsored by Manitoba Hydro and The Forks.

Andy Rudolph, a Winnipeg musician was commissioned by Bike to Work Day to build the bike powered concert system and assist in its debut at the event. The one of a kind system was transported to the Forks on a large bicycle trailer and

proved not only to be very effective, but also very popular. The system used 4 bikes to power a 4 piece band with lots of power to spare. Individuals could “plug their bike in” by simply having it mounted on one of the bike track stands and pedal to power the music for that day. The system was also used at the Canada Day celebration at the Forks on July 1st. It is being stored at The Forks but remains the property of Bike to Work Day Winnipeg. It will be available for use by Bike to Work Day, The Forks or Andy Rudolph in the future. It was also used at the Manitoba Hydro pit stop in the morning, where Hydro employees provided the music.

Bike Valet Winnipeg provided their service for free to Bike to Work Day. They parked a total of 240 bikes during the BBQ celebration.

Prizes were given away to those who participated in the “Pit Stop Scavenger Hunt, which involved stopping at a minimum of 8 pit-stops on the morning of the event. There were also several prize packages given out to BBQ attendees based on a draw held at the event.

The event was hosted by the Bike to Work Day Event Coordinator and MC’ed by Dave Elmore. All sponsors were acknowledged and plans for a new “Bike Week” announced. Steering Committee participants helped with prizes, registrations, and assisting with a variety of tasks through the event. To enter the BBQ, participants required to show proof of registration. Those that has forgotten their proof of registration or that had not registered were allowed to register at the BBQ celebration. Three tables were provided at the entrance: one for volunteers, one for those who had registered, and one for people to register on site. Proof of registration could be shown via a confirmation email on a smart phone, a printed confirmation of registration, or a stamp from a pit stop (either on paper or hand).

The following image is what was sent via email to all 3446 registrants on Thursday, June 20th.



3d. EVENT RECOMMENDATIONS

- If the same venue is used in 2014, it should be fenced in, or more security provided to insure that registrants are only using the designated entrances. Security can either be volunteers or hired from The Forks. This is important to comply with the liquor permit requirements.
- More beer could be provided, possibly at a lesser cost.
- Any method to speed up line ups at the entrance to the event should be pursued.
- A market could be an interesting addition to the week of events and/or BBQ. Bike to Work Day could sell space to companies/bike shops who would like to promote their businesses and have a "bike festival" with wares for sale and info available.
- Any business who wants to do promotion at The BBQ, should have to purchase a table, or provide some advertising exchange for Bike to Work Day. There were a few organizations (Muddy Waters Bike Race & Clear FM) who requested to be on site. However, neither The Forks, nor Bike to Work Day allow any interception (handing out paper promo or taking pledges etc) with public or registered riders. Only pre-arranged groups were allowed to be on site, and could only speak with riders who approached them.
- Looking ahead at event expansion, it would be advisable to continue to partner with other sponsors, businesses, community groups etc to host events that promote cycling, but do not require Bike to Work Day to plan them alone. For example bike shops could host a pancake breakfast or BBQ, arrange the time, location and supplies, and Bike to Work would simply help to promote it.

4. SPONSORSHIP

4a. FINANCIAL SPONSORSHIP

The Event Coordinator was responsible for obtaining sponsorship funding beyond the initial grant by the the City of Winnipeg

Sponsors were approached for first right of refusal if they had been previously involved. Other corporations who had supported like-minded events, or who had funds to allocate for healthy living, environmental or community events were also contacted. Meetings were arranged with interested sponsors to discuss potential options.

In past years a generic sponsorship package was created listing recognition that sponsors would receive based on their level of contribution. In 2013 individual sponsorship packages were created to cater to sponsors specific needs and areas of interest within the event.

The Event Coordinator attended a discovery session with a sponsor to determine the value of sponsorship that the organization was comfortable with donating to an event and what their goals were in sponsoring (ie. promotion, being associated with a green event, hosting opportunities for staff, giveaways, call to action etc.). Following this the Event Coordinator created an in depth package including a cover letter which detailed all conversation with the sponsor, a list of marketing pursuits for Bike to Work Day, suggestions for sponsorship activation, and detailed accounts of how Bike to Work Day would recognize the sponsor's contribution (see page 50).

Often the package was revised in order to meet sponsors changing requirements and to ensure all requirements were mutually agreeable. Finally, a contract was created and an invoice issued as required.

One of the obstacles that was encountered in obtaining sponsorship was that some organizations only had charitable funds available, which were not accessible by an event such as Bike to Work Day.

Many sponsors were interested in the event, and although sponsorship didn't make their budget for 2013, they did indicate interest in 2014..

Following is a a detailed list of Bike to Work Day 2013 sponsorship

SPONSOR	AMOUNT	NOTES
City of Winnipeg	\$20000	
Manitoba Public Insurance	\$5000	
North West Company		
Manitoba Hydro	\$4000	\$2500 cash, \$1500 towards the cost of printing t-shirts
Peg City Car Co-op	\$500	For sponsorship of the Film Night
Tire Stewardship Manitoba	\$200	
Assiniboine Credit Union	\$1000	Given to The W.R.E.N.C.H. as part of a Registration Fundraiser
Manitoba Egg Farmers	\$1000	
Caisse Financial Group	\$2000	
Qualico	\$1000	

Sponsors were recognized in various ways depending on what their objectives were. Most (Caisse, Mb Egg Farmers, CAA, MPI, The North West Company, Winnipeg Free Press, Manitoba Hydro, City TV, Peg City Car Co-op) hosted pit stops where they were able to distribute promotional material and other materials to the public while showing their support for active transportation. Others used Bike to Work Day as a resource in hosting their own cycling events (Qualico, Downtown Biz). Logo recognition was included for all sponsors on the website and pit stop posters, and major sponsors were included in print advertising and were given promotional space in the e-newsletters. Linking to sponsors and pit stop hosts was also done through facebook, twitter, and the Bike to Work Day website.

Speaking opportunities were built into some sponsorship packages. Assiniboine Credit Union, Downtown Biz and The W.R.E.N.C.H. all spoke during the media launch at City Hall. Some sponsors such as The Forks and Mb Hydro were also invited to speak at the Employers Day forum during the Countdown Events.

Sponsors received a report on how the event went, an invitation to the BBQ (+free food and beverage), a Bike to Work Day t-shirt, and were recognized by the Bike to Work Day BBQ Emcee.

Sponsors had different objectives in supporting the event. It was extremely important that sponsors and their needs be well managed by the Event Coordinator and that their contributions and the event overall was well documented for future sponsorship proposals.

Using the skills of the committee (such as videography, CanBike certification) as part of some sponsorship proposals made Bike to Work Day's offerings unique. For example, Currie Gillespie led a group ride in Sage Creek for Qualico to promote to their community, in exchange for a \$1000 event sponsorship. Can-Bike instructors were provided for the Family Night group ride and Caroline Wintoniw created unique videos for major sponsors which thanked them for their support. Said videos can now be used for the sponsor to promote their support of cycling to their employees and the public.

- volunteer hours
- donated material (Frogbox donated 5 boxes to the event, One Brand Design donated the cost of building the website)
- discounts (Peg City Vinyl gave a discount of \$1 per shirt, banners were discounted from Lightvisions)
- advertising (City TV, Pattison, Winnipeg Free Press, Global TV all donated air time or space at minimal or no-cost)
- prizes (local bike shops including Natural Cycle, Olympia, Bikes and Beyond, Gord's Ski and Bike and Woodcock all donated prizes as did CAA and MPI)
- food and beverage (Stella's, Tim Horton's, Gorp, Diversity Food Services, Tall Grass Prairie, Postal, Parlour Coffee, Starbucks, Mondragon and Half Pints)
- donated services (courier services & rental and labour costs given in kind by The Forks for the BBQ)



New this year, Bike to Work Day built key partnerships with organizations who lead and promoted programming during countdown events and on event day. Downtown Biz designed the Moveable Feast restaurant tour, and put together a forum for downtown businesses to discuss building a bike friendly business designation in Winnipeg. The YMCA open their doors to all Bike to Work participants and allowed them to use their facilities for free. This was seen as significant barrier for some individuals ridign their bikes to work. Qualico Homes, together with members of the Bike to Work Steering Committee and Alter Ego, hosted a family BBQ and bike ride in Sage Creek. Finally, although the event was not very well attended, Natural Cycle hosted a concert at their venue in conjunction with Bike to Work Day.

IN-KIND CONTRIBUTOR	EQUIVALENT	NOTES
Volunteer Hours	\$21240.00	1416 hours x \$15/hour
Bike Valet Winnipeg	\$500.00	
CityTV	\$8,800.00	Donated cost of advertising
MPI	\$7,000.00	Donated Prizes and Safe Cycling Information
Winnipeg Free Press	\$3,100.00	Advertising space donation
Design Type	\$4,000.00	Donated cost of building website
The North West Company	\$1,500	For Bike to Work and Bike to School. Bikes, prizes, food, especially for their pit stop at Bonnycastle park
Natural Cycle	\$500.00	Grand prize
Hydro	\$500.00	Printing
Pattison Outdoor	\$6,200.00	Discount on bus advertising
CAA	\$500.00	Promotions
Peg City Vinyl (Andrew Gatien)	\$500.00	Discount on t shirts

IN-KIND CONTRIBUTOR	EQUIVALENT	NOTES
Stellas	\$300.00	Food for ~5 pit stops
Tim Hortons	\$500.00	Food for ~30 pit stops
Lightvisions	\$500.00	Discount on production of bus boards
Half Pints	\$350.00	2 kegs of Pedal Pusher Ale
Food Donations various	\$400	Starbucks, Parlour, Postal, Mondragon, Diversity Food Service
Frog Box	\$200.00	5 frog boxes
The Forks	\$2,000.00	Donated site & waived labour costs
Caroline Wintoniw + Photographers/ Videographers	\$2500	Donated cost of creating video of the day & professional photography
YMCA	\$1500	Open doors for free showers for Bike to Work Day registrants
Prizes	\$1000	Donated by Olympia on St. Mary's, Life Sport, Woodcock, MPI, True North and Mb Egg Farmers
TOTAL	\$63,590	

4c. PRIZES

Prizes were collected by Currie Gillespie from various bike shops, or were donated by a sponsor. It was decided by the Committee that only a few large prize packages should be given away, rather than an overwhelming amount of small prizes (like water bottles). There were four prizes packages which were put together by the Committee and included donations from Manitoba Public Insurance, Mb Egg Farmers, Woodcock Cycle, Olympia on St Mary's and Life Sport.

A draw was made at the BBQ using prize tickets distributed to all BBQ attendees. Tickets were drawn until the prize was claimed.

The Mb Egg Farmers basket was drawn from a pool of participants who participated in the pit stop scavenger hunt. If they visited 8 stops they received a prize package with a bell & map, and also were put into a draw for the Mb Egg Farmers basket.



Finally, at the end of the BBQ a draw was made from all Bike to Work Day participants for the Natural Cycle custom made prize bike. A number was randomly picked from the 3446 registered participants. They were not present at the BBQ, but were advised later that they had won.

This year, Bike to Work Day also gave away prizes for the 2000th registrant, the 2500th registrant and the 3000th registrant. This included YMCA family passes, and prize packages from True North. These prizes were distributed at the BBQ or after the event day.

4d. SPONSORSHIP RECOMMENDATIONS

- Be sure to send a thank you letter, picture/video to each sponsor for their contributions to Bike to Work Day. If they sponsored a specific event they should receive an update on how the event went, or a follow up phone call if they did attend the event. This is something that was done well in 2013, but could still be improved upon. Major sponsors were given a personalized video outlining Bike to Work Day and their contribution to its success.
- Find a way to differentiate between sponsors and partners. List these on the web page as such.
- Follow up groups that indicated interest in the 2014 event early to try to secure sponsorship for the future. With well documented information and an easily-executed sponsorship program partnerships are have a good chance of success.
- Partnering with outside organizations to host cycling events around Bike to Work Day, opens a new network and audience for Bike to Work. Working with groups who can champion cycling for different demographics or neighbourhoods (families, students, retirees, athletes, employers etc.) will help to insure that the goal of **promoting the bicycle for everyday transportation** is attainable on a large scale.
- Having a delivery sponsor is recommended for event growth. Either a volunteer or organization (Natural Cycle, Peg City Car Co-op) who can distribute materials is imperative.
- For pit stop material distribution, it would be ideal to have a sponsor to donate reusable bags. In 2013 plastic bags were used, and they were flimsy and not environmentally responsible.
- Recycle Everywhere is also a potential pit stop sponsor, and could come on board to collect waste from each pit stop. Their presence throughout the city could entice a financial sponsorship from the company, while helping to address Bike to Work Day's waste issue.

5. BUDGET

EXPENSE	ACTUAL	REVENUE	ACTUAL
TOTAL EXPENSES	\$37,214.71	TOTAL REVENUE	\$40,777.67
Admin		SPONSORSHIP	
Sponsorship Coordinator contract	\$5,000.00	City of Winnipeg	\$20,000
Sponsorship Coordinator contract bonus	\$550.00	MPI	\$5,000
Event Coordinator contract	\$5,500.00	ACU	\$1,000
Event Coordinator Assistant/ Volunteer Coordinator	\$1,000.00	The Northwest Company	\$650
Bike to Work Day (carry over for 2014)	\$2,000.00	Manitoba Egg Farmers	\$1,000
WRENCH fundraising donation	\$1,000.00	Manitoba Hydro	\$3,500
Purchase Constant Contact for email campaign	\$384.00	Peg City Car Coop	\$500
Courier	\$18.90	Caisse	\$2,000
Event Permit	108.90	Tire Stewardship	\$150
Liquor Permit	100.00	Qualico Homes	\$1,000
Bike Winnipeg Admin Fee	\$2,000		
T-shirts		ADMINISTRATION	
T-shirts - volunteers	\$3,357.00	Bank carry-over from 2011	\$2,897.47
Extra T-shirts - Purchased	\$348.00	Misc donations	\$8
BBQ		T- SHIRTS	
BBQ food	\$3,720.00	T-shirt Sales	\$2,047.20
Entertainment	\$500.00	BBQ SALES	
Equipment Rental	\$22.40	Beer sales at BBQ	\$1,025
Forks	\$0.00		
Bike powered concert system	\$5,000.00		
Pit Stops			
MTYP Booking for Pit Stop Meeting	\$5.50		
Muffins day of	\$92.98		

EXPENSE	ACTUAL	REVENUE	ACTUAL
Pit Stop Supplies (stamps)	54.81		
Promotion			
Transit Advertising	\$3,806.22		
City TV	\$1,670.46		
Media launch event	97.26		
Printing			
Graphic Design honorarium	\$250.00		
Banners	478.46		
Poster hang	\$37.50		
Movie night	\$112.32		
		TOTAL PROFIT	\$3,562.96

6. MEDIA & PROMOTIONS

The Event Coordinator acted as contact for all media, and was advised by the Media & Marketing Liaison, Richard Bracken. All members of the committee provided assistance in marketing by distributing promotional materials to their networks including emails, social media, and word of mouth.

In 2013, a social media campaign was launched and received great following on twitter and facebook. It was also the first year that Bike to Work Day purchased an online email service in order to stay in touch with past and current registrants through e-newsletters.

One of the obstacles in promotions was insuring that the countdown events received some coverage while maintaining that Bike to Work Day, at the end of the week was the ultimate focus. When other groups, such as Downtown Biz, took on the responsibility of promoting a singular countdown event (such as the Traveling Feast), it was most effective. In this way there wasn't mixed messaging, and the Bike to Work Day audience wasn't overwhelmed with the amount of advertising they received.

6a. MEDIA CONFERENCE

Bike to Work Day held its annual media launch at City Hall on June 11th at 12:00pm. Cyclists, including Mayor Sam Katz, met early at the UWSA Bike Lab for a group ride to the event. Media, including the Winnipeg Free Press, City TV, CTV, CJOB and Global were all on site for the great photo op.

Speakers included:

- Emcee Dave Elmore (Co-Project Manager)
- Stefano Grande (Downtown Biz)- speaking about the Downtown Biz's involvement in countdown events
- Dennis Cunningham (Assiniboine Credit Union)- speaking about the ACU's \$0.25 donation per registered rider to The W.R.E.N.C.H.
- Robyn Ellis (The W.R.E.N.C.H.)- speaking about The W.R.E.N.C.H.'s involvement in Bike to Work Day

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 (see page 48).

A reminder release was sent out on June 20th to all media.

6b. WEBSITE biketoworkdaywinnipeg.org

The website was completely redone and launched in early 2013. One Brand Design (formerly Design Type), who have been a long time supporter of Bike to Work Day, donated their services in recreating the site.

The site was built in Wordpress, making it easily accessible to the Event Coordinator to edit and maintain independently. The website included information on registration, events, pit stop locations, sponsors and basic information about cycling in Winnipeg.

Traffic was busy through the site because registrants were required to visit the site in order to register for Bike to Work Day.

6c. ENEWSLETTER

Constant Contact was used as the online email service. Enewsletters were sent once a month to all past and current registrants beginning in February (5760 emails). During the final month before Bike to Work Day newsletters were sent weekly. A follow up email with results was sent immediately after the event. Each newsletter highlighted a different part of the programming, including countdown events, t-shirt sales or the bike powered concert system. As well, the side bar was used to promote individual sponsors and link to a website of the sponsor's choosing. For example, Mb Egg Farmers included an egg recipe and link to their website when they were the featured sponsor.

The Event Coordinator created each newsletter and managed the data base. When possible the Co-Project Managers and Marketing & Media Liaison assisted with content.

6d. FACEBOOK-[facebook.com/winnipegbikestowork](https://www.facebook.com/winnipegbikestowork)

With 586 likes on facebook, this page became a hub of information sharing and connecting with pit stop organizations and sponsors. All Bike to Work Day photos were also posted online here.

The facebook page was maintained by various committee members and the Event Coordinator.

There was a small effort to create a photo competition over social media, where people could post pictures of themselves cycling. However, this was not as successful as hoped.

6e. TWITTER-twitter.com/BiketoworkWPG

Bike to Work Day launched a new twitter account in 2013, and built up 140 followers over the month preceding the event. The Marketing & Media Liaison was responsible for updating and tweeting.

6f. PRINT & DIGITAL MEDIA

Bike to Work Day printed 200 Bike to Work posters, ~100 countdown event posters, 1000 handbill advertisements and 15 bus boards to promote the event throughout the city. Hydro was the major sponsor for printing, as well as Lightvisions. A poster hanging professional was hired to make sure all areas of the city were covered. Downtown Biz and the UWSA Bike Lab also created posted specific to their countdown events.

The 2012 promo video was revamped for 2013 and shown on the jumbotron outside of 201 Portage. It was also shared online.

A film and photography crew was invited to capture the event day for future sponsorship packages and documentation. A highlight movie was created and posted online, and will be referenced in future years.

6g. MEDIA RECOMMENDATIONS

- Cost was a limiting factor in purchasing advertising. Partnerships with advertising agencies (such as newspapers or outdoor advertising) should be pursued in future years to get the word out.
- A Media & Marketing sub-committee should be formed. This is one of the most important and demanding tasks in the overall planning. A marketing strategy should be developed early on and tasks should be divided among committee members with the overall messaging being managed by one individual.
- Working with other events throughout the year (such as Cyclovia, Winter Bike to Work Day, Ice Bike, Dirty Donkey etc.) would help build support and esteem for the event and increase the Bike to Work Day (or Bike Week network).
- If there is funding, or volunteer interest to have someone manage the website and social media year round, then these pages could become the hub of cycling information throughout the year. For example, biketoworkdaywinnipeg.org could have an event calendar which anyone could register and promote their cycling event on.
- Work with Global TV to get their morning traffic reporter to host the newscast on their bike, traveling through the city.
- Use the bike powered concert system at the media launch in 2014.

7. DESIGN

Elizabeth Bracken, graphic designer, was hired to create all of the design for Bike to Work Day. She came on board early in 2013 and was provided with a list of designs needed including deadlines and sponsor logo requirements. Caroline Wintoniw and Andraea Sartison also did some last minute designs such as day of handle bar advertisements, pit stop and countdown posters. The printing was coordinated by the Event Coordinator and distributed by courier, or the Steering Committee.

7a. LOGO



7b. POSTERS



Posters were made for each Countdown Event and for Bike to Work Day

7c. T-SHIRTS

2013 marked the first year that Bike to Work Day did not put sponsors logos on shirts. This was chosen because the shirts were printed in advance of confirming sponsors. Because the shirts were for sale the Steering Committee wanted to provide a good product that didn't advertise for any business, but Bike to Work Day.



7d. BANNERS

Each pit stop received a banner to identify their station. It was suggested that these banners be larger in the future, or possibly a different configuration (like flags) which could be hung high above the pit stop to increase visibility. The current banners are 2' x 4', and usually displayed on the front of a table or tent.



7e. FREE PRESS AD

For their sponsorship, the Winnipeg Free Press donates a space for Bike to Work Day to advertise a few days before the event.



7f. BUS BOARDS

Bus Boards were displayed beginning around May 15th and until after the event. They were posted on the sides of 15 buses throughout the city.



7g. HANDBILLS

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



A second handbill design was created for June 21st. A set of volunteers attached the advertisements to bikes in order to promote last minute registration and the Bike to Work Day BBQ.



7h. DESIGN RECOMMENDATIONS

- It is a good idea to have one main designer on board early 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.
- In 2013 the graphic designer was provided an honorarium for services provided. Including this in the budget for future years is important as it guarantees quality of work, meeting deadlines and increases event awareness.
- Handle bar advertisements are a great advertising mechanism, if possible, it would be good to have a volunteer crew dedicated to this for 2 weeks leading up to Bike to Work Day across the city. Or partnering with bike shops who would be able to tag all of the bikes that come through their doors.
- For Bike Week 2014, a similar brand should be established for public recognition.

8. T-SHIRTS

The Bike to Work Day t-shirts are always an enormous hit. So much so, that in 2013, the Steering Committee decided to sell them as an early fundraiser and promotional opportunity.

The sale was announced to all previous registrants over email, with purchases being made online through paypal. 54 technical shirts were sold and 68 cotton shirts were sold. The shirts were then printed and available for pick up at the Web Wizards office in the exchange two weeks prior to event day.

Bike to Work Day printed 350 cotton shirts for volunteers, sponsors and committee members. These shirts were also distributed at Web Wizards.

Shirts that were not picked up by June 17th were available at the Film Festival, and then finally at the BBQ.

Although the t-shirt sales seemed rather simply, major issues occurred:

1. Through paypal 5% GST was charged, however, Bike to Work was not allowed to received this as they are not registered to do so. All orders that were charged GST had to be refunded this tax.
2. Technical shirts did not arrive on time for pick ups. This caused a lot of confusion when items were being handed out or picked up. Some people took a cotton shirt, instead of a technical one, which changed the numbers available.
3. The website did not differentiate between womens or mens technical shirts. So all purchasers had to be emailed to confirm which.
4. Some shirts were ripped and so a second order needed to be made. Or the wrong sizes were picked up and so Bike to Work Day had to fund a second order and lost money.
5. Many people who purchased shirts never picked them up.

Overall the task of distributing t-shirts was extremely demanding, and difficult to manage part time. Also, the t-shirt printing company was unreliable and product arrived very late. In comparison to other companies, the cost was high as well, and there was difficulty with managing invoices.

8a. T-SHIRT RECOMMENDATIONS

- Tammy Kasdorf, who managed t-shirts in 2013 has made contact with a company called Instant Imprints. For the same t-shirt brand, Instant Imprints can offer a lower price per shirt, as well as manage the distribution of shirts. If there is a problem with the order, shirts can be re-printed immediately on site. Also, the company may be interested in sponsorship opportunities with Bike to Work Day, which will be pursued in fall 2013.
- One of the issues that caused confusion with orders, was that there were so many options to manage: womens & mens cuts, technical and cotton shirts. One offering (technical shirts only, for example), would solve this problem and ease in distribution and communication.
- Paypal was a good means of receiving payments, but not all shirts that were purchased were picked up. A disclaimer should be included "if your shirt is not picked up by event day, it will be considered a donation to Bike to Work Day".
- 2012 & 2013 both had similar shirt designs, on orange shirts. This works for marketing, as the shirts are recognizable as Bike to Work Day shirts. Riders can wear them for multiple years, and still add to the visual impact of having cyclists in uniformity. This should continue in 2014.
- Pit Stops should be able to order the number and size of t-shirts needed for their location. 3 shirts were given to each pit stop, sizes at random. However, some locations had up to 12 people running the stop. If there is a t-shirt order deadline for pit stops Bike to Work Day could guarantee that each volunteer received a shirt. A maximum amount could still be decided per stop based on budget. These would be available for pick up at the pit stop meeting.

9. CYCLING COUNTS

Bike to Work Day Counts

Winnipeg's sixth annual Bike to Work Day (BTWD) took place on Friday, June 21, 2013. 3,500 cyclists registered for the event, down slightly from the 2012 record number (4,000). In order to help measure the impact of BTWD, the numbers of cyclist commuters were counted at 15 locations during morning rush hour (between 6:30 and 9:00 am). One count was also done during the afternoon rush hour (between 3:30 and 6:00 pm). These locations were chosen because they are key traffic choke points, most of them located on the periphery of the downtown area. The number and selection of locations was influenced by the availability of volunteer counters. In total 16 counts were done by 19 volunteers. At all but three of the locations counts have been done before either on previous Bike to Work Days. All but one of the locations have had previous counts done as part of the Bike to the Future spring cyclist counts, or both.

Counts were carried out by volunteers following a standard format and procedures developed by Bike to the Future and used over the past seven years in our annual spring counts. In some cases two volunteers shared the counting duties at a given location. All counts reported here are standardized for a two hour period. Usually the volunteers counted for exactly two hours, but sometimes they counted for 2 ½ hours. In these cases the highest 2 hour count was used.

The goal of the counts is to document whether BTWD has succeeded in increasing the number of commuters using bicycles compared to previous years. In order to document possible increases in cycling, two kinds of comparisons were made. First we looked at bicycle counts done on BTWD over the past six years, and made a comparison of the counts in 2013 and 2012. Second, we looked at previous counts done at the same locations during June and compared the BTWD count with the most recent June count at the same location. All comparisons were matched for location and time of day (with the exception of North Pioneer Greenway where no AM June count has been done so a PM June count was used instead). The table below provides a history of the counts done this year and in previous years at the same locations. The highest previous counts done in June by Bike to the Future are also shown. Counts are separated into morning and afternoon counts because the Bike to the Future spring bicycle counts have shown that afternoon counts are about 25% higher than morning counts on average.

The table shows that all but two of the BTWD counts were lower those from BTWD 2012. When added together, the total of the comparable 2013 counts was

about 14% lower than the total of comparable 2012 counts these locations. On the other hand, when compared to the most recent counts done in June (but not on BTWD) the BTWD counts were about 13% higher. Therefore, while BTWD counts have fallen somewhat since last year they are still higher than our typical counts in June.

The lower counts are probably a reflection of weather forecasts that were predicting rain for BTWD.

**Bike to Work Day Cyclist 2 Hour Counts and Comparisons
By Location and Year**

Location and Timing	2008	2009	2010	2011	2012	2013	Previous June Counts		
							count	year	Percent Difference
Assiniboine Ave @ Hargrave AM						476	391	2013	22%
Louise Bridge AM	144	126	123		152	112	110	2013	2%
Main St @ Higgins AM	206		146	141	132	127	115	2013	10%
Midtown Bridge AM			61	113		74	74	2011	0%
North Pioneer Greenway @ Munroe AM						134		<i>none</i>	
Norwood Bridge AM			279	385	367	340	321	2013	6%
Omand Park Train Bridge AM	242	199		212	325	198	125	2009	12%
Osborne AT Crosswalk AM						354		<i>none</i>	
Osborne Bridge AM	275	257	250	270	271	317	251	2013	26%
Pembina-Jubilee Underpass AM	210	204	128	191	153	126	121	2009	1%
Provencher Bridge/ Esplanade Riel AM	249	215	193	245	318	276	249	2012	11%
River Trail @ Main AM					181	159	142	2013	12%
Sherbrook-Maryland Bridges AM	297	356		407	432	336	388	2013	-13%
Slaw Rebchuk Bridge AM	61					57	59	2013	-3%
University Crescent @ Thatcher/Markham AM			95	240	195	135	167	2010	-7%
Main St @ Higgins PM			192		219	226	164	2013	38%
Totals						3,447	2,740		
Comparison of 2012 & 2013 counts *					2,745	2,352			-14%
Comparison of BTWD and previous June counts **						3,093	2,740		13%

* Totals only include locations where counts were done in both 2012 and 2013. Percentage based on 2013/2102.

** Totals only include locations where there are previous June counts. Percentage based on BTWD 2013 / previous June count.

New Locations and Shifting Patterns

In this year's BTWD counts there were a couple of new locations – the new Active Transportation Crosswalk at the north end of Osborne Bridge and the North Pioneer Greenway at Munroe Ave. Both of these represent parts of the city's expanding active transportation infrastructure and both suggest growth, even though we don't have comparable data from past BTWD counts. The count of 354 cyclists at the Osborne AT crosswalk is much higher than at most other locations and is similar to the booming counts along Assiniboine Ave to which it connects. In other words it is further evidence of a much used cycling corridor through the downtown, and it seems likely that the provision of the AT crosswalk has provided further impetus to the increase in numbers on Assiniboine Ave.

The North Pioneer Greenway count also shows an increase when compared to a few counts done there in 2009 and 2010. In those years none of the morning counts exceeded 63, but the 2013 BTWD count was 134.

Another location of interest is the River Trail (Churchill Parkway) near Main Street where it passes under the Norwood Bridge and connects with the Forks. The counts at this location have increased greatly in recent years, especially since the connection to the Forks was completed a couple of years ago. However high water this year has meant that the path has been flooded where it goes under the Norwood Bridge this year, and it seems likely that this has reduced the number of cyclists counted at that location.

One other location that may have been affected by recent developments is University Crescent. Counts at this location were increasing up through 2012, but are somewhat lower this year. At the same time, with the sale of Southwood Golf Course to the University, the informal trail through the golf course has become an official trail and appears to be getting more use. In June a volunteer counted bicycle traffic simultaneously on University Crescent and on the parallel golf course trail with the aid of a video camera. In June 2012 the count on University Crescent reached 261 in June, but in June 2013 it was down to 163. However there were another 91 cyclists on the golf course trail, so that the total bicycle traffic might have been similar in both years.

These examples provide an indication of how changing infrastructure, along with weather conditions, have an impact on cycling and make it difficult to compare counts from year to year.

Conclusions

Bicycle commuting traffic in Winnipeg was lower on BTWD 2013 than in 2012, most likely because of the expectation of rainy weather. Still the BTWD counts were usually higher than recent June counts at the same locations, and it appears that BTWD helped encourage more people to use a bicycle on that day.

Thanks to the following volunteers who helped with this year's BTWD bicycle counts:

Sarah Bartel, Tim Brandt, Karla Braun, Geoff Brewster, Kevin Champagne, Laura Donatelli, Corinne Klassen, Waiyee Lai, Duncan McNairnay, Chantel Mierau , Ken Preston, Bill Reid, Tom Schmidt, Trevor Sie, Amy Tibbs, Mani Tougas, Heather Wittick, John Wilmot, Terry Woods.

Report prepared by Jeremy Hull for the Bike to Work Day Winnipeg Steering Committee. If there are questions or comments, or if anyone wants additional information about these counts please contact me at: hull.jeremy@gmail.com.

10. FEEDBACK & RECOMMENDATIONS

Feedback gathered from Bike to Work Day cyclists during the day was consistently positive. Specifically, compliments from pit stops and public were made about clear communication, promotion and instructions coming from the Event Coordinator and Pit Stop/Volunteer Coordinator. This was largely due to the addition of an newsletter and establishment of the Pit Stop/Volunteer Coordinator position.

For the most part, registrants responded well to the changes in BBQ location and programming. Oodena was a private and aesthetically charming venue for the BBQ. There was at least one complaint about the vegan menu, however, the majority of cyclists were excited about the addition of Boon Burger. Half Pints beer also was a hit, although pricing could be reconsidered for 2014. That being said \$5 tickets sold out very quickly.

"It's so nice to see Winnipeg get active. I try to bike to work from April to Oct, so having fellow riders for company is nice."- Jerry Sutherland, Registrant

"I saw some of the dynamism from my bike-counting post in the morning ride...also the pedal-powered music...a friend told me she got "ticketed" at the bbq with a "thanks for riding your bike". What a great idea!"- Mani Tugas, Volunteer

"Thank you for the opportunity to volunteer my skills as a Bike Mechanic at the West Kildonan Library Pit Stop. The team there was wonderful, and working with them was a lot of fun...This was a very positive experience"- Bob Cooper, Volunteer

"Loved that the bbq was in circle this year. I thought it worked extremely well. Also loved the BOON burgers. Very positive change :) Terry and I took part in the Moveable Feast on the Wednesday prior and had a fantastic time. It was so well organized for a first time trying it. What a great idea!!"- Myrna Yorke, former BtWD Steering Committee member

"Several people at my workplace (who drove to work) mentioned that they saw the stops all over so they do bring awareness. Hopefully that might help them to participate next year!"- Jaymi Derrett

“Wanted to share this story with you. We had two employees participate in Bike to work day by biking to Ste. Agathe to St Pierre . It took them two and a half hours!” - Rachelle Bruneau, Caisse Financial Group

BIKE WEEK 2014

Plans for next year's event are already underway. In an effort to celebrate cycling and encourage participation and event growth Bike to Work Day will be rebranded as **Bike Week: 7 days of cycling for everyone**. Building on the success of countdown events, program suggestions include group rides, mechanical workshops, traveling feasts and cultural events. Bike to Work Day programming (including pit stops and BBQ) will still take place as part of the celebrations. Planning and partnerships will begin in fall 2014.

Suggestions from the Steering Committee for event improvement and expansion include:

- Simplify registration
- Automatic re-registration for everyone from past years
- Continue to improve registration proof at events
- Keep the pit stop scavenger hunt, offer better prizes
- Investigate Constant Contact's "Event spotlight" as a planning mechanism
- Develop an app (including event listings, updates and maps)
- Bike Week should be the hub of event promotion for the week, but not necessarily sole host of all events.
- Return to Oodena for the BBQ-great community feel
- Plan promotion early, put together a team and invest in getting the word out. Promotion is key
- Can Bike Week include MEC's Bikefest?
- Website up sooner (immediately in fall?)
- Bike Week---need the domain...can we redirect from biketoworkdaywinnipeg.org?
- Clean up pit stop page on website...make it more visual and easier to read
- Plan your route option should be available on the pit stop map
- Bike buddy program... cycling with someone more experienced. How can this be arranged?
- What is the purpose of registering? Define this more clearly
- Catch Phrase: Try it. Love it. (or Start the Cycle. The revolution of the wheel)
- How to check in at pit stops...can we do this electronically? What are the benefits?

11. SUPPORTING DOCUMENTS

11a. CRITICAL PATH

Task	Who	Deliverable	Complete	Notes
Pit Stops				
Create Donation letter	Caroline	April 19th	yes	For pit stops & Caroline to bring to food vendors
Contact Previous Pit Stops	Caroline	April 15th	yes	Email contact
Contact Previous Food Sponsors	Caroline	April 19th	yes	Tim Hortons, Stellas, Tall Grass Prairie
Announce call for pit stops on social media	Andraea	April 16th	yes	newsletter and social media
Confirm sponsors pit stops	Andraea	April 22nd	May 21st	Andraea to coordinate all sponsor pit stops
Secure location for pit stop meeting	Andraea	May 15th	yes	MTYP
Create and send out jpg of pit stop poster	Caroline	May 31st	yes	
Confirm pit stops needs/offers for promotion	Caroline	May 31st	ongoing	Update as submitted on website & social media
Seek beverage sponsor	Caroline	May 31st	N/A	Coke? Tropicana? Pepsi?
Follow up with Tall Grass	Andraea	May 31st	June 15th	Donation letter sent, Andraea followed up early June
Coordinate downtown pit stop scavenger hunt	Andraea	June 1st	June 15th	Using stamps
Count pit stop banners, reprint as needed	Andraea	June 1st	June 15th	
Cut off to be included in Map	Andraea	June 1st		Addresses must be submitted to Anders
Pit Stop map on Website	Andraea	June 10th	yes	
Distribute goods to pit stop/Pit Stop meeting	Caroline	June 12th	yes	
Remaining pit stop packages picked up	Pit Stop Cptn	June 20th	yes	From Green Action Centre
Collect and enter pit stop counts/survey info	Caroline	June 21st	until July 30	Emailed or dropped off at all day pit stops
Pictures of sponsors pit stops	Caroline	June 21st	yes	
Bike rack giveaway	Andraea	?	N/A	
Confirm Assiniboine Park Space	Andraea	June 1st	yes	Email contact
Confirm Legislature	Andraea	May 10th	June 1st	Fill out application form. Contact: Karen Glennie
Pick up and store pit stop supplies/banners	Joe	June 30th	yes	

Task	Who	Deliverable	Complete	Notes
Thank you pit stop email	Andraea	June 30th	yes	
Volunteers				
Contact Previous Volunteers	Caroline	March 15th	April 3rd	
Confirm if Jeremy Hull will do counts	Andraea	April 1st	April 3rd	confirmed
Volunteer Party?/ Benefits	Caroline	April 15th	confirmed	Food and Drink at BBQ
Announce call for volunteers	Andraea	April 15th	yes	newsletter and social media
Confirm volunteers	Caroline	June 14th	June 20th	including countdown events and event day
Confirm mechanical volunteers	Caroline	June 14th	June 20th	call through UWSA, Natural Cycle & The W.R.E.N.C.H.
Volunteer t-shirts available to pick up	Caroline	June 13th/14th	yes	At Web Wizards
Volunteer t-shirts given out at Pit Stop meeting	Caroline	June 13th/14th	yes	
Volunteer t-shirts available to pick up at Green Action Centre	Dave	June 1-20th	yes	
Bike Count Volunteers	Jeremy Hull	June 14th	yes	coordinated through Jeremy Hull
Host Volunteers	Caroline	June 21st	yes	free food and drinks at the BBQ
Thank you volunteer email	Andraea	June 30th	yes	
Registration				
Registration open	MacKenzie	March 1st	Feb 20th	
Official Registration Launch	Andraea	April 15th?	yes	announce on web
Report of Registration to ACU	Andraea	June 28th	yes	
Thank you to registrants & recap of day	Andraea	June 24th	June 26th	
Marketing				
Twitter open	Richard	Feb 20th	Feb 20th	
Facebook event created	Andraea	March 1st	April 3rd	
Submit media release to University Papers	Richard	April 5th	yes	
April newsletter	Andraea	April 15th	yes	
May newsletter	Andraea	May 21st	yes	
Book space for media launch	Andraea	May 21st	May 28th	City Hall. Contact: Tammy Malesko
Book speakers for Media launch	Andraea	June 5th	yes	ACU, Downtown Biz, Bike to Work & The WRENCH
Design to City TV for commercial	Andraea	May 1st	yes	
Research PSAs	Andraea	May 10th	yes	

Task	Who	Deliverable	Complete	Notes
PSAs	Richard	June 1st	May 23rd	
Media Release to City	Andraea	June 1st	June 10th	
Confirm Global	Andraea	June 1st	yes	Will be on location Esplanade Riel. Interviews TBC
Confirm City TV	Andraea	June 1st	yes	Will be on location City TV
Confirm CTV	Andraea	June 1st	yes	Will be on location Legislature
UMFM commercial	Andraea	June 1st	May 28th	
CKUW commercial	Andraea	June 1st	May 28th	
Promo video to 201 portage	Caroline	June 1st	yes	on until June 21st
Food for media launch	Andraea	June 10th	yes	from G.R.A.C.E. cafe
City TV Breakfast Television promo interview	Dave/Kayla	June 14th	yes	
Enewsletter	Andraea	May 31st	yes	Focus on student night
Enewsletter	Andraea	June 7th	yes	Focus on family night
Enewsletter	Andraea	June 14th	yes	focus on film night, with pic from media release
One day before newsletter	Andraea	June 20th	yes	reveal of exciting details and images of countdown
Twitter/Facebook competition	Richard	June 17-21st	yes	
Coordinate TV Interviews	Andraea	June 10th	yes	
Design				
Posters designed	Liz	April 25th	yes	printed by Hydro in May, hung by Antero
Bus signs designed	Liz	April 25th	yes	on display mid may-July
Posters printed	Andraea	June 1st	yes	by Hydro
Handel bars designed	Liz	May 1st	yes	printed by various Steering Committee members.
Bus signs printed	Andraea	May 1st	yes	at Lightvisions
Handle bars printed	Andraea	May 15th	yes	given to Bike Valet and Steering Committee members to distribute
Thank-you sponsor posters designed	Liz	June 1st	June 10th	printed by Hydro
Large Pit Stop Banners designed	Liz	June 1st	yes	
Large BBQ banner designed	Liz	June 1st	N/A	
Thank you sponsor posters printed	Andraea	June 10th	yes	
1/4 black and white + red	Liz	June 10th	yes	Winnipeg Free Press ad
Wpg free press ad submitted	Liz	June 10th	yes	
Large Pit Stop Banners printed	Andraea	June 10th	June 17th	printed June 17th by Lightvisions
Large BBQ banner printed	Andraea	June 10th	N/A	
Day of handle bar designs	Caroline	June 17th	yes	printed at The Forks for day of distribution

Task	Who	Deliverable	Complete	Notes
Digital Media				
Promo Video Complete	Caroline	May 21st	yes	
Promo Video Online	Andraea	June 1st	yes	
Tweet team hired/in place	Andraea	June 1st	N/A	
Day of Video film	Caroline	June 21st		
Day of Video edit online	Andraea	June 30th	July 30th	posted on facebook
Sponsor videos edited	Caroline	June 30th	August 5th	
Pictures online	Andraea	June 24th	June 24th	not yet on website, but on facebook
T-shirts				
Design Complete	Liz	April 1st	March 28th	First Draft Completed, final draft in the works
Paypal account created and ready	Andraea	April 4th	yes	
Technical T-shirt Fundraising drive	Tammy	April 5th	yes	Waiting for final graphic to launch on website
First 250 (for volunteers) printed	Andraea	April 15th	yes	
T-shirt sale announcement enewsletter	Andraea	April 15th	yes	
Final order date	Tammy	May 24th	yes	
Sale and distribution to participants	Tammy	June 13th or 14th	yes	At Webwizards, Tammy to coordinate
Distribution to sponsors	Andraea	June 17th	yes	
Distribution to pit stops	Caroline	June 13th	yes	At pit stop meeting
Distribution to volunteers	Caroline	June 13th	yes	At pit stop meeting
Get rid of left over shirts	Dave			at Cycloviva?
Final Report				
Pit Stop statistics due	Caroline	July 10th	July 20th	
Bike count statistics due	Jeremy Hull	July 10th	June 30th	
Final budget due	Dave	July 10th		
Final volunteer report due	Caroline	July 10th		
Final Report due	Andraea	July 15th	August 5th	
Sponsorship				
Draft sponsorship package created	Andraea	Dec 1st	Dec 1st	
Past \$\$\$ sponsors confirmed	Andraea	March 15th	YES	The North West Company, ACU and City of Winnipeg, MPI are confirmed
Proposal of Sponsorship to new sponsors	Andraea	March 15th	yes	Caisse,, Hydro, Mb Egg Farmers, Tire Stewardship

Task	Who	Deliverable	Complete	Notes
Sponsorship deliverables chart created	Andraea	April 10th	yes	
Past inkind sponsors confirmed	Andraea	April 15th	yes	
Sponsorship recognition on print media	Andraea	April 15th	yes	
Sponsorship logos online	Andraea	May 15th	May 20th	
Drop off sponsor pit stop material, t-shirts etc	Andraea	June 14th	June 17th	
Sponsorship t-shirts distributed	Andraea	June 14th	June 17th	
Host Sponsors at volunteer party and/or BBQ	Andraea	June 17-21st	yes	
Sponsorship recognition on enewsletter	Andraea	----June 21st	yes	Mb Egg Farmers, MPI, Caisse, ACU
Sponsorship thank you letter	Andraea	June 28th	August 5th	
Sponsorship video distribution	Andraea	July 15th	August 5th	

11b. MEDIA RELEASE

Bike to Work Day - Friday, June 21, 2013

Winnipeg, MB – Committed to improving active transportation and promoting cycling in our city of opportunity, Bike to Work Day with partners City of Winnipeg, Bike Winnipeg (formerly Bike to the Future), Climate Change Connection, Manitoba Cycling Association, The W.R.E.N.C.H., the Green Action Centre, and the University of Winnipeg Bike Lab would like to announce the 6th annual “Bike to Work Day Winnipeg” to be held on Friday, June 21, 2013.

Bike to Work Day celebrates the bicycle for everyday transportation. The event highlights the environmental, financial, and health benefits of cycling and advocates for continuous improvements to cycling safety and infrastructure in the city of Winnipeg.

“Over the past six years, The City of Winnipeg has invested about \$80 million in Active Transportation projects, including multi-use pathways and bike lanes,” said Mayor Sam Katz. “We are proud supporters of Bike to Work Day, a program that is helping to encourage more Winnipeggers to choose a daily bicycle commute.” Thanks to the financial support of the City of Winnipeg, Manitoba Public Insurance, Caisse Financial, Manitoba Hydro, The North West Company, Tire Stewardship Manitoba, Manitoba Egg Farmers and Peg City Car Co-op combined with a significant volunteer effort, this event has seen tremendous growth since its inception. With 4000 registered riders and 38 pit stops in 2012, both new highs for this event, Bike to Work Day Winnipeg continues to garner interest and support from citizens all across the city.

With that increased interest, this year there will be over 40 pit stops and an anticipated increase in riders registered. Organizations helping to host the many pit stops include community organizations, universities, numerous non-profit groups, businesses and several bike shops. As the event grows, so does cycling awareness and culture in Winnipeg.

Additional support this year is coming from Assiniboine Credit Union, who will be donating \$0.25 per registered cyclist to the Winnipeg Repair Education and Cycling Hub (The W.R.E.N.C.H.) to support their vital work with youth to encourage and advocate for cycling.

All registered cyclists are invited to the Oodena Celebration Circle at The Forks to wind down the day with local music and refreshments. Bike Valet Winnipeg and Natural Cycle will be on site to park and tune-up bikes while cyclists celebrate the day and the dynamic cycling culture in Winnipeg. The BBQ at the Forks begins at 3:30 p.m. There will also be prize draws for registered participants attending the BBQ.

Leading up to June 21, Bike to Work will host a variety of countdown events between Monday, June 17 and Thursday, June 20. These events include a Family Day, Student Day, Bike Film Festival and an Employers Day. More information on these events can be found at www.biketoworkdaywinnipeg.org.

11c. SAMPLE SPONSORSHIP PACKAGE

Proposal of Sponsorship to Manitoba Hydro for Bike to Work Day Winnipeg version 3

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Presented to: Jackie Britton
Presented by: Andraea Sartison
Date: April 22, 2013

INTRODUCTION

Dear Jackie,

After speaking with Gary Shingleton last week, I understand that Manitoba Hydro is not able to sponsor Bike to Work Day at the original amount of \$5000 cash. Originally we had planned to put this money towards building a bike powered concert system, which Hydro would be able to use as promotion for its Power Smart brand at Bike to Work Day and other Manitoba Hydro sponsored events such as the Red River X.

At this point, we are not able to go ahead with the bike powered concert system, but are looking for other sponsors to come on board in order to move ahead with this exciting initiative. We hope that we can still debut it this year at Bike to Work Day, but if not, we look forward to unveiling it in 2014.

If we are able to secure funding and move ahead with the bike powered concert system, we would be happy to set it up at the Hydro's pit stop on June 21st (Bike to Work Day). We would also be happy to put you in touch with our system designer, so that you may coordinate use of the system at other dates.

That all being said, we are still very excited to invite Hydro on board as a first time sponsor in 2013! In speaking with Gary Shingleton he said that Hydro would be able to commit \$2500 in cash, an additional \$1000 towards t-shirt costs and cover our printing needs "in house", which we estimate will be an additional \$500. This would total a \$4000 sponsorship.

I have re-evaluated our proposal with this in mind.

I look forward to working with you this year and am excited to present this proposal of sponsorship to Manitoba Hydro for Bike to Work Day Winnipeg 2013.

Sincerely,

Andraea Sartison

PROPOSED BENEFITS & ASSETS

Manitoba Hydro will receive a variety of benefits to align with your objectives of promoting environmental sustainability, and championing renewable resources.

1 Sponsorship

- 1.1 Title Sponsorship of The Manitoba Hydro Pit Stop
 - Pit stop will be set up in front of the Hydro building on Edmonton St
 - Pit stop will run on Friday, June 21st from 6:30-9:00 am
 - Pit stop will be run by Bike to Work Day and/or Hydro volunteers. Please confirm how many volunteers you can provide
 - The pit stop is an ideal location to hand out Hydro promotional material, and have one on one contact with the public
 - If the bike powered concert system is able to move forward, providing we find additional funding, the bike powered concert system could be at the Hydro pit stop

2 Contracts

- 2.1 One year agreement, 1st right of refusal for 2014

3 On-Site

- 3.1 Opportunity to host, run contesting, provide giveaways and distribute promotional materials at The Manitoba Hydro Pit Stop

4 Event and Corporate Signage

- 4.1 Power Smart brand inclusion in Bike to Work Day generated event signage to be displayed at all Bike to Work pit stops
- 4.2 Opportunity to provide additional corporate signage at the Manitoba Hydro pit stop on Bike to Work Day at Hydro's expense

5 Hospitality and Networking

- 5.1 Opportunity to engage your members at the Manitoba Hydro pit stop handing out snacks, refreshments and Hydro swag to riders
- 5.2 Inclusion in the Bike to Work Day volunteer party and benefits
 - 2 free t-shirts
 - 2 free BBQ dinners
 - 2 free drink tickets at BBQ
- 5.3 If we can find enough additional funding to continue with the bike powered concert system, we could consider having it at the Manitoba Hydro pit stop for the morning of Bike to Work Day (6:30-9:00am).

6 Information and Technology

- 6.1 Bike to Work/School will provide event information and post-event statistics for Hydro's own promotional use (newsletters, reports, website etc)

- 6.2 Acknowledgement of your sponsorship on www.biketoworkdaywinnipeg.org and on the social media campaign
- 6.3 Power Smart logo and link to your corporate website from the Bike to Work Day website sponsorship page

OFFER OF SPONSORSHIP

With this proposal Manitoba Hydro is offered sponsorship of Bike to Work Day Winnipeg, with exclusive title sponsorship of the Manitoba Hydro Pit Stop for a total sponsorship fee of \$4000. This includes \$2500 cash, and \$1500 in kind. The in kind sponsorship will be broken into \$1000 towards Bike to Work Day t-shirts, and \$500 towards printing costs, which Hydro will do in house for Bike to Work Day. This is for 250 11 x 17 posters.

Upon mutual agreement and signing below, the sponsorship period will commence effective May 1, 2013. Bike to Work Day will invoice Manitoba Hydro for the total cash fee thereafter with payment requested by May 1, 2013.

Hydro will be re-approached after the event to decide whether to renew sponsorship for 2014.

Signed on behalf of Manitoba Hydro by _____(printed name)

_____ (signature)

On this day, _____, 2013

and on behalf of Bike to Work Day Winnipeg by:

_____ (signature)

Curt Hull, Co-Project Manager

_____ (signature)

Dave Elmore, Co-Project Manager

On this day, _____, 2013

11d. VOLUNTEERS

		Notes/Contacted
1	Geoff Brewster	Bike Counts - Pembina - Jubilee underpass
2	lynne fairhall	Manitoba Hydro Pit stop assistant
3	katarzyna dyszy	Bike Valet 4-7
4	Olga Radzikh	BBQ
5	Robin Gardiner	Bike Mechanic at Heart and Stroke
6	Kevin Champagne	Bike Counts at UofM and BBQ set-up and take-down
7	Ken Preston	Bike counts at River Trail
8	Tammy Govatsos	Contacted re: helping with lines at BBQ
9	Amy Gilbert	pit stop MPI
10	Denise Hoffman	contacted re: BBQ (lines/registering, valet, handing out food) OR bike counts
11	Nathan Wild	Running a Pit Stop
12	Yvette Lecuyer	Pit Stop Assitant at Caisse Financial
13	Jos	On Steering Committee will be helping out through out the day
14	Lawrence Anderson	MPI pit stop
15	Gord Friesen	Running a Pit Stop
16	Heather Wittick	Counting bikes for Metrics North Pioneer Greenway @ Munroe
17	Bryan Douglas	Northwest company pit stop
18	Danielle Dupas	Tire Stewardship pit stop
19	Tabitha Gamble	Manitoba Egg Farmers Pit Stop (6:30-7:30)
20	Erik Dickson	Pit Stop NorthWest Company
21	Paloma Andres	NorthWest Company Pit stop
22	Amy Tibbs	bike counts - Omand Park Train Bridge
23	Dorothy Orebanjo	registration table at BBQ
24	Debbie Curtis	pitstop City TV
25	brian brown	contacted re: BBQ or Counting Bikes
26	Jerry Prichard	Pit Stop Mantioba Egg Farmers
27	Sterling Udem	Re: Balloons for Family Day
28	robert Buss	Citizens of Archwood Pit stop Assitant
29	Laura Donatelli	bike counts Main @ Higgins
30	Kori Cuthbert	Bike Mechanic at Linden Woods Community Centre
31	Shoni Litinsky	pit stop deliveries
32	Anita Miller	Pit Stop Assistant at MB Hydro
33	Kevin Miller	mechanic MB Hydro
34	Anna Weier	bike mechanic at Health Sciences Graduate Student Association
35	janet zonneveld	Manitoba Hydro Pit Stop Assistant there till 8:30 am IF wolsley needs she will go there!
36	Terry Woods	bike counts
37	mani tougas	Metrics at Provencher Bridge
38	Maureen Peniuk	Helping serve food at BBQ - Can be there at 3pm to help set up!

		Notes/Contacted
39	Devin Urbanovitch	Helping out with the Bike Valet
40	Corinne Klassen	Serving Food
41	Karla Gantenbein	bike mechanic for Roller Derby
42	Shawna Johnston	bike Valet 2-4
43	Duncan McNairnay	contacted: no bellydancing, anything else?
44	viv	BBQ - already registered table
45	Myrna Yorke	Bike Counts and Helping Jeremy with spread sheet stuff.
46	Mike Talgoy	Handing out Food at BBQ 5:30-6:30
47	Lily Tseng	Deliveries and Caisse Finanacial Pit Stop
48	Harold Shuster	Selling Beer Tickets
49	Jay Barlett	BBQ - already registered table
50	ali barandozi	handing out food at BBQ 3:30-5:00
51	val finney-willim	Mechanic at Stellas Bakery
52	Jim Kirby	Contacted Re: Selling Beer tickets or handing out food!
53	Tom Schmidt	MPI Pit Stop Assistant
54	Patrick Griffith	Bike Counts
55	Dean Riegel	Bike counts
56	Waiyee Lai	Caisse Financial Pit Stop
57	Brn Sabic	Helping out with Family ride
58	Scott Fraser	bike counts
59	Chantel Mierau	contacted: Bike Mechanic email got sent back. then tried calling. no answer and no voice mail.
60	sarah klassen bartel	Contacted re: Photography and twitter.
61	Jason Hintz	Bike counts Norwood Bridge
62	Jody Martens and Heather ??	Bike counts- Norwood Bridge
63	Kristina Blackwood	
64	Tristan Fast	Pit stop Stewardship MB - the Forks Canopy 11:30-3:00 AND Evening volunteer table at BBQ
65	Paolo Porquez	Evening Volunteer at BBQ 3:30-end
66	Kahren Sabater	Photography?
67	Sarah Evans	video?
68	Sigrun Bailey	video?
69	Brendan Cade	Photography
70	Kevin Celestino	contacted re: should I find out if John Anderson needs more volunteers? Or is there something else she would be interested in?
71	Bob Cooper	Bike Mechanic for City TV
72	KRYSTEE	contacted re: BBQ
73	Aldreich Aguilar	Bike Mechanic at West Kildonan Library
74	Rorie Boyce	BBQ - Handing out food from 5:00-6:30
75	Bob Fortner	Selling Beer tickets
76	Sarah Cooper	emailed re: BBQ
77	Louise Balaban	Bike Mechanic at Misrecordia
78	Jeffery Eidse	Mechanic at Green Action Centre

		Notes/Contacted
79	Jeremy Hull	She sent an email saying she was volunteering with northeast pioneer greenway pit stop
80	Tim Brandt	Mechanic at SEED
81	Juyun kim	Organizing all bike counts for metrics.
82	Yueyang Guo	bike counts at Osbourne Bridge
83	Randi Christensen	
84	Jason Chubey	Contacted re: biking around or BBQ
85	Gordon Fogg	Bike Mechanic at Welington Park
86	Jaret Olford	Bike Mechanic at NorthWest Comppany
87	Maybe	Mechanic at Health Science Centre
88	Trevor Sie	Bike Mechanic at wellington Park
89	Julian Carpenter	Bike Mechanic at Caisse
90	Bill Reid	Bike Counts
91	Karla Braun	Bike Mechanic
92	Rachael Alpern	Bike Counts
93	Jill Hyatt	Bike Counts
94	Gareth Simons	Mechanic