

Celebration Station Enhancement – Meeting #1

Kryn, Theresa and Lise

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1. Off-peak hours station

Host celebration stations during hours where those working outside of the general 9 – 5 work hours can get to without waking up super early or trying to leave work early

Suggestion for 2015:

- Move one morning and one afternoon station mid-week which meets off-peak hours

Wednesday

Morning station 8:00am – 10:00am

Afternoon station 5:00pm – 7:00pm

2. Increased interactivity and participant engagement at Celebration stations

Add interactive/teaching tent during afternoon celebration stations. Not all afternoon stations will get an interactive/teaching tent. We need to decide which celebration stations will.

- Key ideas for interactivities that BTW (board, volunteers, instructors) coordinates are:
 - o Helmet fit
 - o Basic bike fits
 - o How to fix/patch an inner tube
 - o How to change a tire
 - o Decorate your helmet
 - o Spoke cards with BTW branding and reflectivity (with wheel displaying examples)
- These stations may be of interest to sponsors who want more direct interaction with participants. For example, massage therapists may be interested in sponsorship and an arrangement similar to bike stores (of cash or in-kind or both) will be made by Theresa.

3. Roving Rewards: spontaneous small prizes handed out by volunteers to cyclists at highly visible intersections (outside of celebration stations)

Groups of volunteers placed at high visibility, busy cycling intersections (or places with bike boxes) to hand out small prizes to those on bicycles.

- Good media opportunity

- Can be done before the event as promo leading up to BTWW and done during the week as an 'addition' to Celebration Stations
4. Riding with Families
- Ask Cindy Marven of WE Bike or possibly bike stores to arrange for displaying family cycling alternatives such as extra-cycles, cargo bikes and trail-a-bikes at chosen Celebration Stations
 - Shows cyclists that families do not need to hinder cycle commuting – they can be a part of it
 - Also suggested that BTW find or create a video demonstrating how this is possible – drop the kids off at school by bike and then cycle to work.
5. Passport adjustment
- Change requirement from 6 stamps to 5 stamps (= 1/day) to be entered for prizes
 - No longer a prize for collecting all of the stamps
 - i. Reason: This does not work to encourage biking to work. This encourages and ultimately rewards sport cycling and is really only available to the hard-core peloton riders
6. Create 'slow' zone on trails during Celebration Stations
- In locations where it is possible, consider cordoning off ½ of the bike trail with pylons as a designated 'slow zone'
 - Other ½ of trail would serve as two way traffic thorough fare
 - i. Aim is to mitigate the problem of having celebration station attendees blocking the trail and creating a hazardous situation