



## **Bike Day in Canada**

### **Technical Guide**

Canada Bikes

Date: Monday, May 26, 2014

Locations: Ottawa, and across Canada

[www.canadabikes.org/activities/bike-day-in-canada](http://www.canadabikes.org/activities/bike-day-in-canada)

Bike Day in Canada & Bike Day on the Hill

are associated with

National Health and Fitness Day



## Overview

### Introduction:

Bike Day in Canada (BDC) is an initiative of John Weston, MP for West Vancouver-Sunshine Coast – Sea to Sky Country, and Canada Bikes designed to engage the cycling and non-cycling communities in fitness, fun and the many other benefits of cycling. Cycling is a healthy form of physical activity and mode of transportation that is good for the economy, society and the environment.

Bike Day in Canada grew out of an event, Bike Day on the Hill, initiated by MP John Weston who has promoted other initiatives, including National Health and Fitness Day and the Parliamentary Fitness Initiative. National Health and Fitness Day is a cross-party initiative to proclaim the first Saturday in June across Canada as a day to get out and get active together. The Parliamentary Fitness Initiative is about getting MPs and Senators running and swimming weekly in Ottawa, to promote physical activity to all Canadians. Bike Day in Canada is a cross-party initiative with support from members of all political parties and, Canada Bikes, the national voice for commuter, touring and recreational cycling. We welcome beginners and experienced athletes alike.

This Technical Guide provides a model for organizers to utilize in planning, organizing and operating a local BDC event in their community. Organizing committees can adapt the suggestions in this guide in their local action plan.

### Overall Goals:

1. Promote and grow Bike Day in Canada as a national day for cycling that draws attention to the needs and benefits of cycling
2. Engage and collaborate with cycling leaders and political representatives across Canada to take part in Bike Day in Canada

### Objectives:

1. Engage as many participants as possible, including leaders from all levels of government and newcomers
2. Encourage capital and major cities of each province and territory to join the initiative and officially represent their area.
3. Encourage involvement of local bicycle stores, teams and clubs.

### Engage with:

1. Cycling associations and clubs to lead local and regional **Bike Day in Canada** rides.
2. **Local and national** political representatives to participate in rides. (As the House of Commons is sitting in Ottawa on May 26, it may be possible to encourage virtual connections between participating local and national political representatives)
3. Local bike rental/bike shop operators who can provide equipment (bikes and helmets) for community participants.
4. Corporate stakeholders with an interest in the fitness and the bicycle movement to sponsor rides.

## Organizing Committee:

- John Weston's office
- Canada Bikes and represented cycling associations across Canada
- Provincial and municipal stakeholders.
- Bicycle community stakeholders (clubs, coaches, ride leaders)
- Sponsor representatives.

## Pre-event Day Planning Suggestions

### Date:

In alignment with Bike Day on the Hill in Ottawa (May 26, 2014, Last Monday in May)

### Permits:

- Request approval to hold event on grounds
- Check with Police for legal requirements

### Venue and Route:

- Provincial Legislature and/or Municipal City Hall
- Front grounds of legislature / City Hall for activities
- Local bike routes for a variety of ride levels
- Plan and audit the route to ensure compliance

### Potential Activities:

Pre-event activities to draw attention to the event (30 minutes prior to agenda commencement):

- Obstacle Course/Bike Rodeo with cones
- Cyclocross course on grass

### Sponsorship:

Local and Provincial rides may seek external sponsorship as a Bike Day in Canada ride. Sponsors should receive prominent placement on all ride materials and publicity and should be acknowledged at every opportunity. Because local needs and funding opportunities can be very different funding amounts and support may vary, but should be categorized in descending order as Platinum, Gold and Silver. For example, over \$100 is Chromoly, over \$500 is Aluminum, over \$1000 is Titanium and \$10000 Carbon Fibre.

### Agenda (20 minutes):

- Opening Words
- Policy Points
- Thank-you
- Photo Opportunity
- Ride

### **Suggested Group Rides (30 minutes):**

- Short – 1-2 km bike route
- Medium – 4-5 km bike route
- Longer – 7-10km bike route

(Schedule start order so riders with longer routes go first)

### **Participants:**

Stakeholders, legislators, business and the general public

### **Notification and Promotion:**

General Media, Social Media, Bike Store Posters, Bike Club Calendars and Newsletters

### **Media:**

Media Release to precede the event highlighting the photo op – *sent April 15*

Media Advisory template to be sent to participating communities as Attachment A

Media Advisory to be sent to media – *sent May 20*

Media Advisory update to be sent to Ottawa media by 9:00 am ET on May 26

A post-ride media release to be sent immediately after the day of event on May 27

### **Video, Photography and Media Record:**

Organizers are encouraged to document their BDC ride with video and photographs and to make such content available under a Creative Commons license (<http://creativecommons.org/>) to give Canada Bikes and other parties the right to share, use and build upon the work created. Shots of public participation, riders, political leaders and celebrities are encouraged for post ride circulation and promotion.

### **Public Safety:**

- Minors must be accompanied by a parent/guardian.
- By law, all minors are required to wear a helmet, and adults are strongly encouraged to do so
- Inform local authorities of the event and determine any permits and co-ordination required, e.g. police, public safety.
- Each ride should have a leader and a backup leader, 2 sweeps and first aid kits amongst marshaling riders interspersed amongst the ride. Once back at start point the sweeps are advised to double back and ride the route in reverse. Lead, marshals and sweeps should have safety vests on.

### **Waiver:**

All participants must sign a waiver, absolving the organizers as well as Canada Bikes and the office of MP John Weston, of any liability associated with the event. A sample waiver exists for Bike Day in Canada and Bike Day on the Hill that local planning committees should customize in the absence of their own waivers. See sample Participant Event Waiver document available via <http://canadabikes.org/activities/bike-day-in-canada>. Organizers should seek independent legal advice as legislation differs between provinces/territories.

## Event Day

### Schedule:

#### Sample Schedule:

- 4:00 - 4:30- warm up high profile activities
- 4:30 - speeches
- 4:45 - photo op
- 5:00 - ride
- 5:30 - adjourn

Local planning committees are free to identify time and schedule as best suited. Consideration-passing the torch by text across the country from east to west through the time zones.

### Weather:

- Event is held rain or shine – save for lightning or unprecedented weather events.
- Considerations should be taken for a back-up location in the halls of the legislature or municipal building in cases of inclement weather.

### Set-up:

30 minutes to 1 hour prior to pre-event activities commencement.

### Briefing:

To reduce the risk of accidents and injury, ride leader should hold a pre-event briefing to communicate to all event participants that they must abide by the rules of the road and any other safety considerations, including the use of helmets where required by law.

Have participants sign waiver (bring pens and waivers). See Participant Event Waiver .

A sign-up sheet may be helpful to record participation and increase number of survey responses.

## Post Event

### Debriefing:

Organizing committee meets within 10 days to address event outcome, lessons learned and best practices for following year event. Committee drafts thank-you letters to key stakeholders.

### Follow-up:

Thank-you letter to involved stakeholders with stats on the event (e.g. # of attendees, number and identity of members of the press and legislation, cumulative distance ridden) and the following year's date and planning activities delivered within 30 days of event completion. Canada Bikes will follow up with ride organizers to gather feedback on the ride including lessons learned and future opportunities.

### Online Survey

An event evaluation form/survey will be available on May 26 at <http://www.canadabikes.org>.

## Attachment A

Media Advisory Template [cut and paste this page into a new document]

**[insert your town/city's letterhead here]**

### **MEDIA ADVISORY**

#### **FOR IMMEDIATE RELEASE**

### **Bike Day in Canada is Monday, May 26<sup>th</sup>!**

[(Insert your town/city and province here, insert date here)]

The first annual **Bike Day in Canada**, organized by Canada Bikes in partnership with cycling leaders, organizations and government representatives, will be held on Monday, May 26<sup>th</sup> in different locations across the country. The headline ride, **Bike Day on the Hill** in Ottawa has attracted cyclists, cycling advocates and Federal legislators since 2012.

Bike Day in Canada is about bringing together the public, cycling organizations and members of all three levels of government across Canada, to ride on the same day. The day is dedicated to highlighting the importance of cycling in Canada as a healthy, affordable and environmentally friendly form of physical activity, transportation and tourism.

For the Bike Day in Canada event in [insert your town/city here], there will be various photo opportunities with [insert names of attending legislators and VIPs here] at [insert time of photo op] at [insert location here including building name, street number and address, town/city and province.]

Please RSVP to [insert your organization or contact person's email address here] or [info@canadabikes.org](mailto:info@canadabikes.org).

#### **[insert your town/city here] Bike Day in Canada Event Details**

For details of other Bike Day in Canada events happening on May 26, 2014, go to:  
<http://canadabikes.org/activities/bike-day-in-canada>

**For additional information or comment from , please contact:**

[Insert your community name/location here]:

[insert contact person's name]  
[insert contact person's title and organization]  
Phone: [insert contact person's cell phone number]

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