

City of Minneapolis  
Department of Public Works  
May 30, 2014



# Minneapolis Bike Week 2014

## Event Summary and Review



## Event History

For the past eight years, Minneapolis has hosted an annual event or series of events promoting bicycling and walking. Originally a single-day event in it's inaugural year in 2006, what is now Minneapolis Bike Week has seen many variations. Beginning as Minneapolis Bike / Walk to Work Day in 2006, the event changed through its lifetime.

2006 **Bike / Walk to Work Day** - May  
Events in Minneapolis and St. Paul  
Primary Organizers: City of Minneapolis

2008 **Twin Cities Bike Walk Week** - May  
Primary Organizers: City of Minneapolis,  
Transit for Livable Communities TMOs,  
Metro Transit

2010 **Twin Cities Bike Walk Week** - June  
Primary Organizers: City of Minneapolis,  
Transit for Livable Communities, TMOs,  
Metro Transit

2014 **Minneapolis Bike Week** - May  
Primary Organizers: City of Minneapolis,  
Minneapolis Bicycle Coalition



Bike to Work Day 2010, Government Center

From 2008 - 2013 the event remained relatively consistent as Twin Cities Bike Walk Week. With events in Minneapolis, St. Paul, and nearby suburbs, the week primarily focused on riding or walking to work. The annual flagship event, Hennepin County Bike to Work Day Downtown celebration, occurred on the Thursday of the week. As the event grew, challenges with Twin Cities Bike Walk Week model arose:



- Convoluted organization
- Focus on biking and walking to work too narrow
- Walking efforts marginalized
- June date neglected school engagement
- Never realized full potential

# Transition to Minneapolis Bike Week

Bike Walk Week 2013 was the most successful week as of last year with 60 events and 6,100 participants over 7 days. Newfound success in what was a stagnant event indicated to organizers the events' potential. In fall 2013, the City of Minneapolis partnered with the



Minneapolis Bicycle Coalition (previously involved with the City in hosting Open Streets) to rebrand and reboot the event as Minneapolis Bike Week. This decision would prove crucial in unlocking the event's potential. The transition to Minneapolis Bike Week would entail:

**Limiting the scale of the event** Focusing on Minneapolis (St. Paul would host a sister event in tandem) clearly defined organizational responsibility and allowed for easier branding.

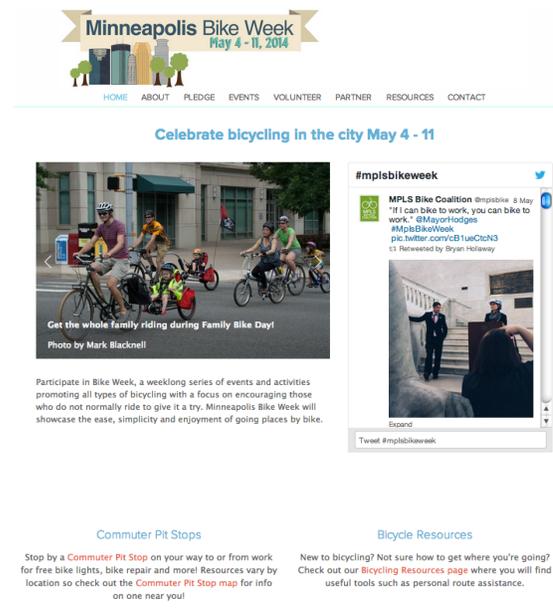
**Focusing on Biking** Walking only comprised a small portion of participation in previous events. Furthermore, experience has shown that organizing events that include both biking and walking is difficult and ineffective.

**Include all types of Biking** Previous events focused entirely on biking to work or for utilitarian purposes. Minneapolis Bike Week 2014 would allow us to encourage and celebrate all types of riding.

**Move event to May** Moving the event to May allowed us to partner with the Minneapolis Public Schools and engage students, an important demographic what was previously neglected.

**Involving the Minneapolis Bicycle Coalition** With their proven success on Open Streets and extensive network of volunteers, the Coalition proved an essential partner for the success of Bike Week.

**Rebranding** These changes necessitated a rebranding of the event. Promoted as "the next evolutionary step of what was Bike Walk Week," Minneapolis Bike Week allowed us to revitalize what many saw as an uninteresting event.



MINNEAPOLIS BICYCLE COALITION

An initiative of the Minneapolis Bicycle Coalition, Supported by:



## 2014 Events

Minneapolis Bike Week had 150 events over eight days. New for 2014, each day had a different themed to highlight a different possible way to ride in Minneapolis. The themed days provided easy opportunity for diverse demographics to get involved in the week. It also allowed for sponsors to plug into what would otherwise be an overwhelming week.

### Sunday: **Bike to Parks Day**

Partners: MPRB, HoTB Theatre  
Events: MayDay Parade and Festival Bike Corral, rides to parks

### Monday: **Cinco de Mayo**

Partners: Tamales y Bicicletas  
Events: Free breakfast, Commuter Pit Stops, bicycle repair class

### Tuesday: **Nice Ride Day**

Partners: Nice Ride  
Events: Nice Ride station demonstrations, adult learn to ride class

### Wednesday: **Bike to School Day**

Partners: Minneapolis Public Schools  
Events: Bike to school celebrations, Commuter Pit Stops

### Thursday: **Bike to Work Day**

Partners: Offices of the Mayor, City Council Members, and County Commissioners  
Events: Bike to Work Downtown Celebration, rides lead by elected officials

### Friday: **Bike and Transit Day**

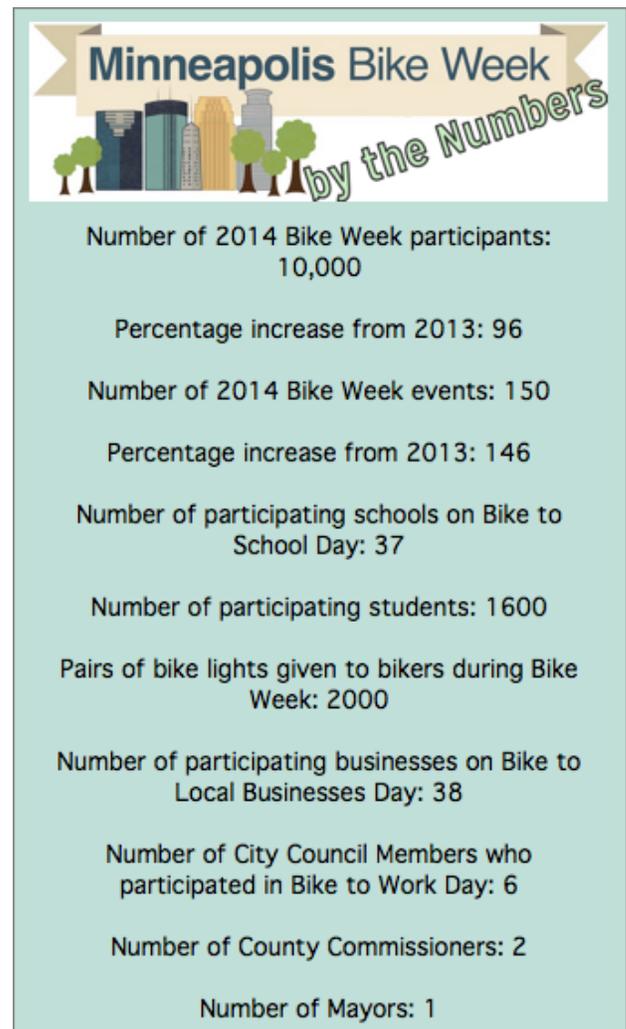
Partners: Metro Transit  
Events: free Metro Transit passes for bikers, commuter pit stops bicycle law classes

### Saturday: **Bike to Local Businesses Day**

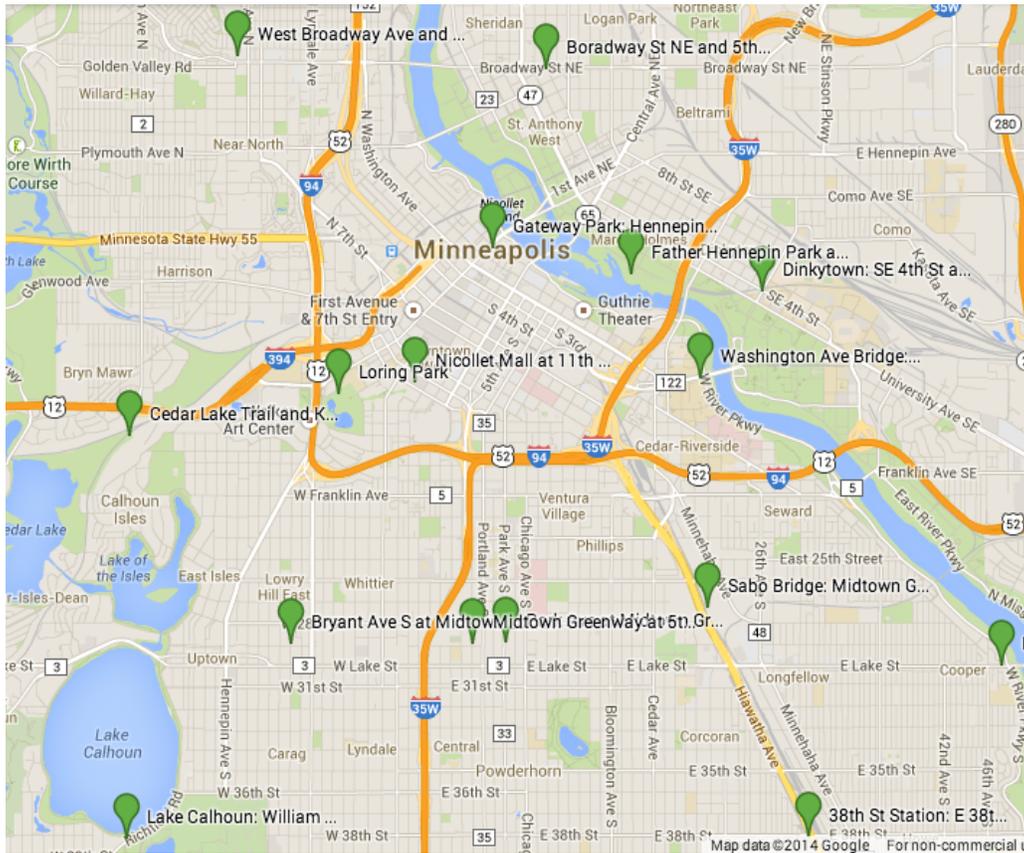
Partners: Various businesses associations and districts  
Events: Local businesses block parties in Seward, NE, north loop, and Kingfield

### Sunday: **Family Bike Day**

Partners: Grease Rag, Recovery Bike Shop  
Events: Family bike rides



**Commuter Pit Stops:** a network of stations providing bicycle resources and support including free bike lights, repair, coffee, and other giveaways. 2014 had 15 locations:



Each locations was staffed six times throughout the week:

- Monday, 7-9 a.m. and 4-6 p.m.
- Wednesday, 7-9 a.m. and 4-6 p.m.
- Friday, 7-9 a.m. and 4-6 p.m.

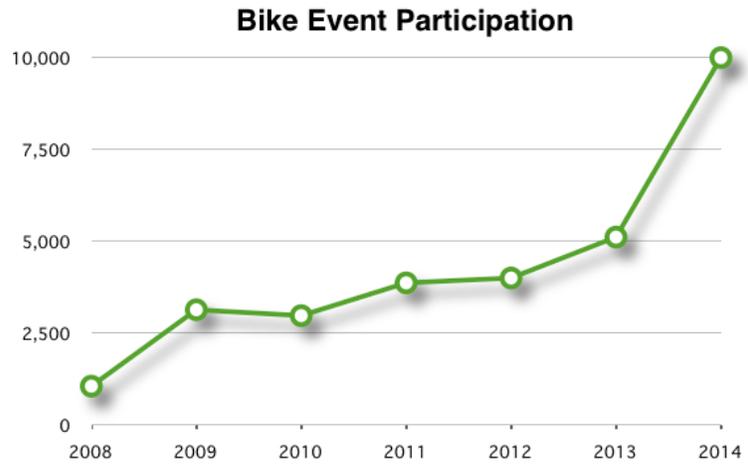
Number of participants who stopped by a commuter pit stop: 4000



Participants enjoy free bike lights, bike repair, and other resources on their way to work

## Participation

Minneapolis Bike Week 2014 was a record-breaking year. Doubling last year's participation numbers, Minneapolis Bike Week 2014 set an all-time participation record. This is due largely to the unprecedented scale of the week with over 150 events, 50 partners, and 170 volunteers.



### Overview of Participation:

Bike to Parks Day	670	Bike to Local Biz Day	600
Cinco de Mayo	50	Family Bike Day	65
Nice Ride Day	200	Commuter Pit Stops	4000
Bike to School Day	1500	Other events	2,700
Bike to Work Day	130		
		<b>Total:</b>	<b>10,000</b>



Mayor Hodges on Bike to Work Day



Local rockers at a Bike to Local Business Day

## Media Hits

TV segments: 6

Print articles: 7

Radio segments: 2

Digital media hits: 6

### Minneapolis Bike Week Kicks Off

May 4, 2014 6:34 PM



Bike Week CBS TV Segment

## City of Minneapolis Bike Week Budget

Staff	Nick Ray Bike Week staff time	\$20,500
Prizes	Civia bicycle - Women's	\$950
	Civia bicycle - Men's	\$950
Giveaways	bike lights	\$9,200
	bells (Bike to School Day)	\$300
Ads	Southwest Journal	\$1,800
	Downtown Journal	\$1,000
<b>Total:</b>		<b>\$34,700</b>

## Next Steps

Given the success of this year's event, all involved parties have expressed desire in continuing Minneapolis Bike Week in 2015. The Minneapolis Bicycle Coalition is interested in hosting the event again, potentially playing an even larger role. One key element to expanding the event next year is to find a title sponsor. Questions looking ahead to next year:

- Is the City interested in being involved in 2015?
- If so, in what capacity?
- Is the City interested in turning the event over to the Minneapolis Bicycle Coalition?