



MINNEAPOLIS BICYCLE COALITION

December 24, 2014

To: Jon Wertjes, Director of Traffic and Parking Services, Minneapolis Public Works
From: Ethan Fawley, Executive Director, Minneapolis Bicycle Coalition
RE: Minneapolis Bike Week 2015

Dear Mr. Wertjes,

The Minneapolis Bicycle Coalition was very pleased to collaborate with the City on hosting the revamped Minneapolis Bike Week in 2014. We are glad that we were able to help it be by far the best such event ever in the Twin Cities. The Coalition is very interested in making Minneapolis Bike Week an annual event. We think it adds great value to the city by being a critical part of bicycle encouragement efforts. We are pleased that the City Council Transportation and Public Works Committee and Bicycle Advisory Committee also offered support at discussions in July and October respectively.

As we have discussed, the Coalition is very happy to host Minneapolis Bike Week in 2015. While we are working to increase private sponsorships, we are not yet in a position where it is feasible to have a robust Bike Week without support from the City. We do expect that we will be able to more than double the outside support for the event in 2015 and increase efficiencies so that the City's contribution is greatly reduced.

This proposal is a request that the City provide \$25,000 for support for Minneapolis Bike Week 2015--down about \$10,000 from 2014. This funding allow us to deliver a Bike Week of similar impressive scale as in 2014. The details of the proposal are below. We would like to start detailed planning work on Minneapolis Bike Week in late January, so we request that you provide feedback on this proposal by January 16.

Please contact Ethan Fawley at 612-964-8902 or Alex Tsatsoulis at 612-615-1222 if you have any questions.

Minneapolis Bike Week in the Context of City Goals

The City of Minneapolis has goals to increase bicycle mode share to 7 percent in 2015 and 15 percent in 2025. Reaching those goals requires a variety of strategies and investments as outlined in the Minneapolis Bicycle Master Plan. Minneapolis Bike Week is a key activity under the "encouragement" strategy for helping to reach those goals.

Recap of Minneapolis Bike Week 2014

Minneapolis Bike Week 2014 was the most successful event in the Twin Cities of its kind. It attracted more than 10,000 participants--a 146 percentage increase over 2013--to 150 different events over 8 themed days. It generated broader buzz for biking with 6 television segments and 15 print, digital, and radio stories in addition to a number of advertisements in targeted local sources (compared to zero media hits for the 2013 event). Bike to Work Day attracted 9 local elected officials (despite strong rain). The various activities through the week included 74 organizations and business partners and more than 110 volunteers. We also gave away more than 2,000 sets of bike lights to help improve bike safety.

Discussions at the City Council Transportation and Public Works Committee and Bicycle Advisory Committee showed widespread recognition of a great Bike Week 2014 and a desire to continue in the future.

The big success of Bike Week 2014 came after several key changes were made from previous biking/walking promotion events. The event was focused to just Minneapolis rather than the entire Twin Cities, which allowed for more focused promotion and excitement. It was focused to just biking rather than biking and walking because promoting each is different and needs different target messages and events. The City of Minneapolis partnered with the Minneapolis Bicycle Coalition to host the event, which brought additional resources and promotional opportunities to the event. The event was moved to May to align with National Bike Month and to allow dual benefit for Bike to School Day. The event was expanded to promoting all kinds of bicycling throughout the city rather than a focus on biking to work downtown. And theme days were added to promote biking in different ways.

The City of Minneapolis spent \$34,700 on Minneapolis Bike Week 2014 and the Minneapolis Bicycle Coalition spent an additional \$12,500.

Proposed 2015 Framework

We propose a 2015 Minneapolis Bike Week of similar scale to 2014 with some additional improvements that will make it more impactful. Minneapolis Bike Week 2015 will be held from May 11 to May 17, coinciding with National Bike to Work Week. The event is designed to celebrate bicycling in Minneapolis, and to provide a safe and easy entry point for the about 50 percent of individuals who say they are interested in cycling, but for a variety of reasons do not yet regularly ride. With a wide variety of programming to teach and inspire new cyclists, as well as events to engage them, we want 2015 Minneapolis Bike Week to be the best such event yet. The goals of Minneapolis Bike Week are to:

- Encourage, inspire, and educate new cyclists to try biking to commute, for fun, or for general transportation;
- Break down perceptions of bicyclists as different, and to overcome perceptions of bicycling in Minneapolis as dangerous or difficult; and
- Build support for bicycling and bicycling-related investments in local businesses, non-profits, community groups, and the public as a whole.

We will provide even extra focus on reaching people who do not regularly bicycle and on partnering to reach each of the key cultural communities in the city. We expect to have fewer

events, but to focus more attention on some “big draw” events that contribute to reaching new bicyclists and creating awareness.

The specific objectives reflected in this proposal are:

- 10,000+ participants;
- 500+ participants who are not regular cyclists;
- 6+ commuter pit stop locations;
- 5+ big draw events;
- 25+ other events;
- 4+ TV segments;
- 10+ print/digital/radio segments;
- 50+ partners; and
- 5+ partners from within Latino, East African, African American, Native American, and Hmong communities.

Programming:

Minneapolis Bike Week is a coordinated effort among local businesses, nonprofits, community groups, and government organizations. In partnership with the Minneapolis Bicycle Coalition, these groups will organize and host a diverse range of events and activities throughout the week including group rides, classes, commuter pit stops, free breakfasts, celebration locations, and much more. We are looking to design a Bike Week that allows as many people as possible to overcome their barriers to biking, which include lack of access to a bike in working condition, fear of biking in traffic, uncertainty about best route, questions and concerns about clothing and appearance, motivation, among others.

During the week preceding Minneapolis Bike Week, local bike shops across Minneapolis will partner with the Minneapolis Bicycle Coalition to promote Minneapolis Bike Week and offer free or discounted tune ups or check ups on bikes for those interested in riding on Bike Week. While additional mechanical support will be offered at a number of pit stops and events during Bike Week itself, providing individuals with the opportunity to make sure their bike is in good shape before riding and helps make Bike Week more accessible to all.

Bike to School Day will also precede Bike Week this year. Our 2014 partnership with Minneapolis Public Schools around National Bike to School Day was a great success, and this year Bike to School Day on May 6 will help promote and draw attention to Minneapolis Bike Week the following week while we will again support having the biggest and best Bike to School Day yet. Bike to School Day offers an opportunity for children and parents alike to learn about how active transportation can play a role in their daily lives, and how biking to school can offer children an easy way to be active.

Minneapolis Bike Week 2015 itself will expand upon successful events from last year, including:

- rides downtown with City Council Members and the Mayor from all quadrants of the city;
- a series of larger and more central “commuter pit stops” for cyclists coming to or from downtown Minneapolis and University of Minnesota;
- a large-scale Bike Expo downtown on Bike to Work Day that will allow thousands downtown workers to learn more bicycle options to and around downtown;
- adult “learn to ride” events for new cyclists; and
- targeted programming to diverse communities in diverse locations across the city.

Each day of Minneapolis Bike Week will have a theme, and will be geared towards different audiences. Themed days during 2015 Minneapolis Bike Week will include:

- Bike to Work Day - Coinciding with National Bike to Work Day on May 15th, Bike to Work Day will offer individuals who are interested in commuter cycling an opportunity to try riding to work. We will offer commuter caravans from different parts of the city into downtown (along with ride planning, tune up, and other support), the downtown Bike Expo, and post-work happy hour rides from downtown to connect new and experienced commuters.
- Nice Ride Day - In partnership with Nice Ride we will offer opportunities to learn more about the Twin Cities bike share system, as well as try out a Nice Ride bicycle;
- Bike to Small Business Day – Held on a Saturday, this day will encourage Minneapolis residents to shop at local businesses, and will be coupled with an advertising campaign to encourage business owners to welcome cyclists to their businesses, and offer discounts or other promotions for those who choose to ride there.

While all the specific days have yet to be planned, potential days to be added include Bike to Parks Day (which could include biking to a Twins game), Bike to the Arts Day, Bike to Theater Day, or Bike to Transit Day.

Promotions:

We will be providing more focused promotions to reaching specific audiences with targeted messages and events. Advertising will both promote Minneapolis Bike Week events and inspire people to bike and breakdown perceptions of biking as dangerous or difficult.

We will be seeking an advertising agency to provide pro-bono support for Bike Week marketing (as we have done successfully with Open Streets Minneapolis) in collaboration with our communications staff and potential an intern.

We also plan to explore promoting the National Bike Challenge as part of Bike Week. This can provide an extra incentive and motivation for people to participate and also inspire businesses, who can compete across office for recognition for their biking.

Giveaways:

Giveaways are an important draw that generates awareness of the events and inspires people to participate. We will be working with partners to provide some exciting giveaways like bikes. We propose spending a significant amount on bike lights to giveaway as well as bike lights are both a draw and help improve bicycle safety.

Proposed 2015 Budget

Expenses	2015 Bike Week Budget	2014 Actual (includes City and Coalition)
Minneapolis Bicycle Coalition staff time and related expenses for event coordination and management (estimated 950 hours)	\$ 23,500	\$32,050
Event marketing and promotions (poster design and printing, paid advertisements, Bike Week website)	\$3,000	\$3,300
Event supplies	\$2,500	\$450
Event permits	Provided in-kind	Provided in-kind
Bike lights and other giveaways	\$10,000	\$11,400
Total Expenses	\$39,000	\$47,200
Revenues	2015 Bike Week Proposed	2014 Actual
City of Minneapolis	\$25,000	\$34,700
Other sources (sponsors and contributions)	\$14,000	\$12,500
Total Revenues	\$39,000	\$47,200

Budget narrative:

As part of Minneapolis Bike Week 2014, we built systems and partnerships that will allow us to achieve efficiencies in the coordination of the 2015 event. Those efficiencies reflect the majority of the change in expenses from 2014 to 2015. Additionally, we will have more event expenses with a focus on larger events and we propose a slight decrease in the spending for bike lights and other giveaways. We assume that as a partner, the City would continue to provide event permits free of charge for 2015.

Minneapolis Bicycle Coalition staff for this proposal are:

- Event Coordinator (we are currently hiring this position), Bike Week lead: 450 hours
- Ethan Fawley, project management and coordination: 150 hours
- Alex Tsatsoulis, communications management and partner outreach: 220 hours
- Beth Wagner, recruit and coordinate 120+ volunteers for Bike Week: 90 hours
- Karlie Cole, website and other support: 40 hours

We request that the City of Minneapolis provide \$25,000 for Minneapolis Bike Week 2015. That reflects a decrease of about \$10,000 from the City's contribution in 2014. This budget assumes that the City would contract with the Minneapolis Bicycle Coalition to cover a portion of the event coordination work, promotions, and event supplies. The City could directly purchase bike lights and other giveaways (as in 2014) or could include those as part of the Coalition's contract. The Coalition will fundraise an additional \$14,000 to cover the remaining costs of the event.

Connection to Promoting Walking

We understand that the Pedestrian Advisory Committee has expressed an interest in a walking promotion event in 2015. The PAC will be discussing the issue further in January and February, but we spoke with Scott Engel about initial thoughts.

There seems to be agreement that both biking and walking are best served by separate events. Walking was always overshadowed as part of Bike Walk Week, which was a key factor in the decision to focus the event solely on biking. Scott and the Coalition agree that a fall Walk Week or Walk Day would be a sensible approach and could be successful.

The Minneapolis Bicycle Coalition is very happy to provide basic support (sharing our best ideas, templates, and contacts) to the PAC and City on a fall walk promotion event included within this proposal. Depending on the timeline of a walk promotion event, we would also be willing to work out a small contract to provide greater assistance in a walk promotion event if it were the will of the City and PAC. Given the upcoming conversations at the PAC about a potential event, we suggest that we evaluate the Coalition's final role in a walking event in February or March. The fall timeline for such an event also means that a decision does not need to be made before March.