



Saskatoon is celebrating Winter Bike to Work Day Thursday, February 13, 2020!

Local Saskatoon businesses and organizations are invited to host Winter Bike to Work Day YXE Commuter Stations — places for commuters to stop for grab-and-go refreshments and a little fun on their way to work.

Please read on to find out more about Winter Bike to Work Day!

If you are interested in hosting a Commuter Station,
please email cycling@saskatoon.ca by Friday, January 24.

About Bike to Work Day

During Bike to Work Day, local businesses and organizations host breakfast stations located throughout the city and distribute free breakfast, coffee, and other breakfast-type treats to people that arrive by bike. Some stations host games, trivia, and general camaraderie, all of which are encouraged to help establish a unique identity to breakfast stations, especially among repeat station hosts!

WINTER BIKE TO WORK DAY GOALS

1. Encourage and celebrate cycling.
2. Strengthen Saskatoon's bicycling culture.
3. Promote cycling to work in winter.

What's involved in hosting a station?

Participating businesses and organizations are required to designate one individual to act as a Station Manager. These individuals will be the main point of contact and liaison between the hosting business/organization and the City of Saskatoon event coordinator, ensuring the station is prepared for the event.

Each station must commit to the following in order to host a Bike to Work Day Station:

ASSEMBLE YOUR TEAM

- **Assign one (1) person to be the Main Station Contact/Lead Station Organizer.**
This person agrees to be the point of contact, to disseminate relevant information to fellow station co-hosts/sponsors, and to ensure the station is properly assembled on February 13.
- **Assign one (1) person to be designated participant counter.**
This activity is crucial to estimating event attendance.
- **Provide staff or volunteers** to help distribute refreshments and greet cyclists.

PLAN YOUR STATION

- **Minimum operating hours of 7:00 AM to 9:00 AM** as advertised to the public.
- Locate station in such a way that **allows for safe access to public areas** (i.e. keep trails, streets, and sidewalks free for people to move safely). Your station may also be indoors to provide a warm up spot for participants!
- Locate your station to ensure **easy and safe access** for bicycles.
- **Table or other display space** will be necessary for refreshments, food, giveaways, etc (this is responsibility of each station host to provide).
- **Consider a tent** to provide shelter for volunteers if setting up an outdoor station.
- **Provide trash, recycling and compost receptacles.** Consciously attempt to choose products that produce no waste when possible, and consider using recyclable materials when possible.
- **Clean-up of your station location** at the conclusion of the event.
- General **first aid kit** should be included on-site.

CHOOSE YOUR SNACK

- **Food, beverages, snacks,** and other incentives should be provided for around 20–30 people (some stations may require a higher minimum, based on location). When possible, consider healthy options.
- Stations are welcome to partner with other businesses or seek donations to help provide adequate quantity of breakfast food options.
- **IMPORTANT: No items can be sold at the Commuter Stations.**

PROMOTE YOUR STATION

- **Promote Winter Bike to Work Day** using channels such as newsletters, Facebook, Twitter, web and print materials, and others.

Station Co-hosts and Sponsorships

All stations are required to provide their own breakfast foods, beverages, and station set up for Bike to Work Day. Station hosts are welcome to seek sponsorships or donations from other businesses and organizations to meet these needs.

Co-hosting a Bike to Work Day station is also a great way to share costs, allows for friendly collaboration, and access to additional human power during the event.

Please keep in mind that Bike to Work Day is an inclusive event and stations are to plan a welcoming environment for anyone and everyone.

Key Dates to Remember

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|--------------------|---|
| January 24 | Confirm your station by emailing cycling@saskatoon.ca |
| January 24 | Posters distributed to business/organizations promoting the event |
| February 13 | Winter Bike to Work Day! |

Tips for Hosting your Station

BREAKFAST IDEAS

Station Managers are required to organize a grab-and-go breakfast for Bike to Work participants, which could take many forms — anything from a granola bar and a coffee, to a breakfast burrito and juice are sure to put a smile on any cyclist's face.

Listed below are some ideas:

- Breakfast burritos
- Breakfast bars
- Fruit
- Pastries, donuts, or bagels
- Yogurt
- Fruit parfaits
- Juice, coffee or tea
- For beverages, consider cups with lids, but participants are also encouraged to bring reusable mugs, too.

STATION AMENITY IDEAS

Station managers coordinate to determine who will bring all of the parts and pieces necessary to host a successful breakfast station. Listed below are required station amenities:

- Food and drinks for around 20–30 people (some stations may require a higher minimum, based on location).
- Table or other display space for food, drinks, and giveaways .
- Trash, recycling and/or compost receptacles. Please consider, when possible, recyclable and compostable options to limit waste.
- Bicycle parking or places for bicycles to remain safely stowed while participants eat and socialize.
- General first aid kit. In the event of an emergency, call 911.

You are encouraged to make your station unique! Here are some fun extras:

- Seating/tables for participants
- Spaces heaters, heat lamps
- Contests
- Music
- Games or photo opportunities

PROMOTING THE EVENT

The City of Saskatoon will organize promotional material and advertising. This will include posters and a station sign for placement at the station location on event day. In addition, sponsors and partners are encouraged to get the word out about their Bike to Work Day commuter station so the community knows that your company will be supporting our bicycle commuters. Here are some ideas:

- Display the Bike to Work Day poster in your establishment. These will be available through the City of Saskatoon by February 13, 2020.
- Use Facebook, Twitter, and other social media to promote Bike to Work Day. The hashtags **#BYXE** and **#BiketoWorkYXE** are used to consolidate related posts.
- Use City of Saskatoon’s Bike to Work Day signs to create wayfinding to your station location.
- Businesses and organizations are encouraged to promote themselves at their Bike to Work Day location.

We’re here to help!

Have a question? Please contact:

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