



Getting Bike Shops and Advocates to Collaborate on Safe Routes to School

Safe Routes to School National Partnership

Sponsored by the SRAM Cycling Fund





Agenda, March 3rd, 2011

Welcome and Administrative Details-

- Dave Cowan, Safe Routes to School National Partnership

Introduction

- Robert Ping, Safe Routes to School National Partnership

“Getting Bike Shops and Advocates to Collaborate on Safe Routes to School”

- Jenna Berman, Bicycle Colorado
- Leslie Luciano, Bicycle Sport Shop

Question and Answer

Closing



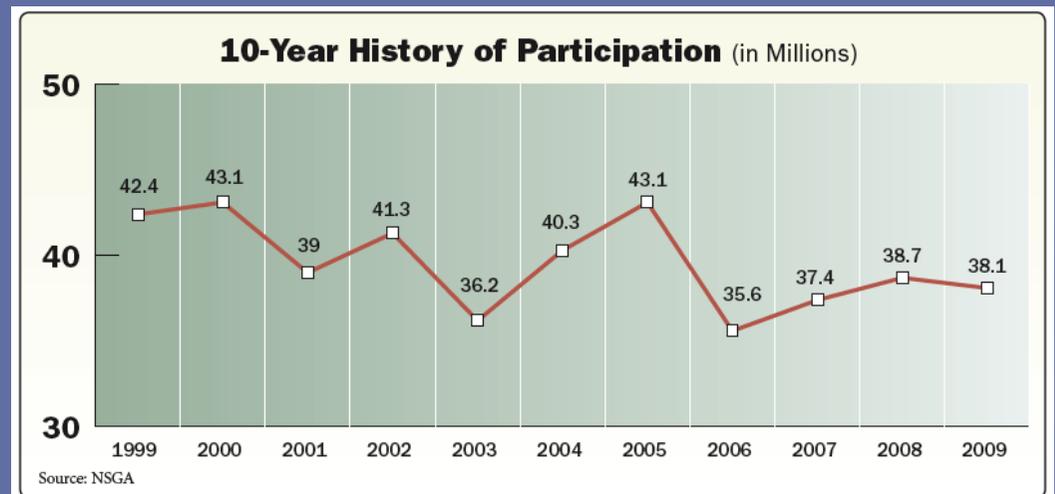
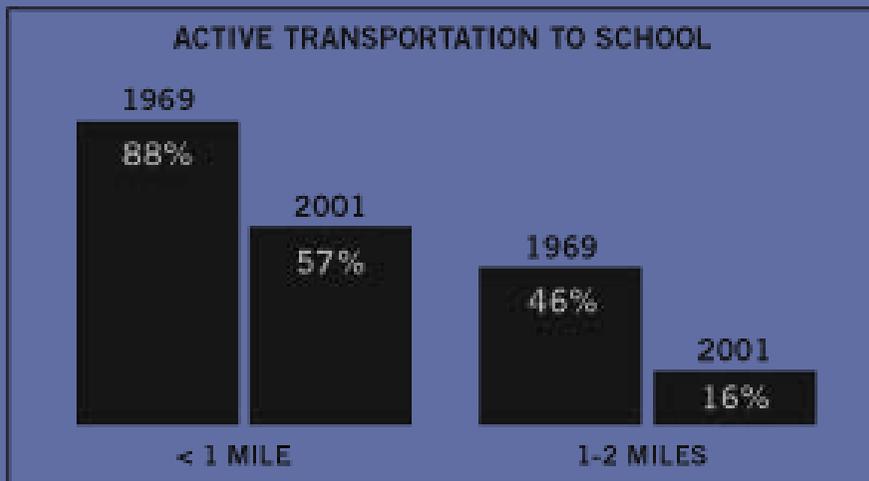


Kids and Bikes: A Natural Fit

Safe Routes to School is Growing the Next Generation of Cyclists

Bike Shops are the Face of Bicycling in the Community

Together, We Are the Wheels of a New Movement!

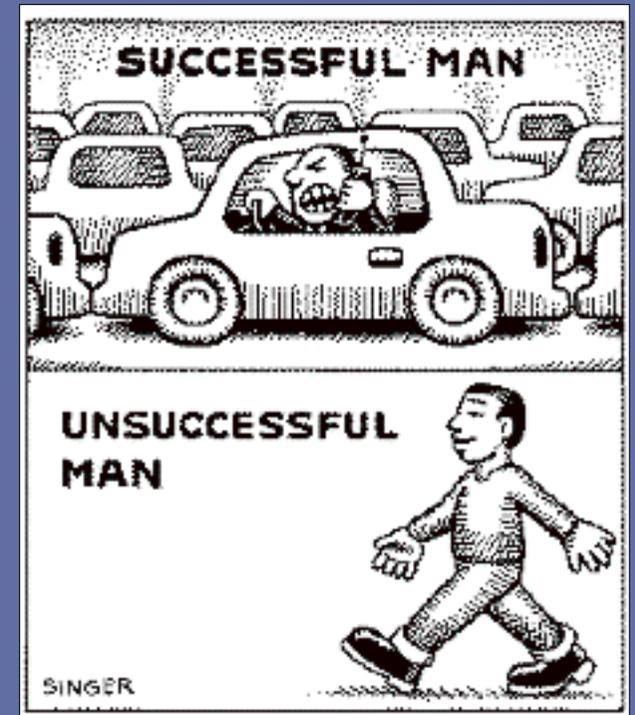




Boomers and BMX Slowing Down, But...

**Trip to School is Already Happening
Schools near Houses near Bike Shops – Win-Win!**

- Urban Cycling on the Increase
- Youth Mountain Biking on the Increase
- Trails and Bike Lanes on the Increase
- Family Riding on the Increase





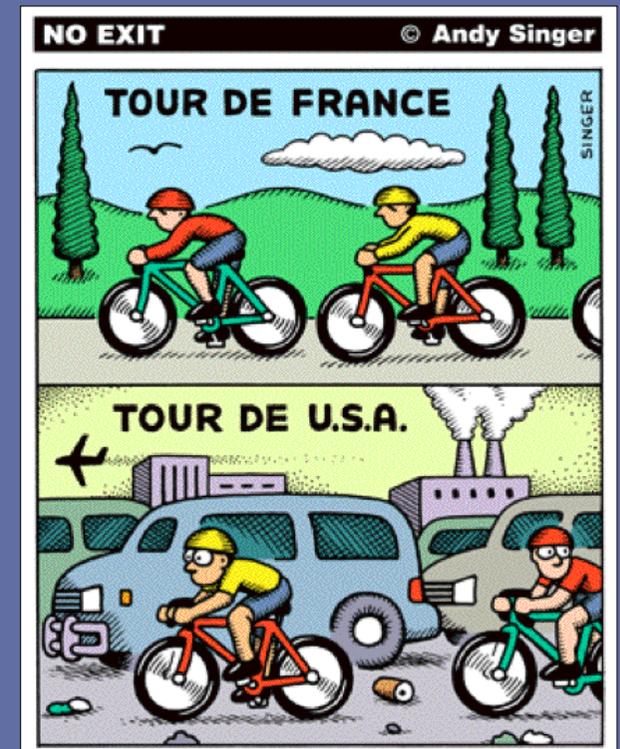
Co-Promotion and Collaboration

Bike Shops and Bike Programs Both Need Promotion Co-Promotion Will Benefit Both Partners

- ❖ Businesses Give Credibility to Programs
- ❖ Programs Give Goodwill to Businesses

Tips:

- Bike racks are critical
- Consider multi-use helmets
- Teach both parents and kids
- Get bikes into low-income schools, even used bikes
- Don't forget skateboards, scooters, etc.
- Make biking cool!





Bike Shops and SRTS

Bicycle Colorado's Partnership Example with Bicycle Village

Jenna Berman, Education Director
Bicycle Colorado

About Bicycle Colorado

The mission of Bicycle Colorado is to encourage and promote bicycling, increase safety, improve conditions, and provide a voice for cyclists in Colorado.



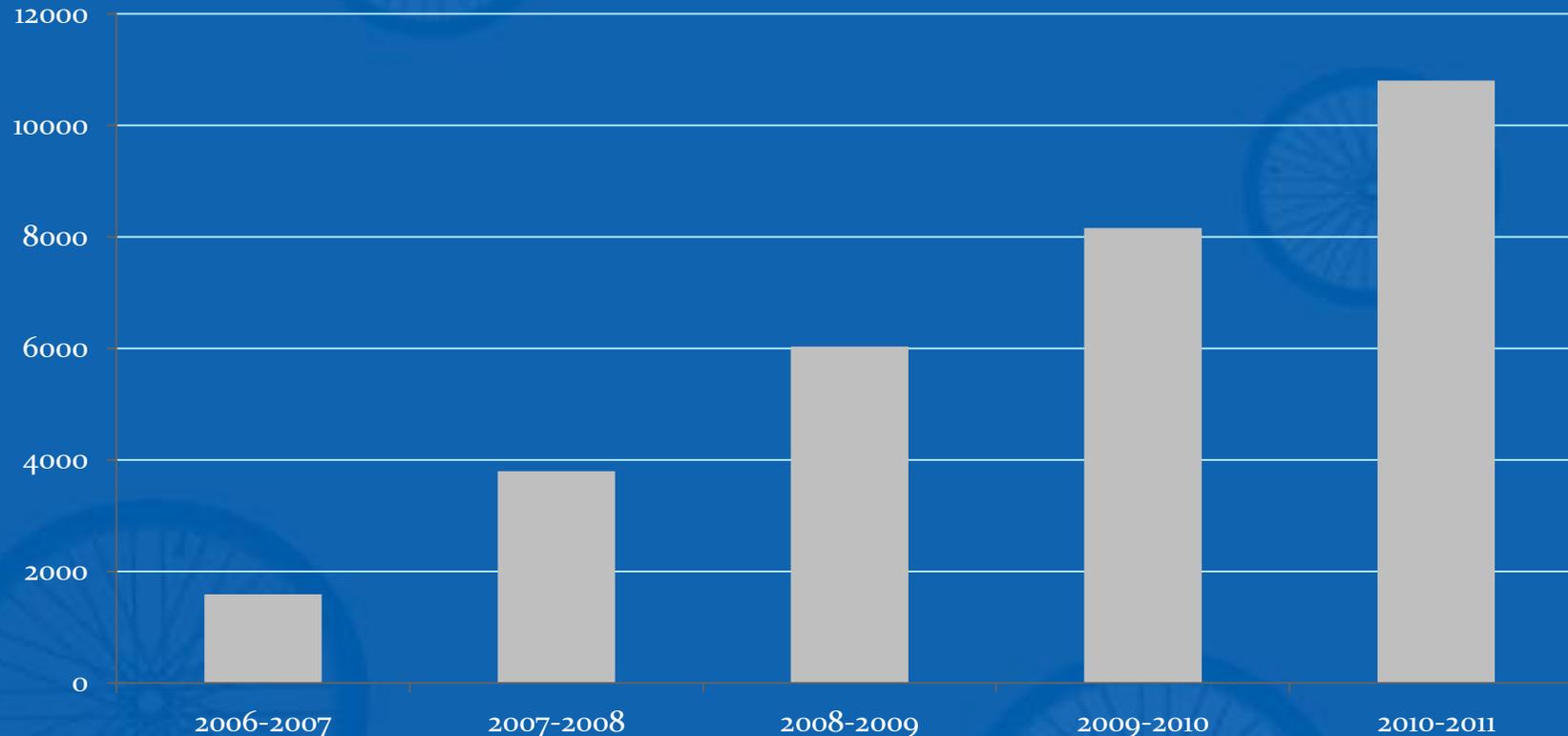
©Robert D. Jones/ RDJonesPhoto.com

Bicycle Colorado and Safe Routes to School

- 2004 legislation
- Our education program
- Encouragement week
- Taught 30,000 students through 2011



Total Students in Bicycle Colorado Safe Routes to School Programs by Year



About Bicycle Village

- Started in 1974
- Largest bicycle retailer in Colorado
- Existing relationship with Bicycle Colorado
- Opportunity to go beyond membership
- Find program to benefit both parties



Challenge Becomes Opportunity

Challenge:

- How can we reach more students?



Challenge Becomes Opportunity

Solution:

- Create a second educational team



©Robert D. Jones/ RDJonesPhoto.com

Challenge Becomes Opportunity

Opportunity:

- Partner with a bike shop – connecting bike shop with members and supporters



History of Bike Shop Partnerships

- On-site support at events



- Great deals on prizes

Why Bicycle Village?

- Existing relationship
- Large bike shops in many locations
- Tradition of community involvement



The Partnership

Bicycle Village

- 15 bikes with free annual tune ups
- Mechanics at school events (tubes!)
- Bags of small incentives for events



The Partnership

Bicycle Colorado

- Bicycle Village coupons in member mailings & parents newsletters
- Two news stories
- Promoted mechanics at events
- Link to coupon on Bicycle Colorado web site
- Logo on trailer hauling bike fleet
- Exclusive school support (for one year)



Mutual Benefits

- Bicycle Colorado received the needed bicycle fleet



©Robert D. Jones/ RDJonesPhoto.com

Mutual Benefits

- Bicycle Village was visible in communities



Mutual Benefits

- Coupons brought in noticeable amount of business



Peiffer Elementary

Students Learn About Walking and Biking to School!!!



In-Class Education

Bicycle Colorado instructures, in collaboration with your P.E. teachers and schools, taught Peiffer students pedestrian safety skills, cause and effect of traumatic brain injury, how to correctly fit a bicycle helmet, how to perform a bicycle safety inspection prior to riding, rules of the road, bicycle signals, and important decision making skills so that students could understand how to ride more safely.



Walking or biking to school is good for your health, the environment, your wallet, your connection with the community, and the safety in front of our school. **Not to mention its fun!!**





Bicycle Rodeos

Upon completion of the in-class education, Bicycle Colorado is putting on a bicycle skills course for all Peiffer students in grades 2-5 to practice their bike handling skills. The Rodeo includes stations that develop students' skills at crossing intersections, riding in a straight line, practicing turns and controlling/stopping and signaling. All of these skills are key in preventing the most common crashes among children.

Affordable Helmets

Does your child need a helmet? An order form will be sent home this week. All helmets are \$9.00 and orders must be turned in by Friday, October 22.



Walkin and Wheelin Week is October 18th—22th!

What is Walking and Wheeling Week?

As a part of a federal grant with CDOT and the JeffCo School District, Bicycle Colorado works with schools and their communities to plan encouragement programs (e.g. "Walkin and Wheelin Week") in each school to encourage students, teachers and parents to continue biking and/or walking to school. Students are encouraged to walk and/or bike to school to improve health, decrease traffic congestion, help the environment, and earn incentive prizes—all while having fun!

How Can Parents Get Involved?

Safe Routes to School encouragement programs are essential to keeping the walking and bicycling momentum going once the education component is completed. Parent and teacher involvement is integral to a successful encouragement program. On the following pages, you will learn more about how you can help to get your kids involved in this special week at Peiffer Elementary school.

Students who participate in *Walkin and Wheelin Week* will be entered to win prizes, including: **Locks, lights, and a BRAND NEW BIKE!**

Peiffer Elementary's Walkin and Wheelin Week

Bike Train Scheduled for Peiffer Students

A walking school bus is a group of children walking to school with one or more adults. A variation on the walking school bus is the bicycle train, in which adults supervise children riding their bikes to school.

A Bicycle Train, led by Peiffer parents Mike Benulca and Andy Sagen and Bicycle Colorado staff, is planned for all Peiffer students on the morning of October 19th. The schedule is below and a map can be found on the school's homepage: www.peiffer.k12.co.us/element/peiffer/.

Don't forget to wear your helmets! (Note, this event is weather permitting only).

STOP #1: Depart 8:05 AM. Meet at corner of Madrone Avenue & Simms Court (Simms Ct. is 100 feet east of Simms).

STOP #2: Depart 8:12 AM. Corner of Madrone Avenue & S. Pierson Court

STOP #3: Depart 8:15 AM. Corner of Madrone Avenue & South Oak Street

Arrive at Peiffer: 8:20 a.m.

Ideas for the Week

- Join the Peiffer Bicycle Train!
- Ask your kids what they learned about biking/walking to school.
- Review tips for biking and walking to school safely.
- Ride with your kids to school and/or after school!
- Guide your kids at intersections and crosswalks to reinforce safety.
- Visit a local bike shop to look for safety supplies or to tune-up your child's bike.
- Spend time with your child checking his/her bike over and work together on basic maintenance (does the chain need oil?)
- Use a map to find out how many trips to school it would take to bike/walk across Colorado.

Contact your PTA today if you want to help Peiffer students celebrate Walkin and Wheelin Week!



October 19 After School Event!

A Bicycle Safety Day is scheduled for Tuesday, October 19th from 3:30-5:30. Bicycle Colorado will have the bicycle rodeo course set up for kids to practice their safety skills. Bicycle Village will also be there with mechanics to work on Peiffer students' bikes. Bring the whole family and bring your bikes!



1525 Market St, Suite 100
Denver, CO 80202

Phone: 303-417-1544 x 13
Fax: 303-825-1038
email: jenna@bicyclecolorado.org
www.BicycleColorado.org

About Bicycle Colorado

Bicycle Colorado (BC), a state-wide nonprofit bicycle advocacy agency, led the charge for Safe Routes to School in Colorado by creating and passing a bill in 2005, which enabled state entities to access Safe Routes to School funds. Since the passage of the bill, Bicycle Colorado has successfully educated more than 25,000 students, trained over 50 teachers and continues to expand their programs each year.

Special offer from Bicycle Village!!! (please cut out and take coupon into the shop with you)







Mutual Benefits

- Mechanics at events increased participation

Ran out of tubes!



Mutual Benefits

- Live 9News coverage gave both partners added publicity



Lessons Learned



Lessons Learned

Getting Started

- Build on an existing relationship
- Bike shops get many donation requests
- Bring bike shops a formal offer with list of benefits



Lessons Learned

Making it Work

- Parent communications (newsletters)
- PR person at bike shop can help
- Schedule events early
- Be prepared for crowds



Bicycle Village Feedback

- “Net sales exceeded our expectations”
- “ The partnership with Bicycle Colorado and Safe Routes to School makes perfect sense to us. It’s not always about the profitability to the business, sometimes it is about engaging the community and making sure people have a good experience with their bikes.”
- “It is nice to get the positive call outs from the kids or the local media but the best part about it is when our employees come back with a smile on their face from helping out their community.”



Thank you

May your partnership be beneficial and fun



For more information contact:

Jenna Berman
Education Director
Bicycle Colorado
303.417.1544 x 13
Jenna@bicyclecolorado.org

Presented by:





Maximizing the Role of Bicycle Retailers in Safe Routes to School

Leslie Luciano





Mug Shot: The Making of a Business Based Director of Advocacy





Who Is Bicycle Sport Shop?





More People on Bikes More Often

How Does Advocacy Fit Into the Business Model?





Advocacy Impact With a Corporate Hat



Local

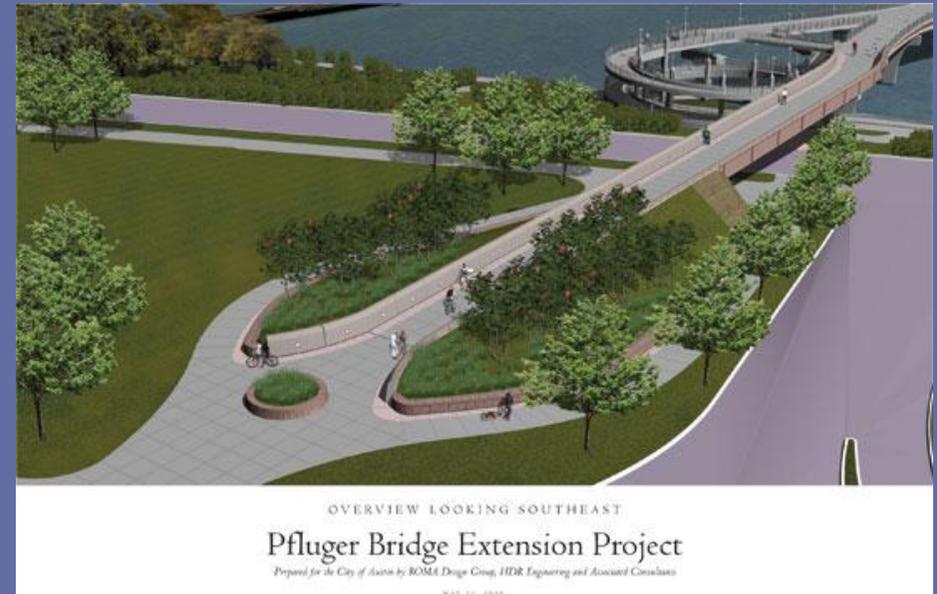
Yellow Bike Project
COA Bike/Ped Department
Austin Cycling Association
LOBV
City Council/Mayor
Police Chief/APD
COA: SRTS

State

Bike Texas
SRTS-Texas

National

America Walks/Bikes
LOAB
IMBA
Bikes Belong
SRTS





Are You a Member?





Community Signature Events



Urban Farm Bicycle Tour



Austin Commuter Challenge



Boltage





SRTS Strategic Partnership



Safe Routes to School on Roids!





Enhancing SRTS Partnership



SRTS Coalition

Formed a Cycling Sub-Committee



Collaboration with Cycling Advocacy Organizations, City Officials, and Bike Retailers





Get on Board!



Trek



QBP



SRAM



Specialized





MAXIMIZE STRATEGIES IN PLACE



Bicycle Retailer Partnership is a No Brainer

Growing New Riders Means More \$\$\$ for Retailers

Bicycle Sport Shop Mission Statement:

MORE PEOPLE ON BIKES MORE OFTEN





Concrete Ways to Get Involved



- Engage on a Local, State, and National Level
- Make your shop a “member” of your local and statewide organizations
- Sign up for action alerts, and e-News with these organizations
- Make contact with city transportation planners
- Support a bike share program in your city
- Sync any sponsored teams to local advocacy efforts
- Connect with key player’s in SRTS programs





Concrete Ways to Get Involved



- Partner with current initiatives/strategies -build on them rather than compete
- Use social media to make new connections
- Engage with cycling sub-cultures (future customers)
- Support social bicycling initiatives
- Use partnerships for cross promotion
- Attend safe routes coalition meetings: start a cycling subcommittee (Reach out to all bike shops)





Thank you for your time!

Leslie Luciano

Leslie_L@bicyclesportshop.com

512.294.4189





Questions and Contact Information



Jenna Berman, Bicycle Colorado

jenna@bicyclecolorado.org

Dave Cowan, Safe Routes to School National Partnership

dave@saferoutespartnership.org

Leslie Luciano, Bicycle Sport Shop

leslie_l@bicyclesportshop.com

Robert Ping, Safe Routes to School National Partnership

robert@saferoutespartnership.org





Tip Sheet: Involving Bike Shops in Safe Routes to School



Tip Sheet #1 Involving Bike Shops in Safe Routes to School

www.saferoutespartnership.org



In the past, children regularly used their bicycles to explore their neighborhoods, run errands, and get to and from school. As the years have gone by, there has been a marked decrease in physical activity among children and simultaneously an increase in the levels of childhood obesity and related health problems. In 2009, only 13 percent of children aged 5-14 were walking and bicycling to school. This is less than a third of the children who were walking and bicycling in 1969 (48%). In an attempt to reverse this trend towards inactivity, advocates and policy makers have embraced the Safe Routes to School movement, which works to make conditions for walking and bicycling to school an easy choice for children and parents everywhere.

As the Safe Routes to School movement has grown, the need to focus on additional support for bicycling has become apparent. Exceptional programs have been developed that successfully work to engage walkers - these programs often rely on the fact that walking doesn't require much equipment and can be encouraged without

How Bike Shops Can Partner with Safe Routes to School Programs

A partnership with a small local bike shop, or a large bicycle retailer, distributor or manufacturer can support Safe Routes to School programs in many ways. Bike shops can:

- Provide the **bicycle knowhow** that can help support safety, mechanical knowledge and riding skills initiatives for kids
- Provide **bicycle expertise** to support Safe Routes to School practitioners
- **Connect Safe Routes to School programs with local bicycle experts** like clubs, teams and bike shop staff
- Provide **volunteer mechanics** for bicycle maintenance, including during events or after school, especially in the winter post-holiday 'off-season' when shops are not as busy
- Have the **shop-sponsored team or shop staff**





Closing - Resources

- Tip Sheet “Involving Bike Shops in Safe Routes to School”
- Webinar recording of this presentation
(7 days after presentation)
- Answers to Questions from today’s Q and A

<http://www.saferoutespartnership.org/SRAM-Bicycling-Webinars>

Thank you to the SRAM Cycling Fund for sponsoring this webinar series!

