

# 2010 Bay State Bike Week

## Event Planning Guide



Moving Massachusetts Forward.  
**massDOT**



**MassRIDES**

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## **Congratulations and thanks for your interest in Bay State Bike Week 2010!**

The following planning guide is for experienced and new event organizers. It will help you find free resources to plan or expand Bay State Bike Week Events and to help those new to event organizing get their Bay State Bike Week event off the ground.

This resource guide is brought to you by MassDOT, MassBike, and Mass*RIDES*.

Send photos and stories  
from your Bay State Bike  
Week event to  
[events@massbike.org](mailto:events@massbike.org).

# Getting Started

**We want you to have the best Bay State Bike Week celebration possible, so here are some answers to frequently asked questions to help get you started.**

## **What is Bay State Bike Week?**

Bay State Bike Week (BSBW), to be held this May 17<sup>th</sup> – 21<sup>st</sup>, is an annual springtime celebration of bicycling in Massachusetts. This year MassDOT, MassBike, and MassRIDES are collaborating to make Bay State Bike Week bigger and better than ever.

The Massachusetts Department of Transportation ([MassDOT](#)) is the Commonwealth of Massachusetts' transportation agency; the Massachusetts Bicycle Coalition ([MassBike](#)) is Massachusetts' statewide bicyclist advocacy group; and MassRIDES is a service of the Commonwealth of Massachusetts that promotes travel options and travel demand management.

See below to learn more about what this partnership means for you.

## **Why should I start an event?**

Bay State Bike Week is a celebration of all the benefits of bicycling. We're excited about bicycling as a mode of transportation. Bicycling is safe, economical, healthy, environmentally-friendly, and fun.

By organizing a Bay State Bike Week event, you'll be a critical part of this sea change. You'll be giving new people a chance to try bicycling, and you'll be giving experienced bicyclists a chance to connect with other bicyclists in their community.

## **What type of event could I create?**

The possibilities are endless. Last year, bicycle enthusiasts organized group rides, breakfasts, maintenance workshops, safety classes, movie screenings, and various other imaginative, bicycle-themed events. For a list of ideas, and step-by-step guides to organizing some of the more popular types of events, please go to our [resources](#) page.

## **What is a Bay State Bike Week partner?**

A partner is any event organizer who has entered their event on our calendar, ordered supplies, and committed to collaborating with us. Becoming a partner is easy and free! In order to receive free giveaways, partners must:

- Plan an event and [enter it on our calendar](#).
- [Sign up as a partner](#) on the Bay State Bike Week website.
- [Email us](#) with an estimate of how many people will attend and how many of each giveaway item you would like to receive. *Please note that supplies are limited and will be distributed on a first come, first serve basis. We will do our best to accommodate every request, but quantities in excess of 25 items cannot be guaranteed.* You may request the following items:
  - T-shirts
  - Ankle reflectors
  - *Same Roads Same Rules* spoke cards (bicyclist and motorist safety information)



And, you can [download](#):

- Posters
  - *Go By Bike* pamphlets (bicycle commuter information)
  - *Bicycle Safety: What Every Parent Should Know* pamphlets
- Add the Bay State Bike Week name and/or logo to any promotional materials you create, including flyers, posters, and to your website.
  - Brag about your success! [Send us photos and stories](#) from your event that we can post on [www.baystatebikeweek.org](http://www.baystatebikeweek.org). Also, partners must complete a post event survey to tell us some information about how your event went.

### **If I become a partner with Bay State Bike Week, what's in it for me?**

In return for your partnership commitment, you will receive ankle reflectors and t-shirts for your event. *(Please note that supplies are limited and will be distributed on a first come, first served basis. We will do our best to accommodate every request, but quantities in excess of 25 items cannot be guaranteed.)* We'll also help you promote your Bike Week celebration by providing a sample press release, downloadable posters, and a sample email blast for you to send to people who might be interested in participating. You can easily tailor all of these materials to your event.

### **How do I put my event on the calendar?**

Placing events on the calendar is easy. Simply send an email to [events@massbike.org](mailto:events@massbike.org) with the following information or click the submit events button at [www.baystatebikeweek.org](http://www.baystatebikeweek.org):

- **Name of the event organizer:** managing organization or person
- **Phone number and/or email address:** for potential participants seeking more information about the event
- **Website URL** (if applicable)
- **Event logistics:** date, time, location (town, street, zip code)
- **Event description:** one paragraph describing the event, including directions or landmarks that will help participants find it

### **How do I create my own webpage on the Bay State Bike Week website?**

Your community can easily request its own web page on the Bay State Bike Week site. This option is open to partners and non-partners alike. Your webpage will display all the events taking place in your town on a separate calendar. It will then appear beneath the [find local events](#) tab, which categorizes community web pages by town. Each community can also add its own content to its webpage. If you are interested in setting up a webpage, contact [events@massbike.org](mailto:events@massbike.org). MassBike will set up your webpage based upon your requests and needs.

### **When is the deadline to register as a partner and receive merchandise?**

In order to receive supplies in advance of Bay State Bike Week, we encourage you to register as soon as possible. All orders received before May 3, 2010 are guaranteed to arrive in time for Bay State Bike Week events. However, orders received after that date cannot be guaranteed to arrive prior to Bay State Bike Week.

If you don't need any merchandise and are simply looking to put an event up on the calendar, then no deadline applies; we welcome you to contact MassBike at any time prior or during Bike Week about publicizing your event on the calendar.

### **I just want to participate in a Bay State Bike Week event; do I need to become a partner?**

No, partners are event organizers who want to receive support from Bay State Bike Week in organizing their events. Look on the [calendar](#) or click on [find local events](#) to find events in your area. Contact the organizer for that event with questions.

### **Do I have to be a partner to register an event?**

No, you're welcome to just put your event on the Bay State Bike Week calendar without becoming a partner or receiving free Bay State Bike Week giveaways.

### **I have questions; who should I ask?**

Please contact MassBike, at 617-542-BIKE or [events@massbike.org](mailto:events@massbike.org).

### **About MassDOT**

A strong commitment to bicycle transportation is a key part of MassDOT's transportation vision. Bicycling enables people to get out of single-occupant vehicles, which reduces traffic congestion, improves air quality and the environment, and promotes healthy lifestyles.

MassDOT will continue to work to expand the bicycle transportation network, consistent with our recent construction of a number of important shared-use path projects and an increased focus on providing on-road accommodations to facilitate bicycle transportation. Looking to the future, the 2008 *Bicycle Transportation Plan* includes recommendations to expand the on- and off-street bicycle network in Massachusetts, including the establishment of the Bay State Greenway (BSG), a 740-mile, seven-corridor network of on-road and off-road facilities.

To learn more about current bicycle projects, visit the MassDOT bicycling web page at [www.mass.gov/massdot/bike](http://www.mass.gov/massdot/bike). For more information, news, and updates on MassDOT, visit [www.mass.gov/massdot](http://www.mass.gov/massdot), check out our blog at [www.mass.gov/blog/transportation](http://www.mass.gov/blog/transportation) or follow us on twitter at [www.twitter.com/massdot](http://www.twitter.com/massdot).

### **About MassBike:**

Joining MassBike is the best investment you can make to improve cycling conditions in Massachusetts! MassBike has been Massachusetts' premiere bicyclist advocacy organization for over 30 years. MassBike works every day to make sure that your ride is better. [Click here to join MassBike now.](#)

### **About MassRIDES:**

MassRIDES is the Massachusetts Department of Transportation's free statewide travel options program. MassRIDES provides a range of programs and services that help to reduce congestion and improve air quality across the Commonwealth by encouraging travelers to use options such as ridesharing, vanpooling, public transit, bicycling, and walking. For more information about MassRIDES services visit [www.commute.com](http://www.commute.com).



# Pick your event

## **Commuter convoy**

A commuter convoy is a group ride to and/or from work. In the morning, the group meets at a designated point along a commute route that will work for many people and disperses once the convoy has reached town. In the evening, the group rides back home from a central location. Local law enforcement officials are often willing to support the ride. Check out “Six simple steps to a great commuter convoy” for some tips about organizing your event.

## **Bicycle breakfast**

A breakfast for bicyclists! An event organizer and a team of volunteers set up a breakfast somewhere along a commonly-used commute route. We have “Six simple steps to a great bike breakfast” to help get your breakfast off the ground.

## **Bicycle rally**

A rally might include a brief group ride, speeches, raffles, or even live music.

## **Group ride**

A ride, just for fun! Rides can be family-friendly and brief or more advanced. A ride could tour scenic roads or historical sites. Register your event with the [MassBike Spins Series](#) for more extensive assistance, including insurance and help promoting your event. Also, check out our “Six simple steps to a great group ride”

## **Bicycle and helmet decorating activity**

Get the kids involved! Volunteers help local children decorate their bicycles and helmets.

## **Bicycle auction**

Reuse; recycle! In collaboration with local police, a group of volunteers collect the lost or abandoned bicycles from police stations and hold a public auction.

## **Maintenance workshop**

A maintenance workshop teaches basic repair techniques to new bicyclists. The workshop could cover how to change or pump up a tube, how to grease a chain, and how to keep bikes running smoothly. As in previous years, MassBike will be teaming up with local bike shops to provide these around the state.

## **Film screening**

Show a bicycle-related film at a library, a school auditorium, or at another venue.

## **Ride with the Mayor**

Great publicity for your event, great publicity for the Mayor, and great publicity for bicycling!

## **Bicycle shop open house**

A local bike shop gives cyclists a tour, and could host a raffle or a safety workshop as well.

## **Post-Bike Week Party**

Host a party at the conclusion of Bay State Bike Week to thank those who participated in events in your community. A local business may be willing to sponsor this event. You could give awards to exceptional organizers or cyclists.

## **Pump - and - Lube Event**

Get to know other local cyclists and help them out with some free, quick bicycle maintenance. Organize a time and a place (along a commuter convoy route?) to pump up tires and lube the chains of passing cyclists while promoting Bay State Bike Week.

## **Fix a Flat Workshop**

Partner with a local bike shop to show novice cyclists how to quickly and easily fix a flat.

# Six simple steps to...

## A great bicycle breakfast!

*A bicycle breakfast is a breakfast for cyclists to enjoy en route to work or school.*

### 1. Form a group

Find a group of people who like the idea, can help you plan, and can volunteer at the event. For ideas, contact local bicycle clubs, your local MassBike chapter, or local bicycle advocates.

### 2. Choose a location

Great host locations include libraries, bicycle shops, YMCAs, hospitals, and information centers. The best spots will be

- Centrally located or en route to work for many people
- Well-known
- Visible
- Legal (check with local officials for appropriate permissions/permits)
- Enthusiastic about the event and willing to support you

### 3. Choose a date and time

Bay State Bike Week is the week of May 17<sup>th</sup> to 21<sup>st</sup>.

### 4. Register with Bay State Bike Week

Put your event on the [calendar](#), [sign up to receive giveaways](#); even [make your own webpage](#).

### 5. Fundraise

Raise money for your event to help pay for food, coffee, and event materials. Contact local businesses to solicit donations. [Visit our website](#) and click on [resources](#) for a sample solicitation letter.

### 6. Publicize the event

Bay State Bike Week can provide posters, email blasts, t-shirts, and great giveaways for free if you register your event and become a Bay State Bike Week partner. Here are some additional ideas to help publicize your event.

- Put up posters.
- Email friends and acquaintances.
- Issue a press release (use the sample press release in the [resources](#) tab at [www.baystatebikeweek.org](http://www.baystatebikeweek.org)).
- Contact schools, health clubs, libraries, the mayor's office, local celebrities, or local elected officials.

### For more information contact:

MassBike: 617-542-BIKE, [events@massbike.org](mailto:events@massbike.org)



# Six simple steps to...

## A great commuter convoy!

*A commuter convoy is group ride to and/or from work. In the morning, the group meets at a designated point along a commute route that will work for many people and disperses once the convoy has reached town. After work, the group rides back home from a centrally-located meet-up point.*

### 1. Build a team

Find a group of experienced bicyclists who like the idea, can help you plan, and can volunteer at the event. Contact local bike clubs, your local MassBike chapter, or local bicycle advocates for ideas. Consider contacting law enforcement officials for support.

### 2. Choose a meet-up location

The best meet-up locations will be:

- Centrally located or en route to work for many people
- Well-known
- Visible
- Legal (check with local officials for appropriate permissions/permits)
- Spacious enough for bicyclists and their bicycles
- Enthusiastic about the event and willing to support you

### 3. Choose a date and time

Bay State Bike Week is May 17<sup>th</sup> to 21<sup>st</sup>. Decide if you want your ride to be in the morning, after work, or both. Keep in mind that new bicyclists may not be comfortable riding one direction on their own.

### 4. Register with Bay State Bike Week

Put your event on the [calendar](#), [sign up to receive giveaways](#); even [make your own webpage](#).

### 5. Choose a route

Ride it beforehand and make sure it's bicycle-friendly. There are many online resources, like Google Maps Bike Directions, [Map My Ride](#), [GMap-Pedometer](#), and [Bikely.com](#) that can help you with this. The street view and satellite view tools on [Google Maps](#) are also useful. Finally, if you contact MassBike, at [events@massbike.org](mailto:events@massbike.org) or 617-542-BIKE, they can offer route advice.

### 6. Get the word out

Bay State Bike Week can provide posters, email blasts, t-shirts, and great giveaways for free if you register your event and become a Bay State Bike Week partner. Here are some additional ideas to help publicize your event.

- Post signs at your meet-up spot.
- Put up posters.
- Email friends and acquaintances.
- Issue a press release (use the sample press release in the [resources](#) tab at [www.baystatebikeweek.org](http://www.baystatebikeweek.org)).
- Contact schools, health clubs, libraries, mayor's office, local celebrities, or local elected officials.

### For more information contact:

MassBike: 617-542-BIKE, [events@massbike.org](mailto:events@massbike.org)

# Six simple steps to...

## A great group ride

*A bicycle ride, just for fun. A great deal of support is available to you as a ride organizer. Join MassBike's [MassBike Spins Series](#) for added benefits, including event insurance and promotion assistance.*

### 1. Choose a date and time

Bay State Bike Week is May 17<sup>th</sup> to 21<sup>st</sup>.

### 2. Choose a route and create maps and/or cue sheets

Cue sheets and/or maps are recommended in case people get separated during the ride. If you have cue sheets and maps, make sure that MassBike has copies before the ride, preferably in electronic form, and that you have enough copies for all participants. Good map-making online resources include Google Maps Bike Directions, [Map My Ride](#), [GMap-Pedometer](#), and [Bikely.com](#) that can help you with this. The street view and satellite view tools on [Google Maps](#) are also useful.

### 3. Register with Bay State Bike Week

Put your event on the [calendar](#), [sign up to receive giveaways](#); even [make your own webpage](#).

### 4. Form a team

Find a group of people experienced bicyclists who are excited about the ride and can help you lead it. Contact local clubs, your local MassBike chapter, or local bicycle interests for ideas.

### 5. Publicize the ride

You may optionally register your ride with the [MassBike Spins Series](#). In return for promoting your ride as a Spins Series Ride and following the MassBike ride guidelines, you can obtain insurance and other benefits; contact MassBike for more information. Spins Series rides are designed for rides with up to 25 participants; if your ride may exceed this number, contact MassBike (617-542-BIKE, [events@massbike.org](mailto:events@massbike.org)).

Bay State Bike Week can provide posters, email blasts, t-shirts, and great giveaways for free if you register your event and become a Bay State Bike Week partner. Here are some additional ideas to help publicize your event.

- Put up posters, provided by Bay State Bike Week.
- Email friends and acquaintances, email text provided by Bay State Bike Week.
- Issue a press release, provided by Bay State Bike Week.
- Contact schools, health clubs, libraries, mayor's offices, local celebrities, or local elected officials.
- Put up fliers at your meet-up spot.

### 6. Lead your ride!

Take charge of your ride, wear bright clothing and stay up front. Most importantly, have fun!

#### For more information contact:

MassBike: 617-542-BIKE, [events@massbike.org](mailto:events@massbike.org)

