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

Safe Routes to School National Partnership

Sponsored by the SRAM Cycling Fund
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!
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
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.
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

- 2006-2007: 1000
- 2007-2008: 4000
- 2008-2009: 6000
- 2009-2010: 10000
- 2010-2011: 12000
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
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
Mutual Benefits

• Bicycle Village was visible in communities
Mutual Benefits

- Coupons brought in noticeable amount of business

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Peiffer Elementary's Walkin and Wheelin Week

Bike Train Scheduled for Peiffer Students

Ideas for the Week

About Bicycle Colorado

Peiffer Elementary's Walkin and Wheelin Week

Bike Train Scheduled for Peiffer Students

Ideas for the Week

About Bicycle Colorado
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:

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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
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
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!

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Questions and Contact Information

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

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
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!