

Planning a Bicycle Rodeo

This appendix provides a list of simple steps to follow to organize a successful Bicycle Rodeo. At the end of this document, a checklist of these steps is provided to help keep track of the process.

Put together a team of volunteers who can help with planning and organization

- Volunteers can provide the expertise required to help the event run smoothly
- Volunteers can also be well-connected in the community, and can assist with sponsorship and engagement of community organizations
- Consult Bicycle Rodeo Volunteer Team document provided in this toolkit to assist with pulling together and organizing a volunteer team

Engage your local police service

- Police officers have expert knowledge on rules, regulations, and risks associated with crashes and other incidents on our roads
- Some police services help to deliver bicycle rodeos in schools already
- Each community is assigned a police officer for public relations/communications

Choose a date and a location for the event

Date:

Although the date chosen is entirely up to you, options worth considering are:

- September – a fun and educational a meet and greet opportunity for students parents, caregivers, educators and community partners
- Spring – when students start riding their bicycles again after the winter months
- Your municipality's Road Safety Week
- The second week of May has been identified as National Road Safety Week by the Canada Safety Council.
- June – A great end of the year event and safe send-off opportunity for students before the summer

Location:

When choosing a site, examine several options based on your needs, and the scope of your undertaking. A flat, paved surface such as a parking lot where students can ride safely is required for a Bicycle Rodeo. Some sample locations include:

- A large school yard
- A large parking lot not in use during off-hours (i.e., Arena, College or University Campus)
- An automobile racing track – in communities where car racing events take place, the large paved track is often not in use and available to the community to use
- A tarmac at an airport – in smaller communities, airports will often not have incoming or outgoing flights for an afternoon and allow the community to use the tarmac for an event
- A site offering quick access to bicycle paths, for circuit safety
- With help from the local police and people working for the municipality, block off specific neighbourhood streets

Find sponsors and special programs

- Ask a local vendor to sponsor you or make a donation, in return for which the company's name will appear on the registration ticket
- Engage community organizations with a vested interest in the safety of children, they may be willing to make a small donation or host a booth
- Speak with grocery stores and health food stores who can provide a healthy snack for participants

Consult the following informational pieces:

- Young Cyclist's Guide (Ontario Ministry of Transportation) (www.mto.gov.on.ca/english/safety/cycling/young-cyclist-guide/)
- Bike Safety with Elmer the Safety Elephant (Canada Safety Council) (elmer.ca/safety-village/safety-wheels/what-teach-your-children-about-bicycle-safety)
- Share the Road Cycling Coalition (www.sharetheroad.ca/youth-and-school-programs-p151191)
- CAA Bike Safety (bikesafety.caa.ca/)

Planning a Bicycle Rodeo

Find sponsors and special programs

Ask these organizations for the permission to distribute their materials at your event. They may have additional information for you, or they may be willing to attend and promote their materials themselves.

- See a sample Letter for Seeking Sponsorship to get started

Prepare the stations

A Bicycle Rodeo can be as elaborate as a large festival or as simple as a few activities with pylons in the school parking lot. The key to is to be flexible, knowing that all such events can be modified to fit your setting and the age and ability of your students.

- Consult Bicycle Rodeo Stations for tools and activities
- Ask a volunteer (station leader) to supervise and run each station
- Check the equipment needed for each station to ensure it is safe and in proper working order
- Organize each station, placing the necessary materials/equipment in a clearly identified box

Prepare the route

Before preparing the route, you need to consider the age range and number of participants, as well as the number of confirmed volunteers. Also examine the resources you have available to you.

Here are some suggestions that will make it easier to include participants belonging to different age groups:

Beginner (ages 5 and up)

Beginner (ages 5 +)	Intermediate (ages 9 +)	Advanced (ages 10 +)
Registration, Helmet and bicycle checks	Beginner – level activities, plus:	Intermediate – level activities, plus:
Station 1 Station 2	Station 4 Station 5 Station 6	Station 7 Station 8 Station 9

Plan advertising to inform your municipality or school community of the event

Make announcements through the media (newspapers, radio, social media, posters and letters to parents/guardians)

The following tools may helpful when you are planning promotions:

- How to Market and Promote an Event
- Bicycle Rodeo Advertising Poster
- Media and Advisory Template
- Sample Media Announcement

Get parents/caregivers and the community involved

Connect with the various groups that interact with your target population (parents/caregivers, community partners, churches, your municipality, vendors, etc.)

The following tools may be helpful with this step:
Pre-Rodeo letter to Parents/Caregivers

Get the prizes and certificates ready

Rewarding a participant is not difficult: a small, simple token of recognition, such as a sticker or even a certificate attesting successful completion acts as an incentive

- See sample Bicycle Rodeo Certificate of successful completion

Plan a location for washrooms, food and beverages

- Make sure you have enough space to welcome participants, volunteers and parents/caregivers
- Check the washrooms on a regular basis and, if your budget allows it, provide portable toilets
- Have a sufficient quantity of food and healthy snacks for sale to feed everyone; above all, don't forget that volunteers always work better on full stomachs!
- Always think "healthy eating" when placing your order (i.e., fruit, vegetables, yogurt, granola bars)

Planning a Bicycle Rodeo

Prepare the equipment

Required equipment will vary depending on the number of stations and magnitude of the event. A sample equipment list is provided here:

- Pens/pencils
- Bicycle mechanic tools
- Paper
- First aid kit(s)
- Sidewalk chalk (large pieces)
- Paper towels
- Masking tape
- Helmets and bicycles for loan
- Garbage bags and receptacles
- Sound system with background music and microphone
- Tables and chairs

Note: To facilitate carrying the cones around, consider using the dome-on-rod assemblies (40) often used to define sports practice areas.

Pull together a clean-up committee

Keep in mind that if each station looks after its own area, the clean-up committee's job will be a lot easier.

Provide the clean-up committee with:

- Gloves
- Garbage bags and recycling bins
- Broom and dustpan
- Hose (with water source)
- Rags
- Buckets of soapy water

Operate by the following principles:

- Always leave the area cleaner than you found it
- A borrowed site will be available for you again if people pay attention to keeping it clean

Evaluate the Bicycle Rodeo's success

Were students and community partners satisfied with the event? In order to properly gauge the success of your undertaking:

- Provide participants or parents/caregivers with a quick easy evaluation form to complete at the event
- Connect with community partners and sponsors after the event to gauge success and desire to participate in the future

Checklist:

- Put together a team of volunteers who can help with planning and organization
- Engage police officers
- Choose a date and a location for the event
- Find sponsors and special programs
- Prepare the stations
- Prepare the route
- Plan advertising to inform your municipality or school community of the event
- Get parents/caregivers and the community involved
- Get the prizes and certificates ready
- Plan a location for washrooms, food and beverages
- Prepare the equipment
- Put together a clean-up committee
- Evaluate the Bicycle Rodeo's success