

PEDAL PLAY MOBILE BIKE RODEO (PPMBR) TOOLBOX TRANSPORTATION ACTION COMMITTEE KANATA (TACK), KANATA-NORTH

INTRODUCTION AND EVENT PURPOSE

Pedal Play is a half-day mobile bike rodeo, where participants of all ages learn and practice bicycle handling skills in a fun, non-competitive environment by taking part in various interactive learning activities, occurring over a predetermined neighbourhood route.

The event is designed to target the following three demographics:

- Younger children; (primary school), to enable biking to school or their community park, safely with increased competence and confidence;
- Older children; (secondary school), to learn they are a vehicle under the Highway Traffic Act, and to gain the knowledge and competency to cycle accordingly; and
- Adults; to become familiar with basic cycling competencies and the applicable portions of the Highway Traffic Act and their set fines.

The Transportation Action Committee, Kanata-North (TACK), initiated the first mobile bike rodeo in 2016 and again in 2017. It is hoped to become an annual community event.

This Toolbox has been designed to assist those wanting to host a similar event in their community. A series of sample template documents (to help plan, organize and execute this event), is included in this ToolBox.

EVENT OVERVIEW

A pre-determined circular route (beginning and ending in the same location) was developed to link neighbourhood schools, parks, community centres etc, to expose participants to multi-use paths, bike lanes and non-busy residential streets. Safe cycling activities and specific teaching points were sequentially scheduled (and then practiced), along the way, addressing some of the following skills:

- Helmet fitting;
- Basic bike safety check(air, brakes, chain, quick releases) and fit;
- Straight-line riding including shoulder checking;
- Hand signals for stopping and turning;
- Pedal position when turning, (figure 8's), and obstacle avoidance (slalom and rock dodge);
- Correct road positions;
- Passing parked cars;
- How to maneuver transitions in road surface;
- Experiencing the vastness of large trucks' blind spots;
- Changing gears effectively when climbing;
- Right and left turning at intersections;
- Navigating stop signs, speed bumps, cross walks, traffic lights, and round-a-bouts;
- Highway Traffic Act Regulations applicable to cycling lights and reflectors, bells, brakes, one-metre rule, and applicable fines;
- How to avoid 'dooring'; and
- School zone safety precautions.

A Sample Route and Activity Plan are attached as Annex A.

Volunteers both facilitated the various safety activities, and acted as 'guides' between the various locations (stations), highlighting teaching points along the way.

All participants, including parents, were required to have a bicycle in safe working order and a properly-fitting helmet. All children under the age of 12 were required to have a parent or guardian accompanying them for safety and insurance purposes.

A Volunteer Roster indicating how volunteer roles were managed is attached as Annex B.
Sample Volunteer Instructions are attached as Annex C.

ROUTE PLANNING AND ACTIVITIES

The route was developed to link neighbourhood schools, parks community centres etc, to expose participants to multi-use paths, bike lanes and non-busy residential streets, and gain confidence and competence. "Stations" were chosen based on both their location (in the neighbourhood), and their having suitable teaching areas available. 'Car free' parking lots, or large areas of relatively smooth paved asphalt, are necessary to conduct the various teaching activities. Allocation of activity was determined based on best available space, and the best learning sequence. A route of approx 5-7 km is ideal to facilitate skill acquisition and practice. To facilitate participants that drove to the event, a circular route (beginning and ending in the same location), was developed.

FACILITIES AND TOILETS BOOKING

Once the route was finalized, the parking lots and parks were booked as necessary. Many elementary schools are not available for booking on weekends. This means there is no toilet access, so a port-a-potty may need to be booked. Secondary schools are typically open on weekends, so there is toilet access, but the parking lots can be busy. Ensure to check for conflicting bookings which could impact the parking lot space.

SITE PLANS

For ease of set-up, site plans were drawn for all areas used in the event. The site plans included:

- Location of all stations and activities;
- Location of all table, chairs, equipment, props, pylons etc;
- Location and content of signage;
- Location of port-a-potty or access to toilet facilities; and
- Location of parking for participants arriving by motorized vehicle.

TIMING

Sunday was the best day to obtain traffic free parking lots. Late Spring enabled the training to be utilized during the current school year. Depending on the competencies or participants, it took a maximum of three hours to complete all activities. Starting at 13:00 and finishing at 17:00, avoided a lunch break. Participants were encouraged to bring a water bottle and snacks. The participant's start times were staggered throughout the afternoon in fifteen minute intervals (with the last group leaving no later than 15:00). With the help of volunteers, participants moved from activity to activity in small groups of 6-8. The event was advertised as a "rain or shine" event and participants were encouraged to dress accordingly. In the case of severe thunderstorms or other extreme weather, PPMBR would have been cancelled. An emergency contact list was available in case of an emergency or shut down during the event.

SAFETY PLAN AND INSURANCE

A Safety Plan addressing all safety considerations and mitigations was required by the Kanata Beaverbrook Community Association to enable coverage by their Commercial General Liability Insurance. Community associations can acquire insurance via the City of Ottawa's Community Partner Program.

A sample Safety Plan is attached as Annex D.

EVENT 'PASSPORT'

Upon registration, all participants received a paper Passport with a map indicating the Activity Stations. As each activity was completed, they received a sticker on the Passport. The Passport also contained a tear-off portion for feed-back.

A sample Event 'Passport' is attached as Annex E.

BUDGET

PPMBR was advertised as a FREE event. It is possible to run it on a very minimal budget. The only absolutely necessary items are the printed waivers, some office supplies, and possibly a port-a-potty rental. The minimum cost for a mobile rodeo event would be approximately \$200. Businesses were invited to be Official Sponsors. The sponsor's logo was displayed on volunteer t-shirts, road-side signage, on-line, on passports, posters, and other printed material. PPMBR volunteers also collected prizes for a participant draw at the end of the rodeo.

A sample Budget is attached as Annex F.

PROMOTION AND ON-LINE PRESENCE

An event specific website was created along with social media campaigns on Facebook, Twitter, and Instagram. A dedicated website is not however critical; since a page on a community association website would have been sufficient.

The PPMBR organizers found that the two most effective promotional avenues were via the city Councilor's office and the local school boards. Both have extensive contact lists and social media footprints.

The area schools require Board approval before any 3rd-party promotional material can be distributed. For the PPMBR events, the city Councilor's office contacted the school boards directly. It helped significantly to have this request come from the Councilor.

Eventbrite was used to collect and track registration information from both volunteers and participants.

The PPMBR website is: www.pedalplaymobilebikerodeo.com

A promotional video is now available: <https://extremelineproductions.wistia.com/medias/qkp2cho9cu>

A sample Press Release is attached as Annex G.

A sample Communication to Parents is attached as Annex H.

A sample Poster is attached as Annex I.

VOLUNTEERS

The PPMBR event had approx 50 volunteers. Most of the volunteer positions required cycling competency. Many of the PPMBR volunteers were recruited from local bike clubs and cycling organizations. Many of the volunteers returned from the first PPMBR to help at the second.

It is important to collect adequate information from potential volunteers to facilitate their appropriate assignments (ie confirm sufficient cycling competency). Volunteer training sessions were essential prior to the event.

A sample EventBrite Recruiting Text for Volunteers is attached as Annex J

PARTICIPANTS

Eventbrite was used for on-line registration. Essential participant registration information included:

- Time, date, start point, competency level (children had to be able to cycle independently without training wheels or assistance from a parent);
- Duration of event (time and distance);
- Minimum age of participants;
- Need for children to be supervised by a parent, who was also on a bike;
- Need for all participants to have bikes in safe working condition;
- Need for all participants to have properly fitted helmets;
- Advisory that the event goes forward rain or shine and will only be cancelled in the event of severe weather

A photo and video release form was included in the on-line registration process. Unfortunately, the Insurance Waivers could not be completed on-line. The insurance company required that a paper waiver be signed and dated for every participant.

On site "walk-in" registration was also an option.

LOGISTICS - EVENT DAY

Route Marking: To mark the route for all weather, chloroplast lawn signs and duct tape, applied directly to the asphalt were used.

Signage: Activities, mustering points, toilets, start and finish areas were labeled with hand-painted Bristol Board signs.

Sample Signage Requirements are attached as Annex K.

Safety Vests/T-Shirts: Group Leaders were given safety vests and volunteers had bright yellow t-shirts.

Tables, chairs, pylons, and other equipment: Tables and chairs were borrowed from the community centre and delivered by volunteers to the different areas as required.

A list of Support Supplies is attached as Annex L.

Sequence and Flow: If there were multiple activities per station, participants were encouraged to visit the activities in any order to minimize wait times. When they had finished all the activities, they gathered at a "Mustering Station" where a volunteer organized them into groups of approximately 6-8 (ideally of the same age and/or ability).

Participants were lead from station to station by a Group Leader. En route, the participants learned or practiced recently learned skills along the way (ie road positions, signaling and safely passing parked cars).

When finished, participants completed a feed-back survey and filled out ballots for a prize draw.

Several partner booths were set up, however; it is important they remain separate from the registration area to avoid participant confusion.

Parking: Parking areas were sectioned off (using pylons) for participants arriving by car to ensure safe separation from the activity areas.

ORGANIZING TEAM

PPMBR was developed and organized by the Transportation Action Committee, Kanata-North (TACK) and Sustain Kanata North. The latter was a 3-year community-engagement project run by EnviroCentre with funding from the Trillium Foundation of Ontario.

It was of significant benefit to have the support and assistance of the Councilor and her office. This facilitated access to extensive contact lists, social media footprints, and all promotional correspondence could be sent directly from the Councilor.

It was also important to have a Cycling Education Coordinator who was a certified CanBike Level 4 instructor, with extensive cycling experience and up-to-date knowledge of the Highway Traffic Act. The Station Activity curriculum was developed based on CANBIKE teaching doctrine, and the most current applicable regulations of the Highway Traffic Act.

An Event Task List (Action Items) is attached as Annex M.

PARTNERS AND SUPPORTERS

Kanata Beaverbrook Community Association

- Hosted the event and provided event insurance.

EnviroCentre

- Provided financial support from The Ontario Trillium Foundation through 'Sustain Kanata North';
- Provided personnel support on the organization committee;
- Provided Volunteer T-shirts;

- Provided material support with free give-aways; and
- Produced a promotional video: <https://extremelineproductions.wistia.com/medias/qkp2cho9cu>

Safer Roads Ottawa (City of Ottawa)

- Coordinated support of paramedics and police;
- Assisted with teaching activities;
- Provided material support (safety vests, pylons, etc); and
- Provided relevant information booklets and free give-aways.

Kanata Nepean Bicycling Club

- Assisted with teaching activities;
- Helped with event promotion; and
- Arranged a first aid training session.

Ottawa Safety Council

- Assisted with teaching activities.

MobiVelo

- Provided 'Bike Safety Check' training.

Lafarge Canada

- Provided cement mixer for illustrating the vastness of truck blind spots when sharing the road.

Bike Ottawa (formally Citizens for Safe Cycling)

- Helped with event promotion.

SUPPORTING ANNEXES

- Annex A: Sample Route and Activity Plan
- Annex B: Sample Volunteer Roster
- Annex C: Sample Volunteer Instructions
- Annex D: Sample Safety Plan
- Annex E: Sample Event 'Passport'
- Annex F: Sample Budget
- Annex G: Sample Press Release
- Annex H: Sample Communication to Parents
- Annex I: Sample Poster
- Annex J: Sample EventBrite Recruiting Text for Volunteers
- Annex K: Sample Signage Requirements
- Annex L: Sample Support Supply List
- Annex M: Sample Event Task List (Action Items)