



# **Bike Walk Week, June 5-11, 2010**

**The Biggest Yet!**

# History of Bike Walk Week

- ▶ Bike Walk Week started as a day in 2007 and expanded to a week in 2008
- ▶ Bike Walk to Work Day includes celebration locations that offer free breakfasts and discounted happy hours
- ▶ Sponsors provide support for Bike Walk Week and prizes for participants
- ▶ Becomes a year-round celebration in 2010 with weeks in June, October, and around the St. Paul Winter Carnival



# June 2010 = Biggest Bike Walk Week Yet!

- ▶ 7,000+ registered
  - ▶ A more than 30% increase over 2009
- ▶ More events during the week than ever before
- ▶ 190 bike walk teams
- ▶ More than 1,000 attended events at Celebration Locations
- ▶ Wide earned-media attention
  - ▶ MPR. Fox 9 TV. Southwest Journal. MinnPost. KSTP TV. Minnesota Daily. Star Tribune. Pioneer Press. Secrets of the City. Stillwater Gazette. WCCO TV. MTN. Sun Sailor. TC Daily Planet.

# Thank you to our Sponsors!

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## Platinum

Flourish Design, HOURCAR, Metro Transit,  
Whole Foods Market

## Gold

Ameriprise Financial, Anytime Fitness, Banjo Brothers, City of Lakes  
Nordic Ski Foundation, Dero Bike Racks, Life Time Fitness, Minneapolis  
Statewide Health Improvement Program, The Travelers Companies

## Silver

The Bad Waitress Diner & Spy House Coffee Shops, Erik's Bike Shop, Hoigaard's

## Bronze

Freewheel Bike, Great Harvest Bread Co - St. Paul, The Hub Bike Co-op, Kowalski's Uptown,  
Live Green Apartments, Mississippi Market, Ordway Center for the Performing Arts, REI, Sierra  
Club Northstar Chapter



# June Bike Walk Week Events



Owen Duckworth, TLC Organizer, at Downtown Minneapolis' Bike Walk to Work Day Celebration Location

- ▶ **June 5:** Twin Cities Heart Walk
- ▶ **June 6:** Grand Old Day
- ▶ **June 8:** Beyond the Motor City screening
- ▶ **June 9:** Women's Wednesday
- ▶ **June 10:** Bike Walk to Work Day & Nice Ride launch
- ▶ **June 13:** Bike to the Twins Game

# June Bike Walk Week Events

## Twin Cities Heart Walk

- ▶ Hosted by the American Heart Association
- ▶ Located at the Minnesota Twins Target Field
- ▶ More than 20,000 participants from across the Metro
- ▶ Hundreds registered at Bike Walk Week table

## Grand Old Day

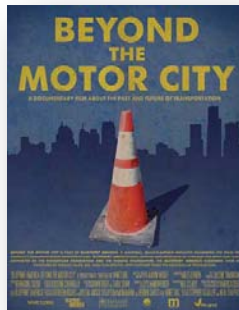
- ▶ Bike Walk Week volunteers were part of the Grand Old Day Parade
- ▶ Handed out Bike Lights
- ▶ Staffed Ayd Mill Road tent with extra bike parking
- ▶ Grand Old Day draws more than 200,000 visitors



# June Bike Walk Week Events

## Beyond the Motor City

- ▶ Documentary about future of transit in American cities
- ▶ Lively Q&A session with director Aaron Woolf and local bicycle business leaders and activists
- ▶ Mpls Bicycling PSA revealed
- ▶ More than 200 attended



## Women's Wednesday

- ▶ AM & PM group rides
- ▶ Women-only Bicycling safety classes at local REI stores



Women bicyclists participate in PM Women's Wednesday ride on Midtown Greenway



# Bike Walk to Work Day

- ▶ Celebration locations across the metro, including in St. Paul, Minneapolis, Anoka, Bloomington, Maple Grove
- ▶ Commuter Convoys led rides to popular commuter destinations
- ▶ Launch of Nice Ride Minnesota bike-sharing program
- ▶ The Green Institute's celebration location featured on [Fox 9 TV's morning show](#)



Bike Walk Twin Cities staff and TLC board members at Nice Ride MN Launch



Folks at the Green Institute Celebration Location for Breakfast



# Bike Walk Week in the Workplace

3M  
494 Commuter Services  
701 Building - CBRE  
Abbott Northwestern Hospital  
Accenture  
Admission Possible  
Aero Systems Engineering  
Allianz Life  
Allina Hospitals & Clinics  
AMEC E&C Services  
AMEC Geomatrix, Inc.  
American Medical Systems  
American Red Cross  
AmeriCorps CTEP  
Ameriprise Financial  
Anoka County TMO  
Apple  
Arts Midwest  
ATK (Alliant Techsystems)  
Augsburg College  
Augsburg Fortress Publishers  
Avalon Charter School  
Banner Engineering  
Barton Open School  
Basilica of St. Mary  
Bay West, Inc.  
Bedlam Theatre  
Bellie Studios  
Bell Museum  
Benson Medical Instrument Company  
Bepex International  
Best Buy  
Blake School  
Bloomington Police Department  
Blu Dot Manufacturing & Design  
Blue Cross MN  
Behavioral Medical Interventions  
Bonestroo  
Boston Scientific  
Brown and Caldwell  
Buffalo Wild Wings  
Campbell Mithun  
Camphor Memorial United Methodist Church  
Capella University  
Capital Deals  
CARAG Neighborhood  
Cargill Excelisior Crossing  
Cargill Office Center  
Carmichael Lynch  
CarVal Investors  
CCI Surety, Inc. & North American Construction Services, Inc.  
Center for Energy & Environment  
Cermak Rhoades Architects  
City Hall - Copy Center  
City of Apple Valley  
City of Bloomington  
City of Hopkins  
City of Minneapolis  
City of Minneapolis - Health and Family Support  
City of Minneapolis - CPED  
City of Minneapolis - Public Works Department  
City of Richfield  
City of Rosemount  
City of St. Paul  
City of St. Louis Park  
Champlin Park High School  
Children's Hospitals & Clinics of MN  
Clark United Church of Christ (UCC)  
Clean Water Action  
Clockwork Active Media Systems  
Colle+McVoy  
Community Covenant Church

Community Neighborhood Housing  
Community University Health Care Center  
Como Park Zoo & Conservatory  
Concordia Language Villages  
Contract Interiors Inc.  
Convey Compliance  
Cuningham Group Architecture, P.A.  
CyberOptics  
Dakota County  
Data Recognition Corporation  
Delta Airlines  
Delta Airlines - Purple Pedalers  
Dero Bike Rack Co.  
Dexma  
DG Motors  
Dorsey & Whitney  
Downtown Minneapolis TMO  
Ecolab  
Edina Courier  
Edison High School  
Eliness Swenson Graham Architects, Inc.  
Emerson  
Emerson - Rosemount  
Erik's Bike Shop

Lindquest&Vennum  
LKPB Engineers  
Lockheed Martin  
Longfellow Community Council  
Longfellow Residents  
Macalester College  
MacPhail Center for Music  
MakeMusic, Inc.  
Martin|Williams  
Metropolitan Airports Commission  
Metropolitan Council - Robert Street  
Metropolitan Council - Heywood Building  
Metro Transit  
Meyer & Njus  
Minneapolis College of Art and Design  
Minneapolis Community and Technical College  
Minneapolis Federal Building  
Minneapolis Institute of Arts  
Minneapolis Park and Recreation Board  
Minnesota Center for Environmental Advocacy  
Minnesota Department of Health  
Minnesota Department of Human Services  
Minnesota Department of Natural Resources  
Minnesota Department of Transportation

Saint Therese  
Seward Childcare Center  
Seward COOP  
Seward Montessori School  
Shepherd of the Hills Lutheran Church  
Sierra Bravo Corp  
Slumberland Furniture  
South High School - Minneapolis  
SPS Commerce  
Starbucks  
Stevens Square Pedestrian Commuters  
State of Minnesota  
St. Catherine University  
St. Louis Park Public Schools  
St. Paul Central Cycling Club  
St. Paul Neighborhood Network  
St. Paul Smart Trips  
Supervalu  
Susan B. Anthony Middle School  
Susan Lindgren Intermediate School  
Target Corporation  
TCF Bank  
Team Ceridian  
The Advocates for Human Rights  
The Basilica of Saint Mary  
The Caldrea Company  
The Depot Coffee House  
The Loft Literary Center  
The Mergis Group  
The Scouler Company  
Thomson-West  
Three Rivers Park District  
Thrivent Financial  
TIES  
Transit for Livable Communities  
Transit Team - Metro Mobility  
Twin Cities Public Television  
UMMC - Fairview  
United Hospital - St. Paul  
United Way 2-1-1  
U of M - Center for Writing  
U of M - College of Biological Sciences  
U of M - CLASS  
U of M - DEHS  
U of M - FWCB  
U of M - Institute on Race & Poverty (Law School)  
U of M - Libraries  
U of M - Minnesota English Language Program  
U of M - Minnesota Population Center  
U of M - Ortho PT\*  
U of M - Parking and Transportation Services  
U of M - Radiology CMRR  
U of M - School of Dentistry  
U of M - School of Public Health Digital Learning Group  
U of M - SFR/SPA  
U of M - St Anthony Falls Laboratory  
U of M - University Stores  
U of M - West Bank Office Building  
United Health Group  
University Orthopaedic Therapy Center  
Valspar  
VA Medical Center  
Victors 1959 Cafe  
Walker Art Center  
Washburn High School  
Wayside House  
Wells Fargo - Downtown Minneapolis  
Wells Fargo - Eagan

**Bike Walk Week Teams at workplaces  
across the Metro Area –Read the list of  
participating groups at**

[www.bikewalkweek.org/team.html](http://www.bikewalkweek.org/team.html)

General Mills  
Gertens Greenhouses  
Grassroots Campaigns, Inc.  
Greater Twin Cities United Way  
Great River Staff & Students  
Green Institute  
Griggs-Midway  
Guthrie Theater  
Hamm Clinic  
HealthPartners  
HealthPartners- IS&T Claims Team  
HCMC  
HED Cycling Products  
Hennepin County  
Hennepin County Child Support  
Hiawatha Elementary School  
Holgaard's  
Honeywell  
ImageTrend, Inc.  
ING - Minneapolis  
Institute for Agriculture and Trade Policy  
Integral7, Inc.  
Itasca Community College  
Itasca Consulting Group, Inc.  
Izaak Walton League of America  
Kennedy & Graven  
Kerwood School Parents/Kids  
Lake Harriet High School  
Legal Aid Society of Minneapolis  
Liesch Associates  
Lighthouse1 LLC  
Linden Hills COOP

OLSON  
Park Nicollet Health Services  
Peace Coffee  
Penn Cycle - Lake Street  
Penn Cycle - Richfield  
Pentair, Inc.  
Periscope  
PerKins+Will  
Phillips Eco Enterprise Center  
Pillsbury House  
Piper Jaffrey  
Plymouth Christian Youth Center  
PreVisor  
  
PricewaterhouseCoopers  
Prism Retail  
Purple Pedalers  
Quality Bicycle Products  
Rainbow Foods  
Ramsey County  
RBC Wealth Management  
Real Estate Equities  
RedBrick Health  
Regions Hospital  
RESOURCE, Inc.  
Robins, Kaplan, Miller & Ciresi L.L.P.  
Ronald McDonald House, Upper Midwest  
Room & Board - Golden Valley  
RPM/Nsight Connect  
Ryan Companies US, Inc.  
Saint Mary's University of Minnesota  
Saint Paul Area Chamber of Commerce



Bike Walk Week

June 5-11, 2010

[www.bikewalkweek.org](http://www.bikewalkweek.org)



# June Celebration Locations



- ▶ By offering free or discounted breakfast, meals, drinks, or services on Bike Walk to Work Day, Celebration Locations reward bicyclists and walkers and offer support for those who are biking or walking for the first time
  - ▶ Here are just a few of many celebration locations:
    - ▶ [Hoigaards](#): Free breakfast rolls + coffee
    - ▶ [Bedlam Theater](#): Free breakfast buffet, peace coffee + \$3 pints
    - ▶ [Freewheel Bike](#): Fruit, Coffee + Waffles
    - ▶ [Coffee News Café](#): Free non-alcoholic beverages 7am-7pm
    - ▶ [Birchwood Café](#): Free Muffins, Scones + Coffee with Bike Helmet
    - ▶ [Eastside Food Co-op](#): Free coffee, fruit + water
    - ▶ [Capital View Café](#): Buy-1-get-1-free Lunch
    - ▶ [REI](#): 15% off Coupon (Bloomington, Maple Grove, Roseville)
    - ▶ [Anoka County Highway Department](#): Refreshments and Prizes
  - ▶ Download the complete [Bike Walk to Work Day Celebration Location List](#)



# Bike Walk Week in the News

- ▶ 2010 Bike Walk Week Announcement ([pdf](#))([docx](#))
- ▶ 2010 Bicycle Friendly Businesses ([story](#))
- ▶ Minneapolis has dethroned Portland, Ore., as the bike-friendliest city in the country ([story](#))
- ▶ Minneapolis ranked #1 Bike-Friendly City in the United States by Bicycle Magazine ([story](#))
- ▶ **Local Media**
  - ▶ KSTP TV: [Nice Ride, Minnesota Launches June 10](#)
  - ▶ Fox 9 TV: [Bike/Walk Week Party on the Greenway](#)
  - ▶ TC Daily Planet: [Share the Road – With Women: Bike Walk Week Devotes Day to Lady Cyclists](#)
  - ▶ MN Daily: [Mpls to Launch Bike-Share Program](#)
  - ▶ Star Tribune: [Jay Walljasper: Minnesota is a Better Place to Bike](#)
  - ▶ Star Tribune: [Share the Bike...Share Lots of Bikes](#)
  - ▶ MPR: [Director Says Detroit has a lot to Teach](#)
  - ▶ TC Daily Planet: [Biggest-ever Bike Walk Week Aims to Get People Moving in Twin Cities](#)
  - ▶ Star Tribune: [Women, unite: Hop on your Bikes and Ride to Work](#)
  - ▶ MPR: [Biking to Work, Without the Post-Ride Shine](#)
  - ▶ Secrets of the City: [Bike Share to Debut Next Week](#)
  - ▶ Ride Boldly! Blog: [Cycling Classes for Women](#)
  - ▶ Southwest Journal: [Bike and Walk Week](#)
  - ▶ MPR: [Bike Walk Week Culminates Thursday with Bike-Share Program](#)
  - ▶ Stillwater Gazette: [Lakeview Officials Tout the Benefits of Biking to Work](#)
  - ▶ Sun Sailor: [St. Louis Park Joins Bike Walk Week](#)



# What's Next?

- ▶ Get geared up for Fall Bike Walk Week
  - ▶ Oct 2-9, 2010
  - ▶ Oct. 6 = Bike Walk to School Day



Bike Walk Week

June 5-11, 2010

[www.bikewalkweek.org](http://www.bikewalkweek.org)

# Info about BWW Partners/Organizers

▶ We're proud to say this is truly a joint endeavor. Here's a list of the growing number of partners putting this together:

- ▶ [St Paul Smart Trips](#)
- ▶ [494 Commuter Services](#)
- ▶ [Anoka County Transportation Management Organization](#)
- ▶ [Downtown Minneapolis Transportation Organization](#)
- ▶ [Hennepin County](#)
- ▶ [Metro Transit](#)
- ▶ [Minnesota Department of Transportation](#)
- ▶ [Bike/Walk Ambassadors](#)
- ▶ [Transit for Livable Communities/Bike Walk Twin Cities](#)

