

## Section 3

# Logistics

There are as many ways to run a bike rodeo as there are communities. We hope the following information will help you find the event that's right for your community.

## Who will run the bike rodeo?

Options for running the program will vary. Success can be achieved no matter what method you choose to use, but finding the right fit for your community will make things much easier. Here are some examples of ways to run a bike rodeo:

- Community groups (e.g. Optimist, Scouts & Guiding, Lion's, Business Improvement Associations, Fire Departments etc.)
- Schools
- Municipalities and Recreation Departments
- Partnerships between any of these including private business

## How many people will I need?

- Two or more at the registration table (can also help with other components).
- Minimum of 1 instructor per 6 children (it works well for this person to move from station to station with their group and track each child's skill development)
- At least 1 supervisor at each station
  - For Station 10, 'Rules of the Road', it's recommended to have 1 supervisor per skill challenge. The sample in this guide has 5 supervisors.
  - If doing the 'On-Road' component, have each group of 6 students ride with a minimum of 2-3 adults (one in front, one at the back, and one in the middle to prevent racing)

## How much time will this take?

This will vary between 2 – 8 hours depending how many stations you have and how many children you're running through them.

## Partnerships

Creating strong and lasting partnership can help make your program a success. Within any community, there are many groups and organizations that are great partners for cycling education. Many organizations already promote health education and safety. Partnerships can range from sponsoring courses to assisting with running the program.

### Health Units:

Health units are a natural cycling education partner. Health units across Ontario may be able to provide resources, information and presentations around pedestrian safety, cycling education, healthy lifestyles, and health promotion. To contact the Huron County Health Unit call 1.877.837.6143.

### Police:

Partnering with local police forces is also beneficial for your program. Police officers can assist with community outreach and education. Safety is often a key goal of any police force and the local force in your community may already provide cycling education. Partnering with police also helps to legitimize and generate public interest in the program.

### Schools:

Partnering with local school boards will help you run bike rodeos and provide beneficial community outreach. Many parents are involved in parent councils and can be trained along with the students when it comes to cycling education. Teachers and high school students can assist with instructing during bike rodeos. Schools are also a great place to advertise upcoming courses. School boards may be interested in sponsoring courses or the program.

## Costs

The following is a list of potential costs you may have, depending on how you decide to run your bike rodeo.

### a. Equipment

Here are things you may want for your bike rodeo. You may be able to buy them, or ask around to see if others have things you can borrow for your event.

- Pylons
- Tennis balls
- Chalk paint
- Tools for minor bike repairs
- Boundary tape
- Helmets for borrow or purchase
- Real or mock stop sign, rail road crossing sign, traffic light
- Clipboards

### b. Printing & Advertising

- Design and/or printing of posters or notices
- Notice in paper and/or through radio stations
- Printing forms, tests, completion certificates

### c. Kid Fuel

If you'll have the kids outside and active for a long time, you'll want to budget for healthy snacks. No matter what your timelines are like, have water available (free municipal tap water is a great choice!).

[huronhealthunit.ca/healthy\\_eating](http://huronhealthunit.ca/healthy_eating)

### d. Instructors

You may decide to run your course entirely with volunteers, however, for added expertise, consider hiring instructors through CAN-Bike. Email [canbike@cyclingscanada.ca](mailto:canbike@cyclingscanada.ca) with your date and location and they will help connect you with an instructor.

### e. Insurance

You may want to purchase insurance, though you may also seek to partner with an organization that you would be covered under. By hiring CAN-Bike instructors you would be covered through the CAN-Bike Program. If partnering with a school, you'd be covered under their insurance.

## Funding

The funding available to run your Bike Rodeo will depend on how the program is structured. Again, if the program is small in size and the demand for courses is low, funding may not be a serious issue. But no matter what the size of the program, there will still be a need for funding to cover costs such as advertising and materials. If your program is run through a municipality or partner organization, the program can be included within existing budgets. This may mean limited funding, but should be enough to run the program.

### Grants and Sponsorship:

Whether your program is part of a municipal government, business, or non-profit organization, you might be able to apply for grants to help fund the program. There are grants at the federal and provincial level that fund educational and recreational programs. Some municipalities and health units have applied to the Ontario Ministry of Tourism, Culture, and Sport's Ontario Sport and Recreation Communities Fund to help seed their cycling education programs.

Businesses can also be a good source for funding. Many businesses offer programs to fund community groups and projects. Partnering with businesses or other organizations to sponsor the program or individual courses can help cover some costs. This option may not provide long-term sustainability, but if your program is smaller in size, it can help cover the costs of some courses if no other funding options are available.

- Equipment
- Promotion/advertising
- Running course/insurance
- Other

## Liability

If liability is a concern for your organization, see Appendix 1 for a sample waiver form that can be used. If partnering with a school and offering the rodeo during school time, the school's insurance would cover the program. If hiring a CAN-Bike Instructor, they will have their own forms and insurance as well.