

BOULDER **B** *cycle*™



2015

**Volunteer
opportunities**

Help grow bike sharing in Boulder

Founded in 2011, Boulder B-cycle is Boulder's ever-growing nonprofit bike share program. We work tirelessly to ensure that bike sharing remains an affordable transportation option for Boulder residents and visitors, but we can't do it alone. In order to keep costs low, we employ a relatively small staff—just 3 full-time senior staff and 5 part-time employees run a system of 38 stations and 250 bikes.



Our 501(c)(3) nonprofit is funded through a combination of system revenue (i.e. passes and usage fees), sponsorship dollars and grants.

Our ultimate goal is to continually reduce the portion of our budget funded by sponsorship and grants. To do this, we're aiming to get more people on B-cycles year to year. Our goal for 2015 is 50,000 trips, a 25% increase over last year's numbers.

As a volunteer, you can contribute in a concrete way to bringing bike sharing to even more Boulderites. Our dedicated annual members have always been our strongest ambassadors, and we hope that you'll consider contributing a few hours of your time to help get more people on B-cycle seats. More riders on bikes and more support for our program means fewer trips by car, less pollution, and more calories burned, and safer streets for everyone on bikes.

Included in this packet are descriptions of the different ways in which you can volunteer with Boulder B-cycle. Even if you only have an hour to give, there are plenty of opportunities available for you to help. Check out the last page of this document for information on volunteer benefits, including how to earn a free annual membership.

If you're interested in volunteering, you can get in touch with us by email at info@boulderbicycle.org or by phone at 303-532-4412 to schedule a volunteer training session.

Please join us in making biking better for everyone in Boulder.

James Waddell
Executive Director
Boulder B-cycle

Station Ambassadors

As our bike share system continues to grow, we'll need more and more help reaching out to neighborhoods and businesses near our stations. Word-of-mouth has always been the most successful means of spreading the word about Boulder B-cycle to new riders and potential sponsors, and who better to talk about the program than our regular riders?



The need for volunteers is especially high at recently-added stations, where potential riders and sponsors are likely less familiar with how bike sharing works. If you live near a new Boulder B-cycle station, consider volunteering your time to help spread the word about this amenity in your neck of the woods.

Time commitment: ~1 hour per visit

Duties:

- Direct outreach to residents near new & existing stations
- In-person demonstration events for new riders
- Attending relevant community meetings to promote bike sharing as a transportation option
- Distribution of discounts and other incentives to community members

Consider volunteering in this capacity if you are:

- Personable and comfortable interacting in both professional and informal settings
- Excited about the opportunities bike sharing affords their community
- Involved in neighborhood associations, business associations or other networks

Event Volunteers



Throughout the course of the year, Boulder B-cycle participates in a large number of events in the Boulder community. These events have been critical to the success of our program, as they give us the opportunity to interact with potential riders face-to-face. Given that bike sharing is normally a fully automated amenity, interactions of this type are rare. While we're happy to lend our staff's expertise and answer questions at these events, there's no substitute for the testimonials of our regular riders.

Our involvement in some events is formal, with a specific space set aside for a tent and table for Boulder B-cycle materials. Our participation in others is more fluid, staffing stations at football games and other high-traffic events to provide assistance to first-time users.

Specific duties for event volunteers will vary depending on the nature of each event, but expect to talk a lot about your experiences with bike sharing and how they've shaped your daily routine.

Time commitment: 2-3 hours per event

Duties:

- Sharing your experiences with Boulder B-cycle
- Providing in-person demonstrations to first-time users
- Assisting in merchandise and pass sales
- Setting up and tearing down tables, tents and chairs
- Various event-specific duties

Sample Events

- Boulder Green Streets Ciclovía
- Boulder Craft Beer Festival
- Downtown Farmer's Market
- CU Football games & other university functions

Consider volunteering in this capacity if you are:

- Outgoing and personable
- Familiar with the process of 24-hour pass purchasing at kiosks
- Passionate about the ways in which bike sharing has improved your routine
- Interested in spending time in the fresh air

Operations Volunteers



For those of you who are more technically-oriented, our operations team is always in need of extra hands attending to our growing number of bikes and stations, especially during inspection cycles. The operations team is on the front lines of making sure our system is running smoothly and reliably. While we can gain a great deal of information about system health remotely, there are limits to our capabilities.

By volunteering to keep your eyes on a particular station, or to assist in deployment of new bikes or sponsor assets, you can help us improve the speed at which we address maintenance needs and adjust to the habits of our riders.

Depending on your preferred duties, operations volunteers may need to be on call for short trips to address maintenance or cosmetic issues.

Time commitment: Open

Duties:

- Distribution of new sponsor assets to bikes and stations
- Assisting in redistributing bikes to appropriate stations around town
- Adopting a B-cycle station for periodic cleaning and touch-ups

Consider volunteering in this capacity if you are:

- Highly organized and technically minded
- Interested in biking while you volunteer
- Living or working near a B-cycle station

B.E.A.S.T. Master

If you're looking for a total unique volunteer opportunity, look no further than the B-cycle Electric-Assist Service Trailer (B.E.A.S.T.). The B.E.A.S.T. is a customized B-cycle hauling trailer built to hold 3 B-cycles and powered by an Optibike



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Volunteer Benefits

So, what's in it for you?

In addition to getting the eternal respect of your peers for contributing to a community transportation solution, you'll also get hooked up with a Boulder B-cycle T-shirt for your first shift, and plenty of other Boulder B-cycle goodies. Event volunteers may receive additional benefits, including entry passes into the events they volunteer for.

Earn A Membership

You can also turn your volunteer hours into a free Annual or Semester pass! Just let us know that you're interested in participating in our Earn A Membership program, and we'll count your volunteer hours toward a free pass. Volunteer for **3 hours** in 2015 and get a free **Semester Pass** (normally \$45). Volunteer for **5 hours** in 2015 and get a free **Annual Pass** (normally \$70)

What are you waiting for? Get in touch now to schedule your volunteer training session!

