

Free Wheelin' Wednesdays



- **Heights Bicycle Coalition**
- **Type:**
 - Health & fitness
 - Nature
 - Culture & history
- **FWWs** are free, bi-weekly social rides in the Heights' community during summer months
- **2011 – present**

County: Cuyahoga
Cuyahoga District 10



Free Wheelin' Wednesdays are Wednesday evening rides that showcase the region during the summer months. These social rides are open to all cyclists of all ages, with some rides geared specifically towards families. FWW rides all begin at the Coventry Peace Arch and finish by dusk. Riders are asked to wear helmets, have bikes in good working order and sign a liability waiver. Riders are encouraged to meet their neighbors and learn more about their community by bike!

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Free Wheelin' Wednesdays

Free Wheelin Wed - Community Gardens 2013

This ride was submitted by Alice Stratton, PE teacher at Fairfax Elementary! We will stop at two community gardens (brief tours) and the Straw Bale house of the Kious family.

Public · 385 views
Created on Aug 13, 2012 · By bee · Updated < 1 minute ago

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- Coventry PEACE Park
- Coventry PPk - Fairfax Comm Garden
2.0 mi - about 7 mins
- Fairfax Elementary School - Community Garden
- Fairfax to Canterbury
0.5 mi - about 2 mins
- Cinder Path
- Canterbury Elementary - Community Garden
- Canterbury to Cedar
1.5 mi - about 5 mins
- Cedar/Cott Grove to Kious Straw Bale
1.4 mi - about 6 mins
- Kious Straw Bale House
12541 Cedar Rd
- Kious Straw Bale to Canterbury Peace Park
1.0 mi - about 5 mins

- **Participants:** 10 – 35 riders per FWW
- **HBC Volunteers plan, promote and lead rides**
- **Location:** Rides all begin at a local Park, use bike and multi-use paths as well as minor roads and end by dusk
- **Program frequency:** Bi-weekly Wednesday summer evenings

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FWW rides are planned by a volunteer committee comprised of HBC Board members, HBC Education and Encouragement Committee members and anyone else who would like to join in planning, leading or joining a FWW ride that year. Google bicycle route mapping is used to finalize routes so that they can be posted online for continued use by community members.

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- **Benefits, Goals and Results:** Designed to engage varying types of cyclists and community members
- **Transferability:** Easily replicated – enthusiastic community members show off their favorite bike-able destinations

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The goals of FWW are multi-faceted:

Provide free recreation to anyone with a bike and helmet – some riders feel most safe in a group

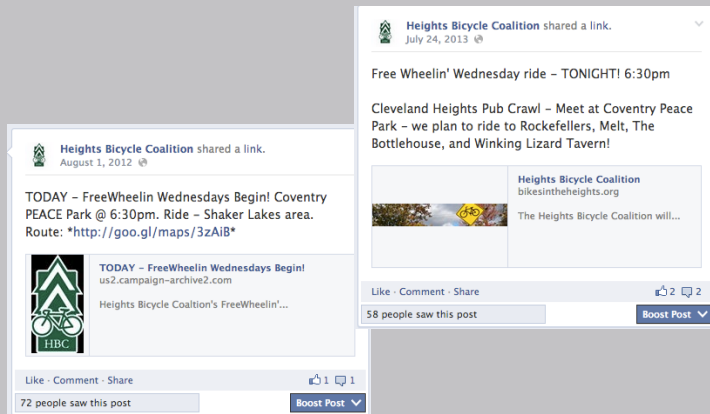
Engage community members in learning about their community – there are historical rides, community garden ride tours, park tours, family-themed rides and pub crawls.

Establish and showcase community bike routes that can be used repeatedly

**Great promotional tool for bike organizations

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- FWW is promoted via Social Media:
 - Ride Reminders
 - Cancellations



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While FWW rides are promoted through email, on the organization's website and through articles in the local press, Facebook is also used to communicate ride reminders and cancellations—the social rides do not require registration and their spontaneous nature fits well with social media promotion

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The composite image features a Google Map of a trail area with a blue route. Below the map is a social media post titled "Morris Area Pioneers' Revolutionary Rumble Ride" with the text: "INSURANCE FOR CLUBS AND ORGANIZATIONS". The post includes a photo of cyclists and a red circular logo with a bicycle wheel and the word "MEMBER". Below the post is a text block: "CLUB AND ADVOCACY ORGANIZATION INSURANCE PROGRAM" followed by a paragraph about cycling risks and insurance coverage. At the bottom right are two logos: one for HBC (Bikes in the Heights) and another stylized tree logo.

- Resources for Ride Leaders:
 - Google Maps
 - LAB Liability Insurance and Forms
 - Membership forms
 - Businesses

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HBC
bikesintheheights.org

We found several resources to be key in organizing these rides:

Google Maps – using the biking icon allows planners to see recorded bike infrastructure such as bike paths and trails as well as bike lanes (this tool can also be used to SUBMIT paths and trails to Google)

Insurance – all HBC members and first-time FWW riders are covered for liability under a LAB general liability insurance policy; HBC is a LAB member

Membership Forms – social rides are a great way to gain momentum in cycling numbers; HBC always has membership forms available for FWW riders

2014 FWW Rides will be co-sponsored by a neighborhood business development group (Coventry Village Improvement District) that will also help organize vendor discounts and complimentary programming, such as a public screening of a bike-themed movie