

First Day Bikes Toolkit

What is First Day Bikes?

First Day Bikes, a play on the nationwide January 1st event “First Day Hikes,” is an event celebrating the start of Florida Greenways and Trails Month on October 1st. There are many ways to host a First Day Bikes event, and each celebration will look different depending on the host. The important thing is that Floridians are encouraged to enjoy their local trails (even without a bike!) on October 1st and beyond.

How Can I Get Involved with First Day Bikes?

Trail managers and recreation professionals can get involved with First Day Bikes by planning a cycling-focused event on or near a local trail for the weekend of October 1st. There are many ways to celebrate, from hosting a huge community event to organizing a smaller group bike ride.

If you're interested in hosting an **in-person** First Day Bikes event, consider these ideas:

- Organize an Outdoor Expo held at a trailhead or park featuring booths set up by local environmental and cycling groups.
- Work with local cycling clubs to schedule rides that are open to the public on various trails in your area. Publish and promote the schedule ahead of October 1st.
- Have a giveaway for a bike, recreation equipment, etc. for people who attend your First Day Bikes Event.
- Offer helmet fittings and helmet giveaways at your event ([learn more here](#)).
- Schedule Ride with a Ranger group rides on State Park or State Forest trails. Swap out the word Ranger for something else and organize a bike ride with local officials or celebrity citizens.
- Set up a bike-able scavenger hunt route through your area on October 1st to highlight local attractions, art installations, businesses, or recreation spaces. Distribute the map in person at a local trailhead or
- Organize a litter clean up event on local biking trails.

First Day Bikes can still be promoted anywhere in the state even without a physical event. Consider these strategies for **virtual** awareness campaigns:

- Plan a social media campaign encouraging people to share photos of themselves biking on October 1st with the hashtag #FirstDayBikes.
- Kick off virtual challenges on October 1st that require participants to log their cycling hours/miles for the month of October. Consider offering a prize for the most hours or miles.
- Create a passport that encourages people to bike to different areas of your city and upload it to the city's website for people to print and explore on their own time.
- Organize a listing of all outdoor recreation and trail focused events in your area that can be easily accessed on a city website, Facebook page, or other communication channel.
- Share bicycling health facts or information on local bike trails on social media and other communication channels.

Promote your Event

The Office of Greenways and Trails compiles outdoor recreation events and programs on our Community Trails Calendar. Send your First Day Bikes event information to Anna.E.Hopkins@FloridaDEP.gov and we will add it to our list! When promoting your event, consider what bike friendly organizations, businesses, and clubs in your area will help amplify your message. Here are some ways to advertise your First Day Bikes event:

- Social media posts
- Post physical flyers at popular trailheads, parks, visitor centers, bike shops, and bulletin boards
- Radio advertisements
- Online event calendars
- Promotion through local tourism office
- Event websites such as Facebook or Event Brite

Sample Social Media Posts

- Happy Greenways and Trails Month! Why not celebrate with a bike ride on your favorite trail in [city name]? Make sure to share your trail adventure photos with #FirstDayBikes.
- Celebrate the start of Florida Greenways and Trails Month with a bike ride! What locations around [city name] are on your adventure list this month? #FirstDayBikes
- Do you hear that? It's your bike calling you to hit the trails! Celebrate the start of Florida Greenways and Trails Month with a walk or ride on your favorite trail. Share your adventure photos with #FirstDayBikes.
- Enjoy the fresh air this Sunday with a bike ride on your favorite trail to celebrate the start of Florida Greenways and Trails Month! Share your adventure photos with #FirstDayBikes.
- October is the perfect time of year to enjoy a bike ride on one of Florida's many trails. Pedal your way into Florida Greenways and Trails Month by biking the [insert local trail name] Trail today! #FirstDayBikes

Sample Event Flyers & Social Media Graphics

These resources are available on the First Day Bikes page of the Office of Greenways and Trails website, www.floridadep.gov/ogt.

Online Biking Resources

Health

- Harvard School of Public Health - Bicycling
- Cycling Weekly – Cycling Benefits
- Forbes – Benefits of Cycling to Work
- Bike Radar – 30 Benefits of Cycling

Bike Trails

- Bike Florida
- Florida Online Trail Guide
- Florida Hikes - Biking in Florida
- Visit Florida – Biking Trails