

Bike Rack Design Competition: Call for Sponsorship

Boulderspace is a community-centric forum highlighting design and development issues in the city and county of Boulder. We are currently hosting a city-wide Bike Rack Design Competition, in partnership with the City of Boulder. We began our preliminary competition planning in the fall of 2007, and are now ready to open The Bike Rack Design Competition to potential partners and sponsors.

To our knowledge, Boulder was the first municipal entity to entertain a city-wide, community-organized bike rack design competition. Since our initial planning, New York City has also begun implanting plans to move forward with a bike rack design competition as well. After working out a myriad of details, we're now looking to local shops and bicycle communities to join us in participating and creating momentum behind these cutting-edge ideas!

Please read below for Bike Rack Design Competition background and details, as well as partner and sponsor opportunities.

Thank you for your interest and please contact me for further details.

Sincerely,
Rebecca Lewis
rl@sorbeliving.com
720.771.0528

Competition Background

In August 2007, Boulder joined the growing number of cities across the country to convert their coin-operated parking meter systems into a newer, solar powered “pay & display” system. While the newer system is efficient and energy and space conscious, the older coin-operated meters did provide a quick and easy way to park & lock one’s bike when riding downtown—especially in a town with a large biking community yet with limited bicycle parking in many areas. As the changeover began to take place, we became intrigued by the possibilities presented by the newly “headless” parking meter poles. Specifically, we thought that these poles could be the spark for a community-based effort to bring about new bicycle parking opportunities in the downtown Boulder area by engaging in creative input from Boulder residents.

After inquiring about the meter poles with City of Boulder officials, we discovered that the City had already purchased some basic bike racks designed to be installed on top of the old parking meter poles. Their purchase of 125 bike racks, at least initially, was for the downtown area only. As there are many more parking meter poles in town, and no immediate plans for using the remaining meter poles, we decided to host a bike rack design competition through our blog at www.boulderspace.com.

We've had positive feedback from the City since we proposed the idea, but like all things bureaucratic, an idea of this scope takes time. At the moment we are working together with the City to define some 'high need' areas for installation, as well as a set of guidelines that include size limitations, acceptable materials, safety information, and details related practical regulations related to liability.

Bike Rack Competition Guidelines

Guidelines and Criteria that we have already established for Phase I and Phase II of the competition include:

Phase One

Participants submit their designs between now and June 9, 2008. These submissions can be creative, artistic, and unique. There are no restrictions or boundaries on Phase I submissions regarding design. The idea for Phase I is to cast a wide net and to generate a variety of possibilities, to engage our community and to see how creative our participants can get. Submissions for Phase I must fit one of two categories:

1. Artistic Category: The "free range" competition. Participants can design a bike rack free of any creative restraints. The bike racks submitted in this category will be intended for installation on private property (residential or commercial), NOT on City of Boulder right-of-way areas. Additionally, designs in this category may qualify for inclusion in an artistic installation, pending further planning and sponsorship.
2. Practical Category: Design a bike rack that can be mounted on to the recently-beheaded parking meter poles. (Pending City of Boulder approval with guidelines to be published, as they are currently in development).

Phase Two

The second phase of the competition will begin in June, after the entries from Phase I have been judged. All designs from the second category (the "Practical Category") of Phase I will be entered into Phase II. The purpose of this phase is to select a bike rack design that will fit into the guidelines to be determined through collaboration with the City of Boulder. This second set of criteria will challenge designers to use practical guidelines and parameters for potential public installation in the "high need" areas within city limits. Boulderspace is collaborating with the City to define these guidelines; and we'll post them on our blog (www.boulderspace.com) when they've been drawn-up and approved.

The winning bike rack designs will be publicly recognized and credit will be given to the designer; however, the design itself will be the "possession" of Boulderspace. Please visit boulderspace.com to print and complete the submission forms (PDF); all submissions must be accompanied this form.

Sponsors and Partners

Boulderspace is seeking participating sponsors and engaged partners. We believe that working together with our local shops and businesses will add value to the Boulder bicycling community,

local businesses, the Boulder community at large, and the Boulderspace readership.

We will be holding four community events in support of the Bike Rack Design Competition, culminating with the main event, the unveiling of the winning Phase I bike rack design (Saturday, June 21st). The winning design and installation from Phase II is tentatively scheduled for July, 2008.

We seek partners that would like to participate in the Bike Rack Design Competition process and development. We have a number of ways in which partners can become involved, but we encourage partners to contribute their own thoughts and ideas of how they can best serve this community process.

We're looking for:

- 1.** Participation in and support for the Bike Rack Design Competition and events leading up to the Phase I unveiling:
 - Written & Graphic material to be displayed in bike shops, or at events where relevant (promotional materials provided)
 - Shared-links between your website and boulderspace.com
 - Excitement-building within the shop (possibly a POP display for the competition)
 - Entering a 'shop' design into the competition (bikerack design and 3-D conceptual model)
 - Programs/guidance for bikers at Boulderspace events (see events)

- 2.** Donations of product(s) for events (displays and prizes):
 - Donate product at events (either practical or artistic bike racks)
 - Display bikes and how they work with the different bike racks on the market
 - Donation of product/gift certificates for winning bike rack designs (phase I and phase II), as well as donations for silent auctions at events to raise money for competition.

- 3.** Financial Support.
 - Boulderspace is asking for your support through financial contribution in order to complete all levels of the production process. Your financial involvement will be allocated to fabrication, installation, and maintenance of bike racks; artistic installations (degree of installation pending on further planning and discussion with the city); event programs leading up to installation; and written promotional materials. Please make checks payable to 'Bike Rack Design Competition' or 'BRDC' for your donation. Your support, however large or small, will be recognized and appreciated to the success of this event through website and event product recognition.

* In addition to financial support, we will be creating Sponsorship Opportunities on an individual basis that will offer business visibility as well as the opportunity to support the community with this creative endeavor. Please send inquires to Rebecca Lewis, rl@sorbeliving.com.

- 4.** Ideas, Perspective, and Input:
 - Guidelines for bike rack designs (practical components)
 - Input for what will make a great bike rack (open criteria)
 - Judging guidelines and possibility to become a judge

5. Blog Contribution:
 - Become a part of the Boulderspace community: contribute your voice, your thoughts and opinions, about Boulder biking, the bike and/or Boulder community, or open topics
6. Food & Beverage Donation:
 - For events leading up to the unveiling event and installation (see events)

Events

1. Design Competition and Architecture Challenge
April 5th (2pm – through the evening) : Featuring bike rack design competition, architecture competition, and after party; highlighting Boulder architecture)
2. Round Table Discussions & Event Planning Meetings
We'll be using our 1956 British double decker bus (32 feet long with a retro-finished interior) to facilitate dialogue surrounding the Bike Rack Design Competition. Our hope is to collaborate with our partners by taking the bus to a variety of locations and hosting an event near you!
3. Judgment Day: Phase I/Phase II
Saturday, June 21
 - Design submissions due Monday, June 9th
 - Design conceptual 3-D model (for judgment) due Wednesday, June 18th
 - Judgment Day Saturday, June 21st
4. Installation (tentative date for installation is July)

Again, thank you for your interest. Please visit boulderspace.com (Bike Rack Competition) for more details.

