

Davis Bike Scavenger Hunt 2023

PEDAL PLAYOFFS

A WHEELY FUN PROCESS BOOK!

Sophie Martinez, Jareth Ryford, Hector Valdivia, Shenwei Zhu



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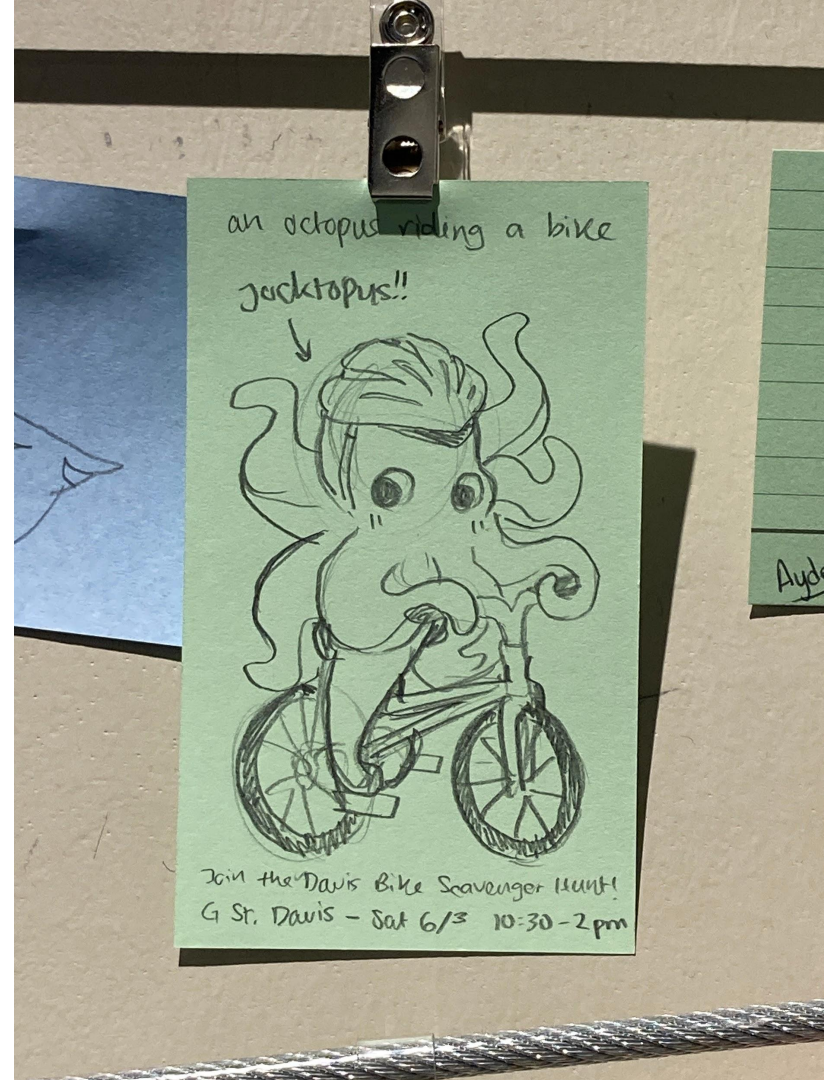


Brainstorming

Event Ideation

The focus of this Davis Bike Scavenger Hunt was sports, and we selected locations from around the city where we could set up stops each checked for permissions and access before the event.

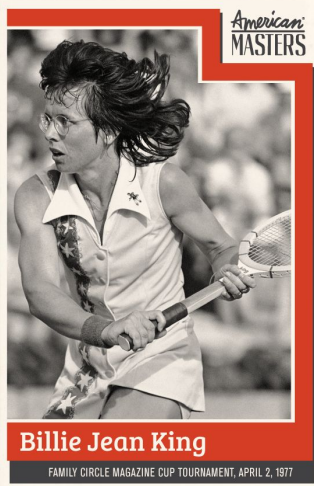
We decided that at each station, we would include a fun activity that was related to the sport theming and the location.



Sports Theming

“Challenges will center around one aspect of the sport that the site houses. These aspects are also found on the sport trading card combining card game cards, trading cards, and achievement badges.”

Originally, the theme and event surrounded the gamelike aspect of sports, which included trading cards. However, given our time and material constraints, we decided to scrap the idea.



American MASTERS

Billie Jean King started as a young girl who played tennis on public courts in Long Beach and rose to become one of the most iconic and socially active players the sport has ever seen.

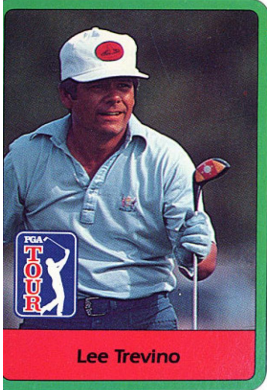
“Champions keep playing until they get it right.”
— Billie Jean King

Key Facts

Born:	November 22, 1943 in Long Beach, California
Right handed	
Turned Pro:	1968 (age 25)
Retired:	1983
Career Record (Singles):	695 – 155
Career Record (Doubles):	87 – 37
Career Titles (Singles):	129
Career Titles (Doubles):	11

Billie Jean King
FAMILY CIRCLE MAGAZINE CUP TOURNAMENT, APRIL 2, 1977

PBS. WWW.PBS.ORG/AMERICANMASTERS
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PGA TOUR

23 **Lee Trevino**

Born: December 1, 1939
Home: Dallas, TX
Family: Wife, Claudia; five children
Joined Tour: 1967
Height: 5'7" Weight: 180

CAREER HIGHLIGHTS
Winner of 26 TOUR events, plus two British Opens . . . 2nd Leading Career Money Winner with \$2,608,793 . . . has won two U.S. Opens, one PGA Championship, one TPC, the 1981 MONY Tournament of Champions . . . member of five Ryder Cup Teams . . . 1971 PGA Player of the Year . . . winner of five Vardon Trophies (low scoring averages).

1981 AT A GLANCE

DRIVING	GIR	PUTTING	SCORING	MONEY
256.5 (113th)	.667 (38th)	29.88 (68th)	71.01 (14th)	\$134,801 (23rd)

Event Title

We spent another brainstorming session on names for our event and mascot idea. Our working titles for the event were Ace the Race and Pedal to the Medal, but in the end the class chose **Pedal Playoffs**. The mascot's working title was the Octathlete, but its final name became **Jocktopus**.



CHOOSE
SITES.
LEIS ISOLATED.

SPROCKET
LEAGUE
- FLYWHEEL
LEAGUE
- THROTTLE
LEAGUE

OCTOLYMPICS



Bike Scavenger Hunt Names

- Octathletics
- Tentacle to the Pedal
- Suction Cup  → Spoke cup
- Roundabout
- Gear On & Gear Up
- Octolympics
- Octocruise
- Pedal Playoffs: A Wheely Fun Race
 - ↳ potential tagline
 - "Pump it Up!"
- Bikeathlon
- ~~Sprocket League~~ / ~~Sprocket Cup~~
- Raising the Handlebar 



Spoketopus

[Spoketopus]

- Spokey (the octopus)

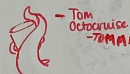
- Octathlete

- Ace

- Dash

- Tom Octocruise

- ZMA



Pedal Playoffs
A WHEELY FUN RACE!

WE'RE RAISING THE HANDLEBARS
SO GEAR UP & GEAR ON
PUT THE TENTACLE TO THE PEDAL
TO WIN THE SUCTION CUP

Guests: An Audience Study

The Scavenger Hunt's audience includes mostly **Davis locals**, with an emphasis on **families and bike enthusiasts**. References to previous scavenger hunts revealed that the average team size was 2-4 people, and that UC Davis students rarely attended.

We considered their **motivations**: the event would likely be a fun way to spend the day with family and friends and make fun memories, especially for people with a love for biking and sports. We all benefit from a little time outside!

As for **inclusivity**, we needed to cater to all types of people regardless of athleticism, ability, or interest in sports. We considered alternate types of activities per site, different leagues for casual and competitive types of people, and activities that might not need an entire team to function.



Audience Personae 1



The Smith family are a team of Davis locals doing the Davis Bike Scavenger Hunt for their 2nd year. As a family with varied personal interests, they like challenges that allow them each to shine in their own different way, and appreciated the wide range of activities they participated in during Branching Out (2019). They value family bonding, getting outside, and engaging in their local community. Sam and John view the lightly competitive nature of a scavenger hunt as the perfect way to get their kids invested in these family values, and are particularly excited for their daughter Maggie to finally have the chance to join them.

John (Dad), Age: 51
Hobbies: Cooking, biking, juggling

Sam (Mom), Age: 56
Hobbies: Kickboxing, hiking, reading murder mysteries

Kevin (Son), Age: 11
Hobbies: singing, dancing, painting

Maggie (Daughter), Age: 6
Hobbies: hide-n-seek, puzzles, tag

Audience Personae 2



The Valkyries are a Challenge League team composed of members of Davis Senior High School's women's rugby team. All four share a love for the competitive nature of sports and have bonded over working together on and off the field. Outside of their team's matches, they each enjoy their own personal hobbies and get together regularly to try new things. While this is their first year joining a Davis Bike Scavenger Hunt, they are all used to the pro-bike community that is the city of Davis, and are more than competent bike riders in their own rights. They're excited to show off the strength and spirit of DSHS's women's rugby and are ready to bring back 1st place to share with their teammates come Monday.

Max, Age: 16

Hobbies: rugby, hockey, board games

Miya, Age: 17

Hobbies: dodgeball, rugby, air hockey

Gretchen, Age: 15

Hobbies: karaoke, MMA, rugby

Zoe, Age: 16

Hobbies: cheerleading, gymnastics, also rugby

Different Leagues

During the brainstorming process, we considered having the teams sign up in one of two categories: the **Chill League**, which would include people looking to participate casually, and the **Competitive League**, which would include people looking to race competitively.

At the same time, we were reconsidering our definition of the word “bike” in the title “Bike Scavenger Hunt. Part of our audience might arrive with electric-powered bikes, which would have an inherent speed advantage over person-powered bikes. Upon further thought and discussion, we decided to instead split the signups into our final two categories:

The **Sprocket League**, which included person-powered bikes.

The **Throttle League**, which included electric-powered bikes.

The background is a bright blue sky with stylized white and light blue clouds. A yellow sun with radiating lines is positioned in the upper right quadrant. The text "Event Logistics" is centered in a bold, black, sans-serif font.

Event Logistics

Logistics Overview

Signups

Teams sign up on Eventbrite by a deadline with their team name and their team size, and choose which of the leagues they will be participating in. We decided it would also be acceptable for people to sign up on site.

Schedule

Our starting point was the plaza in front of Temple Coffee on G Street in Downtown Davis. Our facilitation team and class would arrive at 10am for preparations, and the event would officially begin at 11am. For the next two hours, participants would bike out to find as many stops as possible, and return at 1pm for prizes.

Hints

Sports-announcer styled hints would be provided as part of a pamphlet we designed, and participants would collect stickers on the pamphlet as proof that they finished a given activity at a given stop.

Station Locations

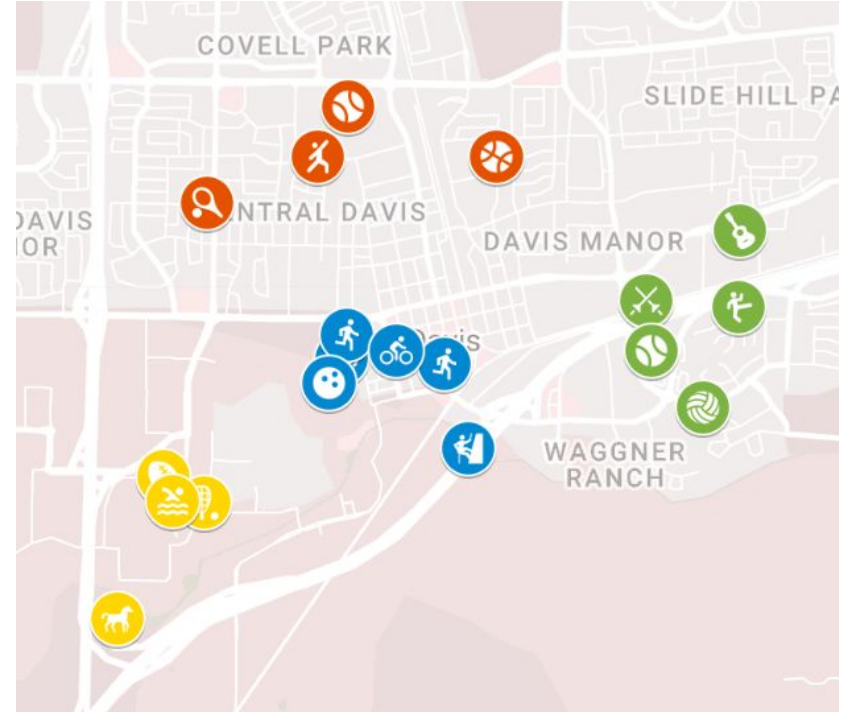
We originally had a collection of 19 locations to choose from, and selected 16 of them for scavenger hunt stop locations.

After concerns about safety were raised following the stabbing incidents in Davis, we brought the number of stops down to 12.

12 total stops

8 student-run stops, with two students at each

4 self-run stops, which don't feature activities but rather a sticker pickup point



Station Locations 1 (Student-Run)

Playfields Park - Batting Cages



Equestrian Center - Equestrian



Schaal Aquatic Center – Swim & Dive



Aggie Field Hockey Field - Field Hockey



Station Locations 2 (Student-Run)

Redwood Park – Pickleball



Davis High School - Cheer



Toomey Field – Track and Field



UC Davis MU - Bowling



Station Locations 3 (Self-Run)

Trokanski Dance – Dancing



Rocknasium - Rock Climbing



Ken's Bike and Ski



Fleet Feet Davis - Athletic Apparel



Eventbrite Page

We created and used an EventBrite page to handle our sign-ups. We asked teams to **sign up including their team size, what league they were competing in, and the team name.** We also collected phone numbers so that the facilitation team could send out updates during the race itself.

Printing out a **physical participant list** beforehand helped with keeping track of signups, team adjustments, and prizes on the day-of. It also allowed us to write down any last-minute or on-site signups.

The screenshot shows an Eventbrite event page for a scavenger hunt race. The event is titled "Spoke League and Throttle League with Suction Cup" and is scheduled for Saturday, June 3, from 10:30am to 1:30pm PDT. The location is G Street, G Street Davis, CA 95616. The event is marked as "Sales Ended".

When and where

Date and time
Saturday, June 3 - 10:30am - 1:30pm PDT

Location
G Street G Street Davis, CA 95616
[Show map](#)

Sales Ended
[Details](#)

Agenda

- 10:30 AM - 11:00 AM**
Team Arrival and Check-in
Team check-in will be run by event facilitators at G St close to Temple Coffee
- 11:00 AM**
Scavenger Hunt Clues Released
Clues are sent out! Take your best guess and use your phone to look up locations.
- 11:00 AM - 1:00 PM**
Race Time!
Claim as many trading cards as you can for points.
- 1:00 PM - 1:30 PM**
Awards and Celebrations!
Spoke League and Throttle League winners will be announced.

About this event

Pump it up! Gear up and gear on! Put the tentacle to the pedal and compete for the Suction Cup!

The Annual Davis Scavenger Hunt is back for the first year since COVID. This year's focus is 'SPORTS' with all the locations and challenges centering around aspects of sports such as balance, teamwork, and other fun surprises. The race is welcome to all ages, all team sizes, and all (non-car) modes of transportation. 'Sport' your human-pedaled bike and compete against other bikes in the *Spoke League* or bring your e-bike or e-scooter and compete against other electric transportation in the *Throttle League*.

Frequently asked questions

- How many team members can I have on a team?
As many as you want! Just be aware that all teams must stay together for the entire duration of the race.
- Can I race with kids?
Yes! The Pedal Playoffs is open to participants of every age. All the challenges have been tested and are accessible to all, as well.
- Can I race with my e-bike?
Yes, e-bikes and e-scooters are allowed to race. However, please note that anything that can reach a speed above 12 miles per hour will be placed in the Throttle League to compete against other non-human powered transportation.

at paired with other free agent players

at ready for a wheelie exciting race all

A bright blue sky with a yellow sun and white clouds. The sun is in the upper right, with rays extending outwards. There are several white, fluffy clouds scattered across the sky. The overall style is simple and cheerful.

Scavenger Hunt Activities

Equestrian Center | Lasso Throwing

“Here comes Jocktopus finally on the flat! This is the first time the pair will be competing in dressage, but I have to say seeing an octopus on a horse is strange.”

Participants will be given the task to **successfully throw a lasso around the target cow-print cones from a set distance**. All team members must lasso a cone. For the Throttle League, participants will need to throw lassos from a greater distance.

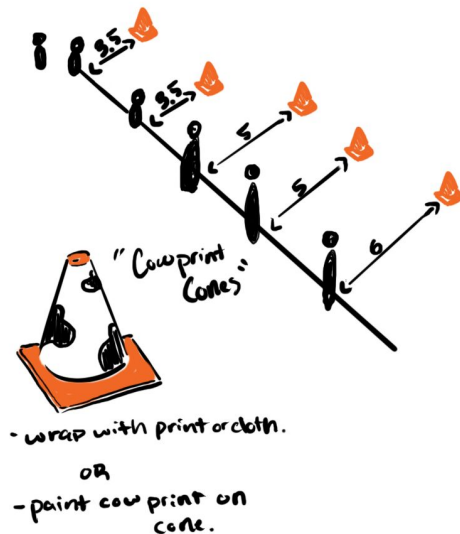
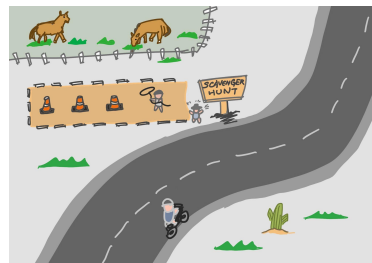
Equipment:

50 ft. rope, 5 traffic cones, tape for ground markers, wood board

Takeaways:

Participants will learn to throw a lasso while testing their sense of accuracy and emphasizing the value of patience.

Designer: Xuming Zhu, Catherine Lee



Schaal Aquatics Center | Ring Toss

“Woah! That’s a kick out in the whole set and Jocktopus gets a 5 meter penalty shot!” “You have to question if it’s fair to let an octopus play an aquatic sport, but he is leaving it schall out there.”

Players use the buoy rings to **aim and throw into the score area**. Each circle contains different score values!

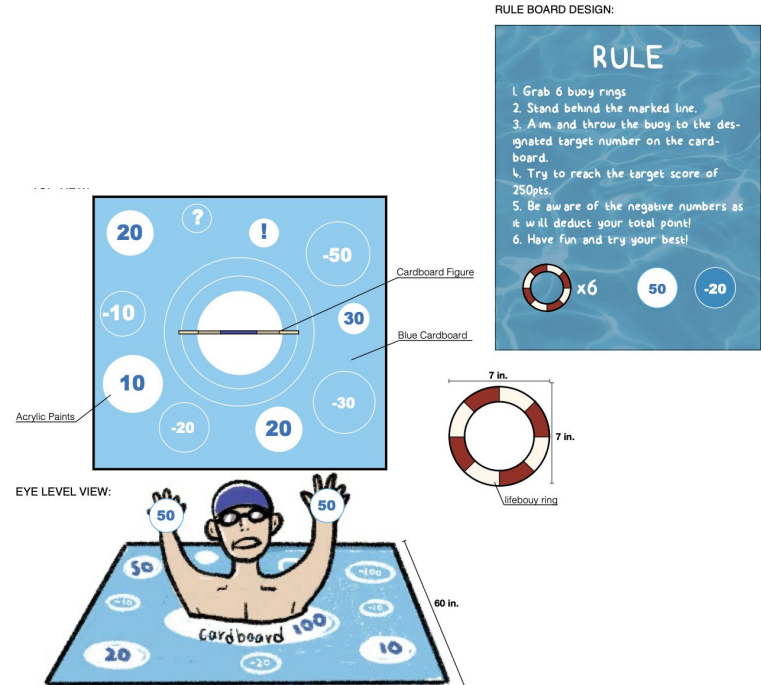
Equipment:

Cardboard/ tarps, acrylic paints, color tapes, cardstock, polyester foam

Takeaways:

Have fun and enjoy the challenge! The rush of the time and the competitiveness will drive the audience into engaging the physical activity.

Designer: King Hei Lam, Marvis Wu



Redwood Park | Launch-A-Ball

“The sport name is a reference to pickle boat races, where they used broken wooden paddles to play.” “Wood... Like Redwood?”

Using a blanket, a team will have to **volley a ball into a basket**. For an extra challenge, teams will have to launch balls into particular colored baskets or buckets.

Equipment:

Tennis balls, 4-5 baskets/buckets, blankets/sheets

Takeaways:

The guests will work on their teamwork and have funny moments trying to launch balls into the goal.



Designer: Yesenia Granados, Jasmin Rios

Davis High School | Give me a T!

“Give me a J! Give me an O! Ah, his name is too long.” “Just say the team name, go Blue Devils! Go Davis!”

Teams are given a page with different poses to **create their own routine to go along with a provided chant**. For an extra challenge, players must answer a series of multiple choice quiz questions about the City of Davis and cheer trivia, but only answering with letters they form with their body/bodies.

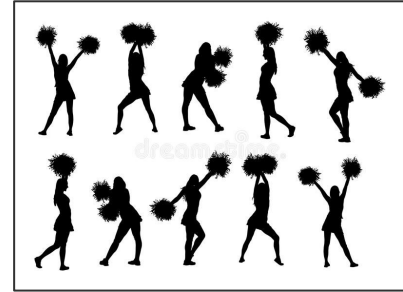
Equipment:

12 pom-poms, a megaphone, and posters/cards with chants and prompts

Takeaways:

Players hype each other up to create a fun routine and learn about the role team communication plays in sports.

Designer: Vesper Marchant, Camille Nikaido



YOU'RE CHEERING FOR DAVIS HIGH. WHAT ARE YOU YELLING?

A: Goooooo Mustangs!

B: Let's go Aggies!

C: You can do it, Cows!

D: Go Blue Devils, go!



Playfields Park | Baseball

“And another swing and a miss. Good thing that these aren’t real pitches and Jocktopus has as many chances as he needs.” “Well, he’s from the ocean. He doesn’t Playfields too often.”

Using cones to mark bases and boundaries, participants use the pool noodle as a baseball bat to hit the sponge ball. For throttle league players, when the batter hits the ball, the outfielders must chase and tag the batter.

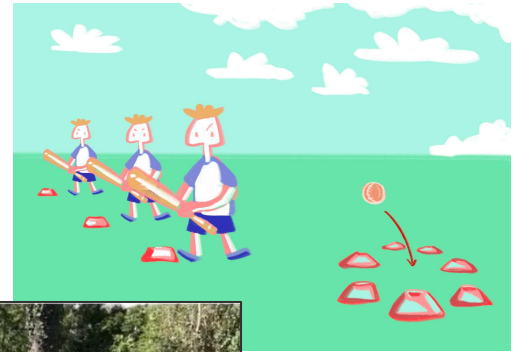
Equipment:

3-4 Pool noodles, 4 Sponge softballs, and cones

Takeaways:

Learn the basic rules and strategies of baseball. As the game emphasizes collaboration over competition, audiences also gain an appreciation of the value of teamwork.

Designer: Tina Jiang, Jacqueline Cruz Mendoza



Toomey Field | Water Cup Relay

“We’re here at northeast UCD campus. Jocktopus, Woody, Wilson, and Toomey are all lined up, but I think Jocktopus has the advantage. At least 8 feet.”

Pass water over your head into the next person's cup. The person in the front of the line goes to the back and the team continues passing the water until they get to the finish line. The ending cup is a fish bowl: once the fish is freed, the activity is finished! The throttle league will need to fill a larger fishbowl.

Equipment:

Buckets, cups, fish bowl, floating fish, maybe decorate with streamers

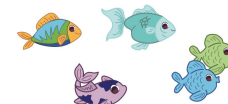
Takeaways:

Work together as a team to complete the challenge as quickly as possible.

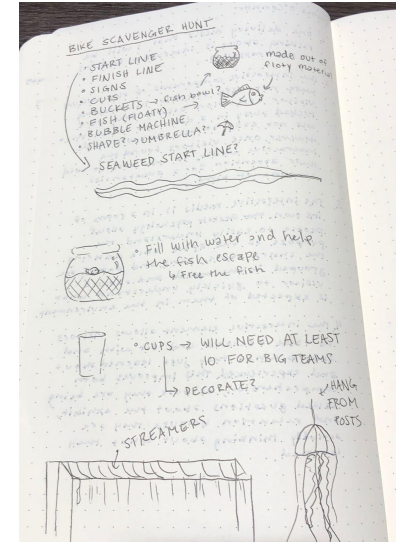
Designer: Emma O'Connor , Carmen Espinoza



FLOATING FISH IDEAS



HUGGING OCTOPUS



Memorial Union Quad | Volleyball Carry

“Woah, watch out for the spiles on that octopus!” “Octopi don’t have spikes.” “I was referring to the action here in the student quad.”

Racing across a field in pairs, participants will carry a volleyball across the field using only one body part. The body part in question will be decided by spinning a wheel. The throttle league will be given a challenge modifier to make the carry more difficult!

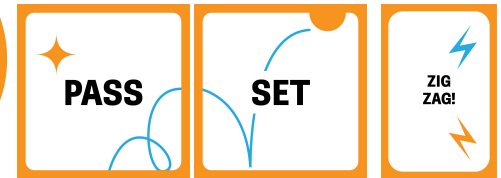
Equipment:

Volleyballs, a spinning wheel, cards, and small items for fun modifiers

Takeaways:

Cooperation with teammates and friendly competition with other teams; funny combinations of the wheel and cards.

Designer: Anna Hjartoy, Abby Louie



Aggie Field Hockey Facility | Blanket Ball Toss

“Jocktopus has the ball into the rival’s shooting circle and he’s coming toward the goal! What an exciting day on Aggie Field.”

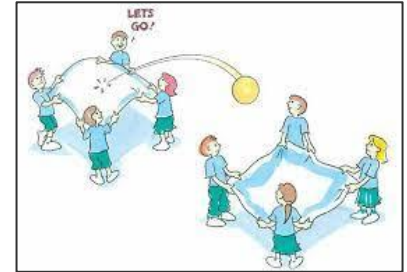
In this activity, participants pass a ball back and forth between each other using towels and balls of different sizes. Alternatively, groups of two must try and land various different balls into several sized baskets.

Equipment:

Various blankets and towels, different ball types, markers and tape measure.

Takeaways:

A fun time of launching various sports balls in an unconventional and fun way!



Designer: Michael Stuhlman + Langston Hay

Graphics



Jocktopus

Meet Jocktopus! He is the mascot of the Pedal Playoffs Bike Scavenger Hunt, each of his eight arms capable of wielding a different sports equipment, all at once! He makes many appearances on our graphics.

Below are some beta versions of Jocktopus.

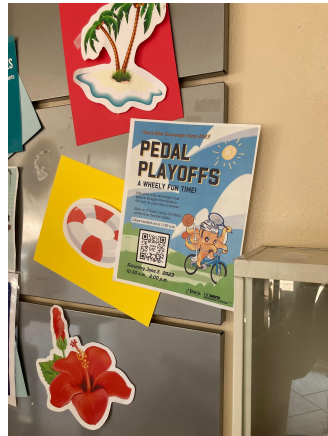


Poster & Graphic Identity

Our poster's bright and eye-catching colors combined with our sporty fonts made for a fun and active graphic identity.

We reached out to various places around Davis to put up our posters as part of our marketing.

Several posted posters!



Header

RADLEY SANS

Subtitles

Techno Race Italic

Body

Rockwell

Jocktopus Only



Branding Palette



Marketing: Social Media

Jocktopus also became the face of Pedal Playoffs marketing on both Facebook and Instagram, on which we posted countdowns and collaborated with other Davis sports social media accounts to increase our outreach.

JOCKTOPUS'S SOCIAL MEDIA

Jockto-gram:
@jocktopus_bike_scavenger_hunt

JOCKTOPUS'S SOCIAL MEDIA

4th Annual DBSH Facebook Page:
• tinyurl.com/jocktopusfb

< jocktopus_bike_scavenger_hunt ...

6 Posts 15 Followers 66 Following

Design 187 🚲
The official page for 4th annual Bike Scavenger Hunt hosted by the city of Davis

🔗 www.eventbrite.com/e/pedal-playoffs...

Followed by abby.luuiie, cthrnlee and 1 other

Follow Message +

Grid of posts: Group photo, Pedal Playoffs Today (10:30 - 2:00), 1 DAY, 2 DAYS, 3 DAYS, Pedal Playoffs Saturday June 2nd (10:30 - 2:00).

Merchandise: Shirts, Bags, Wristbands, Whistles

T-Shirts:

We designed and printed Jocktopus t-shirts, featuring only one color to save on money. They were printed at Garage Champs, and 28 of them costed \$248.75.

Drawstring Bags:

We ordered 28 drawstring bags to hold each of the clue books and prizes for \$26.99.

Wristbands and Whistles:

A set of 24 wristbands costed \$15.99, and 38 whistles costed \$17.99.

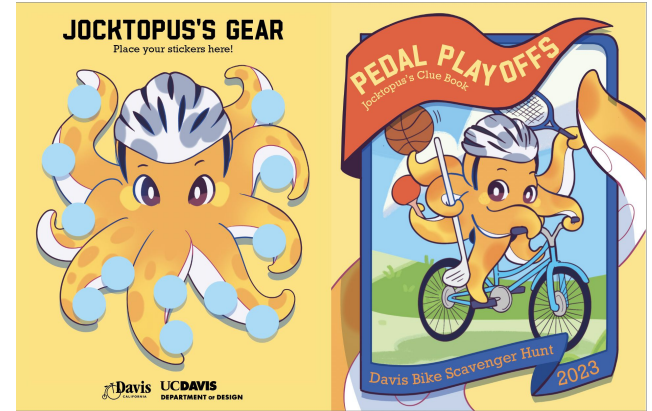


Printed Materials

Stickers: We designed and printed sets of 1” by 1” stickers to place on the back of the sticker book as proof of a visit to each stop.

Clue Books: To guide each racer during the hunt, we printed out an 8.5”x11” folded book. It includes clues, a schedule, and an area to place activity stickers.

These materials were printed at Copyland in Davis with a quick one-day turnaround!



ACTIVITY CHALLENGE STATIONS	PHOTO CHALLENGE STATIONS
<p>1 - Here comes Jocktopus finally on the first! This is the first time the pair will be competing in theseags, but I have to say seeing an octopus on a horse is strange.</p> <p>2 - Woah! That's a kick out in the whole set and Jocktopus gets a 5 meter penalty shot!</p> <p>3 - You have to question if it's fair to let an octopus play an aquatic sport but he is leaving it schol out there.</p> <p>4 - I believe the sport name is a reference to piddle boat races where they used broken wooden paddles to play.</p> <p>5 - Cheering in the parking lot is weird, but here it goes: Give me a "J"! Give me an "O"! Ah, his name is too long.</p> <p>6 - Just say the team name, go Blue Devils! Go Davis!</p> <p>7 - And another swing and a miss. Good thing that these aren't real pitches and Jocktopus has as many chances he needs.</p> <p>8 - Well, he's from the ocean. He doesn't Playfields too often.</p> <p>9 - We're here at western side of the UCD campus. Jocktopus and Hutchison are both lined up for the 100 meter, but I think Jocktopus has the advantage.</p> <p>10 - At least 8 feet, I'd say.</p> <p>11 - Wash, watch out for the spikes on that octopus!</p> <p>12 - Octopus don't have spikes.</p> <p>- I was referring to the action here in the student quad.</p> <p>13 - Jocktopus has the ball into the rival's shooting circle and he's coming toward the goal! What an exciting play on Aggie Track!</p>	<p>9 - Oh no! Jocktopus took a nose-dive on that last move.</p> <p>10 - Guess having 8 legs doesn't help too much in your modern, contemporary dance. Pamela, can you help?</p> <p>11 - It says here that communication is key in belay rock climbing. Terms like "climb on" or "give me slack", but Jocktopus doesn't speak English so it's been a difficult climb in the rockman.</p> <p>12 - And that's another first place for Jocktopus in the 200 meter sprint! It says that he's sponsored by Fleet Feet who should give him the lucky footwear you're seeing today.</p> <p>13 - How does Jocktopus pick what legs he puts the slits on?</p> <p>14 - I do believe he bought 4 pairs from Ken, so he'll be coming down the mountain with 6 slits.</p>
<p>SCHEDULE</p> <p>10:00 AM - 11:00 AM Team Arrival and Check-in</p> <p>11:00 AM Scavenger Hunt Clue Released</p> <p>1:00 PM - 1:30 PM Race Times</p> <p>1:30 PM - 2:00 PM Awards and Celebrations!</p> <p><small>Facilitated by UCD Resource Development Classroom, 025147 - 223</small></p>	<p>HUGE THANK YOU TO OUR DONORS!</p> <p>Yankee Coffee Trader Joe's University Coast Tina Jiang Chinese Undergraduate Student Union Cultiva Davis Creamery Black Rock Street Valley's Tennis Shop Shaw-Tee</p> <p>UC Davis Global Affairs UC Davis Intercollegiate Athletics UCD Women's Recreative & Research Center Red 88 Changpin Spice Restaurant Nichols Winery Urban Winery</p>

Clue Book

A stylized illustration of a bright blue sky with a yellow sun in the upper right and white, fluffy clouds scattered throughout. The sun has a spiral center and radiating lines. The clouds are simple, rounded shapes with soft shadows.

Event Outcome

The Big Day!

Pedal Playoffs saw a total of 12 different teams with 28 participants total:

Throttle League: 9 teams / 27 participants

Sprocket League: 3 teams / 11 participants

Our chosen location on G Street was safe and open: having a car free street to set up in meant that we could announce all rules and awards safely and without stress. (It was also perfect for getting some morning coffee at Temple.)

Some factors that could have affected attendance was the hot 90s temperatures and coinciding with other events such as finals week, Davis Pride, the High School Football Training Camp, and the 3rd Street Swap Meet.





Photo Lookbook





Photo Lookbook

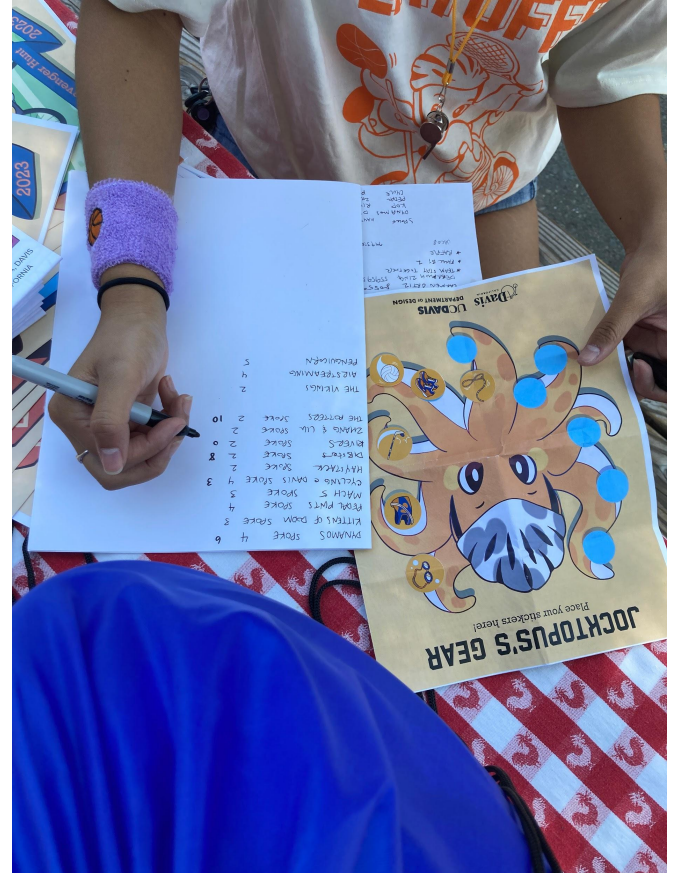
Extra Logistics

Prizes needed to be sorted and organized on site due to the number of last minute changes and sign ups. Having a table at our location really helped with being able to organize and store them as the event happened.

Only one team managed to find all twelve location stops during the timeframe- the twelve activity stations was definitely enough to give our guests a thorough challenge.

We also ran into some issues during the event where people could not find certain stations, so near the end we offered participants a freebie through text so they could hopefully get one last station visit in before the event ended.

Standing on a table like a podium for announcements and having a whistle to blow were both very helpful for drawing participants' attention. In the future, having the teams stand to receive their prize would also help with getting the prizes to the right teams.



And the winner is...!

We were extremely fortunate with the amount of donations we received for prizes from various businesses around Davis, and were actually able to gift every team an award while still maintaining more than fair-sized 1st, 2nd, and 3rd place awards for both the Throttle and Spoke Leagues! Special considerations were given to the team with young children, who got our special stuffed animal prize.

Everyone seemed to really enjoy themselves, and it was really great to hear people talking about what a fun time they had while walking through the Davis Beer Shoppe afterwards.



Thank you!



A huge thank you to the entire Spring 2023 DES187 class for putting their all into designing fun and memorable experiences for all of the participants in this year's Davis Bike Scavenger Hunt!

Special thanks to our amazing professor Tim McNeil and our lovely TA Ladan Joharizadeh for all their help and guidance throughout the making of Pedal Playoffs!