

# EMPLOYER TOOLKIT

IDEAS, STRATEGIES AND RESOURCES TO ENCOURAGE YOUR EMPLOYEES



## BAY AREA BIKE TO WORK DAY MAY 10, 2018

ALAMEDA / CONTRA COSTA / SAN MATEO / SANTA CLARA / SONOMA / NAPA / MARIN / SOLANO / SAN FRANCISCO



### LOCAL ORGANIZATIONS



# TAKE THE CHALLENGE!

May 1-31, 2018

Gather friends, colleagues and neighbors and take the challenge to ride in May. Then watch your miles add up, earn virtual prizes, compete on teams and see how biking supports your health, budget and the environment!

## TO PARTICIPATE, SIMPLY

- Download the Ride Report app available for iPhone and an Android,\* then sign up and look for the Bay Area Bike to Work Day logo banner and connect to Love to Ride, the challenge website.
- Create a team of up to 8 riders and link it to your company to compete with other teams.
- Teams will compete within a "pool" of up to 10 teams.
- Start biking! Challenge yourself to bike to school, work, on errands, even to visit friends.
- Track your trips from May 1 to May 31.
- Come May 31, celebrate the winning team, as well as individual winners in a variety of categories.

## CHALLENGE REGISTRATION IS NOW OPEN

- Get those teams registered today!
- Competition begins May 1, and winners will be announced in early June!



[www.lovetoride.net/bayarea](http://www.lovetoride.net/bayarea)

\*If you prefer to use a different ride app such as Strava, Edmodo, MapMyRide, etc., go to [www.LovetoRide.net/Bayarea](http://www.LovetoRide.net/Bayarea) directly and sign up and follow the directions to link your app.

# WHAT IS BIKE TO WORK DAY?

The 23rd annual Bay Area Bike to Work Day is Thursday, May 10, 2018, with all nine counties celebrating as part of National Bike Month.

## ON BIKE TO WORK DAY YOU CAN

### CELEBRATE WITH YOUR TEAM

Hundreds of businesses will host internal events to recognize their bike commuters.



### VISIT AN ENERGIZER STATION

Over 400 energizer stations will be located throughout the nine Bay Area counties to provide free Bike to Work Day canvas bags, refreshments, resources and good cheer to bicyclists. Visit [youcanbikethere.com](http://youcanbikethere.com) for energizer station locations.

### ATTEND BIKE EVENTS

Visit your local bicycle advocacy organization's website (website addresses can be found on the following page) for details on rides, rallies, parties and more!

## BENEFITS OF BICYCLING



### INCREASES YOUR PRODUCTIVITY

EMPLOYEES WHO BIKE COMMUTE TAKE 15% FEWER SICK DAYS.



### KEEPS OUR AIR CLEAN

A 4-MILE COMMUTE KEEPS 15 POUNDS OF POLLUTANTS OUT OF THE AIR WE BREATHE!



### SAVES YOU MONEY!

ONLY A FRACTION OF THE ANNUAL COST OF OWNING A CAR.

 \$13,646  
 \$308



### IMPROVES YOUR HEALTH & FITNESS

THE AVERAGE PERSON LOSES 13 POUNDS IN THEIR FIRST YEAR OF BIKE COMMUTING.

## 5 EASY WAYS

## TO ENCOURAGE EMPLOYEES TO BIKE TO WORK ON MAY 10!



### INSPIRE YOUR EMPLOYEES

- Hang your Bike to Work Day poster in a common area.
- Add the event to your internal calendars.
- E-mail employees and invite them to bike to work on May 10.
- Encourage your employees to Pledge to Ride at [YouCanBikeThere.com/Pledge](http://YouCanBikeThere.com/Pledge).



### SHOW THEM THE ROPES

- Have someone on staff who bike commutes? Ask them to be a bike mentor and encourage co-workers to ride.
- Visit [bicycling.511.org](http://bicycling.511.org) for tips on bike commuting and route planning, including routes that combine bicycling and transit.
- Promote free local bicycle education classes and resources.



### PARTICIPATE IN THE CHALLENGE

- Download Ride Report, look for BTWD banner and connect to Love to Ride.
- Create teams and link to your company to compete internally.
- Encourage ridership the whole month of May to win great prizes!



### THANK YOUR EMPLOYEES FOR BIKING TO WORK

- Plan a quick and easy Bike to Work Day celebration, like breakfast or lunch, and provide prizes for Bike to Work Day participants.
- Show off your riders through internal communication channels and social media. Use the hashtag #BTWD and tag your local bicycle organizations.



### MAKE EVERY DAY BIKE TO WORK DAY

- Utilize the employer resources at [511.org/biking/commute/work](http://511.org/biking/commute/work).
- Connect with your local bicycle advocacy organization.

511 Contra Costa, [511contracosta.org](http://511contracosta.org)

Bike East Bay, [bikeeastbay.org](http://bikeeastbay.org)

Napa Valley Bicycle Coalition, [napabike.org](http://napabike.org)

Marin County Bicycle Coalition, [marinbike.org](http://marinbike.org)

San Francisco Bicycle Coalition, [sfbike.org](http://sfbike.org)

San Mateo Commute.org, [commute.org](http://commute.org)

Silicon Valley Bicycle Coalition, [bikesiliconvalley.org](http://bikesiliconvalley.org)

Solano Napa Commuter Information, [commuterinfo.net](http://commuterinfo.net)

Sonoma County Bicycle Coalition, [bikesonoma.org](http://bikesonoma.org)