



BIKE TO WHEREVER DAYS 2023



**Ideas and
resources to
encourage
your
employees
to get
out and ride!**

Bay Area

SAN FRANCISCO COUNTY

CONTRA COSTA COUNTY

SAN MATEO COUNTY

SOLANO COUNTY

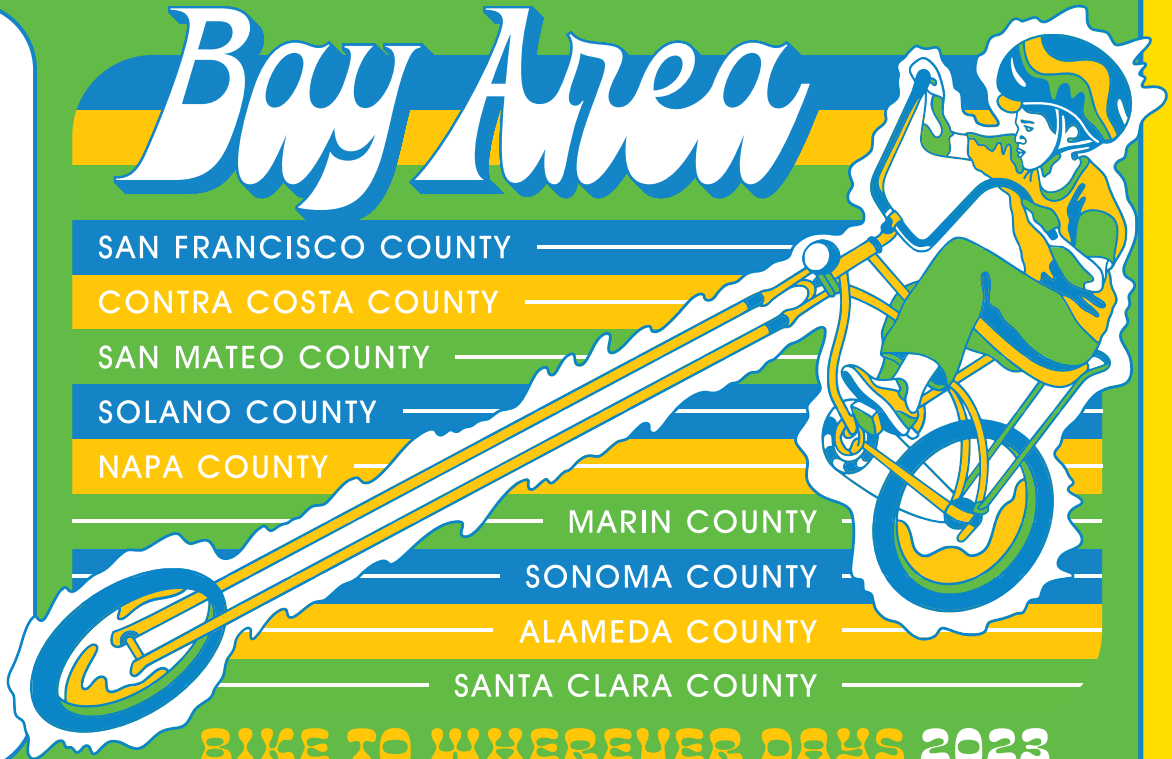
NAPA COUNTY

MARIN COUNTY

SONOMA COUNTY

ALAMEDA COUNTY

SANTA CLARA COUNTY



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



METROPOLITAN
TRANSPORTATION
COMMISSION



amazon



Stanford
MEDICINE



bartable
bart.gov/bartable



Commute.org



STa
Solano Transportation Authority

WWW.BAYAREABIKETOWORK.COM

Participate in Bike to Wherever Days 2023!



Are your employees fully remote? Is your work model a hybrid of remote and in-office? Are you all back in the office full-time?

No matter where your employees are working, we hope you'll encourage them to participate in **Bike to Wherever Days 2023** this May and on Bike to Work Day May 18! They'll be pedaling with thousands of others across the Bay Area – to work, to meetings with colleagues and clients, even just as a break during a remote work day. May is a great time to ride instead of using a car -- and for new riders, hopefully the start of a new way of traveling!

Start here – www.bayareabiketowork.com – the website of Bike to Wherever Days and Bike to Work Day. There you'll find lots of resources to help you help your employees:

- Helpful tips for beginning cyclists to understand the rules of the road, safety tips and much more
- Resources for commuters who want to combine biking with mass transportation
- Route planning information for safe riding

Can't find what you're looking for there? Then contact the local bike coalition/transportation organization in your county: 511contracosta.org

How do you create a bike-friendly workplace for those commuting into the office?



ENGINEERING: what can you add to the physical environment to promote cycling?

- A safe, secure place to park a bike
- A place to change clothes, shower, store clothes

ENCOURAGEMENT: how can you support your cycling employees?

- Guaranteed ride home in an emergency
- Incentives to cycle rather than drive
- Participation in activities like Bike Month and Bike to Work Day
- Scheduling flexibility (no one gets in trouble for being late to work because they had to fix a flat tire!)
- Lead by example – get managers out on bikes!



And how can you support all your employees – remote and onsite?



Have cycling maps for your county/area that show safe routes. Check with your local bike coalition or [511.org](https://www.511.org) for more information.

- Have incentive prizes, snacks and parties to get them pedaling to work
- Create a friendly competition among staff to rack up some miles, whether they are working remotely or onsite.
- Encourage them to become members of their local bicycle coalition – and pay for the membership!

Need more ideas? Check out www.bayareabiketowork.com or www.511contracosta.org

Get the word out to your employees, no matter where they're working!



- Use your internal communications channels – email, Teams, Slack, etc. – to get them excited leading up to Bike to Wherever Days during May and Bike to Work Day on May 18.
- Direct them to www.bayareabiketowork.com to find great resources and ideas to make every day a good day to pedal!
- During the month of May, post positive stories on your company's social media and tag BTWD. Then ask them to post on their own social media about their biking endeavors and tag [#BTWD](https://twitter.com/BTWD)!

Don't miss Bike to Work Day – Thursday, May 18

Whether your employees are biking into the office or taking a break from working at home, encourage them to come out and pedal on Bike to Work Day. Every county will have energizer stations along popular bike routes, where pedalers can snag commemorative 2023 bags, refreshments and encouragement on Bike to Work Day.

**COME CELEBRATE BIKE TO WORK
DAY IN YOUR COUNTY!**

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MARIN • NAPA • SAN FRANCISCO
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SOLANO • SONOMA**

Additional questions? Please reach out to your local county contact found on our website or hallie@bayareabikes.org.