

EMPLOYER TOOLKIT

IDEAS, STRATEGIES AND RESOURCES TO ENCOURAGE YOUR EMPLOYEES

PRESENTED BY  METROPOLITAN
TRANSPORTATION
COMMISSION  &  KAISER
PERMANENTE®



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



LOCAL ORGANIZATIONS



WHAT IS BIKE TO WORK DAY?

The 23rd annual Bay Area Bike to Work Day is Thursday, May 11, 2017, with all nine counties celebrating as a 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 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 11!

1

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 11.
- ⚙ Encourage your employees to Pledge to Ride at 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 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 TEAM BIKE CHALLENGE

- ⚙ Form a team of bike commuters and register at teambikechallenge.com (registration opens April 1, 2017).
- ⚙ Compete against other companies of similar size.
- ⚙ Have your team(s) log their miles in May and win recognition for your company.



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.
- ⚙ Connect with your local bicycle advocacy organization.

511 Contra Costa, 511contracosta.org

Bike East Bay, bikeeastbay.org

Napa Valley Bicycle Coalition, napabike.org

Marin County Bicycle Coalition, marinbike.org

San Francisco Bicycle Coalition, sfbike.org

San Mateo Commute.org, commute.org

Silicon Valley Bicycle Coalition, bikesiliconvalley.org

Solano Napa Commuter Information, commuterinfo.net

Sonoma County Bicycle Coalition, bikesonoma.org

TEAM BIKE CHALLENGE

THE COMPETITION KICKS OFF MAY 1, 2017

Gather your friends, colleagues and neighbors and sign up for Team Bike Challenge. Then rock the competition's socks off! Team Bike Challenge is an easy and fun way to see how biking supports your health, your budget and our environment.

TO PARTICIPATE, SIMPLY

- ⚙ Visit the Team Bike Challenge website or download the app on the App Store or Google Play.
- ⚙ Start biking! Challenge yourself to bike to school, work, on errands even to visit friends.
- ⚙ Track all our trips from May 1 to May 31 using Strava, the Team Bike Challenge app, or manual input and earn points for each ride.
- ⚙ Create a social team, invite your friends to join, and rack up miles together!
- ⚙ Celebrate a great month of biking! The overall individual winner, as well as the winning teams and the winning companies, will be determined June 2.

COMPANY BIKE CHALLENGE

Don't just compete against friends! Get your colleagues together and be a part of the Company Bike Challenge to compete for top honors against similar-sized companies throughout the Bay Area. The prize? Serious bragging rights!



teambikechallenge.com