

# BIKE MONTH

REJOIN THE MOVEMENT

COMPANY COORDINATOR TOOLKIT



## Business Challenge

Looking for a fun way to build team spirit? Engage in a friendly competition against other businesses in our community! The agency or organization with the highest percentage of employees that ride on Grand Valley Bike to Work Day (BTWD) on May 6 gets to display the traveling trophy in their workplace for an entire year!

Instructions:

1. Sign-up by Tuesday, May 5, 2020 at: [bit.ly/GVBike20\\_Business](https://bit.ly/GVBike20_Business)
2. Email [healthymesacounty@mesacounty.us](mailto:healthymesacounty@mesacounty.us) by 12:00 p.m. Thursday, May 7, 2020 and tell us how you did!

Include the following:

- Agency name
- Number of total bike-to-work riders
- A picture(s) of your riding team

## Bike Month T-shirts

Official Bike Month t-shirts are available for ordering. Organizational logos can be printed on the back for an extra (only available for orders of 12 or more). [Click here](#) to review color options (only available for organization/business orders).

Cost: Starting at \$9/shirt (SM-XL)

With logo: \$11-\$20/shirt (depends on order size and shirt size)

Ordering deadline: March 31

Place orders at: [bit.ly/GVBike20\\_Shirts](https://bit.ly/GVBike20_Shirts).

## Promote Bike to Work Day

Bike to Work Day is a fun and morale-boosting activity for your company's employees. Here are some tips for increasing participation in the Bike to Work Day Business Challenge:

Create communications and reminders encouraging employees to register.

- Send an email invitations inviting employees to participate (see below for an example).
- Hang Bike to Work Day posters or custom flyers in high-traffic areas, such as by the copier or in the breakroom.
- Use the same newsletter below to promote Bike to Work Day participation and registration (see below for an example)

## Award Prizes

Have a prize drawing open to all employees who register for Bike to Work Day by a specific date or have employees send in pictures on Bike to Work Day. Prize ideas might include a gift card, a fitted helmet or free Bike to Work Day T-shirts.

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## Employee Group Rides

Coordinate a group ride to a Bike to Work Day Breakfast and/or Afterglow celebration. Employees can ride from their job site or select another location to meet at for the ride.

Safety recommendations:

- Take the route with the least amount of traffic.
- If you have a larger group, ride in groups ranging in speed from faster riders to leisurely riders who take it slow.
- Have sag-wagons/support vehicles that ride along, so if someone's bike breaks down or needs a break they can hop in a vehicle with their bike.

## Bike Route Maps

Post a bike map in a prominent place. Provide pins and colored pens for coworkers to map their trip origins and routes. This will offer a way for peers to see what's possible and stimulate conversations between experts and novices about the best routes for getting to the office and the benefits of biking to work.

Promote the Bike to Work/School Day preparation event at Mesa County Central Library on May 2 from 10am-noon.

## Set Challenges

- Create challenges for all employees, among departments or within departments.
- Challenge a neighboring company or competitor to join the Business Challenge.
- Post the current statistics wherever possible: on the employee intranet, in daily or weekly emails, in employee newsletters or in a central office location.
- Update the statistics at the end of the day to show how many employees from your office have signed up so far, and to show the participation levels at the organizations you are competing against in the Business Challenge.
- If possible, recognize new sign-ups by name on a daily or weekly basis.

## Other Recommendations

- Allow employees to dress casually on Bike to Work Day. Encourage employees to wear their Bike to Work Day T-shirts (from this year or previous years).
- Provide employees with the opportunity to have a flexible schedule on Bike to Work Day, just in case it takes folks longer than expected to get to work.
- Make sure employees know about bicycle safety resources.
- Offer wellness incentive points for participation in Bike to Work Day.
- Take photos of employees who bike to work.
- Don't worry about helmet hair – make Bike to Work Day an official hat day, or have some fun with the bad 'dos.

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## Newsletter/Email Template

On May 6, join hundreds of commuters for Bike to Work/School Day. It's good for you and fun, too! Bike today for a better tomorrow. Register now. Visit [insert company's email invitation link here](#) and join [company name](#).

Questions? Contact me at [your phone and e-mail](#) here for more information.

Bike to Work Day is a free annual event that takes place every May in National Bike to School Day, and represents a grassroots effort to educate commuters about the benefits of commuting by bike.

[Company name](#) is registered to compete in the Business Challenge. Register so we can win. Sweet handmade traveling trophies are awarded to the top-performing companies in each category. [Insert information about free breakfast/group ride/awards/other incentives for participating.](#)

Grand Valley Bike Month is more than Bike to Work/School Day, check out [healthymesacounty.org](http://healthymesacounty.org) for more information.

## Employee Registration Example

Create a registration link for employees using Google forms, SurveyMonkey or other survey/registration software.

Recommended questions to include:

- Name
- Department
- T-shirt size (if applicable)
- Question about participating in group ride or other internal activity (if applicable)

## Become a Bicycle-Friendly Business

Join more than 100 Colorado companies that have already been recognized as "Bicycle Friendly" by the League of American Bicyclists. These employers have been evaluated and then recognized for their efforts to encourage a welcoming atmosphere for bicycling employees, customers, and the community. For more Information: [bikeleague.org/business](http://bikeleague.org/business).

**Business and individuals are encouraged to post pictures from Bike to Work/School Day using #GVBikeMonth and #BikeGJ.**