

BIKE MONTH

REJOIN THE MOVEMENT

BUSINESS TOOLKIT

MODIFICATIONS DUE TO COVID



How to Get Involved!

Each week in May will focus on a different topic focused on getting members of the community out on bikes throughout the month. Mesa County Public Health is busy with COVID 19 so Mobile Mesa County will be the main social media platform for Bike Month this year. Please follow and share the posts. We will post info to both Facebook and Instagram, and look at other pages in the valley to share and cross promote. The GV Bike Month website will continue to have updated information.

Important tags are #GVBikeMonth, tag Mobile Mesa County and Healthy Mesa County. Encourage riders to share their virtual Bike Month experience and tag your business or organization and the above mentioned tags. Cyclists can compete in challenges throughout the month by submitting photos for each weekly challenge and the GV Bike Month Bingo Board.

Below are ways that local businesses, bike shops, organizations, teachers, recreation groups, libraries, and government agencies can get involved and help promote Bike Month activities.

Pop-Up Art Gallery

Encourage artists and businesses to set up art displays, paintings, statues, or sidewalk chalk in front of their home or establishment. If groups already have statues or some form of art, send the information, including cross streets and business/group name to Sarah Brooks at sarah.brooks@mesacounty.us. Mesa County RTPO will create a map of all the pop-up galleries in the valley. Please submit location information to Sarah Brooks by than May 4.

Snap photos of your neighborhood art programs and share on social media.

Bike for Transportation, May 4-9 (Sponsored by St. Mary's Medical Center)

Promote biking for transportation which might include biking to work, to get groceries or take out, to a local park, etc. Schools are not in session, but we can promote bike safety, safe road riding, safe routes to local parks or business locations, and the local safe routes to school.

- Post maps of Safe Routes in your area on your social media sites.
- Encourage families to practice riding their bikes to school during their recess breaks so they feel comfortable biking to school when kids can return to school campuses.
- Create a Bike Rodeo course with sidewalk chalk in your neighborhood, park, driveway, or parking lot to help practice stopping, turning, figure eights, circles with arrows, zig zags, identify street signs, hand signals, etc.
- Offer incentives for people who bike to your business or destination.

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Bike for Health: May 11-16

If your agency or business promotes health and wellness, find ways to tie in biking for health into your offerings and promote the physical and mental health benefits of biking.

- Create a virtual bike race – base it on distance, location, or number of loops on a designated route.
- Offer virtual bike clinics or post videos with training tips.
- Offer or share links of virtual classes that boost endurance for biking, discuss injury prevention, or stretching.
- Offer a message board on social media or create a forum where riders can connect and share information about rides and the miles covered.

Bike for Coffee, May 17-23 (Sponsored by Monument Health)

May 22 is National Iced Coffee Day. This was originally part of the Bike Month schedule, and now the activity is extended for the week.

- Set up art displays or paint coffee shop windows to be featured in the Pop-Up Art Gallery.
- Plant bike-themed prizes, knick-knacks, painted rocks, or photos near coffee shops. Write a message that encourages the finder to keep it, re-hide it, or redeem for a discount at a local establishment.
- Offer a biking beverage of the month or week. Create a special promotion for your business.
- Barista challenge to whip up some cycle art.
- Coffee shops and other area businesses can collaborate on a biking scavenger hunt.

Bike for Recreation, May 24-30 (Sponsored by DT Swiss)

If your business or organization is involved in the recreation industry, encourage the community to bike for recreation:

- Showcase local trails, promote trail etiquette, trail safety, preparation for a long day ride, and helping riders to ride for their own ability level.
- Pick a weekly trail or recreational ride to showcase on your social media or website.
- While practicing safe social distancing – offer small group rides.
- Post bike maintenance tutorials or offer a Facebook live clinic.
- Create a ride bucket-list - share trails and road rides that you look forward to do in the future.
- Offer a virtual Mountain Bike Clinics and show how to ride various trail elements found locally.
- Encourage riders to do their part and have a Virtual Trail Clean-Up Day.