

Want more employees to try bicycling to work? There's no better time to introduce them to the joys of two-wheeled commuting than during Bike to Work Week during the month of May. Throughout the Southland, thousands of commuters will ride bikes to the office, nearby bus stop, or rail station. Pit Stops for snacks and other goodies will be setup along the way. View the Bike to Work information at VCTC's (Ventura County Transportation Commission) website www.goventura.org.

12 Easy Ways that You Can Be Part of Bike to Work (BTW) Week

Before BTW...

1. Post and email promotional materials. Check the internet for free information, posters, and flyers.
2. Set up a table with VCTC bike maps and help identify routes that take advantage of bike lanes, wider streets and flatter surfaces.
3. Set up bike buddies. Get a sign-up sheet for coworkers to ride together
4. Bring in a representative from a local bike shop to do tune-ups and give a presentation on bike safety.

During BTW...

5. Decorate the bike parking area to drum up enthusiasm about the event. Setting up banners and streamers, etc.
6. Greet bicyclists as they arrive with bagels, bananas, juice and other healthy snacks, and get others to help cheer them on.
7. Make sure employees have an area to park their bikes, a place to shower, and if needed, talk to management about flex hours for the BTW day.
8. Get your CEO and other management to set a good example by bicycling to work.
9. Hold a pleasure ride at lunchtime or after work – it can create a bicycling community among employees, and that can often inspire them to bike to work more often.
10. Host a pizza party for Bike to Work participants and give awards in categories such as "longest ride," "best use of bike/transit mix," and "hilliest commute."
11. Have employees bring in childhood photos of themselves with their bikes and hold a guessing contest – it's a great reminder of how much they used to love to ride their bikes.

After...

12. Feature profiles and photos of bicyclists in your employer's newsletter, bulletin board, or website.