



1 Week – 2 Wheels – 12 Ideas

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, May 12-16, 2014.**

Throughout the Southland, thousands of commuters will ride bikes to the office or to a nearby bus stop or rail station instead of driving. Pit Stops for snacks and other goodies will be set up along the way. View the pit stop days & locations at www.goventura.org. Metrolink will let cyclists ride free for the day on May 15th.

For details on what's happening near you, go to the Bike to Work web page at the Ventura County Transportation Commission www.goventura.org. You'll find materials to download, a link to forward to employees so they can pledge to ride and register for prizes, as well as information on Pit Stop locations, "bike buddies" and other special events.

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

Before...

1. **Post and email promotional materials.** Posters and flyers are free to download at www.goventura.org
2. **Help with routing.** Set up a table with bike maps and Internet connection to help identify routes that take advantage of bike lanes, wider streets and flatter surfaces. Ask current cyclists to make recommendations and include a signup sheet for bike buddies; pair up coworkers to meet up and ride to work together.
Some resources:
 - Ventura County online bike map – goventura.org
 - Online routing – MapMyRide.com, BikeMetro.com, Google.com (select "bicycling" from the pulldown menu)
3. **Bring in a representative from a local bike shop** to do tune-ups and give a presentation on bike safety – the safer employees feel about bicycle commuting, the more likely they are to give it a try. Or pass along this short video on how to perform a tune-up from the Esty Blog. Find a certified instructor in your area to run a lunchtime safety class (contact education@bikeleague.org).

During Bike to Work Week...

4. **Decorate the bike parking area** to drum up enthusiasm about the event. Banners are available on request from the Air Pollution Control District transportation@vcapcd.org.
5. **Greet bicyclists as they arrive** with bagels, bananas, juice and other healthy snacks, and cheerleaders.
6. **Talk with management** to get support for cyclists. Make sure employees have an area to park their bikes, a place to shower, and let them flex hours for the day if needed.
7. **Get your CEO** and other management to set a good example by bicycling to work.
8. **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.
9. **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."
10. **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...

11. **Feature profiles and photos of bicyclists** in your rideshare newsletter and/or bulletin board.

