

## Tips & Ideas

### **10 ways to help your employees get the most out of Bike to Work Day**



Bike to Work Day is May 17. Here, we offer some ways to make the most of this annual event at your worksite.

- 1.** Suggest employees use a bike/transit mix. Instead of limiting biking to work to those who live within a few miles of the office, bringing a bike on board or storing it in a locker means people only need to ride as far as their local bus stop or rail station.
- 2.** Provide routing information. The route you drive isn't necessarily the best bike route. An online bike lane map for Ventura County is available at [goventura.org](http://goventura.org)
- 3.** Host a "pit stop" on May 17. You don't have to hire a crew of specialists to speed-change tires or do emergency repair. Unlike their car-racing counterparts, bicycling pit stops are geared primarily as a reward...a rest...and a refresher. Greet employees as they arrive at the work site with beverages, snacks, and—if possible—cheering coworkers. If you have the budget, add excitement with a banner, giveaways and prizes.
- 4.** VISTA Buses offer free rides for cyclists during bike to work week. Download a coupon at [vcapcd.org](http://vcapcd.org)
- 5.** Hand out Bike to Work Day registration forms to qualify your employees for prizes. Go to [californiabikemode.com](http://californiabikemode.com) to download forms.
- 6.** Include articles in your company newsletter. Encourage participation through memos, e-mail, phone messages and announcements and at staff meetings.
- 7.** Establish a place for employees to change and freshen up. If you don't have facilities at your own worksite, you maybe able to make arrangements with a neighboring company or gym.
- 8.** Make sure they have a place to safely store their bikes once they get to the office. Help employees obtain transit permits or Park & Ride locker information.
- 9.** Set up bike pools. Pair people to ride together on Bike to Work Day.
- 10.** Recruit mentors. The idea of riding to work can be intimidating—lots of people are afraid to mix with Southern California's notorious traffic. Ask employees who already bike to work if they'd be willing to take fledgling cyclists under their wings—offering words of advice and encouragement.

## *Spotlight on ...*

### **Rideshare Fair and Event Checklist**

Planning a rideshare fair, party or other event? Think Earth Day or Bike to Work Day. Here's a checklist that will help you cover all your bases:

#### **Eight to 10 weeks before your event:**

Determine a preliminary plan. Define the purpose of the event, who the target audience is and establish a goal. Determine your budget. List activities to be carried out (i.e. printing materials, arranging entertainment, planning food, ordering awards and scheduling appearances. Secure and prepare a facility in a visible, high traffic area. Arrange for decorations, chairs, tables, display booths, stage, podium and microphone. Prepare publicity materials.



#### **Six to eight weeks before your event:**

Secure commitments from all scheduled speakers, presenters and vendors. Review facility needs. Recruit volunteers, sponsors and secure donations. Develop a theme and prepare advertising materials. Order premium ("giveaway") items and awards.

#### **Two to four weeks before your event:**

Finalize arrangements listed above. Launch publicity. Coordinate your activities with your company's internal communications, public relations department and set up bulletin boards.

#### **One week before your event:**

Reconfirm all activities, services, products, speakers and facilities.

#### **The day of your event:**

Have fun! Remember, it's likely that a few things may not go as planned—be ready to troubleshoot and keep a positive attitude.

#### **Immediately following the event:**

Send thank you notes to all appropriate parties. Arrange for coverage in your newsletter. Display articles and photos about your event. Be sure to evaluate participation and get feedback from as many people as possible. Count the number of attendees, the number of new ridesharers, and assess your event goals.

<http://www.vcapcd.org/btw06> .