

Bike to Work Day Employer Tips

PUBLICIZE

- Publicize Bike-to-Work Week with newsletter articles, pay-check attachments, e-mail and voicemail messages.
- Hang Bike-to-Work Week posters in visible locations: bulletin boards, entrances and even restroom doors!
- Develop a customized flier that describes specific incentives and activities at your worksite.
- Create friendly competition and promote team spirit by issuing a Bike-to-Work Week challenge among departments, or between your company and a neighboring employer.
- Find employee advocates. They can provide route planning assistance, act as escorts for new riders and be team leaders for inter-departmental challenges.
- Distribute and collect registration forms. Ask your employees to return completed entry forms in plenty of time for you to submit them to Solano Napa Commuter Information for the prize drawings.

MAKE IT EASY FOR YOUR BIKE COMMUTERS

Identify parking options. The best way to encourage bike commuting is to provide safe bicycle parking and shower facilities. If you don't have showers, see if a local health club will let your employees use its facilities for the day or week.

PLAN A SPECIAL BIKE-TO-WORK EVENT

- Provide a complimentary break-fast or give bicyclists a "free lunch" coupon for your cafeteria or nearby restaurant.
- Take a picture of your cyclists. After the event, post the photo on bulletin boards to recognize participants.
- Provide additional giveaways, such as water bottles, fanny packs or bike repair kits.
- Provide prizes for your on-site prize drawing, such as company logo merchandise, bicycling gear or dinner at a local restaurant.

Don't forget to have your employees visit our Bike to Work webpage! www.commuterinfo.net