

# BAY AREA **25<sup>TH</sup> YEAR** BIKE TO WORK DAY MAY 9, 2019



## BIKE TO WORK DAY TOOLKIT



METROPOLITAN  
TRANSPORTATION  
COMMISSION



*Alaska*  
AIRLINES



Commute.org



# WHY CELEBRATE BIKE TO WORK DAY

On Thursday, May 9, all nine Bay Area counties come together to celebrate and promote bicycling as a healthy commute choice. This year is the 25th anniversary of Bike to Work Day and the perfect time to get involved! Learn more at [bayareabiketowork.com](http://bayareabiketowork.com).

## ON BIKE TO WORK DAY YOU CAN:

- **Celebrate Bike Commuters:**  
Host internal events to recognize bike commuters and recruit colleagues to try biking to work.
- **Find a Nearby Energizer Station:**  
More than 400 energizer stations throughout the nine Bay Area counties will provide free canvas bags, refreshments, resources and good cheer to bicyclists.
- **Participate in Bike Events:**  
Visit your local bicycle advocacy organization's website for details on classes, rides, rallies, parties and more!

## BENEFITS OF BICYCLING



Save money



Improved physical health



Better mental health



Save time



Lower your carbon footprint

# HOW TO RUN A SUCCESSFUL BIKE TO WORK DAY

## 4 WEEKS BEFORE

- Hang your Bike to Work Day poster in a common area.
- Add the event to your internal calendars and invite coworkers to bike to work on May 9.
- Encourage coworkers to Pledge to Ride at [bayareabiketowork.com](http://bayareabiketowork.com).
- Encourage colleagues to join the Bay Area Bike Challenge.

## 2 WEEKS BEFORE

- Ask colleagues who already commute by bike to mentor coworkers and lead bike trains to work.
- Visit [bicycling.511.org](http://bicycling.511.org) for tips on route planning, including routes that combine bicycling and transit.
- Promote free local bike education classes and resources.
- Form a team and start participating in the Bay Area Bike Challenge.

## 0 ON BIKE TO WORK DAY

- Hold a simple celebration, such as breakfast or lunch, and provide prizes for Bike to Work Day participants.
- Show off your riders through internal communication channels and social media. Use the hashtag #BTWD and tag your local bicycle organizations.

## CONNECT WITH YOUR LOCAL ORGANIZATION

511 CONTRA • [511contracosta.org](http://511contracosta.org) @511cc

BIKE EAST BAY • [bikeeastbay.org](http://bikeeastbay.org) @bikeeastbay

NAPA COUNTY BICYCLE COALITION • [napabike.org](http://napabike.org) @NapaBike

MARIN COUNTY BICYCLE COALITION • [marinbike.org](http://marinbike.org) @marinbike

SAN FRANCISCO BICYCLE COALITION • [sfbike.org](http://sfbike.org) @sfbike

SAN MATEO COMMUTE.ORG • [commute.org](http://commute.org) @SMCountyCommute

SILICON VALLEY BICYCLE COALITION • [bikesiliconvalley.org](http://bikesiliconvalley.org) @bikesv

SOLANO NAPA COMMUTER INFORMATION • [commuterinfo.net](http://commuterinfo.net) @commuterinfo

SONOMA COUNTY BICYCLE COALITION • [bikesonoma.org](http://bikesonoma.org) @Bikesonoma

# KEEP THE MOMENTUM GOING

## BEYOND BIKE TO WORK DAY

- Have your company provide safe bike parking, showers or gym memberships to encourage bike commuting year round.
- Connect with your local bicycle advocacy organization.

## TAKE THE CHALLENGE

**May 1 - 31, 2019**

How many miles can your colleagues ride in May? The Bay Area Bike Challenge is an opportunity for friendly competition among and within companies. Create a team with friends, coworkers and neighbors. Participants earn virtual prizes, and winners are announced in early June.

- Encourage your coworkers to create a team of up to eight riders and link to your company on the website to compete with other teams.
- Start biking! Challenge colleagues to bike to school, work, on errands, and to visit friends. Track trips from May 1 to May 31.
- In June, celebrate your company's winning team as well as individual winners in a variety of categories.
- For more information, go to [www.lovetoride.net/bayarea](http://www.lovetoride.net/bayarea).

## ADDRESS COMMON CONCERNS

Bikes are allowed on all BART trains, space permitting except for the first car (or the first three cars during rush hours). Bikes are allowed on Caltrain, Amtrak and ACE trains in specially marked cars.

For transit-riding colleagues, suggest using bike share to begin or finish their commutes. If hills are a concern, encourage your coworkers to try e-assisted bike share. If your coworker doesn't own a bike, recommend using bike share or borrowing a bike.



# BE A BIKE-FRIENDLY BUSINESS

## BUILD A BIKE COMMUNITY AT WORK

After Bike to Work Day is over, what's next? The San Francisco Bicycle Coalition can help make it easy for your company to promote biking to work every day.

To remain competitive, smart businesses are encouraging healthy commute habits and providing amenities such as secure bike parking and showers. Be a bike advocate at work and ask for changes that make it easy for colleagues to bike all year. You'll help your company earn a reputation as a sustainable, great place to work.

## PARTNER WITH US

Become a bike-friendly company today by joining the SF Bicycle Coalition Business Membership program.



### BENEFITS INCLUDE:

- A one-hour Urban Bicycling Workshop
- Complimentary SF Bicycle Coalition memberships
- Bike parking consultation

Contact Membership Manager  
Kelsey Roeder at [kelsey@sfbike.org](mailto:kelsey@sfbike.org)

Learn more at [sfbike.org/business](https://sfbike.org/business).



# GROW BIKING CONFIDENCE

The San Francisco Bicycle Coalition offers free bike classes for all abilities, from beginners ready to learn the basics to savvy city riders eager to improve their skills. Here is a sampling of our current classes:

## ADULT LEARN TO RIDE:

Our most popular class teaches adults the fundamentals of balancing, pedaling and braking. Designed for those who thought they'd never be able to ride, this three-hour class will change their minds.

## SMART CITY CYCLING 1:

Looking to get more comfortable riding on SF streets? This two-hour classroom-based class will help participants choose a bike, learn the rules of the road and help find the best routes to work.

## SMART CITY CYCLING 2 & 3:

These on-bike classes build skills in bike-handling and road-riding. Participants learn to ride with one hand to signal, look over a shoulder to change lanes and maneuver to avoid crashes.

## NIGHT AND ALL-WEATHER BIKING:

This hour-long classroom-based class will teach participants all they need to ride in low-vision and wet conditions.



Learn more at [sfbike.org/education](https://sfbike.org/education).