



Bike to Work Promotional Ideas

Promote bicycling in May! The weather is great and the fresh air, after our long winter, is invigorating. Nationally, May is Bike to Work month and locally May 16 – 20 is Bike to Work Week. Encourage employees to go to <http://www.spokanebikes.net> for more details on Bike to Work Week in Spokane, special events in Spokane and helpful tips to get them doing the ride thing. Here is a list of Bike to Work Week events to promote to your employees

Monday, May 16: Bike to Work Week Kickoff Breakfast – Riverfront Park starting at 7 a.m. Meet UnitedHealthcare pro cyclists.

Wednesday, May 18: Morning Energizer Stations – Gathering points around the county.

Wednesday, May 18: Ride of Silence at 6 p.m. – The Ride of Silence honors those who have been injured or killed while cycling on public roads and highways, to raise awareness of cyclists and to ask that we all share the roads.

Friday, May 20: Bike to Work Week Wrap-up Party from 4:30 – 6 p.m at the Steam Plant Grill.

Organize a bicycle ride with employees either at lunch or meet somewhere before work and ride into work. Contact the Spokane Bicycle Club and schedule a Bike Buddy for the morning commute. Your bike buddy will help you map out the safest route and will ride in with your group. It's always a lot of fun in groups and other peers riding will hopefully get more employees joining the group.

Encourage employees to contact the Spokane Bicycle Club to schedule a Bike Buddy. It's a great resource and helps employees overcome their fears of riding their bicycle to work. Be sure to direct them to the website at <http://www.spokanebicycleclub.org>. If your employees don't want to ride with someone, the Bike Buddy program also sends bicyclist the best route for their commute when requested.

Schedule a bicycle workshop to educate your employees on bicycle safety, riding in traffic, tips on clothing, gear and lighting. To schedule a workshop at your workplace or find out more about bicycle workshops, use the following email address, learn@biketoworkspokane.org.

Give away bicycling incentives like a helmet, reflectors, bicycle lights, bike lock, gift certificate to a bicycle shop, a backpack, MP3 player, sunglasses, water bottle or anything else you can think of. Make it fun and festive by creating a display to grab employees' attention.

Hold a CHALLENGE. Challenge departments to ride their bicycles to work. The most participants in a department wins! As the ETC, pick a day to ride your bicycle to work. Challenge employees to ride the same day. Any employee traveling a longer distance than you receives a reward such as a candy bar, lunch certificate, coffee card or anything else you might have to give away. Don't forget management too! Challenge them to ride to work. If they commit or you already have an executive that bicycle to work have them challenge all employees.

For something fun and to get people talking, give your bicyclists a card and a clothes pin to attach to their bicycle tire, just like they did when they were little. It will bring back great memories for people and get them excited about bicycling.

Schedule to talk in a staff meeting about bicycling to work. Wear spandex to get people talking. If you have the guts to do it, so will others. Be a leader and show your employees they can do it too.