

# CommuteSmart News

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A SERVICE OF COMMUTESMART.INFO AND YOUR SOUTHERN CALIFORNIA TRANSPORTATION AGENCIES

## 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 16-20.

Throughout the Southland, thousands of commuters will ride bikes to the office or to a nearby bus stop or rail station instead of driving. On Thursday, May 19 – the official Bike to Work Day – bicyclists can stop at any of dozens of Pit Stops for snacks and other goodies. Plus many transit providers will let cyclists ride free for the day.

For details on what's happening near you, go to the Bike to Work web page in your area:

- Southern California: [californiabikecommute.com](http://californiabikecommute.com)
- Los Angeles County: [metro.net/biketowork](http://metro.net/biketowork)
- Orange County: [octa.net/biketowork](http://octa.net/biketowork)
- Ventura County: [vcapcd.org/btw.htm](http://vcapcd.org/btw.htm)

You'll find materials to download, a link to forward to employees so they can register for prizes, as well as information on Pit Stop locations, group rides, "bike buddies" and other special events.



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

Before...

- 1. Post and email marketing materials.** Official campaign materials are free to download at [CaliforniaBikeCommute.com](http://CaliforniaBikeCommute.com)
- 2. Help with routing.** Set up a table with bike maps and Internet connection to identify routes that take advantage of bike lanes, wider streets and flatter surfaces. Some resources:
  - Online routing – [MapMyRide.com](http://MapMyRide.com), [BikeMetro.com](http://BikeMetro.com), [Google.com](http://Google.com) (select "bicycling" from the pull-down menu)
  - Bike paths – [LABikePaths.com](http://LABikePaths.com), [BikeAtlas.org](http://BikeAtlas.org)
  - Bike maps – [Octa.net/BikewaysMap](http://Octa.net/BikewaysMap) (Orange County), [GoVentura.org](http://GoVentura.org) (Ventura County), [IE511.org](http://IE511.org) (Inland Empire)
- 3. Set up bike buddies.** Pair up coworkers who might want to ride together, or go to [Metro.net](http://Metro.net) to register for a bike buddy there.
- 4. 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 bicycling 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](http://Esty Blog).



During Bike to Work Week...

- 5. Decorate the bike parking area** to drum up enthusiasm about the event.
- 6. Greet bicyclists as they arrive** with bagels, bananas, juice and other healthy snacks.
- 7. 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.
- 8. 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.
- 9. Get your CEO** or other management to set a good example by bicycling to work.
- 10. 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.
- 11. 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."

After...

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