

# Bike to Work Week – May 14-20, 2011

## Commuter Challenge

### Getting Your Employees Involved

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#### **Thank you for registering for the 2011 Bike to Work Commuter Challenge!**

Here are details about the event and ideas to help you promote Bike to Work Week.

*Remember that the Commuter Challenge winners are crowned based on the percentage of employees that register and ride during Bike to Work Week.*

#### **How it Works**

- Make sure all employees who plan to ride go to [www.BikeNevada.org](http://www.BikeNevada.org) to register!
- When they register (by clicking the link for individual registration) they need to identify you as their employer...please ask them to enter the employer name the same way you did when you registered for the Commuter Challenge (abbreviations, etc.)
- Any employee gets credit for participating as long as s(he) commutes by bicycle at least once during the week. One-way rides and combined bus/bike trips count!
- After Bike to Work Week ends we'll tally the percentages & announce the winners!

#### **Promote the Commuter Challenge – Recruit Your Team!**

- **Posters:** Place the Bike to Work Week posters around the office...in break rooms, on bulletin boards, etc.
- **Website:** Post information about Bike to Work Week on your company's website.
- **Newsletters:** Include information about Bike to Work Week and the Commuter Challenge in your company newsletter (sample newsletter article available at [www.BikeNevada.org](http://www.BikeNevada.org) on the Commuter Challenge page)
- **Emails:** Let your co-workers know about Bike to Work Week and the Bicycle Commuter Challenge through emails, memos and announcements.
- **Staff Meeting:** You have a captive audience!!! Remind everyone to register online and bike to work at least once during Bike to Work Week
- **Highlight Benefits:** Talk about the benefits of commuting by bicycle with your co-workers. Health, environmental & economic benefits may be of particular interest.
- **Be Creative and Helpful:** Help your co-workers to identify ways they can overcome obstacles to bicycle commuting. Resources are available at [www.BikeNevada.org](http://www.BikeNevada.org).

## Consider Providing Incentives for Participating Employees!

- **Host Your Own Raffle:** Everyone who registers for Bike to Work Week will be entered into a community-wide raffle for a chance to win up to \$500 (to be spent at a participating bike shop). You can hold your own company-wide raffle too. Prize ideas include lunch on the boss, an extra half-day of personal time, movie tickets, employee of the month privileges. Be creative and make it fun!
- **Refreshments:** Have free coffee/tea/juice and snacks available to all your employees who bike to work.
- **Breakfast/Lunch:** Providing a lunch or breakfast event is a good way to increase participation and will give your employees a chance to sign up for a company raffle.
- **Work Attire:** Allow your bicycle commuting employees to dress casually during Bike to Work Week (at least on the days they ride).
- **Secure Bicycle Storage:** Make sure employees have a place to lock up their bicycles. If bike parking is outside, it should ideally be under a covering and should be someplace visible. Consider allowing employees to bring bicycles inside the building! Unused storage closets or office space can make perfect bike storage rooms. Purchasing/installing bike racks can be a profitable long run investment.

Sample newsletter articles, flyers and other resources can be found at

[www.BikeNevada.org](http://www.BikeNevada.org)

To request posters or any additional information/assistance, please contact...

Carol Perry ([775- 335-1920](tel:775-335-1920); [cperry@rtcwashoe.com](mailto:cperry@rtcwashoe.com)) or

Amy Fitch ([775-682-7092](tel:775-682-7092); [afitch@unr.edu](mailto:afitch@unr.edu))

Truckee Meadows Bicycle Alliance partners...



University of Nevada, Reno  
School of Community Health Sciences

