Company Coordinator Toolkit
**Company Coordinator Toolkit**

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**During my commute I have seen**

* bald eagles, deer, coyotes, beavers, snakes, pelicans, owls and many other amazing things.

Sunrises, sunsets, snow-capped mountains and wildflowers have all greeted me on my daily commutes.
Introduction

The Denver Regional Council of Governments (DRCOG) is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding for growth and development, aging and disability resources, and transportation and personal mobility. Way to Go is a program of DRCOG that addresses issues of transportation and mobility by promoting reliable, easy, environmentally friendly, no-nonsense commuting options to Denver area commuters. Way to Go is the principal organizing entity for metro Denver’s Bike to Work Day.

This toolkit will guide employer coordinators through the process of registering on the Bike to Work Day website and promoting Bike to Work Day to their workforce.

This toolkit addresses several important coordinating components:
1. Why coordinate? This section arms coordinators with a cogent argument, in case the boss is sitting on the fence.
2. How to get started on the website: www.biketoworkday.us. This site is simple but powerful!
4. Bike to Work Day T-Shirts. The dos and don'ts to get your company's shirts on time.
Why Coordinate?

How about health? Bicycling is a great way to get or stay in shape, and a healthy workforce is a happy workforce. Technically, you’ll burn more calories walking or running to work, but very few people live within a reasonable walk to work. In terms of sheer energy consumption, the typical bicyclist burns 35 calories per mile compared to a car engine, which burns 1860 calories per mile (1). Couple this with carbon-emission worries and fears over other particulate matter generated by cars and you have the beginnings of a healthy-planet argument you can present to management.

Importantly, Bike to Work Day is an opportunity in which your organization or brand can connect with a positive and energetic regional event that is healthy and has a great community vibe.

The Business Challenge is one way to grab that vibe through a fun and friendly competition with other businesses across the region. Organizations compete to see who can put forth the greatest effort to register their workforce on the Bike to Work Day website. And hey! There are prizes. Last year, sponsors gave away bicycles, bike racks, and bicycle equipment including bike locks, helmets, reflective gear, bells, eyewear, etc. Bike to Work Day sponsors also provided store gift certificates and food for company luncheons and ice cream socials, in an effort to recognize Business Challenge winners.

This is also your organization’s chance to participate in the second-largest event of its kind in the United States. We’re shooting for number 1! Bike to Work Day has introduced many folks, for the first time, to bicycle commuting. Bicycle commuting reduces congestion and parking around your worksite, and remember, that an increase in bicycle commuters on Denver metro area roads and bikeways assures government leaders take notice and advocate for the construction of bike-friendly infrastructure. And finally, Bike to Work Day is free and open to everyone.

(1) http://www.treehugger.com/bikes/whats-the-worlds-most-energy-efficient-vehicle-a-bicycle.html
Getting Started On The Bike To Work Day Website

1. **Register your personal account first.** Check the box labeled "company coordinator" from the list of available roles. Complete the registration form with your name, email, and phone number.
   a. Please note that you can also check the **Participant box** if you plan to ride on Bike to Work Day.
   b. You should check the **Organizer box** if, in addition to coordinating for your company, you plan to organize a breakfast station, water station, bike home station and/or a group ride.

2. **Verify your company's information.** The first coordinator to register will usually input this information, but all coordinators can check to verify the correct details, such as:
   a. The company name
   b. Main contact phone number
   c. Coordinator email address
   d. County
   e. Physical address
   f. Company type
   g. Number of employees (used to calculate the Effort Index)
   h. Check or uncheck the T-Shirt box (more below)
   i. Add company departments as needed

3. **Multiple coordinators are allowed.** Smaller companies may only want one coordinator for their companies. However, the opportunity is there to have multiple coordinators. Reasons for having more than one coordinator range from dividing the workload to making sure each coordinator's knowledge and ability are used as efficiently as possible, especially for larger organizations. The first person to register as coordinator will need to approve all other participants who wish to coordinate for the company or specific departments.
4. **Set up departments.** Coordinators have the ability to add departments to their companies. The reason for doing so comes from a number of different needs.
   - Greater participation from department personnel who want a hand in organizing for the company.
   - Target communications to employees of a particular department. For example, communicate to department participants where bike parking and shower facilities are located in a specific building.
   - Interdepartmental competition to raise greater awareness of Bike to Work Day and to set up a friendly competitive program to build the company’s overall position in Bike to Work Day’s Business Challenge.
   - Build departmental camaraderie.
   - Motivate personnel through department-specific incentives to participate in Bike To Work Day.
   - Measure Bike to Work Day organizing efforts between departments.
   - Set up friendly competitions between departments.
   - If a company prize is awarded, the department’s effort can factor into how the award is divided up in the company.

5. **Encouraging employees to participate** is the main role of the coordinator, but there are other key things that participating employees will want to know:
   - The location of shower facilities.
   - Tips on how to refresh after the morning ride.
   - Location of breakfast stations on the way into work.
   - Location of water stations and bike home stations.
   - Community and regional bike home celebration locations.
   - Tips on how to change a flat tire.
Bike To Work Day T-shirts

DRCOG works with a third party vendor to fulfill T-shirt orders. All coordinators who elect to order T-shirts on behalf of their company participants will place the order directly with the vendor, KSE Imprints.

There are two T-shirt designs: The Denver Regional Council of Governments' “Bike to Work Day” shirt and the “Boulder Bike and Walk Month” shirt. Details of each design can be viewed here: http://biketoworkday.us/participant/order-t-shirt.

This document discusses how company coordinators should organize and place their order with the T-shirt vendor, keeping in mind individuals may order directly through the vendor, the details of which follow here: http://biketoworkday.us/participant/order-t-shirt.

Company coordinator-placed orders: Company participants are encouraged to order through their companies to save shipping costs.

Coordinators should follow these steps:
1. When creating your company profile, check the box stating you'd like to coordinate your company's T-shirt purchase.
2. Share T-shirt information with your employees under “Company T-Shirt Policy.” It's helpful to provide a deadline for ordering.
3. Sample policy text might include the following information: “This year our company is ordering 50 Bike to Work Day tech shirts. Make sure you register and provide your T-shirt preference early. Remember, this is first-come-first-served! Please have your order ready by June 12 to assure delivery by Bike to Work Day – June 24.”
4. Specify the type(s) of shirts your company will purchase.
5. Your company also has the option of ordering T-shirts with your logo printed on the sleeve. This option is available for an additional cost, and has an earlier ordering deadline of June 9.
6. Before the deadline, remind all company participants to finalize their T-shirt orders on their Bike to Work Day website dashboard.
7. Once you have a final list of T-shirts to order, download the list from your dashboard.
8. Go to the T-shirt vendor website and place your T-shirt order.

http://biketowork2014.org/
Best Practices: Reduce shipping costs. Whether or not your company opts to pay for/subsidize Bike to Work Day T-shirts, it is a good idea to allow participants to order T-shirts through your company team. This will allow the employer coordinator to order T-shirts in advance, reducing the shipping costs and ensuring all employee T-shirts arrive on time. If your company will not pay for T-shirts, clearly explain in the “T-shirt policy” section that employees will pay for their T-shirts when they come to pick them up.

Note: DRCOG does not handle the production or sales of Bike to Work Day T-shirts. To order a T-shirt, employer coordinators must follow all steps outlined on the third party T-shirt vendor’s website. Please also note your Bike to Work Day login information will not work on the third party T-shirt vendor’s website. Please direct questions or inquiries to the vendor.

Note: If you are unable to order T-shirts on behalf of employees, then simply do not offer the “T-shirt” option when registering your company team. We encourage you to direct employees to order their own T-shirts on the vendor’s website.
Promoting Bike To Work Day For Your Workforce

Bike to Work Day is a fun and morale-boosting activity for all employees at a company. Read on to learn all the tips and tricks you need for increasing participation in Bike to Work Day at your office.

Communicate, Communicate, Communicate

• Use the Invite Others to Join page available on your Coordinator Dashboard to cut and paste a link into your own email system. Importantly, this link will automatically associate the employee with your company's team. This is an efficient communications tool to easily boost your company's Bike to Work Day participation numbers.
• Use this (1) sample newsletter to promote Bike to Work Day registration to your employees.
• Create your own communications and reminders, encouraging employees to register with your company online. Remember: you are competing with other companies in the Business Challenge for great prizes.
• Hang Bike to Work Day posters or custom flyers in high-traffic areas, such as by the copier or in the lunchroom. Digital graphics are available on the Materials page on the Bike to Work Day website, and include the poster, printable "I Biked to Work" stickers, digital banners, and more that you can incorporate onto your communications.
• Overcome objections with the (2) "No Good Reason Not to Ride" fact sheet.

(1) https://www.dropbox.com/s/p6rm37g8kfp728s/newsletter_copy.docx
(2) https://www.dropbox.com/s/vizywzcv6m1isw9/no_good_reason.pdf
Registration Prize Drawing

Have a prize drawing open to all employees who register for Bike to Work Day by a specific date, perhaps by June 9. Prize ideas: a gift card, a fitted helmet, free Bike to Work Day T-shirts, etc.

Map Displaying Trip Origins And Routes

Post a regional bike map in a prominent place (like a break room, cafeteria, or lunch station). Provide pins and colored pens for co-workers to map their trip origins and routes. This will offer a way for peers to see what’s possible and stimulate conversations between experts and novices about the best routes to get to the office, and the benefits of biking to work. Please contact Way to Go at waytogo@drcog.org to receive a regional bike map.

Goals

Set an organizational goal for participation in Bike to Work Day for number of participants and/or miles biked on Bike to Work Day or during Colorado Bike Month (the month of June). Contact Way to Go at 303-458-7665 or by email, waytogo@drcog.org, to learn how to use the online Trip Tracker tool at your office to keep track of employee bike commutes.

Challenges

Create challenges for all employees, between different departments or within departments; challenge a neighboring company or competitor to join Bike to Work Day and the Business Challenge; create an award for the company with the best turnout. Post the current statistics wherever possible: on the employee intranet, in daily/weekly emails, in employee e-newsletters, and/or in a centralized office location. Update the statistics at the end of the day to show how many employees from your office have signed up so far, and showing the participation levels at the organizations you are competing against in the Business Challenge. If possible, recognize new signups by name on a daily or weekly basis.
Pledges

Create a pledge list for Bike to Work Day and/or for Colorado Bike Month (the month of June). Make the pledge list public. Pledges can include number of miles an employee will bike in June, the number of days they’ll bike to work in June, or simply a pledge to register and participate on Bike to Work Day. Recognize employees in July for those who fulfill their pledge.

Get Into Gear With A Transportation Fair

Help your co-workers prepare for Bike to Work Day by hosting a transportation fair. Leave the details to Way to Go: We’ll partner with you to educate employees about biking to work, in addition to all their commute options (carpooling, vanpooling, riding transit, teleworking, etc.). Contact Way to Go at 303-458-7665 or by email, waytogo@drcog.org, for more information on how to partner.

Punch Cards For Participation

Issue punch cards to employees with a challenge to eliminate all the punches during the month of June (Colorado Bike Month). For instance, bike 6 times to work in June and win a prize. There can be double punch days, and first-time bike commuters can start with a free punch.

Host A Breakfast Station

Host a breakfast or lunch at your office for employees who bike to work, or market your business and brand by coordinating a public breakfast or bike home station, which you can post on the Bike to Work Day website.
Recognition And Rewards For Participation

Host a simple Bike to Work Day awards ceremony over lunch, or in the morning during the event. Recognize participants with simple printed certificates, and/or with low-cost prizes. If you can only do one prize, have a random drawing of all participants (have participants submit their name when they arrive at the office by bike). Ideas for awards: longest ride, best photo on the ride in to work, most stations visited, best story, etc.

Even More Ideas

• Identify bike parking and shower facilities. If you don’t have bike racks or bike lockers, identify a parking area, or set up a bike “corral” somewhere inside your building. If you don’t have showers, see if a local health club will let employees use their facilities for the day.
• Provide personal hygiene goodie bags, like towels to participants who bike in.
• Allow employees to dress down on Bike to Work Day. Encourage employees to wear their Bike to Work Day T-shirts (from this year, or from past years).
• Provide employees with the opportunity to have a flexible schedule on Bike to Work Day – just in case it takes folks longer than expected to get into work.
• Make sure employees know about the links to resources on the Bike to Work Day website that can inform them about bicycle safety and about www.MyWayToGo.org to help them plan their route.
• Offer wellness incentive points for participation in Bike to Work Day.
• Take photos of employees who Bike to Work.
• Don’t worry about helmet hair – make Bike to Work Day an official Hat Day, or have some fun with the bad ‘dos.
• In June before Bike to Work Day, invite a local bike shop to do free or low-cost bike tune-ups. Combine this with a table focused on route-planning to fully equip all participants.
Company Coordinator FAQ

Employer Challenge: What Is The Employer Challenge?

Way to Go has set up the Employer Challenge to increase the number of participants in Bike to Work Day. The Effort Index measures the energy put forward by an employer to increase participation in this popular community-oriented event. Keep in mind that the measure is weighted. We want to recognize the extraordinary efforts of companies with 3,000 employees which manage to get 1,000 workers to participate. A company with 10 workers who gets 10 participants is awesome! We love it when we get 100% participation from a company, but the effort to achieve this is not on the same scale as the 3,000-employee company which achieves 1/3 participation.

Employer Challenge: Why Doesn't The Effort Index Measure The Miles My Company Bikes On Bike To Work Day?

The obvious objection to a participation measure of effort is that an “effort” index should measure actual physical effort put forth on Bike to Work Day and that there should be some form of recognition for people who bicycle 60 miles roundtrip rather than completing a mere 1 mile commute to and from work. Though Way to Go doesn’t officially recognize effort in terms of actual energy spent on the day of the event, we understand the importance and want to kindle this competitive spirit. Perhaps compete with a neighbor or a competitor for most miles biked — or even host an in-office competition to recognize extraordinary efforts!
Employer Challenge: Our Company Wants To Challenge Other Companies To See Who Can Log The Most Miles. How Can Way to Go Help?

We can help companies foster private competition between businesses. The decision to expand the competition is yours. We can furnish you with the names and contact information of your competitors' Bike to Work Day employee coordinators so that you can privately arrange the competition. But remember: this is all in good fun! Email us at waytogo@drcog.org to help set up a challenge!

T-shirts: How Do I Fix A Problem With My Company's T-shirt Order?

DRCOG doesn’t actually sell T-shirts. We have hired a third party T-shirt vendor to create, sell, and distribute T-shirts for us. Contact the T-shirt vendor directly to correct the problem.

Guaranteed Ride Home: Is Guaranteed Ride Home Available For Bike To Work Day Participants?

Yes. The Bike to Work Day Coordinator is responsible for coordinating taxi service for those who qualify for Guaranteed Ride Home coverage.

However, if your company participates in the Standalone Guaranteed Ride Home or in RTD’s EcoPass, you are already covered by Guaranteed Ride Home under those programs.

More Questions?

Contact the Bike to Work Day team at waytogo@drcog.org and one of our staff members will assist you.
Thank You!

We appreciate your time and consideration of this opportunity. If you have any questions or require more information, please let us know: btwd@drcog.org