BIKE TO WORK DAY
WEDNESDAY • JUNE 28 • 2017
COMPANY COORDINATOR TOOLKIT
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INTRODUCTION

This toolkit guides company 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, including:

1. Why coordinate?
2. How to get started on the website. The site is simple and powerful!
4. Bike to Work Day T-Shirts: The dos and don’ts to get your company’s shirts on time.
5. Coordinator FAQ
WHY COORDINATE?

How about health? Bicycling is a great way to get or stay in shape, and a healthy workforce is a happy workforce. In terms of sheer energy consumption, the typical bicyclist burns 35 calories per mile.

Now, one doesn’t typically think of gasoline as containing calories, but in a unit-to-unit comparison, the average two-door sedan burns 1,860 calories per mile (source: http://www.treehugger.com/bikes/whats-the-worlds-most-energy-efficient-vehicle-a-bicycle.html). 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 through which your organization or brand can connect with a positive and energetic regional event. Join the Business Challenge and compete with other regional businesses to see who can put forth the greatest effort to register their workforce on the Bike to Work Day website.

This is also your organization’s chance to participate in the second-largest event of its kind in the United States.

Bike to Work Day has introduced many folks, for the first time, to bicycle commuting. Bicycle commuting reduces congestion and parking around your worksite. 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. First, register your personal account at biketoworkday.us. 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 “organize” box if, in addition to coordinating for your company, you plan to organize a breakfast station, water station, bike party and/or a group ride.

2. Verify your company’s information. The first coordinator to register will usually provide this information, but all coordinators can check to verify the correct details, such as:
   A. Company name
   B. Main contact phone number
   C. Contact email address
   D. County
   E. Physical address
   F. Company type
   G. Number of employees
   H. Check or uncheck the T-shirt box (see page 6)
   I. Add company departments as needed

3. Multiple coordinators are allowed. 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. 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. There may be several reasons for doing so, including:
   - Greater participation from department personnel who want a hand in organizing for the company.
   - Coordinators can target communications to employees of a particular department. For example, communicators can tell department participants where bike parking and shower facilities are located in a specific building.
   - Fostering interdepartmental competition to raise greater awareness of Bike to Work Day and to set up a friendly, competitive program to affect the company’s overall position in Bike to Work Day’s Business Challenge.
   - Building departmental camaraderie.
   - Motivating personnel through department-specific incentives to participate in Bike to Work Day.
   - Measuring Bike to Work Day organizing efforts among departments.

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, such as:
   - Location of shower facilities.
   - Tips on how to refresh after the morning ride.
   - Locating a safe bicycle route on mywaytogo.org.
   - Location of breakfast stations.
   - Location of water stations and bike parties.
   - Community and regional bike parties.
   - Tips on how to change a flat tire.
BIKE TO WORK DAY T-SHIRTS

Company coordinators who opt in to organize the purchase of T-shirts for their company’s employee participants will work directly with KSE Imprints, the Bike to Work Day T-shirt vendor. KSE Imprints is part of Kroenke Sports and Entertainment, and prints T-shirts and memorabilia for the Colorado Avalanche, Colorado Rapids and Denver Nuggets.

Way to Go and KSE Imprints have worked together to reduce the burden on Company coordinators. This year, coordinators who choose to organize their company’s T-shirt purchase will be assigned their company’s own online store where employees can log in and choose their T-shirt type and size.

Follow these steps to establish your company store:

1. To view available T-shirt styles, visit biketoworkdayco.com, and click “Products.”
2. Once you decide which T-shirts your organization wants, contact KSE Imprints directly at kayla.luna@kseimprints.com or 303-405-1243.
3. In your email or phone call, provide the following:
   D. Your name
   E. Organization name
   F. Contact phone number
   G. Email address
   H. T-shirt choices
   I. Total number of T-shirts (ceiling limit) or budget limit. Your company’s online store can be set to accommodate your organization’s budget. Once a T-shirt limit (ceiling limit or budget limit) is reached, participants will not be able to order through your company’s online store. They will be directed to select and pay for T-shirts on their own.
4. KSE will respond within 48 business hours with 1) a link to your organization’s online store and 2) a password.

5. Once you’ve received your link and password, send both to your employees and encourage them to select their T-shirts early to receive them by Bike to Work Day.

6. If your company does not order T-shirts on behalf of employees, we encourage you to direct employees to biketoworkdayco.com to order T-shirts on their own.
BIKE TODAY FOR A BETTER TOMORROW.
PROMOTING BIKE TO WORK DAY

Bike to Work Day is a fun and morale-boosting activity for your company’s employees. Here are some tips and tricks for increasing participation in Bike to Work Day at your office.

COMPANY COMMUNICATIONS

Use the “Invite Others to Join” page available on your Coordinator Dashboard to cut and paste a link into a company email. Consider using it as part of your email signature. Importantly, this link will automatically associate your employees with your company’s team. This is an efficient communications tool to easily boost your company’s Bike to Work Day participation numbers.

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. Position yourself to win!

Hang Bike to Work Day posters or custom fliers in high-traffic areas, such as by the copier or in the lunchroom. Digital graphics that you can incorporate into your communications are available on the “Materials” page of the Bike to Work Day website, and include this year’s poster, printable “I Biked to Work” stickers, digital banners and more.

Use the sample newsletter below to promote Bike to Work Day registration among your employees.

Give Bike to Work Day a spin on June 28!

On June 28, join thousands of commuters for Bike to Work Day. It’s good for you and fun, too! Bike today for a better tomorrow. Register now. Visit biketoworkday.us [if you want, you can use your company’s email invitation link from your coordinator page here, instead] and join [company name]. Questions? Contact me at [your phone and e-mail here] for more information.

Bike to Work Day is an annual event that takes place every fourth Wednesday of June, and represents a grassroots effort to educate commuters about the benefits of biking to work.

[Company name] is registered to compete in the Business Challenge. Trophies are awarded to the top-performing companies in each category according to an effort index. Check out the rankings for live statistics to see where our company stands in the 2017 Business Challenge.
AWARD PRIZES

Have a prize drawing open to all employees who register for Bike to Work Day by a specific date, perhaps by June 16. Prize ideas: a gift card, a fitted helmet, free Bike to Work Day T-shirts, etc.

BIKE ROUTE MAPS

Post a regional bike map in a prominent place (such as a break room, cafeteria or lunch station). Provide pins and colored pens for coworkers 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 for getting to the office, and the benefits of biking to work. Please contact Way to Go (btwd@drcog.org) to request a regional bike map.

SET GOALS

Set an organizational goal for participation in Bike to Work Day for the number of participants and/or miles biked on Bike to Work Day or during Colorado Bike Month (June). Contact Way to Go at 303-458-7665 or by email (btwd@drcog.org) to learn how to use the mywaytogo.org trip tracker at your office to keep track of employee bike commutes.
SET CHALLENGES

Create challenges for all employees, among 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 newsletters, and/or in a central 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.

TRANSPORTATION FAIR

Help your coworkers 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 (303-458-7665 or btwd@drcog.org) for more information.
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 station, water station or bike party, which you can post on the Bike to Work Day website.

RECOGNIZE AND REWARD 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 offer one prize, have a random drawing of all participants (have participants submit their name when they arrive to the office by bike). Ideas for awards categories: longest ride, best photo on the ride in to work, most stations visited, best story, etc.
Even more ideas

Before Bike to Work Day in June, 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.

- 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 whether a local health club will let employees use their facilities for the day.

- Provide personal hygiene goodie bags, such as towels, to participants who bike in.

- Allow employees to dress casually on Bike to Work Day. Encourage employees to wear their Bike to Work Day T-shirts (from this year, or previous 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 in to 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 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.
FAQ

Business Challenge: What is the Business Challenge?
Way to Go created the Business Challenge to increase the numbers 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 which gets 10 participants is awesome! We love it when we get 100 percent participation from a company.

Business 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 foster private competition among businesses. The decision to expand the competition is yours. We can furnish you with the name and contact information of your competitors’ Bike to Work Day company coordinator so that you can privately arrange the competition. Email us at btwd@drcog.org for help setting up a challenge.

T-shirts: How do I fix a problem with my company’s T-shirt order?
Way to Go doesn’t produce or sell T-shirts. A third-party T-shirt vendor creates, sells and distributes T-shirts for us. To correct problems, contact the T-shirt vendor directly at 303-405-1243 or kayla.luna@kseimprints.com.

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. Participants who register for Bike to Work Day and, due to an unforeseen emergency or schedule change, are unable to bicycle home may use Guaranteed Ride Home. Guaranteed Ride Home does not cover inclement weather.
MORE QUESTIONS?

Contact the Bike to Work Day team and one of our staff members will assist you.

THANK YOU!

We appreciate your time and interest in coordinating your company’s participation in Bike to Work Day. For more information, please contact btwd@drcog.org