

# 5 EASY WAYS

**BIKE TO  
WORK DAY**

**MAY 12, 2011**



## TO INSPIRE YOUR EMPLOYEES TO BIKE TO WORK ON MAY 12TH

1

### **TELL THEM ABOUT BIKE TO WORK DAY**

- Hang the enclosed poster in a common area
- Use internal communications to inform your staff
- Visit [511.org](http://511.org) for a sample email and PDFs of the poster

2

### **SHOW THEM THE ROPES**

- Have someone who bicycles be a “Bike Ambassador” to answer coworkers’ questions about best bicycle routes to work, bike parking, and other helpful tips
- Invite your local bicycle coalition to talk to your employees about latest bike improvements in your area. Your local bicycle coalition can be found at [511.org](http://511.org)

3

### **TAKE PART IN THE TEAM BIKE CHALLENGE**

- Challenge other Bay Area commuters and win great prizes for bike commuting during the month of May
- Win recognition for your company and great prizes too
- Register your company’s team online at [511.org](http://511.org). Registration opens April 1st

4

### **THANK YOUR EMPLOYEES FOR BIKING TO WORK**

- Plan a quick and easy Bike to Work Day activity like a breakfast or lunch
- Highlight the office Bike Ambassador in your communications to inspire others
- Offer employees the morning off so they can volunteer in their community on Bike to Work Day
- More helpful ideas can be found at [511.org](http://511.org)

5

### **MAKE EVERYDAY BIKE TO WORK DAY**

The Employer Resources section of [511.org](http://511.org) is there to make it easy for you to encourage bicycle commuting to your workplace



Visit [511.org](http://511.org) for more information on bicycle commuting, Bike to Work Day, and the Team Bike Challenge.

# BENEFITS OF

# BIKE COMMUTING

## FOR YOUR BUSINESS

**Make an impact at your workplace by supporting a fun, cost-effective commute that will benefit the company for years to come.**

**JOIN BUSINESSES ACROSS THE BAY AREA THAT ARE ALREADY REAPING THE BENEFITS OF ENCOURAGING EMPLOYEES TO COMMUTE BY BICYCLE:**

- Save money by reducing parking needs & health insurance costs
- Benefit from a healthy, happy and more productive work force—  
Biking to work reduces absenteeism by 900% and increases productivity by 300%\*
- Reduce your company's impact on the environment—  
employees like to work for socially responsible businesses

**EMPLOYEES BENEFIT FROM BICYCLE COMMUTING, TOO!**

- Save money on gas, parking and transit
- Get 40 minutes of exercise during an average commute leading to better physical and mental health
- Revel in the convenience of a door-to-door commute and hassle-free parking
- Go where they need to go and have fun getting there
- Get to work on time. No waiting in traffic or missing the bus

\* [www.iscycclist.com/Latest](http://www.iscycclist.com/Latest)



To find out more about what your company can do to promote bicycle commuting, visit the Bike to Work Day website at [511.org](http://511.org).