

National Bike Month 2008 52nd Anniversary Celebration

This is step-by-step guide to creating a successful National Bike Month™ event in your community, workplace, city, or state. The content is built upon the combined experiences of corporations, clubs, schools, public agencies, retailers, and a variety of other organizations.

Since 1956, the League of American Bicyclists has sponsored this celebration of cycling. May is recognized as National Bike Month™; the third week in May is Bike-to-Work Week; and the third Friday of May is Bike-to-Work Day.

This guide is useful for developing an event on a variety of scales, either coordinating a citywide event or planning an event within your own company or organization. Readers will often find it necessary to use these ideas and sample documents as beginning points for devising events that suit their particular situations, resources and opportunities.

Many resources are included in this guide. They were obtained through the generous support and advice of Bike Month event organizers from around the country.

You can help us share a successful National Bike Month™ and contribute to the future improvement of this resource book by doing the following:

- Notify your state bicycle-pedestrian coordinator of activities you have planned during National Bike Month™.

- Send us information about your events as soon as possible so the League can coordinate a national media effort.

- Forward copies of your newspaper clips, outreach materials and photographs from your event.

Additionally we have included information on the Bicycle Friendly Communities program. If you would like to make your community a better place to ride, please fill out and submit the application for a more bicycle-friendly America available at <http://www.bicyclefriendlycommunity.org/>.

Once again, thank you for supporting and promoting bicycling. Good luck with your National Bike Month™ celebrations. We look forward to samples and photos from your events. Share your successes so that National Bike Month™ can be even better!

Sincerely,



Andy Clarke
Executive Director
League of American Bicyclists

TABLE OF CONTENTS

9 STEPS FOR SUCCESSFUL EVENTS – A SUGGESTED TIME LINE	1
STEP 1 - WRITE A PLAN	2
STEP 2 - START FUNDRAISING	2
STEP 3 - BUILD PARTNERSHIPS.....	3
STEP 4 – RECRUITING AND WORKING WITH VOLUNTEERS.....	3
STEP 5 - PROMOTE THE EVENT!.....	4
STEP 7 – REWARD VOLUNTEERS AND RECOGNIZE SPONSORS	6
STEP 8 – EVALUATE SUCCESS	7
STEP 9 - PREPARE FOR NEXT YEAR.....	7

APPENDIX 1

STEP 1 WRITE A PLAN	
Sample Brainstorm Ideas	9
Event Ideas	9
Employee and Business Focused Events	13
STEP 2 INITIATE FUNDRAISING EFFORTS	
Sample Estimated Budget	14
Letter Requesting Sponsorship*	15
STEP 3 BUILD PARTNERSHIPS	
Sample Publicity Planning Task List	16
STEP 4 RECRUITING AND WORKING WITH VOLUNTEERS	
No appendix materials	
STEP 5 PROMOTE THE EVENT	
How Does the Media Work?.....	17
Press Release Tips.....	18
STEP 6 ENJOY THE EVENT	
No appendix materials	
STEP 7 REWARD VOLUNTEERS AND RECOGNIZE SPONSORS	
Letter of Thanks - Volunteer	21
STEP 8 EVALUATE SUCCESS	
Tracking Participants.....	22
STEP 9 PREPARE FOR NEXT YEAR	
No appendix materials	

APPENDIX 2 EDUCATION MATERIALS AND RESOURCES

BICYCLE COMMUTING

Why Support Bicycle Commuters?	27
Overcoming Bike Commuting Excuses.....	28
Commuting and Public Health	30
Encourage Bike Commuting Employees.....	31
How to Commute by Bicycle	33

BICYCLE PARKING AND STORAGE

Short Term Parking	37
Bicycle Parking Checklist.....	39

TIP SHEETS

SHARING THE ROAD: CYCLISTS	40
SHARING THE ROAD: MOTORISTS	41
ABC QUICK CHECK.....	42
TEN COMMANDMENTS OF BICYCLING	43
EFFICIENCY ON THE BIKE.....	44
GROUP RIDING	45
LANE CHANGING IN TRAFFIC	47
LANE POSITIONING	48
TRAFFIC PRINCIPLES	49
TURNS AND TURN LANES.....	50
SHARING THE PATH	51
HELMETS.....	53
BIKE EDUCATION AND HELMETS	54
BICYCLE CLOTHING BASICS	55
CARRYING KIDS.....	56
LIGHTS AT NIGHT.....	57
TOOLS FOR THE ROAD.....	58

RESOURCES

Bicycle Pedestrian Coordinators	59-65
League Cycling Instructors	66-74

9 Steps for Successful Events – A Suggested Time Line

- 1. Write the planFebruary
- 2. Initiate Fundraising Efforts.....February
- 3. Build Partnerships..... February/March
- 4. Recruit Volunteers February/March
- 5. Promote the event.....April/May
- 6. Enjoy the event!.....May
- 7. Reward Volunteers & Recognize Sponsors..... March/May
- 8. Evaluate Success..... May/June
- 9. Prepare for Next Year.....On-going

Step 1 - Write a Plan

All successful events start with a plan. Start planning an event 9-12 months *prior* to the event date to ensure success. This plan will serve as a guide and task list through all the stages of your event planning.

Why have a Bike-to-Work Day?

- To educate the community that bicycles are a beneficial mode of transportation
- To make basic information on bicycle commuting available to potential riders
- To encourage people to try bicycle commuting
- To increase the general public's awareness and respect for bicyclists

What should I focus on when planning?

Determine your specific objective for this month-long celebration of bicycling. Brainstorm ideas for possible events to hold during the month. Think of as many ideas as possible. Determine how each event idea promotes the objective outlined.

Layout a time line for all the necessary tasks associated with carrying out event ideas.

Prepare a publicity planning task list.

Plan for recruiting and implementing volunteer workers and committees.

Determine if city/county permits will be needed for rally events or other event ideas on your list. Determine associated costs and time requirements for securing these permits.

Project a potential budget for each event idea - think of who may fund or sponsor it.

** See Appendix 1 for // Brainstorming Ideas / Event Ideas

Step 2 - Start Fundraising

Aside from reducing the drain on your agency's budget, fundraising is one way of creating partners and creating support for your event.

Prepare a specific funding proposal for each potential sponsor. Ask for a specific amount of money or product with a plan showing the provider where their contribution will be recognized and how it will positively assist your efforts. Remember partners need to know that you are serious about the event and that there will be a benefit to them for their contribution.

Conduct follow-up calls to those receiving funding applications and answer any questions they may have. Track progress with each potential partner in your database. Note all calls, negotiations, and contributions (money, merchandise, food, etc.).

Send personalized written thank you notes to each partner/sponsor expressing your appreciation. You cannot overdo this step. Send a note when negotiations are successful and again after the event. A happy sponsor will help you again in the future.

** see Appendix 1 for // Sample Publicity Planning Task List

Step 3 - Build Partnerships

Partnerships extend the reach of your event and reduce the burden that hosting an event entails. Partnering with others to sponsor an event builds connections that are beneficial long after an event concludes.

Gather support of local organizations and merchants. Ask them to partner with you for the benefit of the community. Create a database of potential partners such as:

bike clubs and coalitions	museums
bike shops	zoos
chambers of commerce	amusement parks
SafeKids Coalition	employers
schools	video stores
community centers	churches
restaurants	

Make phone calls to generate interest. Be certain to have a specific request in mind before you call. Requests can vary from volunteer labor to food to advertising support, etc. This step should occur in October and November prior to your May event.

** See Appendix 1 for // Estimated Budget / Sample Sponsorship Letter

3

Step 4 – Recruiting and Working with Volunteers

Volunteers are the oil that keeps the *event machine* going. They serve as resources and organizers that help an event flow and they provide the energy needed to plan an entire event. Volunteers are vital to a successful program, so it's important to know how to find them, work with them, and recognize their contributions.



When asking someone to be a part of the team, make sure your expectations are clearly outlined, as well as the time commitments and tasks involved. Meetings should occur as needed and be convenient for everyone involved.

Some people might not have time for regular team meetings, but wouldn't mind if you called on them to help with specific tasks. These roles might not be apparent right away; once you begin planning, you will be able to identify who can help with what.

** See Appendix 1 for // Tips On Recruiting & Utilizing Volunteers

Step 5 - Promote the Event!

Communication is critical to the success of events. It is the greatest factor in the number of participants you will attract. Some tips on effective communication include:

Keep contacts up to date on the status of activities.

Create a lively and informative website.

Prepare logos and graphics for a unified promotion. The importance of quality graphics and simple, clear text cannot be over-emphasized! Enlist the help of professionals, if possible.

Dedicate volunteers to focus exclusively on the distribution of promotional materials in the most cost effective way.

Advertise! Advertise! Advertise!

Prepare a press kit to be sent to every media outlet available two weeks before the first event and put this information on your website. Follow-up with personal phone calls a week later. Follow-up again to say thank you each time they give your event press.

Prepare several press releases and a resource list of who should receive the press releases.

Conduct League BikeEd courses (listing of instructors available in this book and at www.bikeleague.org/instructors/index.cfm) to provide National Bike Month™ participants with skills to enhance their riding safety while bike commuting.

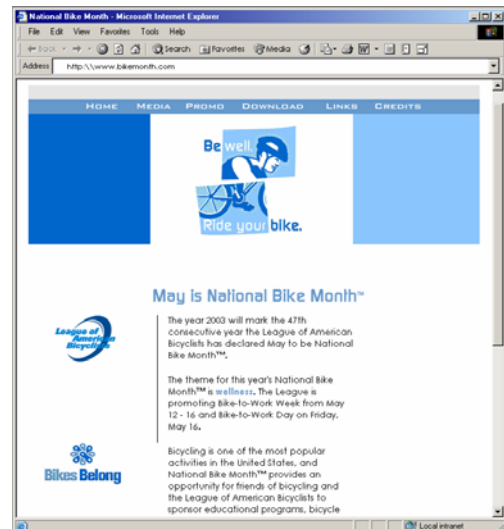
Send a brochure from your event and supporting information to the League of American Bicyclists. Mark the materials "Attention: Bike Month."

www.Your Successful Event.com

The internet has become one of the most significant tools for information dissemination in recent history. Your promotional efforts would certainly be hampered if you neglected this important resource. Not only can you promote your own event, but you can research what other groups are doing in these areas and make contacts to help you make your event better.

In order to maximize the effectiveness of your website, you should set it up as part of a local organization's website. Work with your local government or advocacy organization to secure space on their server to allow you to not only directly link your pages to these organizations, but house them on their servers. Most local advocacy organizations will be able to lend you the technical expertise to help get your website designed and on the web.

It is also important to let the general public know about your website. The internet is full of chat rooms, message boards and list serves. List serves offer an easy way to reach



Visit www.bikemonth.com for more info!

hundreds of interested people with one simple email. All you need to do is send an email to the specific list serve and everyone who subscribes to that particular list will receive your message and be able to contact you. This might also help you find volunteers and sponsorship opportunities.

Contact organizations that might provide a link to your website on their website. Local bike shops, bike clubs, advocacy organizations, radio stations, television stations, public safety agencies, and health clubs can easily provide a link to your event website. All you have to do is ask!

Contacts

Make a list of all the newspapers and magazines, and all the TV and radio stations in your area. Check the yellow pages for listings of media outlets, or better yet, visit your local library for a copy of the latest Bacon's Directories or Editor and Publisher Yearbook and Broadcasting Yearbook. These reference books list media outlets by state. Contact those on your state list to find the names and contact information of correspondents who deal with the following:



- News: general, recreational, environmental, transportation, health, and fitness
- Events: listings and local coverage
- Community Affairs
- Features (especially health, environment, and recreation)

5

Also, list any journalists who have written about, or have shown an interest in bicycling in the past. Make a list of names, phone numbers and email addresses for your contacts and list how they prefer to be contacted.

Appoint someone from your organization to act as the media contact, and try to maintain regular contact with journalists, perhaps by inviting them on rides or to events. Mail them copies of your magazine or newsletter.

Continuity of contact is important. Journalists like to know their sources and trust them to be accurate, reliable, and timely. The better the reporter knows you and trusts you as a source, the greater the chance you will be used as a source for future stories and story ideas.

The Event

Make sure your event happens as described in the news release - right place, right time. Have your club's media people present and make sure s/he is briefed and knows what is happening. All media people should be directed to this one person, who should be easily recognizable by wearing a large nametag, hat, or other highly visible item of clothing. This person should have extra copies of the original release and any other relevant information.

** See Appendix 1 for // Press Release Tips / Sample Press Release / How The Media Works

Step 6 Enjoy the Event!

A well-planned and implemented work plan will enable you and your volunteers to have an enjoyable month celebrating bicycling! Remember to have fun!

Weather can dampen spirits quickly so a rain plan or alternate location is a key part of your planning task. Intense heat is a concern as well –notifying paramedics and having them on site is a good idea if there is a risk of injury or illness.

Step 7 – Reward Volunteers and Recognize Sponsors

Recognizing and publicizing the help you have received from volunteers and sponsors is essential. Volunteers will appreciate hand written notes while sponsors will look for recognition in media coverage before, during, and after the event.

** See Appendix 1 for // Sample Letter Of Thanks

Step 8 – Evaluate Success

A tool will be needed to monitor participation of each event in order to evaluate campaign effectiveness. This tool will vary depending on whether you have city-wide or company-wide events.

Participant evaluations are just one type of program summary you should conduct. The second is an evaluation by the event organizers. This should cover all aspects of planning and implementation, including volunteer recruitment, publicity, parking, supplies and equipment, registration, etc. It can be accomplished as a form circulated to all planners and workers (whether paid or volunteer) or by conducting an evaluation meeting. This evaluation should highlight areas that needed more attention and point out how manpower can be better utilized. If this is to be an annual event, goals for next year should be recorded while this year's event is still fresh in everyone's mind.

Evaluating Success

It is very helpful to have feedback from participants and organizers of this year's events. The comments of those who attended will help identify specific bicycling obstacles and potential solutions.



Evaluation needs to be planned for well in advance of the actual events. Businesses and organizations that participate should report back to you afterward so you can compile statistics on the numbers who participated, the miles commuted, gasoline saved, pollution prevented, etc. This information should be sent to the Mayor and local media.

7

There are two main types of evaluation:

1. Participant feedback is necessary in determining the success of your program.
2. Event Organizers' Summary of all aspects of the program.

Although you can accomplish this very informally by making observations during the event, most likely you will only be able to gather general information such as number of participants and whether people appear pleased or disgruntled with your efforts. Observation alone won't tell you much. Written questionnaires will.

** See Appendix 1 for // Tips On Surveying Participants

Step 9 - Prepare for Next Year

National Bike Month™ and Bike-to-Work Day are a great way to kick-off or revitalize bicycle-commuting programs. Maintain the momentum by developing recommendations for on-going strategies to encourage and facilitate this healthy alternative form of transportation.

You will want to begin to plan now for next year. Construct a working timeline similar to the one on page 11 to begin the organizational process about nine to twelve months ahead.

Appendix 1

Step 1 Write a Plan

Sample Brainstorm Ideas

OBJECTIVE:	POSSIBLE EVENTS:
Promote bicycling in your workplace	<ul style="list-style-type: none">• Special Luncheon for bicyclists• Bike Education and Safety Training• Guest Speaker
Build support for bicycling among local politicians	<ul style="list-style-type: none">• City Hall lunchtime event• Ride with mayor or city council
Draw media attention to new bike improvements	<ul style="list-style-type: none">• Celebrate Bike-to-Work Day• Ribbon-cutting

9

Sample Event Ideas

Proclamation of May as National Bike Month

The League of American Bicyclists has sponsored National Bike Month™ annually since 1956. Ask your Governor to officially proclaim May as National Bike Month™ check the *Additional Materials* section for a sample proclamation.

Ride with the Mayor

It is helpful to put local politicians on bikes to show their support for Bike Month and Bike-to-Work Day. Use this opportunity to showcase good facilities in your area highlight any needs for community improvement. Tour the local trail system, show the elected official how important it is to maintain shoulders, extol the virtues of bicycle education, and explain proper design of bike lanes

Commuter Challenge

New York City and many other cities host *commuter challenges* where businesses compete to have the highest percentage of employees who pledge to Bike-to-Work every day of bike week. Bonus points are given to companies with bicycle parking,

safety materials, and or showers and changing facilities. For more information on New York City's Bike week, see www.bikeweeknyc.org.

Close a Street

Sarasota, Florida closed off a street for Bike-to-Work day and had booths from bicycle dealers, the public health department, and the bike pedestrian coordinator set up along the street so people could buy supplies and test ride bikes. For more information contact Alex Boudreau at aboudrea@co.sarasota.fl.us or phone (941) 378-6073.

Share the Road Campaign

Enlist the help of local commuters, racers, bike shops, couriers, bike mounted police, and recreational cyclists to write letters to newspapers and elected officials to launch a 'Share the Road' campaign message to your community. Posters and flyers can help get the word out.

Bicycle Donation Drive

Organize a collection for a group such as Pedals for Progress, which takes used and neglected bikes and distributes them to those who need them.

Education Campaign

Reduce bicycle crashes, increase ridership, boost rider confidence, improve bicycling for transportation, and have fun through League BikeEd classes in your community. League Cycling Instructors offer a wide variety of classes for any audience. Recreational clubs can sponsor group-riding clinics and advocacy organizations can sponsor classes for public officials. Schools can use LCIs to offer safe riding classes or organize a Bike to School Day.

Energizer Stations

San Francisco, California hosts numerous bike tours during National Bike Month™. Last year they also put on an Urban Biking Workshop and a Benefit Discount Sale at a local sporting goods store. On Bike-to-Work day, they set up 12 energizer stations in various neighborhoods so that people could stop in on their morning and evening commutes. The energizer stations had food, red blinky lights and reflective leg bands. For more information see www.sfbike.org, email sfbc@igc.org, or phone (415) 431-BIKE

Helmet Campaign

The use of bicycle helmets is proven to reduce the severity of head injuries in most crash situations. The National SafeKids Campaign has coalitions in all 50 states and a successful record in attracting sponsors for helmet promotion campaigns. To identify a local SafeKids Coalition in your area, contact the SafeKids national office at 1301 Pennsylvania Ave., NW, Suite 1000, Washington DC 20004-1707, phone (202) 662-0600, email info@safekids.org

Bike Education and Safety Training

Don't forget to assist bicyclists in developing responsible traffic skills! Combine a helmet campaign with BikeEd courses for safe, responsible bicycling.

Car vs. Bus vs. Bike Commuter Race

The city of Dallas, Texas has played host to several Car vs. Bus vs. Bike Commuter Races. Motorist, bus driver and cyclist all start and end the morning rush hour at the same spots, but may take distinctly different routes. The bicyclist always wins. This is a sure-fire media event to run the week before Bike-to-Work Day to encourage folks to give bicycle commuting a try.

Children's Bicycle Rodeo

Bicycle Rodeos for children are serious business. They require large amounts of volunteer labor to assure safety standards. These volunteers will need to be trained for specific stations and skills. For information on preparing and conducting a rodeo event, a recommended Rodeo format is included in the appendix. Also included is information from Wisconsin's 'Teaching Bicycle Safety' program, which prepares individuals to assist with rodeos.

ABC Quick Check Event

Many participants of Bike-to-Work day may not have ridden their bike in quite some time. A full mechanical overhaul is an impractical expectation, so a quick check of the primary parts is necessary. Gather a group of League Cycling Instructors, bike shop mechanics or competent volunteers from the local bike club and show them how to perform an ABC Quick Check. This event will resemble a bike rodeo for adults. It would be beneficial to include other safe riding messages and possibly bicycle handling skill drills if League Cycling Instructors are available. Use this free mechanical check up to offer safe riding information or membership brochures. The ABC Quick Check is included in the appendix.

Bike to School

Make this a community day. Bike with the kids to school or organize a bike-pool with other parents to leave the car at home. Help them choose appropriate routes and take this opportunity to reinforce the rules of the road for safe cycling.

Community Bike Map

Many communities and cities have produced maps highlighting designated bicycle routes, bike lanes, various trails and paths. These maps are excellent promotional tools. They also provide the opportunity to add educational and sponsor messages. If your community doesn't have a map, use this time to either start the push for its design or to announce its availability.

Commuters of the Year

Boulder, Colorado awards 'commuters of the year' during their Walk and Bike Week. Individuals are nominated as the most outstanding users of alternative transportation. Businesses are encouraged to participate in Walk and Bike Week and several achieved 100% participation. The commuter who travels the farthest also receives recognition. For more information see www.ci.boulder.co.us/goboulder, email publicworks@ci.boulder.co.us, or phone 303-441-3217.

Bike to... Events

Encourage the use of the bicycle for transportation by working in partnership with local retailers and event promoters to offer special discounts to customers arriving by bicycle. Remember to consider bicycle parking availability and security when working with merchants. See below for some suggested events.

Celebrate Bicycling Every Month

Orlando, Florida put on bicycle events for every month of the year in 2000 – activities included a seniors ride, where certified instructors worked with seniors on bike handling skills and getting in shape to ride as well as a bike trade in extravaganza where those donating bikes received a discount at a local bike shop and the donated bikes were refurbished for others to use. A bicycle stunt show was incorporated into the Citrus Bowl Parade as well. For more information email jim.kimblor@ci.orlando.fl.us, see <http://www.cityoforlando.net/planning/Transportation/bikeways/default.htm>, or phone (407) 246-3414.

Combine Transportation Options

In 2003, organizers in Birmingham, Alabama arranged for the Birmingham Jefferson County Transit Authority to allow passengers with bikes to ride free on Bike-to-Work Day. The city had recently installed bike racks to all of its buses and the local bicycle club thought this would be a great way to get citizens to use them. Additionally, a bike ride to the Transit Authority's Central Station was held that day as a kick-off event.

Bicycle Race

Contact your local United States Cycling Federation (USCF) bicycle race team and enlist their assistance in conducting a citizens-only race or add a citizens category to an upcoming race during May. Write USCF, 1 Olympic Plaza, Colorado Springs, CO 80909 or phone (719) 578-4581.

Fundraising Rides

Working in partnership with local bicycle or charitable organizations, conduct a one-day event.

Police Department Surplus Bicycle Auction

Abandoned and/or confiscated bicycles fill police warehouses. Work in partnership with the local police department to make these bicycles available to the public.

Bike-to-Work Day

Although more than half of the U.S. population lives within five miles of their workplace, lack of knowledge and incentive has deterred many from commuting by bike. Several U.S. cities have been successful in increasing bicycle commuters by offering enticements on Bike-to-Work Day.

Boulder, Colorado, reported in 1996 that over 500 people tried biking to work for the first time during a city-sponsored event. A study published by the San Diego Association of Governments showed that one out of five people who participated in their Bike-to-Work Day promotion as first-time commuters became regular bike commuters.

Sample Employee and Business Focused Events

Breakfast or Energizer Rally

Work with local restaurants and grocery stores for sponsorship or donation of various food items. Be considerate of the time requirements of community employers when selecting the time for your meal. Remember to consider bicycle parking and restroom facilities and trash collection.

Business Challenge

Employers, grouped by the total number of employees, compete for the highest percentage of bike commuters. Winning company employees are awarded prizes donated by local vendors or certificates of achievement. The company receives a plaque and is featured in the local press.

Drawings for prizes

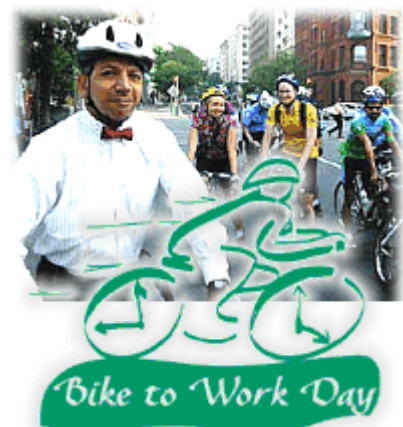
Work with local vendors to provide prizes for Bike-to-Work Day participants. Possible prizes include: bikes, accessories, lights, racks, bags, airline tickets, and gift certificates to various local businesses. If sponsorship permits, have T-shirts or reflective commuter vests produced promoting the sponsors.

Bike Buddy

This ride-matching service provides novice cyclists with names of experienced commuters in their community who can accompany them on their commute.

Commuter Convoys

Identify several meeting locations for suburban commuters to group and ride into the city together. Make arrangements for an experienced bike commuter to lead from each location and ride to the Breakfast Rally celebrating their successful trip.



Step 2 Initiate Fundraising Efforts

Sample Estimated Budget

Festival Brochure printing..... (30,000 copies, 8 1/2" x 11", 4 color, double sided)	\$2,500
Posters (250 copies, 11" x 17", 4 color, copied)	200
Children's Bicycle Rodeo	1,000
Breakfast supplies (Note: most food donated)	500
Other Events (e.g., park rental, library auditorium rental)	1,000
Publicity (Includes press kits to media outlets, film and processing)	500
Prizes/Awards	300
Refreshments at Meetings/Volunteer Party	300
Computer Supplies	300
Postage/Courier	200
Misc. (e.g., long distance telephone calls, t-shirts)	700
TOTAL	\$7,500

Sample Letter Requesting Sponsorship*

*Letter courtesy of RIDES for Bay Area Commuters, Inc., San Francisco, CA

Dear Sponsor's Name

How would you like to be a partner in one of the Bay Area's most healthy and inspiring events? RIDES for Bay Area Commuters Inc., in conjunction with the Bay Area Air Quality Management District, the Metropolitan Transportation Commission and the California Bicycle Coalition is gearing up for next year's Bike-to-Work Day in May and we want you to be on our team.

Last year's Bike-to-Work Day was a huge success in which thousands of Bay Area commuters participated. Local and statewide sources recognized the wide-ranging appeal of the event and responded with over 50 news articles, enthusiastic sound bites on several radio stations, and live Bike-to-Work Day coverage on several television news programs. This high level of media attention brought a great deal of positive attention to our sponsors.

The tremendous interest in Bike-to-Work Day is a favorable affirmation of our message: Bay Area residents can enhance air quality, cut down on traffic congestion, and improve personal health and fitness by commuting to work by bike.

Bike-to-Work Day will be held on [DATE]. Funding from the Bay Area Air Quality Management District Transportation fund for Clean Air pays for staff costs and some promotional materials, but prizes are needed to make this event a complete success.

Last year's sponsors benefited from their involvement in many ways. For example, Noah's Bagels donated thousands of bagels to the campaign, which resulted in a great deal of positive publicity for them. Two of the television clips featured Noah's Bagels in their coverage and Noah's was named numerous times in newspaper articles and radio announcements. In addition, hundreds of new customers visited Noah's for the first time on Bike-to-Work Day.

We would like to offer you a similar opportunity to join us as a sponsor. Your contribution of a prize valued at \$100 or more will help us encourage individuals to Bike-to-Work. Your contribution is tax deductible, since RIDES is a 501(c)(3) nonprofit corporation (Federal ID #12-345678). The name of your company will be featured on posters and other campaign materials in recognition of your contribution to this important community event.

Enclosed you will find a fact sheet describing Bike-to-Work Day and a copy of a front-page new article from last year's event. Carolyn Helmke, RIDES on Bikes Program Manager, will call you in the near future to discuss this opportunity with you.

Thank you for your consideration.

Sincerely,

Step 3 Build Partnerships

Sample Publicity Planning Task List

- Brochures and Posters
- Press Release
- Banners and Signs
- Design
- Duplication
- Distribution

Step 4 Recruiting and Working with Volunteers

Recruiting Volunteers

The first and most obvious place to look for volunteers is within your own organization. These individuals are familiar with your cause and are easily reached through existing lines of communication (email, newsletters, employee bulletins, phone trees, etc.).

If your organization is small or you will need many more volunteers than it can provide, look to the partnerships you've created with other organizations and ask them for assistance in recruiting volunteers from their membership.

16

Principles for Effective Utilization of Volunteers

Volunteers come with expectations and responsibilities. They must be nurtured.

Volunteers contribute more than meets the eye.

Volunteer does not mean amateur.

Volunteers and the organizations they serve must meet each other's expectations.

Volunteers must never be exploited.

Volunteers make excellent middle and senior managers.

When recruiting volunteers, it is more important to place the right person in the right job than to attract volunteers at random.

Everyone benefits when organizations collaborate.



Step 5 Promote the Event

How Does the Media Work?

Deadlines

Every type of publication or broadcast medium works under a series of deadlines, which you must know and respect. Daily morning newspapers usually need all their stories in by the late afternoon the day before publication. Weekly newspapers need community meeting dates and event information at least a couple of weeks in advance. Monthly publications work many weeks ahead of time, and need two to three months, or more, warning of upcoming events.

TV and radio can be timelier than print media, yet cannot go into the depth of a printed piece. This influences the types of stories they will run or cover and how yours should be written or presented.

Plan your events with these deadlines in mind. For instance, if you hold a bike rally on a Thursday at 6 p.m., a story will not appear in Friday's paper, plus, it is unlikely to appear on Saturday since your rally is old news by then.

Calendars

Most media operations have a calendar in which they note up-coming events and stories. The editorial staff will decide each day where to assign their reporters and photographers. When you send out news releases, you should make a follow-up call a couple of days later to see that they have been recorded and considered for coverage.

Graphics

Newspapers and TV will want something eye-catching! Make a special note to the photo editor in the news release if you can stage a good photo opportunity at your event. Be sure that you always have someone at your events taking quality 35 mm or a minimum of 4.1 mega-pixel digital photos. If no photographers show up, you can quickly develop your own and send them to the media and sponsors. You should have someone taking pictures for your publications and files in any case.

Local Versus National Angles

Local media desire *local* stories involving *local* people and organizations. If you can promote a *local* event of national significance, so much the better.

Press Kit

This has always been an important item in a publicist's repertoire. A press kit consists of a collection of informative materials designed to brief reporters and editors on a project. Make sure to also include your organization's Website on all information as well.

The Website and Press Kit Should Include:

A Fact Sheet containing a statement of your group's purpose, a count of your members and list of officers, especially if they are well-known members of the community.

Statistics about your program or project along with supporting information, brochures, etc.

Calendar of Events for your program or project

Be sure to notify reporters and editors who have received your press kit if a meeting or event on your calendar is canceled. Reporters are impressed by efficient community organizations and nothing will turn them away faster than failure to hold scheduled meetings.

The Interview

TV and radio will, if they cover your event, want an interview with a spokesperson. Here are a few tips:

Look good! Be respectable and professional in appearance.

Speak slowly, clearly and with feeling.

Before the interview, practice role-playing and have two to three very clear *speaking points* prepared as responses to whatever questions you are asked!

Take a deep breath, relax and think before answering.

Be quotable, but do more than just spout empty slogans.

Be truthful and honest. If you cannot document a statement, do not say it. Do not invent answers to questions.

Always mention the name of your organization and Website when speaking.

Press Release Tips

The most common way of contacting the media is a press release. One simple rule is to try and make the journalist's job as easy as possible and follow a format they can use and recognize most conveniently.

Release Date And Time

If you want to prevent publication of a story until a particular time, say so at the top of the release. State the time and date after which the news can be broadcast. The media will respect these embargoes. If you want the information published quickly, put "For Immediate Release" at the head of the page, followed by the date.

Contact Person

The journalist may want to check facts, collect more information, or set up an interview and may need to reach someone from your organization as quickly and as easily as possible. Be sure to put a day and evening phone number and email address beside the name of the contact person, as well as her or his title. You may want to name two contacts, both with day and evening phone numbers.

First Paragraph

This is the most crucial part of the release. You should provide only the following information:

What is happening?

Where it is happening (full address)?

When it is happening (include day of week, date and time)?

Why it is happening or why it is significant (depending on the release topic)?

Who is doing it?

Following Paragraphs

These should add further details and provide some background. A quotation from the leader of your organization is always useful; make it short and snappy.

Length

Keep releases as short as possible! If you use more than one side of paper you are in danger of losing the interest of the journalist. Often concise news releases will be printed verbatim, and verbose ones will be either tossed or butchered.

One way of providing more information is to attach 'Notes for the Editor' or 'Background Notes' on a separate sheet. These can explain who your organization and the League are, what we do and information about particular people or places mentioned in the main text.

If you cover more than one side of paper make sure to put 'MORE' at the foot of the page, and clearly mark following pages so they can be connected again should they be separated.

Type And Layout

Make it easy to read and to scribble notes on. Leave wide margins and don't use fancy typefaces or layout. Keep the typeface large and easy to read. Avoid using logos if you email press releases as these can often cause delays or problems with their receipt.

Follow-Up

Phone your targeted journalist to confirm that the release has arrived, to see if they want more information and to learn whether the event is in the calendar. Make it clear you are enthusiastic, committed, and willing to help them do a good job. As you develop a relationship with individuals from the media, they will pay more attention to your press releases and can help you fine-tune your future presentations.

Press Conferences

Only very important news merits holding a press conference. Have a polished presentation and ensure that copies of the presentation (including graphics) are available for the press. Allow easy access and have spokespeople who can speak individually with each reporter. Call to confirm that the press will send a reporter, as this will stress the importance. Pay particular attention to the visual aspects of the presentation such as backdrops (large charts, your organization's banner, etc.) and movement. Reserve a convenient, easily accessible room (probably in a hotel); light refreshments are a nice touch.

Local news services may hold open press conferences in their offices once a month or week at a set time. Call them to find out what the requirements are for scheduling your statement during one of these sessions. This guarantees that reporters and photographers will see you and saves the press from traveling to many different locations.

Sample Press Release

[Always address a press release to a specific person. Do not send press releases as email attachments. Paste them directly into the email]

FOR IMMEDIATE RELEASE

DATE

Contact: John Q. Biker

Phone: 123/456-7890

Email: JOB@blank.com

Website: yourtownbikemonth.com

MAY IS BIKE MONTH IN ANYTOWN;

MAY ___th IS BIKE-TO-WORK DAY

With spring in the air, Anytown and the League of American Bicyclists, the national organization of cyclists, announce that May is National Bike Month, May ___ is Bike-to-Work Week and Friday, May ___th is Bike-to-Work Day. Mayor Blank and the Town Council urge everyone to Bike-to-Work or try cycling for fun, fitness or transportation. To encourage employer support for Bike-to-Work Day, it is taking place on a Friday, because so many companies in Anytown have casual Fridays or casual workweeks.

Participating cyclists should register at Victoria Park between 7:00 and 9:00 a.m. Free coffee, juice, bagels, donuts and fruit will be provided to all participants.

Elissa Margolin, Executive Director of the League of American Bicyclists, said, 'Biking to work is an efficient and fun way to get the exercise you need, without having to find extra time to work out. And this year, with gasoline prices as high as they are, biking to work makes more sense than ever.' For more information, visit www.yourtownbikemonth.com

Local sponsors include:

Following are some safety and other tips that will help you enjoy biking to work more.

- 🚲 Have your bike checked over by your local bike shop
- 🚲 Always wear a helmet to protect your head in the event of a crash
- 🚲 Ride in the right-most lane that goes in the direction that you are travelling
- 🚲 Obey all stop signs, traffic lights and lane markings
- 🚲 Look before you change lanes or signal a turn; indicate your intention, then act
- 🚲 Be visible and predictable at all times; wear bright clothing and signal turns

Note to Editors

[Include background info on your organization and the League here.]

Step 6 Enjoy the Event

No appendix materials.

Step 7 Reward Volunteers and Recognize Sponsors

Sample

Letter of Thanks - Volunteer

June 1, 2008

Dear Volunteer's name,

Thank you for your generous donation of time and talents to the Anytown Bicycle Festival. An event such as this is successful as a result of the devotion of hard working volunteers like you. [Thank the individual specifically for whatever their particular task/duty was.] I hope that you had as much fun during the event as the participants did.

Again, my appreciation and thanks. I look forward to having you join the team again next year!

Sincerely,

Your Name

[Note: this letter must be personalized - recognition is the prime motivator of individuals. Do a good job at acknowledging your volunteer's contributions and they will continue to provide their time generously.]

Step 8 Evaluate Success

Tracking Participants

What to track:

- How many people participated?
- What were their previous bicycling habits?
- What do they see as their future habits - will they ride more?
- How many volunteers were utilized?
- How effective were they?
- Did they complete the tasks for which they were responsible?
- How well did volunteers interact with participants?

Questionnaires and surveys can take many forms (e.g., A volunteer asking three or four key questions of all participants as they pass a given checkpoint).

Questionnaires can be available at the conclusion of the program, with participants requested to fill them out before leaving. Make sure you have plenty of space available and provide writing utensils.

Include an address or a return envelope to allow participants to complete the survey at home and return by mail.

Mail participants a questionnaire a few days after the event, asking them to return it by a specified date. In this instance you can include statistics in the cover letter or paragraph about number of people who participated, money raised, etc.

Questionnaires, although time-consuming to tabulate and an additional expense for your organization, are worth the extra trouble. Often an event will appear flawless to organizers, but comments from those in attendance reveal problem areas and ample opportunity for improvement. Accept the comments as constructive criticism, which is how they are intended, rather than an attack on your hard work and planning, which is how they may sound.

Compose your questionnaire carefully so that the comments you receive will help you to plan future events. Don't ask if Saturdays or Sundays are preferred if you know that Sundays are out of the question because of church traffic on your route. Also, you should develop a form that is easy to fill out but also leaves room for comments. See the following pages for examples of questions you may want to ask. If at all possible, confine your questionnaire to one piece of paper.

Step 9 Prepare for Next Year

No appendix materials.

Appendix 2 Education Materials and Resources

The following materials are included to help you educate and inform your community about how to safely ride their bicycles. Also included are materials that are referenced in the body of the Bike Month Organizer's Kit. Don't forget to visit www.bikemonth.com for the most up-to-date information on National Bike Month™. Also, please visit www.bicyclefriendlycommunity.org to learn how to make your town more bicycle-friendly.

Bicycle Commuting

It may be necessary to convince employers, community leaders and potential sponsors that promoting Bike Month and bicycling activities is a win-win situation for them. The following information will help you prepare yourself for their concerns and conversations:

The bicycle is the vehicle of the future. It has a competitive edge in urban transit: it's efficient, it's economical, it's healthy, it's ecological, and it's fashionable and fun. Too often overlooked and underrated, the bicycle is the simplest and most pleasure inducing way to get healthier while saving our environment and reconnecting with our community in a positive way.

The value of bicycling in dealing with pollution and congestion is being recognized at all levels of government. In 1998 the Federal Government updated the Intermodal Surface Transportation Efficiency Act (ISTEA) with the Transportation Equity Act for the 21st Century (TEA-21) which required states to plan for bicycle use and makes funds available for bicycling improvements (see enclosed brochure). The 1990 Clean Air Act required employers of 100 or more to reduce the number of employees' automobile trips to work. This act is no longer in effect; however, employers are encouraged to voluntarily comply.

Autos are the single largest source of U.S. air pollution. Short trips are up to three times more polluting per mile than long trips. When bicycling is substituted for short auto trips, 3.6 pounds of pollutants per mile are not emitted into the atmosphere. More bicycle use means less benzene, cyanide, lead, carbon monoxide, carbon dioxide, CFCs, sulfates, and ozone in the air. In addition, the bicycle season matches the harmful ground-level ozone season. By biking, you contribute to pollution prevention when it is most needed.

If the real taxpayer subsidy of autos were reflected in fuel taxes, a gallon of gasoline might cost as much as \$9.00. That's because other taxes cover the costs of road building, maintenance, parking space, police services and losses from accidents, pollution and congestion. If more commuters bicycled, these costs would go down. All taxpayers, businesses and citizens would save money!

Bicycling Reduces Health Costs

According to the CDC, more than 200,000 deaths per year can be attributed to physical inactivity. Obesity costs our nation \$68 billion in health care and personal costs annually. The statistics on the lack of physical activity among children are also alarming. Most children are driven to school in cars or buses, and one child out of every 4 is overweight.

Medical research has well established the fact that a minimum of 30 minutes of moderate physical activity three days a week can reduce incidents of heart disease, obesity, diabetes, and hypertension and improve mental health and cardio-vascular fitness (Case Study No. 14, National Bicycling and Walking Study, FHWA, 1992).

Active people are healthier than inactive people because exercise stimulates the immune system and increases the metabolism. The pollution that motorists inhale inside a car has been shown more harmful to them than outside the car.

Bicyclists Are More Productive

Employees who are physically fit also recover from illness more quickly. Employers in the community also benefit from a healthy, active workforce. In addition to missing less work due to sickness, bicyclists generally accomplish more work. There's nothing like riding to stimulate circulation, relieve stress, allow creative thought and establish a positive attitude toward oneself and one's environment.

Bicyclists are also less likely to be affected by traffic congestion. Whether they ride the bike paths or the surface roads, bicycles are much more maneuverable than automobiles. Wide lanes, shoulders and bike lanes provide space for bicyclists to ride right past traffic and on to work. Bike paths are mostly unaffected by automobile traffic.

Bicycle Parking Costs Less

Ten bikes can park in the space taken by a single motor vehicle. Since the costs of employee parking sites are growing, many companies are looking for cheaper alternatives. By promoting bicycling they reduce the parking problem, with happier, more productive employees as an excellent return on their investment.

25

Bicycling Benefits the Cyclist

Improved Health

Bicycle commuting is a great way to squeeze regular exercise into a hectic schedule. Commuting time can be used to stay in shape instead of sitting frustrated in traffic. Bicycle commuters also get to work on time more often and are happier and more productive while they are there 80% of people who switch from sedentary commuting to cycling improve their heart, lungs and blood vessels greatly in 6-8 weeks, so they get sick much less often.

For a 180 pound man, a 10 mile round trip bike commute burns 400 calories. For a 130-pound woman this same commute burns 300 calories.

Quick And Easy

Door to door, bicycling is faster than other modes for distances under three miles. In congested situations it is often faster for distances up to five miles. For longer trips bicycling still may save time by combining commuting time with exercise time.

Gas stations are another time hassle that bicycles eliminate. Even the most powerful sports car crawls in congested traffic while bicyclists ride around it. Parking a car can also be a time consuming hassle while bikes can be parked quickly, almost always at no charge.

Economics

Bicycle commuting saves on parking fees, parking tickets, fuel costs, auto maintenance costs and transit fares. In some large urban areas, it is possible to save over \$200 per month on parking alone. A new bicycle and cycling gear would pay for itself in a few months. Cyclists can meet all of their transportation needs with a combination of bicycling, transit, and an occasional cab or rented car-much cheaper than owning a car. Since the biggest costs of automobile ownership are paid up front- insurance and car payments-some people can free up about 25 percent of their income by getting rid of their car or their second car.

For more information on the benefits of bicycling, consult the Final Report of the National Bicycling and Walking Study, 1995 (Pub. No. FHWA-PD-94-023) and its accompanying case studies. They are available free of charge and can be ordered online at www.fhwa.dot.gov.

Additionally, visit www.vtpi.org/0_nmt.htm for more reports on the benefits of bicycling, facilities, and infrastructure.

Why Support Bicycle Commuters?

1) Individuals

- 🚲 Bike commuting cuts down on automobile traffic; less stress, congestion and pollution
- 🚲 Bicycles put less wear on the roadways, decreasing taxes used for road repair
- 🚲 More car parking; you can park a dozen bikes in one car parking space

2) Businesses

- 🚲 More parking spaces for your car-driving customers
- 🚲 A cleaner environment is a cheaper place to do business
- 🚲 Supporting bike commuters will earn you a loyal, healthy clientele

3) Communities

- 🚲 Fewer cars mean safer communities with lower speed limits and less congestion
- 🚲 Noise, air, water and ground pollution would be decreased
- 🚲 More walkable and bikeable communities increase home values

4) Governments

- 🚲 Car accidents involve far more fatalities per incident than bicycle accidents
- 🚲 Savings can be realized from highway, emissions and environmental expenditures
- 🚲 Bicycle infrastructure is inexpensive to build and maintain

5) Police

- 🚲 Bikes are involved in less severe accidents and fewer accidents per mile than cars
- 🚲 Motor vehicle crashes are the leading cause of death for people aged 1 to 24
- 🚲 Bike-mounted police need bicycle-friendly infrastructure to patrol

Overcoming Bike Commuting Excuses

1) I'm out of shape

- 🚲 Ride at an easy pace; in a few months you will be in great shape
- 🚲 Ride your route on a weekend to find the easiest way to work
- 🚲 You will improve your fitness level when you become a regular bike commuter

2) It takes too long

- 🚲 The average commuter travels at 10 mph; the more you ride, the faster you will get
- 🚲 Trips of less than three miles will be quicker by bike
- 🚲 Trips of five to seven miles in urban areas may take the same time or less as by car

3) It's too far

- 🚲 Try riding to work and taking mass transit home, then alternating the next day
- 🚲 Combine riding and mass transit to shorten your commute
- 🚲 Ride to a coworker's house and carpool to work

4) No bike parking

- 🚲 Look around for a storage area in your building or office
- 🚲 Stash your bike in a covered, secure place such as a closet or even your office
- 🚲 Formally request that your employer provide bike parking or lock it up outside

5) My bike is beat up

- 🚲 Tell a reputable bike shop that you are commuting and have them tune up your bike
- 🚲 If you can't maintain your bike yourself, identify bike shops near your route
- 🚲 Make sure that your bike is reliable and in good working order before you start riding

6) No showers

- 🚲 Most commuters don't shower at work; ride at an easy pace to stay cool and dry
- 🚲 Ride home at a fast pace if you want a workout; shower when you get there
- 🚲 Health clubs offer showers; get a discounted membership for showers only

7) I have to dress up

- 🚲 Keep multiple sets of clothing at work; rotate them on days you drive
- 🚲 Have work clothes cleaned at nearby laundromats or dry cleaners

🚲 Pack clothes with you and change at work; try rolling clothes instead of folding

8) It's raining

🚲 Fenders for your bike and raingear for your body will keep you dry

🚲 If you are at work, take transit or carpool to get home; ride home the next day

🚲 Take transit or drive if you don't have the gear to ride comfortably in the rain

9) The roads aren't safe

🚲 Obey traffic signs, ride on the right, signal turns, stop at lights, wear bright clothing

🚲 You are at no greater risk than driving a car

🚲 Wear a helmet every time you ride

10) I have to run errands

🚲 Bolt a rack to the back of your bike to add carrying capacity

🚲 Make sure that you have a lock to secure your bike while you are in a building

🚲 Allow yourself extra time to get to scheduled appointments and find parking

Commuting and Public Health

1) American epidemic

- 🚲 In 1991, 4 states reported obesity rates of over 15%; in 2004, it rose to 49 states
- 🚲 Over 66% of the adult US population is overweight; 32% of the US is obese
- 🚲 The result of this condition is over \$22 billion in health care and living costs
- 🚲 More than 50% of American adults do not get enough physical activity to provide health benefits.
- 🚲 25% of U.S. adults are not active at all in their leisure time.

2) Risks

- 🚲 29% of Americans are sedentary which causes an increase in disease and death
- 🚲 80% do not get the recommended 30 minutes of moderate activity 5 days a week
- 🚲 Inactivity is a factor in 10% of total deaths and 25% of chronic disease related deaths

3) Recommendations

- 🚲 Bike commuting is moderate physical activity 5 times a week
- 🚲 Recreational bike riding is a safe, low-impact, aerobic activity for Americans of all ages
- 🚲 25% of all trips are within a mile of home; ride your bike for your health

4) Communities

- 🚲 Residents of pre-1960's communities are more likely to walk, bike and use transit
- 🚲 Typical infrastructure in American cities is designed for efficient auto use
- 🚲 Americans spend 75 minutes a day in their car; 89% of all trips are by car

5) Challenge

- 🚲 60% of Americans want bikeways between home and stores
- 🚲 55% want more bike paths and improved road conditions for cycling
- 🚲 Sustainable transport is the future; support cycling as transportation and recreation

Encourage Bike Commuting Employees

1) Commuting nightmare

- 🚲 It costs \$3000 a year to own, operate and maintain a motor vehicle
- 🚲 Employees demand higher wages and benefits to compensate for commuting costs
- 🚲 Transit can be expensive, unreliable or non-existent

2) Health hazards

- 🚲 Exposure to traffic congestion increases heart rate, blood pressure, negative moods
- 🚲 Long, arduous commutes to work, air pollution and a sedentary lifestyle are unhealthy
- 🚲 Healthy employees are hardworking, on-time employees who take less sick time

3) The bottom line

- 🚲 Supporting bike commuting is less expensive than an in-office fitness facility
- 🚲 Employers who appreciate workers' personal needs have less employee turnover
- 🚲 Healthier employees can reduce health insurance costs; check with your carrier

4) Better employees

- 🚲 Employees will see commuting as personal time to relax instead of increasing stress
- 🚲 Fit employees are more alert, more productive, perform better and more efficiently
- 🚲 Bike commuting can be substituted for the gym, saving employees personal time

5) Bike facilities

- 🚲 Showers and private changing rooms are ideal
- 🚲 Arrange for shower use at a local health club for your employees
- 🚲 Hanging space or a standing wardrobe will provide ample storage for work clothes

6) Parking and storage

- 🚲 Indoor, secure bike parking near changing rooms on the ground floor is ideal
- 🚲 For bike parking outdoors, use bike lockers or covered bike racks
- 🚲 Bike parking should be accessible, visible and secure

7) Route coordination

- 🚲 Appoint a bike commuting coordinator to procure local bike route maps
- 🚲 Help employees plan routes to work using low-traffic but direct roads and paths
- 🚲 Encourage cyclist education among employees; educated riders are safe riders

8) Financial incentives

- 🚲 Partner with a local bike shop to offer employee discounts or maintenance clinics
- 🚲 Offer subsidies for bike commuters who don't use car parking spaces
 - 🚲 Provide lunch for bike commuters; offer extra vacation time for daily bike commuters

9) Promote it

- 🚲 Form a company bicycle club or race team; increase your own exposure locally
- 🚲 Allow bike commuters to dress more casually at work; organize a lunchtime race
- 🚲 Ask the local bike shop to showcase new bike models during lunch

10) Outreach

- 🚲 Get local news media to cover your events
- 🚲 Offer tips on how to start a bike commuting program to other local businesses
- 🚲 Encourage employees to help co-workers make the switch to bike commuting

How to Commute by Bicycle

1) Sharing the road

- 🚲 Bicycles are vehicles and should act and be treated as such on the roadways
- 🚲 Laws that apply to motorists apply to cyclists as well; ride on the right, with traffic
- 🚲 Ride in the right-most lane that goes in the direction that you are travelling

2) Signals and signs

- 🚲 Obey all stop signs, traffic lights and lane markings
- 🚲 Look before you change lanes or signal a turn; indicate your intention, then act
- 🚲 Identify hazards and adjust your position on the roadway accordingly

3) Safety

- 🚲 If the lane is too narrow or you are going the same speed as traffic, take the lane
- 🚲 Be visible and predictable at all times; wear bright clothing and signal turns
- 🚲 Always wear a helmet to protect your head in the event of a crash

4) Route choice

- 🚲 Consider distance, traffic volume, road width and condition, and terrain
- 🚲 Some routes may be a bit longer but much more pleasant; carry a map for detours
- 🚲 Allow extra time for a new route; try riding different routes on the weekend

5) Bike parking

- 🚲 Try to find an indoor parking area in your office or building in which to keep your bike
- 🚲 Lock your bike to an immovable object in a highly visible area out of the elements
- 🚲 Ask your employer or building owner to provide safe, covered parking

6) Clothing optional

- 🚲 If you have a short commute, ride in your work clothes at a relaxed pace
- 🚲 Cycling specific clothing is an option for longer, more strenuous rides
- 🚲 Use waterproof and breathable fabrics to stay comfortable and dry

7) Showering

- 🚲 Showering should not be necessary in the morning when it is cool outside
- 🚲 Many workplaces have showers located in the building; inquire about access
- 🚲 Some health clubs offer shower-only memberships for a few dollars a month

8) The bike

- 🚲 Any bike that you feel comfortable on will work; make sure it is in good working order
- 🚲 Consider weather protection such as fenders and a rack for carrying capacity
- 🚲 Invest in a rechargeable headlight; helmet and handlebar mounts are available

9) Maintenance

- 🚲 Have your bike checked over by your local bike shop
- 🚲 Learn how to repair a flat, fix a chain and inspect your brake pads for wear
- 🚲 Replace tires when they are worn out; use tire liners if you experience excessive flats

10) Weather

- 🚲 Heat, cold and precipitation require special preparation for you and your bike
- 🚲 Fenders and rain gear keep out the rain; use layers and wind proofing for cold days
- 🚲 Some cycling-specific gear can provide relief on hot days; it keeps you cool and dry

Commuter Gear Basics

1) Picking a bike

- 🚲 You can commute on any bike as long as it is good working order
- 🚲 Road bikes, mountain bikes, hybrids, cross bikes, touring bikes all work great
- 🚲 The bike should reflect your riding style; relax on a 3 speed or hammer a road bike

2) Carrying capacity

- 🚲 A rear rack and panniers, a basket on the front or a backpack all work well
- 🚲 Panniers are most expensive and are usually waterproof; use them if you have them
- 🚲 Baskets don't carry much and backpacks can make you sweat through your clothing

3) Fenders

- 🚲 Full fenders are recommended; use quick release or standard bolt-on style
- 🚲 The roadways can be wet from other things besides rain
- 🚲 Fenders also keep dirt and mud off of your clothes

4) Lights

- 🚲 Headlights are mandatory at night; white in front with a rear reflector in back
- 🚲 A red light on the rear of the bike increases visibility at night
- 🚲 Check batteries and replace them as soon as the light begins to dim

5) Safety

- 🚲 Always wear a helmet while riding your bike no matter what
- 🚲 A helmet is your last line of defense against injury in an accident
- 🚲 Prevent injury by knowing the rules of the road and acting predictably

6) Tools

- 🚲 Bring only tools that you know how to use; a pump is a necessity
- 🚲 Prepare for breakdowns with regular inspections of your bike
- 🚲 Carry a multi-tool with Allen wrenches, screwdriver, chain tool; know how to use them

7) Spare parts

- 🚲 Carry a spare tube and patch kit at all times; keep another spare at work
- 🚲 Know the condition of your bike and its parts by inspecting it regularly
- 🚲 Keep a few spare parts that need regular replacement at work

8) Lock

- 🚲 Use a high-security U-lock; don't wait until your bike is stolen to invest in a good lock
- 🚲 Lock your bike to an immovable object in a highly visible area
- 🚲 Secure both wheels and other components if they can be easily removed

9) Flat prevention

- 🚲 Tire liners and flat resistant tires go a long way to help decrease flat tire occurrence
- 🚲 Replace tires when they are worn out; check pressure with a gauge
- 🚲 Familiarize yourself with how much air your tires lose each week

10) Reflection

- 🚲 Make sure that motorists, cyclists and pedestrians can see you at night
- 🚲 Wear bright or reflective clothing; apply reflective tape to helmet and bike
- 🚲 Ankle straps keep pant legs out of the chain and usually have a reflective strip

BICYCLE PARKING AND STORAGE

In order to make bicycle commuting feasible, bicycle parking must be available. There are a number of options that exist depending upon the goals of the organization (i.e., parking only for certain events or permanent facilities for long term commuters). The type of parking provided will also depend on the size of the organization. Most places need two kinds of bicycle parking:

- 🚲 Short-term parking for businesses, public buildings, and recreational sites for visitors, customers, and patrons
- 🚲 Long-term parking for all-day or all-night parking at transit stations, businesses, and large residential buildings for commuters, employees and tenants

All buildings should have a few short-term parking spaces located near the main public entrance. Large buildings that attract a high number of visitors (e.g., grocery stores, government offices, recreational sites) should provide additional spaces. Good facilities attract users over time; you should allot additional space to permit expansion. Take care to provide enough parking so that cyclists don't fill spaces to capacity; do this by adding racks in small increments before those places are filled. Vendors of bicycle parking products are provided in this resource kit. Please contact these experts for additional information and advise with your particular parking requirements.

37

Short Term Parking

Short-term parking requires ultra-simple racks that securely hold the bicycles and permit the use of high-security U-shaped locks. To ensure full use, you must install the racks correctly, giving cyclists easy access and enough space to get bikes into the rack. Avoid traditional schoolyard racks as they don't properly support a bicycle or permit cyclists to use U-shaped locks.

Modern bicycle parking devices are more attractive, durable, convenient and secure than ever. Manufacturers offer a variety of designs. The most versatile and easy-to-use design is the inverted-U rack. An acceptable but slightly harder-to-use design is the continuous curve rack.

Inverted-U Racks

The inverted-U rack is very versatile. It is a single piece of heavy gauge steel bent to form a 'U'. The pipe ends are either installed in a concrete base, or have welded mounting flanges bolted directly to a solid, flat surface. Each rack securely holds two bicycles. Although available commercially, inverted-U racks are easily manufactured by fence shops. And they are versatile: when you have limited space, as in a strip mall, you can disperse the racks throughout the area.

Continuous-Curve Racks

They are a single piece of heavy-gauge steel pipe bent to form a series of up and down loops. The two ends are either mounted directly into a concrete base or have

mounting flanges bolted to a solid, flat surface. This rack is strong and very attractive. Because the rack supports a bicycle at only one point, it's not as easy to use as an inverted-U rack. Continuous-curve racks come in different sizes and you must install them properly to avoid obstructions. Some manufacturers overestimate the capacity of their racks because they don't provide enough room to easily fit more than one bicycle in each loop. Also, some cyclists park their bikes along the length of the rack, greatly reducing its capacity.

Long Term Parking

While long-term bicycle parking need not be visible from the street, it must be convenient to street and building entrances. Provide access and directions from inside the building to the parking locations. Parking garages are often suitable locations, especially on the first level. Parking garages often have space in which bikes can fit but cars can't. Security is critical to bicycles parked all day or all night. Bicycle rooms, cages, lockers and high security racks provide the best protection from theft and vandalism. Also, the short-term parking racks described above can meet long-term parking needs if combined with active surveillance.

Bicycle Parking Checklist

Visibility

Cyclists should easily spot short-term parking when they arrive from the street. A highly visible location discourages theft and vandalism.

Access

The parking area should be convenient to building entrances and street access, but away from normal pedestrian and auto traffic. Avoid locations that require bicycles to travel over stairs.

Security

Surveillance is essential to reduce theft and vandalism. For security, locate parking within view of passersby, ticket agents or office windows. Better yet: officially assign building security or other personnel to watch for suspicious behavior.

Lighting

Parking areas should be well lit for theft protection, personal security and accident prevention.

Weather Protection

Whenever possible, protect bicycle parking areas from the weather such as an existing overhang or covered walkway.

Avoid Conflict with Pedestrians

Locate racks so that parked bicycles don't block the pedestrian path. Select a bike rack with no protruding bars that could trip or injure cyclists or pedestrians.

Avoid Conflict with Auto Parking

Separate bicycle and auto parking areas with a physical barrier. This prevents motor vehicles from damaging parked bicycles.

Publicize Bicycle Parking Areas

Paint the racks in bright colors so that pedestrians and bicycle riders can see them easily. Use signs to direct cyclists to parking. Paint a bicycle logo on the rack or on the ground. Publicize the availability and location of bicycle parking in marketing, advertising and informational pamphlets.

Sharing the Road: Cyclists

1) Ride on the right

- 🚲 Always ride in the same direction as traffic
- 🚲 Use the lane furthest to the right that heads in the direction that you are traveling
- 🚲 Slower moving cyclists and motorists stay to the right

2) Act like a vehicle

- 🚲 The same laws that apply to motorists apply to cyclists
- 🚲 Obey all traffic control devices, such as stop signs, lights, and lane markings
- 🚲 Always use hand signals to indicate your intention to stop or turn to motorists and cyclists

3) Always wear a properly fitting helmet

- 🚲 Make sure that the helmet fits on top of the head, not tipped back
- 🚲 Always wear a helmet while riding a bike, no matter how short the trip
- 🚲 After a crash or any impact that affects your helmet, visible or not, replace it immediately

4) Ride predictably

- 🚲 Ride in a straight line and don't swerve in the road or between parked cars
- 🚲 Check for oncoming traffic before entering any street or intersection
- 🚲 Anticipate hazards and adjust position in traffic accordingly

5) Be visible

- 🚲 Wear brightly colored clothing at all times
- 🚲 At night, use a white front light, red rear light or reflector and reflective tape or clothing
- 🚲 Make eye contact with motorists to let them know you are there

Sharing the Road: Motorists

1) Drive cautiously

- 🚲 Reduce speed when encountering cyclists
- 🚲 In inclement weather, give cyclists extra trailing and passing room
- 🚲 Recognize situations that may be potentially dangerous to cyclists and give them space

2) Yield to cyclists

- 🚲 Cyclists are considered vehicles and should be given the appropriate right of way
- 🚲 Cyclists may take the entire lane when hazards, road width or traffic speed dictate
- 🚲 Motorists should allow extra time for cyclists to traverse intersections

3) Be considerate

- 🚲 Scan for cyclists in traffic and at intersections
- 🚲 Do not blast your horn in close proximity to cyclists
- 🚲 Look for cyclists when opening doors

4) Pass with care

- 🚲 Leave at least three feet of space between your car and a cyclist when passing
- 🚲 Wait until road and traffic conditions allow you to safely pass
- 🚲 Check over your shoulder after passing a cyclist before moving back to normal position

5) Watch for children

- 🚲 Children on bicycles are often unpredictable – expect the unexpected and slow down
- 🚲 Most children don't have adequate knowledge of traffic laws
- 🚲 Children are harder to see because they are typically smaller than adults

ABC Quick Check

1) A is for air

- 🚲 Inflate tires to rated pressure as listed on the sidewall of the tire
- 🚲 Use a pressure gauge to insure proper pressure
- 🚲 Check for damage to tire tread and sidewall; replace if damaged

2) B is for brakes

- 🚲 Inspect pads for wear; replace if there is less than ¼" of pad left
- 🚲 Check pad adjustment; make sure they do not rub tire or dive into spokes
- 🚲 Check brake level travel; at least 1" between bar and lever when applied

3) C is for cranks, chain and cassette

- 🚲 Make sure that your crank bolts are tight; lube the threads only, nothing else
- 🚲 Check your chain for wear; 12 links should measure no more than 12 1/8 inches
- 🚲 If your chain skips on your cassette, you might need a new one or just an adjustment

4) Quick is for quick releases

- 🚲 Hubs need to be tight in the frame; your quick release should engage at 90°
- 🚲 Your hub quick release should point back to insure that nothing catches on it
- 🚲 Inspect brake quick releases to insure that they have been re-engaged

5) Check is for check it over

- 🚲 Take a quick ride to check if derailleurs and brakes are working properly
- 🚲 Inspect the bike for loose or broken parts; tighten, replace or fix them
- 🚲 Pay extra attention to your bike during the first few miles of the ride

Ten Commandments of Bicycling

- I. Wear a helmet for every ride
- II. Conduct an ABC Quick Check before every ride
- III. Obey traffic laws: ride on the right, slowest traffic farthest to right
- IV. Ride predictably and be visible at all times
- V. At intersections, ride in the right-most lane that goes in your direction
- VI. Scan for traffic and signal lane changes and turns
- VII. Be prepared for mechanical emergencies with tools and know-how
- VIII. Control your bike by practicing bike handling skills
- IX. Drink before you are thirsty and eat before you are hungry
- X. Have fun

Efficiency on the Bike

- 1) Use lower gears
 - 🚲 Most beginning cyclists push too big a gear; down shift and spin a smaller gear
 - 🚲 Low cadence will cause you to fatigue faster and might cause knee pain
 - 🚲 Try to spin about 90 RPMs; you'll have more energy and get a better workout
- 2) No bull
 - 🚲 When stopped, don't push off the ground to get started
 - 🚲 Leave one pedal in the two o'clock position; push down when you are ready to go
 - 🚲 You will have enough momentum to balance and put your other foot on the pedal
- 3) Relax
 - 🚲 You should be comfortable while you ride
 - 🚲 Relax while you ride; it takes energy to grip the handlebar in fear
 - 🚲 Change hand positions often, slightly bend your elbows, stretch your neck while riding
- 4) Don't rock the boat
 - 🚲 Make sure that your saddle height is adjusted properly
 - 🚲 Too high and your hips rock; too low causes knee pain
 - 🚲 You should have a slight bend in your knee at the bottom of the pedal stroke
- 5) Skip the soft shoes
 - 🚲 Soft-soled shoes absorb pedaling energy and slow you down
 - 🚲 Stiff-soled cycling shoes help you transfer more energy to forward motion
 - 🚲 Toe clips and clipless pedals attach your foot to the pedal, which increases efficiency
- 6) Red light, green light
 - 🚲 Restarting from a stop uses more energy than a slowing and not stopping
 - 🚲 Time it so that you hit the intersection on green so you don't have to stop
 - 🚲 Make sure that you are aware of how your actions affect other vehicles around you
- 7) Avoid the wall
 - 🚲 Listen to your body while you ride to avoid hitting the wall of exhaustion
 - 🚲 Eat before you are hungry and drink before you are thirsty to avoid fatigue
 - 🚲 If you experience a lightheaded feeling, get off the bike and get some fluids

Group Riding

1) Be predictable

- 🚲 In a group, your actions affect those around you, not just yourself
- 🚲 Riders expect you to continue straight and at a constant speed
- 🚲 Signal your intention to turn or slow down before you do so

2) Use signals

- 🚲 Use hand signals to indicate turns and point out hazards to others
- 🚲 Left or right arm straight out to indicate left or right turn
- 🚲 Left arm out and down with palm to the rear to indicate stopping

3) Give warnings

- 🚲 Ride leaders should call out right turns, left turns, and stops in addition to signaling
- 🚲 Announce turns before the intersections to give riders a chance to position themselves
- 🚲 Try to avoid sudden stops or turns except for emergencies

4) Change positions correctly

- 🚲 Slower moving traffic stays to the right; faster traffic to the left
- 🚲 Pass slower moving vehicles on the left; announce your intention to do so
- 🚲 Announce passes on the right clearly as this is not a usual maneuver

5) Announce hazards

- 🚲 Most cyclists do not have a full view of the road while riding in a group
- 🚲 Announce potholes and other hazards so others can avoid them
- 🚲 Call out the hazard and point down to it, either left or right

6) Watch for traffic from the rear

- 🚲 The last rider should frequently check for overtaking cars
- 🚲 Announce "car back" clearly and loudly
- 🚲 It is also helpful to announce "car up" on narrow roads or when riding two abreast

7) Watch out at intersections

- 🚲 Leader should announce slowing or stopping at intersections if necessary
- 🚲 Cyclists should not follow others through intersections without scanning
- 🚲 Each cyclist is responsible for checking cross traffic; if you must stop, signal

8) Leave room for cars

- 🚲 On narrow road or during climbs, leave space between every three or four riders

- 🚲 Motorists will utilize the shorter passing intervals to pass the group
- 🚲 Good relations with motorists is the responsibility of every cyclist

9) Stop off road

- 🚲 When stopping for mechanicals or regrouping, always move clear off the road
- 🚲 Only if conditions permit should you move back onto the road as a group
- 🚲 Always yield to traffic in the roadway

10) Ride single file

- 🚲 It is illegal in some areas to ride more than two abreast
- 🚲 Ride single file between intersections; double up when the group stops
- 🚲 When taking the lane, double up and take the whole lane

Lane Changing in Traffic

1) Plan ahead

- 🚲 If you are familiar with the traffic patterns, be sure to get in the correct position early
- 🚲 Keep in mind the relative speed between you and other traffic; plan accordingly
- 🚲 Be aware of road conditions that would impede your progress across lanes

2) Scan

- 🚲 Look for traffic, pedestrians and hazards in front of you and behind
- 🚲 Identify lane markings and traffic control devices affecting next intersection
- 🚲 Note bus stops, driveways, crosswalks and other special traffic zones

3) Signal

- 🚲 Signal your intention to turn or change lanes if your speed is near other traffic
- 🚲 Signaling may not be necessary if overtaking traffic speeds won't allow time to see it
- 🚲 Signal only if you think that oncoming traffic can react safely

4) Act

- 🚲 Relative speed may require you to move quickly and decisively when it is safe to do so
- 🚲 In high speed overtaking traffic situations, cross all lanes at once when safe
- 🚲 Move after signaling in low- and same-speed traffic situations

5) Improvise

- 🚲 If you get caught between lanes while crossing traffic, ride the white line until clear
- 🚲 Your safety is paramount while changing lanes; if traffic is too heavy, use crosswalks
- 🚲 Ride to red light then move to left turn lane if volume and speed do not allow crossing

Lane Positioning

1) Ride on the right

- 🚲 Ride in the same direction as traffic; stay far enough away from curb to avoid hazards
- 🚲 Ride in the right third of the right-most lane that goes in the direction you are going
- 🚲 Take the entire lane if traveling the same speed as traffic or in a narrow lane

2) Visibility

- 🚲 Always ride in or near a travel lane; stay visible by riding where drivers are looking
- 🚲 Wear bright clothing at night as well as during the day
- 🚲 Do not pass on the right; motorists are not looking for other vehicles there

3) Parked cars

- 🚲 Ride in a straight line, not in and out of parked cars on the side of the road
- 🚲 Beware of cars merging into the roadway from a parallel parking position
- 🚲 Always ride far enough away from parked cars to avoid hitting a surprise open door

4) Take the lane

- 🚲 If there is insufficient road width for cyclists and cars
- 🚲 If traveling the same speed as other traffic or if hazards narrow the usable width
- 🚲 Before intersections and turns to assert your position on the roadway

5) Extra wide lanes

- 🚲 Do not ride completely to the right; you will be more visible 3-4 feet away from traffic
- 🚲 Right turning cars and cars entering will be more likely to see you before they turn
- 🚲 Be careful of motorists passing on the right around left-turning vehicles

Traffic Principles

1) Ride on the right

- 🚲 Always ride with the flow of traffic
- 🚲 Do not ride on the sidewalk
- 🚲 Allow yourself room to maneuver around roadway hazards

2) Yield to traffic in busier lanes

- 🚲 Roads with higher traffic volumes should be given right-of-way
- 🚲 Always use signals to indicate your intentions to switch lanes
- 🚲 Look behind you to indicate your desire to move and to make sure that you can

3) Yield to traffic in destination lane

- 🚲 Traffic in your destination lane has the right-of-way
- 🚲 Making eye contact with drivers lets them know that you see them
- 🚲 Signal and make your lane change early, before you need to

4) Directional Positioning

- 🚲 Position yourself in the right-most lane that goes in the direction of your destination
- 🚲 Ride in the right third of the lane
- 🚲 Avoid being overtaken in narrow-lane situations by riding in the right third of the lane

5) Speed Positioning

- 🚲 Position yourself relative to the speed of other traffic
- 🚲 Left-most lane is for fastest moving traffic, right-most for slower traffic
- 🚲 Yield to faster moving vehicles by staying to the right in the lane

Turns and Turn Lanes

1) Positioning for turns

- 🚲 Before a turn: scan, signal and move into the lane that leads to your destination
- 🚲 Ride in the right third or middle of the lane, as lane width dictates
- 🚲 To traverse multiple lanes, move one at a time, scanning and signaling each move

2) Avoiding turn lanes

- 🚲 If your lane turns into a right turn only lane, change lanes before the intersection
- 🚲 Changing lanes too late could result in an overtaking motorist turning in front of you
- 🚲 Maintain a constant position relative to the curb or shoulder during a turn

3) Beware of blind spots

- 🚲 Most drivers do not always expect to see cyclists on the roadway
- 🚲 Do not ride next to another vehicle unless you are in a different lane or passing
- 🚲 If you can't see bus, truck or car mirrors, drivers can't see you

4) Signaling

- 🚲 Signal well before the intersection; make sure you are in proper lane position
- 🚲 Left arm out and down with palm to the rear to indicate stopping
- 🚲 Left or right arm straight out to indicate left or right turn

5) Scan

- 🚲 Constant identification of potential hazards in front and behind as well as to each side
- 🚲 Scanning allows you to avoid dangerous situations before they happen
- 🚲 Scan for motorists, road conditions, and pedestrians

Sharing the Path

1) Courtesy

- 🚲 Respect other trail users; joggers, walkers, bladders, wheelchairs all have trail rights
- 🚲 Respect slower cyclists; yield to slower users
- 🚲 Obey speed limits; they are posted for your safety

2) Announce when passing

- 🚲 Use a bell, horn or voice to indicate your intention to pass
- 🚲 Warn other well in advance so you do not startle them
- 🚲 Clearly announce "On your left" when passing

3) Yield when entering and crossing

- 🚲 Yield to traffic at places where the trail crosses the road
- 🚲 Yield to other users at trail intersections
- 🚲 Slow down before intersections and when entering the trail from the road

4) Keep right

- 🚲 Stay as close to the right as possible, except when passing
- 🚲 Give yourself enough room to maneuver around any hazards
- 🚲 Ride single file to avoid possible collisions with other trail users

5) Pass on left

- 🚲 Scan ahead and behind before announcing your intention to pass another user
- 🚲 Pull out only when you are sure the lane is clear
- 🚲 Allow plenty of room, about two bike lengths, before moving back to the right

6) Be predictable

- 🚲 Travel in a straight line unless you are avoiding hazards or passing
- 🚲 Indicate your intention to turn or pass
- 🚲 Warn other users of your intentions

7) Use lights at night

- 🚲 Most trail users will not have lights at night; use a white front and red rear light
- 🚲 Watch for walkers as you will overtake them the fastest
- 🚲 Reflective clothing does not help in the absence of light

8) Do not block the trail

- 🚲 For group rides, use no more than half the trail; don't hog the trail
- 🚲 During heavy use periods (holidays and weekends) stay single file
- 🚲 Stop and regroup completely off of the trail

9) Clean up litter

- 🚲 Pack out more than you pack in
- 🚲 Encourage others to respect the path
- 🚲 Place all litter in its proper receptacle

10) Limitations for transportation

- 🚲 Most paths were not designed for high-speed, high volume traffic
- 🚲 Use paths keeping in mind their recreational nature
- 🚲 It might be faster to use roads and avoid the traffic on the paths during heavy use

Helmets

1) Wear a helmet

- 🚲 A helmet is your last line of defense in an accident; never ride without one
- 🚲 Helmets can reduce serious head injuries by 85% in a crash
- 🚲 A helmet will not protect your head if it is not properly fit

2) Shell and pads

- 🚲 Find the smallest helmet shell size that fits over your head
- 🚲 Helmet pads should not be used to make a helmet that is too big fit your head
- 🚲 Leave about two-fingers width between your eyebrows and the front of the helmet

3) Helmet Fit

- 🚲 Make sure that the helmet fits on top of the head, not tipped back
- 🚲 Always wear a helmet while riding a bike, no matter how short the trip
- 🚲 After a crash or any impact that affects your helmet, replace it immediately

4) Straps

- 🚲 The straps should be joined just under each ear at the jawbone
- 🚲 The buckle should be snug with your mouth completely open
- 🚲 Periodically check your strap adjustment; improper fit can render helmet useless

5) Ventilation

- 🚲 In general, the more vents the better; improper ventilation can cause overheating
- 🚲 Helmets with good ventilation can actually be cooler than riding with no helmet at all
- 🚲 More vents usually mean a higher priced helmet; buy one that you are proud to wear

6) Colors

- 🚲 Helmets come in different colors in different models; buy a highly visible color
- 🚲 Shell color does not affect the temperature of the helmet against your head
- 🚲 Pick a color that encourages you or your kids to wear it

Bike Education and Helmets

1) Bicycle driver's education

- 🚲 Education is essential for the proper operation of a bicycle on roadways
- 🚲 Bicyclists are drivers of vehicles and the law treats them as such
- 🚲 A majority of bicycle-related deaths are caused by mistakes made by the operator

2) Motorist driver's education

- 🚲 States require driver's education before they will license you drive a motor vehicle
- 🚲 Motorists do not learn how to properly deal with bicycles on the roadway
- 🚲 Commercial drivers are not trained to understand cyclists rights

3) Helmets

- 🚲 Many states require riders under 16 to wear helmets while on a bike
- 🚲 Helmets decrease severe head injuries in bike related crashes by 85%
- 🚲 Helmet laws do not encourage safe riding

4) Why education?

- 🚲 Cyclists who have received education are less likely to be involved in a crash
- 🚲 Helmets do not decrease crash frequency, only severity
- 🚲 Education decreases crash frequency and severity

5) Mandatory helmet laws

- 🚲 Mandatory helmet laws have decreased ridership in some cases
- 🚲 Supporters point to deaths as the only measure of bicycle safety
- 🚲 Crash avoidance will decrease injuries and fatalities more than only wearing a helmet

Bicycle Clothing Basics

1) Always wear a properly fitting helmet

- 🚲 Make sure that the helmet fits on top of the head, not tipped back
- 🚲 Always wear a helmet while riding a bike, no matter how short the trip
- 🚲 After a crash or impact on your helmet, replace it immediately

2) Shorts

- 🚲 Bike shorts include a pad to increase comfort while in the saddle
- 🚲 Tight, close fit keeps fabrics from rubbing your skin and causing irritation
- 🚲 Bike shorts should be worn alone or under another pair of lightweight shorts

3) Jerseys

- 🚲 Technical fabric of jerseys pulls moisture off of your skin to keep you dry
- 🚲 Jerseys do not absorb moisture; they do not get heavy with perspiration
- 🚲 On cold days, cotton will absorb water and hold it next to your skin, chilling you

4) Shoes

- 🚲 Stiff soles of cycling shoes allow better power transmission to pedals
- 🚲 Mesh vents allow air to circulate around feet keeping them dry
- 🚲 Shoes are usually designed to accept cleats for clipless pedals

5) Glasses

- 🚲 Protect your eyes from wind, dirt, debris and the sun while riding
- 🚲 Your front wheel or someone else's rear wheel can shoot glass or dirt at your face
- 🚲 Keep perspiration out of your glasses with a thin headband around your forehead

6) Gloves

- 🚲 Provide padding to help increase comfort and relieve numbness while riding
- 🚲 Protect your hands in the event of a fall with cycling specific gloves
- 🚲 Experienced cyclists can clean glass and debris off of tires with gloves while riding

7) Tights

- 🚲 Keep your legs warm and out of the wind with full-length tights when it's cold
- 🚲 Muscles function better when they are warm and protected from the elements
- 🚲 Full-length leg warmers which can be removed during a ride are also a good idea

Carrying Kids

1) How old?

- 🚲 When children can hold their heads up, they are ready to go with you
- 🚲 Make sure that they have a big enough head to fit into a helmet
- 🚲 If unsure about whether your child can ride with you, consult your pediatrician

2) Helmet

- 🚲 Many manufacturers make helmets for infants; buy only Snell, ANSI or CPSC approved
- 🚲 Purchase a helmet from a reputable bike shop in your area
- 🚲 Replace helmet after impact; a crash or a drop can reduce its effectiveness

3) Helmet fit

- 🚲 The head should fit into the helmet with minimal padding
- 🚲 Make sure that the straps are snug under the baby's chin
- 🚲 Infant helmets protect more of the head than adult helmets

4) Trailers

- 🚲 Trailers usually have a ball and socket joint to prevent tipping if the bike falls over
- 🚲 Three point seatbelts and freestanding design make trailer much more stable
- 🚲 Higher initial cost, easier on/off, can be used for cargo or dogs, high resale value

5) Bike-mounted seats

- 🚲 Bike mounted child carriers raise the center of gravity and makes the bike less stable
- 🚲 It takes two people to load a child into a rear seat; one to hold bike, one to load kid
- 🚲 Lower initial cost, can be hard to remove, child specific, lower resale value

Lights at Night

1) Visibility

- 🚲 By law, you must have a front white light and red rear reflector in most states
- 🚲 Motorists are familiar with white meaning front and red meaning rear
- 🚲 Front lights can illuminate your path or simply make you visible at night

2) Wattage

- 🚲 Inexpensive lights seldom light your path; at about 3 watts, they make you visible
- 🚲 Lighting systems are available that put out 45 watts with a halogen bulb
- 🚲 Most full-time commuters use at least a 10 watt system with a rechargeable battery

3) Power sources

- 🚲 From AA batteries to nickel-metal-hydrate rechargeable, the options are endless
- 🚲 Self-contained, rechargeable batteries have the best life and brightest light
- 🚲 Simple AA powered lights have lower initial cost but frequent battery replacement

4) Helmet vs. bar mount

- 🚲 Helmet mounted lights allow you to get the attention of motorists by looking at them
- 🚲 Bar mounted lights make you look more like a vehicle but only point forward
- 🚲 The ideal situation is one helmet light and one bar-mounted light for safety

5) Rear lights

- 🚲 A red rear blinking light is much more conspicuous than a passive reflector
- 🚲 Make sure that your light is visible to motorists and not pointing up or down
- 🚲 Clear obstructions from the back of the bike that would block the light

Tools for the Road

1) Know your ability

- 🚲 Take tools for work that you can perform
- 🚲 Try to fix things if you are sure that you can improve how they work
- 🚲 Do not depend on others for your mechanical needs

2) Know your bike

- 🚲 Maintain your bike or let a bike shop do it for you; twice a year for heavy use
- 🚲 Catch problems before they happen on the road with regular inspections
- 🚲 If you have hard to find items on your bike, stock up when you can

3) Know your ride

- 🚲 If you are going to be far from civilization, prepare with extra tools or parts
- 🚲 For short rides, you might not carry any tools if you don't mind walking
- 🚲 Urban areas may have more glass in the roadway; bring patches and a tube

4) Know your tools

- 🚲 Tire levers, tube, pump and patch kit for flats
- 🚲 Allen wrenches, chain tool and screwdriver for mechanicals
- 🚲 Understand which tools are needed for your bike; tools don't fix things, people do

5) Know your options

- 🚲 If you carry a phone for emergencies, make sure you have reception on your ride
- 🚲 First aid can be an important part of a tool kit; know how to use it
- 🚲 Stop to help others but only attempt to fix what you know you can