



MAY IS  
**NATIONAL**

**BIKE  
MONTH**

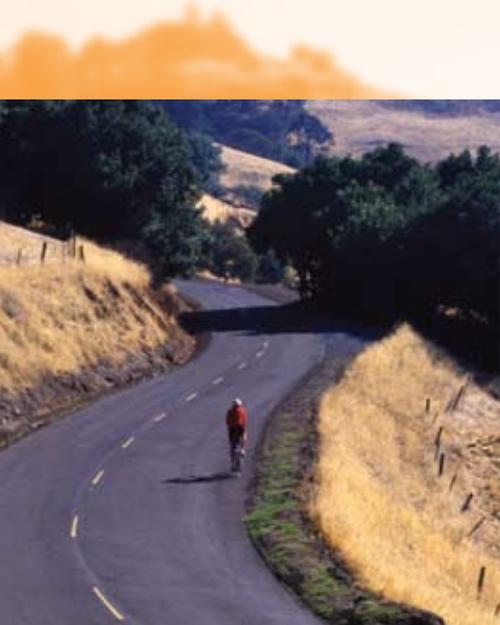
GETTING  
STARTED

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■ Good luck with your National Bike Month celebrations. Send samples and photos from your events to [communications@bikeleague.org](mailto:communications@bikeleague.org).

# MAY IS NATIONAL BIKE MONTH

**THIS IS A STEP-BY-STEP GUIDE** to creating a successful National Bike Month event in your community, workplace, city, or state. This guide will help you with all events for Bike Month. In this manual, we focus on Bike to Work Day events, because they are the most popular, but the tips and techniques will help you plan almost any Bike Month event.

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. As you plan your event, share the dates and times with the League (e-mail to [communications@bikeleague.org](mailto:communications@bikeleague.org)) so we can post it on our Web site and help you promote it.

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!

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# TABLE OF CONTENTS

## ■ WHY BIKE TO WORK?

How to Celebrate Bike to Work Day.....	4
Ideas for a Successful Bike to Work Day Event.....	4
Other Ideas to Celebrate Bike Month.....	4

## ■ GETTING STARTED: A TIMELINE FOR SUCCESS

STEP 1 - WRITE A PLAN.....	6
STEP 2 - START FUNDRAISING.....	6
STEP 3 - BUILD PARTNERSHIPS.....	6
STEP 4 - RECRUITING AND WORKING WITH VOLUNTEERS.....	7
STEP 5 - PROMOTE THE EVENT!.....	8
STEP 6 - ENJOY THE EVENT.....	10
STEP 7 - REWARD VOLUNTEERS AND RECOGNIZE SPONSORS.....	10
STEP 8 - EVALUATE SUCCESS.....	11
STEP 9 - PREPARE FOR NEXT YEAR.....	11

## ■ EDUCATIONAL MATERIALS AND RESOURCES

The Environment.....	12
Health and Productivity.....	12
Overcoming Bike Commuting Excuses.....	13
Economics.....	14
Additional Resources.....	15





# WHY BIKE TO WORK?

## WHY HAVE A BIKE TO WORK DAY EVENT?

■ **IT'S FUN.** Biking to work builds morale, encourages camaraderie, and is a great way to get active in your community.

■ **IT'S HEALTHY.** Active employees are more alert, take fewer sick days, and are more productive.

■ **IT'S GREEN.** Biking reduces your carbon footprint, reduces traffic congestion, and can save you money.

## ■ HOW TO CELEBRATE 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. Hundreds of U.S. cities have been successful in increasing bicycle commuters by offering enticements on Bike to Work Day.

Denver, Colo. reported in 2008 that over 10,352 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.

## ■ HERE ARE SOME IDEAS:

### Energizer Stations

San Francisco, Calif. hosts numerous bike events during National Bike Month. On Bike to Work day, they set up energizer stations all over the city so that people could stop in on their morning and evening commutes. The energizer stations had food, red blinky lights and reflective leg bands.

### 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.

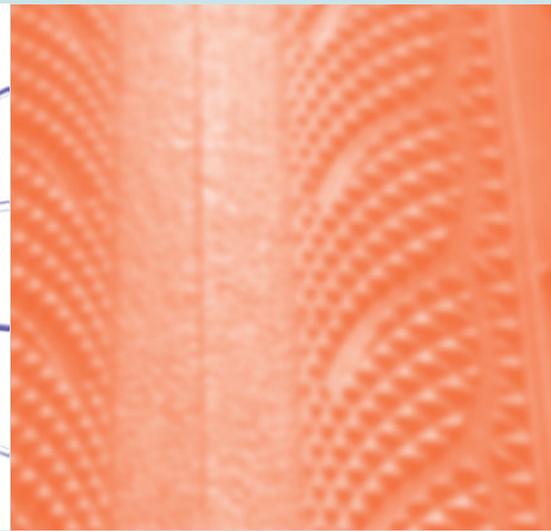
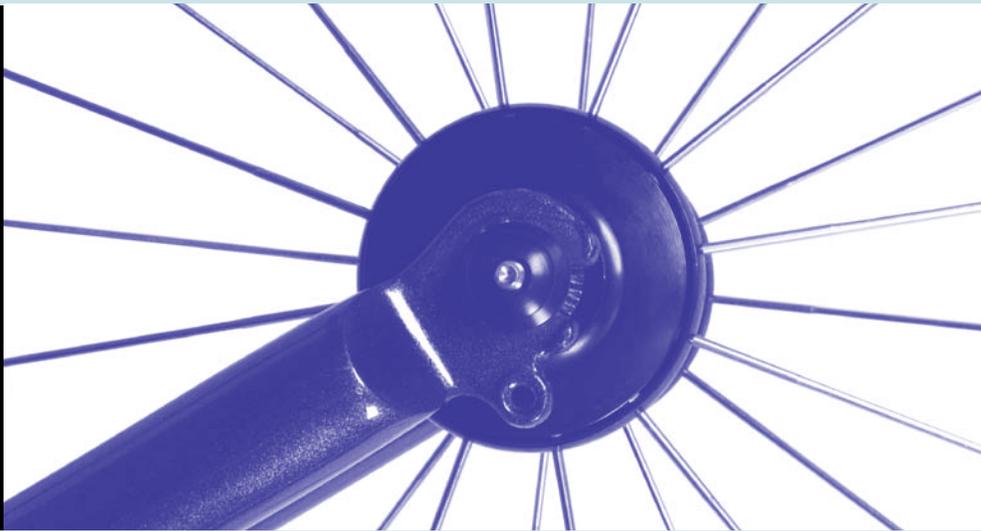
### Car vs. Bus vs. Bike Commuter Race

Chicago, Ill. hosts several Car vs. Bus vs. Bike Commuter Races. Motorists, bus passengers and cyclists 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 on Bike to Work Day to encourage folks to give bicycle commuting a try.

## ■ OTHER IDEAS TO CELEBRATE BIKE MONTH

### Businesses

**Route Mapping Assistance** — Provide links or maps on the company-wide intranet or available in a common break room highlighting common bike-friendly routes in the area.



**Bike Mentors** — 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.

**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.

**Company Commuter 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.

**Bike Commuting Incentives** — 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.

### Communities

**Commuter Challenge** — Salem, Ore., Olympia, Wash. 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 showers and changing facilities.

**Ride with the Mayor** — It is helpful to put local politicians on bikes to show their support for Bike to Work Day. Use this opportunity to showcase good facilities in your area, tour the local trail system, and show the elected official how important it is to maintain facilities.

**Host a Smart Cycling Class** — Reduce bicycle crashes, increase ridership, boost rider confidence, improve bicycling for transportation, and have fun through League Smart Cycling classes in your community. League Cycling Instructors

offer a wide variety of classes for any audience. Classes include Commuters, Group Rides, Bicycle Rodeos, Traffic Skills and more. 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.

**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.

**Proclamation of May as National Bike Month** — Ask your Mayor, City Council or Governor to officially proclaim May as National Bike Month. See page 15 for a sample proclamation.

# GETTING STARTED

## A TIMELINE FOR SUCCESS

### 9 STEPS FOR SUCCESSFUL EVENTS — A SUGGESTED TIMELINE

- 1 Write the plan**  
*February*
- 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. This plan will serve as a guide and task list through all the stages of your Bike to Work Day event planning.

What should I focus on when planning?

- Set specific goals for your Bike to Work Day event (i.e. how many participants, fundraising amounts, media exposure).
- 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.

### ■ STEP 2 - START FUNDRAISING

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 a 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 skip this step. Send a note when negotiations are successful and again after the event. A happy sponsor will help you again in the future.

### ■ 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
- bike shops
- chambers of commerce
- schools

Since 1956, May has been recognized as National Bike Month. The third week in May is designated Bike to Work Week; and the third Friday of May is Bike to Work Day.



- community centers
- restaurants
- museums
- employers
- churches

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. This step should occur well before your Bike to Work Day event.

## STEP 4 - RECRUITING AND WORKING WITH VOLUNTEERS

Volunteers 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.

## SAMPLE LETTER REQUESTING SPONSORSHIP (courtesy of RIDES for Bay Area Commuters, Inc., San Francisco, Calif.)

Dear [Sponsor Name]

How would you like to be a partner in one of the Bay Area's most healthy and inspiring events? [Club/Advocacy Organization/Metropolitan Planning Organization], in conjunction with [sponsors], is gearing up for 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 [number] of [city] commuters participated. Local and statewide sources recognized the wide-ranging appeal of the event and responded with more than 50 news articles, enthusiastic sound bites on several radio stations, and live 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: [Community] 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 [sponsors] 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, [give examples].

We would like to offer you a similar opportunity to join us as a sponsor. Your contribution of a prize valued at \$1,000 or more will help us encourage individuals to bike to work. 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 news article from last year's event. [Name] will call you in the near future to discuss this opportunity with you.

Thank you for your consideration.

*Sincerely,*  
[Name]

# GETTING STARTED

## A TIMELINE FOR SUCCESS



### 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.

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.

### ■ 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 (consider regular meetings).
- 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.

- To host a successful event, you'll probably need: brochures, posters, several press releases, banners and signs.

### Marketing 101

Make a list of all the newspapers, magazines, TV and radio stations in your area. Be sure to include any journalists who have written about, or have shown an interest in bicycling in the past. Appoint someone from your organization to act as the media contact, and assign them to maintain regular contact with journalists, perhaps by inviting them on rides or to events. Mail them copies of your magazine or newsletter.

Prepare a press kit to be sent to every media outlet available two weeks before the event and put this information on your website. The 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

Follow-up with personal phone calls a week later. Follow-up again to say thank you each time they give your event press. Be sure to notify reporters



and editors who have received your press kit if a meeting or event on your calendar is canceled.

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. Plan your events with these deadlines in mind.

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

E-mail information (communications@bikeleague.org) about your event to the League of American Bicyclists. Label the e-mail Bike to Work Day.

## Interviews

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 (no lycra!).
- Speak slowly, clearly and with feeling.
- Take a deep breath, relax and think before answering.
- Always mention the name of your organization and Website when speaking.

## 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: [Name]

Phone: [number]

Email: [email]

Website: [web site]

[Date] is Bike to Work Day in [City, State]

Help Us Celebrate National Bike Month

[City, State] — With spring in the air, [City] and the League of American Bicyclists, the national organization of bicyclists, announce that May is National Bike Month, May [date] is Bike to Work Week and Friday, May [date] is Bike to Work Day. Mayor [Name] urges everyone to bike to work or try cycling for fun, fitness or transportation. Participating cyclists should register at [web site]. Free coffee, juice, bagels, donuts and fruit at [time] will be provided to all participants at [location].

Andy Clarke, President 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 [web site].

Local sponsors include:

[list sponsors]

Following are some 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 traveling
- 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.]

# GETTING STARTED

## A TIMELINE FOR SUCCESS



### Promote Your Event on the Web

In addition to creating an event Web site, consider using social marketing tools such as Facebook, MySpace, and YouTube. 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!

### The Event

Make sure your event happens as described in the news release — right place, right time. Have your 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.

### 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. 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. See sidebar for a sample press release.

### STEP 6 - ENJOY THE EVENT!

A well-planned and implemented work plan will enable you and your volunteers to have an enjoyable event 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, so 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.



## STEP 8 - EVALUATE SUCCESS

Be sure to monitor participation so you can evaluate campaign effectiveness. Participant evaluations are one type of program summary you should conduct. The second is an evaluation by event organizers. This should cover all aspects of planning and implementation, including volunteer recruitment, publicity, parking, supplies and equipment, and registration. It can be accomplished as a form circulated to all planners and workers 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

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.

### 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 used?
- How well did volunteers interact with participants?

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 pens. Include a fax or a Web site to allow participants to complete the survey at home.

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. If at all possible, confine your questionnaire to one piece of paper.

## STEP 9 - PREPARE FOR NEXT YEAR

Bike to Work Day is 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.

Begin to plan now for next year — it's best to start writing your plan nine to twelve months ahead of the event, and don't forget to plan for growth.



# EDUCATION MATERIALS AND RESOURCES

*For more information on  
how to make your workplace  
more bicycle friendly visit  
[www.bikeleague.org/](http://www.bikeleague.org/)*

**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 for their concerns and conversations.**

**For downloadable presentations, safety tip sheets, and other education materials and resources go to [www.bikeleague.org](http://www.bikeleague.org).**

## ENVIRONMENT

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.

More bicycle use means a smaller carbon footprint. 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.

Ten bikes can park in the space used by a single motor vehicle.

## HEALTH & PRODUCTIVITY

Over 66% of the adult US population is overweight and 32% of the US is obese, costing our nation \$68 billion in health care and personal costs annually. 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.

Employers in the community benefit from a healthy, active workforce. In addition to missing less work due to

## 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 become.
- 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 ride.

### 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, and 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 extra time to get to scheduled appointments and find parking.
- Encourage your employer to provide a bicycle fleet for office use.

**For more information on how to make your workplace more bicycle friendly visit [www.bikeleague.org](http://www.bikeleague.org).**



# EDUCATION MATERIALS AND RESOURCES



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 less likely to be affected by traffic congestion. Whether they ride on bike paths or 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.

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 get to work on time more often and are happier and more productive. 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.

## 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 cost 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.

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!

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

Visit  
[www.bikeleague.org](http://www.bikeleague.org)  
for the most up-to-date  
information on  
National Bike Month.



for cheaper alternatives. By promoting bicycling they reduce the parking problem, with happier, more productive employees as an excellent return on their investment.

## ADDITIONAL SOURCES

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](http://www.fhwa.dot.gov).

Visit [bikesbelong.org/statistics](http://bikesbelong.org/statistics) for more fast facts on the benefits of bicycling.

For cycling tips, educational presentations, rules of the road, bicycling maintenance and more for cyclist of all types and levels of experience, visit [www.bikeleague.org/resources/better/](http://www.bikeleague.org/resources/better/)

## SAMPLE PROCLAMATION

(courtesy of the City of Charlotte, N.C.)

WHEREAS, for more than a century, the bicycle has been an important part of the lives of most Americans; and

WHEREAS, today, millions of Americans engage in bicycling as an environmentally sound form of transportation, an excellent form of fitness, and provides quality family recreation; and

WHEREAS, the education of cyclists and motorists as to the proper and safe operation of bicycles is important to ensure the safety and comfort of all users; and

WHEREAS, the League of American Bicyclists and independent cyclists throughout our state are promoting greater public awareness of bicycle operation and safety education in an effort to reduce accidents, injuries and fatalities; and

WHEREAS, [city] has been named a [level] Bicycle Friendly Community by the League of American Bicyclists:

NOW, THEREFORE, WE, [Name], Governor of [State], and [Name], Mayor of [City], do hereby proclaim, the month of May [Year] as

[City, State] BIKE MONTH

In [City] and command its observance to all citizens.

WITNESS OUR HANDS and the official Seals of the City of [City].

\_\_\_\_\_  
*Governor's Signature*

\_\_\_\_\_  
*Mayor's Signature*



**League of American Bicyclists**

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