



# GETTING STARTED

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**NATIONAL BIKE  
MONTH GUIDE**



# NATIONAL BIKE MONTH GUIDE

May is National Bike Month, sponsored by the League of American Bicyclists, and celebrated in communities from coast to coast. This step-by-step guide will help you in creating a successful Bike Month event in your community, workplace, city, or state.

In this guide, we commonly refer to Bike to Work Day events, because they're the most popular. But the tips and techniques in the following pages will help you plan any Bike Month event, from a city-wide ride to a small gathering within your own company or organization.

Once you plan your event, visit [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth) to share the dates and times in the League's online database, so folks in your community and beyond can search and find your event. We also hope you'll share your success with fellow League members by posting pictures and stories on our Facebook page ([facebook.com/leagueofamericanbicyclists](https://facebook.com/leagueofamericanbicyclists)) or on Twitter (@BikeLeague).

Thank you for supporting and promoting bicycling. Good luck with your National Bike Month celebrations!

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# CONTENTS



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**IDEAS FOR BIKE TO WORK DAY** 4  
THE GROWTH OF BIKE MONTH.  
WHY HAVE A BIKE TO WORK DAY EVENT?  
IDEAS FOR BIKE WORK DAY (AND BIKE MONTH!)

**GETTING STARTED:  
A TIMELINE FOR SUCCESS** 8

- Step 1* » Write a plan
- Step 2* » Start fundraising
- Step 3* » Build partnerships
- Step 4* » Recruit and work with volunteers
- Step 5* » Promote the event
- Step 6* » Enjoy the event
- Step 7* » Reward volunteers and  
recognize sponsors
- Step 8* » Evaluate success
- Step 9* » Prepare for next year

**MAKING THE CASE** 14  
HEALTH AND PRODUCTIVITY  
ECONOMIC IMPACT  
ENVIRONMENTAL BENEFIT

**OVERCOMING BIKE COMMUTING  
CONCERNS** 16

# IDEAS FOR BIKE TO WORK DAY

## THE GROWTH OF BIKE MONTH

**M**ore than half of the U.S. population lives within five miles of their workplace, making bicycling a feasible and fun way to get to the office. With increased interest in healthy, sustainable and economic transportation options, it's not surprising that, from 2000 to 2011, the number of bicycle commuters in the U.S. grew by more than 47 percent!

Hundreds of American communities have increased bicycle commuters by working to create a more Bicycle Friendly America, providing encouragement programs and events, like Bike to Work Day. In fact, among the 51 largest U.S. cities, 43 hosted Bike to Work Day events in 2010. The City of Denver reported the highest rate of participation with one out of every 28 adults participating in its 2010 Bike to Work event.

And that effort makes a difference: According to a study by the San Diego Association of Governments, one out of five people who participated in their Bike to Work Day promotion as first-time commuters became regular bike commuters.

Ready to get things rolling in your community? Here are some ideas of events for communities, businesses, bike shops, advocacy organizations — and more!

## 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 saves you money.

# IDEAS FOR BIKE TO WORK DAY (AND BIKE MONTH!)

## INCREASING EDUCATION

- 
- SMART CYCLING CLASSES
  - NATIONAL BIKE TO SCHOOL DAY
  - BIKE RODEOS
  - PROCLAMATION OF MAY AS NATIONAL BIKE MONTH
  - BIKE MENTORS
  - CAR VS. BUS VS. BIKE COMMUTER RACE
  - BIKE TO... EVENTS
  - ROUTE MAPPING ASSISTANCE
  - BIKE COMMUTING INCENTIVES
  - BIKE VALET PARKING
  - NATIONAL BIKE CHALLENGE OR LOCAL COMMUTER CHALLENGE
  - RIDE WITH THE MAYOR
  - COMMUTER CONVOYS
  - CYCLOFEMME, RIDE OF SILENCE OR OTHER BIKE MONTH RIDES
  - ENERGIZER STATIONS
  - BICYCLE-THEMED PARTY
  - BREAKFAST OR ENERGIZER RALLY
  - OPEN STREETS EVENTS

## GATHERING COMMUNITIES



## 1 NATIONAL BIKE CHALLENGE OR LOCAL COMMUTER CHALLENGE

Inspire new and veteran riders with a little friendly competition. Encourage your company, advocacy organization, or community to sign up for the National Bike Challenge at [www.nationalbikechallenge.org](http://www.nationalbikechallenge.org). The online resource not only allows riders to track their miles, but provides community support, monthly prizes and, of course, friendly rivalries.

## 2 NATIONAL BIKE TO SCHOOL DAY

In partnership with the League, the National Center for Safe Routes to School now organizes an annual Bike to School Day during the first week of Bike Month. Organize a bike-pool or bike train for parents at your school and engage the next generation of bicyclists! Learn more and get tips at [www.walkbiketoschool.org](http://www.walkbiketoschool.org).

## 3 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 on Bike-to-Work Day to encourage folks to give bicycle commuting a try.

## 4 SMART CYCLING CLASSES

League Cycling Instructors offer a wide variety of classes for any audience, including Commuters, Group Rides, Traffic Skills and more. Recreational clubs can sponsor group-riding clinics and advocacy organizations can sponsor classes for public officials.

## 5 BIKE VALET PARKING

Make sure folks know it will be easy to arrive by bike to cycling or other events during Bike Month by providing easy, convenient parking.

## 6 BIKE RODEOS

Both entertaining and education, bike rodeos teach kids bicycle handling and safety skills, while also sharing the rules of the road in a safe environment. A great idea for Bike to School Day!

## 7 COMMUTER CONVOYS

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

## 8 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.

## 9 ENERGIZER STATIONS

San Francisco, California hosts numerous bike tours during National Bike Month. On Bike to Work Day, they set up energizer stations in various neighborhoods so that people could stop in on their morning and evening commutes. The energizer stations had food, drinks, red blinky lights and reflective leg bands.

## 10 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.



## 11 RIDE WITH THE MAYOR

Getting local officials to ride shows important support for Bike to Work Day. Use this opportunity to highlight good bike facilities in your area, tour the local trail system, and show the elected official how important it is to maintain them!

## 12 OPEN STREETS EVENTS

A growing number of communities are promoting active transportation by temporarily closing a street to cars and opening it to people! Whether biking or walking, dancing or roller skating, an Open Streets events create a community celebration around healthy mobility options.

## 13 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.

## 14 BIKE MENTORS

Create a ride-matching service that provides novice cyclists with names of experienced commuters in their community or workplace who can accompany them on their commute.

## 15 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.

## 16 ORGANIZE A CYCLOFEMME RIDE

Build community among current riders and inspire new women to get rolling by organizing a ride for Cyclofemme; a global event each Mother's Day to unite women worldwide ([cyclofemme.com](http://cyclofemme.com))

## 17 PARTICIPATE IN RIDE OF SILENCE

Honor those who have been injured or killed while cycling on public roadways in your community by hosting a Ride of Silence. ([rideofsilence.org](http://rideofsilence.org))

## 18 PROCLAMATION OF MAY AS NATIONAL BIKE MONTH

Ask your Mayor, City Council or government to officially proclaim May as National Bike Month. See page X for a sample proclamation.

## 19 BIKE MONTH RIDE(S)

Bike to Work Day is certainly a highlight but it's just one day in the month of May. Keep the momentum going by hosting rides with different themes, to different destinations or for different constituencies.

## 20 BICYCLE-THEMED PARTY

Whether it's a fashion show, a happy hour or a festival, there are so many ways to share the joy, diversity and camaraderie of cycling. What's unique about bike culture in your community? Put it on display!

**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.**





# GETTING STARTED: A TIMELINE FOR SUCCESS

## 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).

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.

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.

## 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 from whom you solicit support and answer any questions they have. Track progress with each potential partner in a database or Google doc. Note all calls, negotiations, and contributions (money, merchandise, food, etc.).

Send personalized 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 the 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*
- » *Community centers*
- » *Restaurants*
- » *Museums*
- » *Employers*
- » *Churches*





Identify contacts within those organizations that might be interested in working with you. Before you send an e-mail or make a phone call to generate interest, be certain to have a specific request in mind. Requests can vary from volunteer labor to food to advertising support. This outreach 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. They also 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.

In recruiting volunteers, the first and most obvious place to look 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. In fact, it has the greatest impact on the number of participants you attract. Some tips on effective communication include:

- » To host a successful event, you'll probably need: brochures, posters, several press releases, banners and signs.
- » 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.
- » Maintain a lively and informative website about your event(s).
- » Create graphics (banners, buttons) that supporters can place on their websites or share on their Facebook pages. Consider coming up with a Twitter hashtag so supporters and participants can start to build the buzz and excitement on social media platforms before the event.
- » Keep contacts up to date on the status of activities (consider regular meetings).

## 9 STEPS FOR SUCCESSFUL EVENTS

### A SUGGESTED TIMELINE

*Begin in*

**FEBRUARY**

1. WRITE THE PLAN  
2. INITIATE FUNDRAISING EFFORTS

3. BUILD PARTNERSHIPS  
4. RECRUIT VOLUNTEERS

**MARCH**

5. REWARD VOLUNTEERS &  
RECOGNIZE SPONSORS

**APRIL**

6. PROMOTE THE EVENT

**MAY**

7. ENJOY THE EVENT

**JUNE**

8. EVALUATE SUCCESS

*July to*  
**JANUARY**

9. PREPARE FOR NEXT YEAR

## GETTING STARTED: A TIMELINE FOR SUCCESS



### *Marketing 101*

Make a list of all the newspapers, magazines, major blogs, 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. Blogs, 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.

### *Press Release Tips*

The most common way of contacting the media is a press release. Prepare several press releases and a resource list of who should receive the press releases. Always address a press release to a specific person. Do not send press releases as email attachments. Paste them directly into the email.

One simple rule: Make the journalist's job as easy as possible and follow a format they can use 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. Sometimes, concise news releases will be printed verbatim, and verbose ones will be either tossed or butchered.

### *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.

### *Promote Your Event on the Web*

In addition to creating an event website, don't underestimate the power of social marketing tools like Facebook, Twitter, YouTube and Pinterest. 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 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.





Photo Credit: Matt Rotb

## 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. Don't forget to take pictures, post updates on Facebook and Tweet about all the fun happening at your event!

## STEP 7 » REWARD VOLUNTEERS & 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. Remember to give your sponsors shout-outs on social media, include them in your next e-newsletter and thank them, by name, at the event early and often!

## STEP 8 » EVALUATE SUCCESS

Be sure to monitor participation so you can evaluate the effectiveness of your event or campaign. Create evaluations not just for participants, but event organizers, too. For the latter, the assessment should cover all

aspects of planning and implementation, including volunteer recruitment, publicity, parking, supplies and equipment, and registration. It can be accomplished as a (printed or online) form or by conducting an evaluation meeting. This evaluation should highlight areas that need 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.

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

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 partici-

pants requested to fill them out before leaving. Make sure you have plenty of space available and provide pens. Include a link or website 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. Keep your questionnaire as brief as possible!

## 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.



# MAKING THE CASE FOR BIKING

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 more information on the benefits of bicycling, cycling tips, and more, visit [www.bikeleague.org](http://www.bikeleague.org)

## HEALTH & PRODUCTIVITY

More than two-thirds of the U.S. adult population is overweight or obese, costing our nation more than \$68 billion in health care and personal costs annually. More than one in four kids are overweight, as well. Researchers compared the relationship between bicycling and walking travel and obesity in 14 countries, 50 U.S. states, and 47 U.S. cities, and found statistically significant negative relationships at all levels.

Bicycle commuting is a great way to squeeze regular exercise into a hectic schedule. 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. A study of nearly 2,400 adults found that those who biked to work were fitter, leaner, less likely to be obese, and had better triglyceride levels, blood pressure, and insulin levels than those who didn't active commute to work.

According to a survey by the Transportation Research Board, more than 80 percent of bicycle commuters believe their health has improved since they started bicycle commuting. Plus, bike commuters report lower stress and greater feelings of freedom, relaxation, and excitement than car commuters.

Employers in the community benefit from a healthy, active workforce, as well. Cyclists on average take 15 percent fewer days off from work for illness than non-cyclists, and 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, too. Whether they ride on bike paths or 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.



## ECONOMIC SAVINGS

Bicycle commuting saves on parking fees, parking tickets, fuel costs, auto maintenance costs and transit fares. According to analysis by the League, Americans saved more than \$4.6 billion by bicycling instead of driving in 2012 alone.

The average annual operating expense of a bicycle is just \$308, versus more than \$8,000 for a car. In some large urban areas, it is possible to save more than \$200 per month on parking alone. According to CEOs for Cities, New Yorkers save \$19 billion per year because they rely less on cars than residents of other major U.S. cities. A new bicycle and cycling gear would pay for itself in a few months.

Portland, Ore., residents save \$2.6 billion per year thanks to spending less time in cars and more time biking or walking. And investing in bicycle infrastructure is cost-effective, too. For \$60 million — the cost of a single mile of urban highway — the city built a full city-wide bicycle network.

And biking is good for business, too. Research in multiple cities has shown that patrons arriving by bike visit more often and spend more money. Since the costs of employee parking sites are growing, many companies are looking for cheaper alternatives. It costs the same to build parking for 75 bikes as it does for just 4 cars!

## ENVIRONMENTAL BENEFIT

The transportation sector is responsible for more than 70 percent of all petroleum use in the U.S., and NASA reports that motor vehicles are the greatest contributor to climate change. More bicycle use means a smaller carbon footprint. During the 2012 National Bike Challenge, Americans kept more than 13 million pounds of greenhouse gas emissions out of the atmosphere by riding their bikes instead of driving their cars.

Beyond carbon dioxide, cars 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.

Add to that: There are 800 million car parking spaces in the U.S., totaling 160 billion square feet of concrete and asphalt. Ten bikes can park in the space used by a single motor vehicle!

## ADDITIONAL RESOURCES

- » Download National Bike Month promotional items, get data on bicycle commuting and find events in your area: [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth)
- » Find Smart Cycling Classes and League Cycling Instructors in your area: [bikeleague.org/programs/education](http://bikeleague.org/programs/education)
- » Get tips and skills for safe and comfortable riding: [bikeleague.org/resources/better](http://bikeleague.org/resources/better)
- » Learn how to improve biking in your community, business or university through the League's Bicycle Friendly America program: [bikeleague.org/bfa](http://bikeleague.org/bfa)

# OVERCOMING BIKE COMMUTING CONCERNS

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## THE ROADS AREN'T SAFE

- » Obey traffic signs, ride on the right, signal turns, and stop at lights.
- » Wear bright clothing.
- » Wear a helmet every time you ride.

## 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.



# SAMPLE RESOLUTION OR PROCLAMATION: BIKE MONTH

This is a sample Bike to Work Week Proclamation or Resolution that you can adapt for your own city and present to your mayor or city council member to ask them to proclaim Bike to Work Week (or Bike Month, Bike to Work Day, or Bike to School Day) in your city.

Most proclamations of this sort are made when a citizen like you asks his or her elected official to sponsor the proclamation.

Bike to Work Day is always the third Friday in May and Bike to Work Week is the week of Bike to Work Day. May is National Bicycle Month and Missouri Bicycle Month each year. The second Wednesday in May is Bike to School Day.

Bike Month, Bike to Work Day, and Bike to Work Week are all officially designated in Missouri's state holidays calendar.

**Whereas**, the bicycle is a viable and environmentally sound form of transportation and an excellent form of recreation; and

**Whereas**, millions of Missourians will experience the joys of bicycling during the month of May through educational programs, races, commuting events, trail work days, helmet promotion, charity events, or just getting out and going for a ride; and

**Whereas**, Missouri's Katy Trail attracts hundreds of thousands of bicyclists each year from all 50 states and from across the globe, providing economic, health, and scenic benefits to citizens of Missouri and the world; and

**Whereas**, Missouri hosts four major cross-country bicycle tourism routes that attract thousands of cross-country and local bicyclists each year, including the Mississippi River/Great Rivers Trail, the American Discovery Trail, the Lewis and Clark Trail, and the TransAmerica Trail; and

**Whereas**, these bicycling activities and attractions have great potential to have a positive impact on Missouri's economy and tourism industry and to stimulate economic development by making the state attractive to businesses and citizens who enjoy the out of doors and healthy lifestyles; and

**Whereas**, creating bicycle-friendly communities has been shown to improve citizens' health, well-being, and quality of life, to boost community spirit, to improve traffic safety, and to reduce pollution and congestion; and

**Whereas**, May has been declared National Bike Month for each of the last 56 years, and is so again in 2012; and

**Whereas**, the League of American Bicyclists, the Missouri Bicycle & Pedestrian Federation, bicycle clubs, schools, parks and recreation departments, police departments, hospitals, companies and civic groups throughout Missouri will be promoting bicycling as a leisure activity as well as an environmentally-friendly alternative to the automobile during the month of May 2012; and

**Whereas**, the education of bicyclists 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 Missouri Bicycle & Pedestrian Federation, the Kansas City Share the Road Safety Task Force, BikeWalkKC, St. Louis Trailnet, the St. Louis Regional Bicycle Federation, GetAbout Columbia, the Columbia PedNet Coalition, Velo Girardeau, SpringBike, Ozark Greenways, Parkland Cyclists, St. Joseph Bicycle Club, Quad States Trails of St. Joseph, and other organizations across the state will promote bicycle safety during the month of May 2012; and

**Whereas**, the Missouri General Assembly has duly passed, and the Governor of Missouri has signed, legislation designating May of each year as Missouri Bike Month and the third week of May as Missouri Bike Week:

**Now, therefore, be it resolved** that the members of the [THIS LEGISLATIVE BODY] hereby recognize the month of May 2012 as National Bike Month and Bicycle Safety Month, and the week of May 14-18, 2012, as Bike to Work Week; and

**Be it further resolved** that the [THIS LEGISLATIVE BODY] urges all who support bicycling to participate in the events planned and urges all road users to share the road safely with bicyclists.

# SAMPLE LETTER REQUESTING SPONSORSHIP

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 \$100 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]

*(courtesy of RIDES for Bay Area Commuters, Inc., San Francisco, Calif.)*

# SAMPLE PRESS RELEASE

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 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

About Your Organization

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