

National Bike Month **GUIDE**

*Ideas, strategies and
resources to organize in
your community*



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.

Once you plan your event, share your success with fellow League members by posting pictures and stories on our Facebook page (facebook.com/leagueofamericanbicyclists) or on Twitter (@BikeLeague). Thank you for supporting and promoting bicycling.

GOOD LUCK WITH YOUR NATIONAL BIKE MONTH CELEBRATIONS!

SPONSORED BY: **THE LEAGUE**
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WHY CELEBRATE BIKE MONTH?

National Bike Month is so much more than 31 days in May. It's a celebration of bikes; an impetus to get rolling again; a gateway to riding more often; a time to evangelize the beauty of bikes; and much, much more.

Since 1956, May has been recognized as National Bike Month, and the League has sponsored this celebration of cycling for decades, as a means to advance the movement to build a bicycle-friendly America for everyone.

National Bike to Work Week and Bike to Work Day are often cited as the month's flagship events, occurring the third week and third Friday of May, respectively. Indeed, bike commuting has grown by 62% from 2000 to 2013 — but Bike Month is about so much more than just getting to and from the office.

Everyone can take a leading role in organizing events for Bike Month, whether you're part of a city government, advocacy group, local business, bike shop, school or any other group interested in making your community better.

Thousands of organizations, many in the more than 325 League-designated Bicycle Friendly Communities, organize, plan and host events throughout the month of May, introducing bicycling to new riders and cultivating local bike culture and momentum among the already converted.

The momentum is building: With growing cultural awareness around health and wellness, sustainability and economic savings, bicycling is being seen by new and broader audiences as a simple solution to many complex problems, from reducing obesity rates to increasing mobility options.

READY TO GET ENGAGED? THIS GUIDE IS FOR YOU!

WHY BIKES?

- » **BIKING IS FUN:** Biking brings people together, encourages discovery, and fosters community engagement.
- » **BIKING IS HEALTHY:** Bicycling can integrate physical activity into our daily routines.
- » **BIKING IS GREEN:** Biking curbs your carbon footprint, reduces air pollution and reliance on fossil fuels
- » **BIKING SAVES MONEY:** Biking cuts parking, gas and other driving costs while reducing traffic congestion

PROMOTION MATTERS

The visibility of bicycling and interest in riding is undeniably on the rise. According to a 2012 national survey, 83% of Americans have a positive view of bicyclists, but translating that general enthusiasm into sustained, increased ridership in your community requires great advocacy, promotion and education. Bike Month is an opportunity to come together with diverse stakeholders to raise awareness and inspire new riders.

Among U.S. adults, bicycling is the third-most-popular and the second-most-frequent outdoor activity with 12% of all adults bicycling in 2012. And, as of 2009, the majority of bike trips (51%) were for utilitarian purposes, like commuting.

As bicyclists become more comfortable with riding, the number and percentage of weekly trips taken by bike increase significantly. And people are more likely to bike for transportation if they have social support. Bike Month events, like Bike to Work Day, provide the opportunity to increase both community and comfort.

For instance, 38% of Washingtonians who bike commuted for the first time during a ride to work day commuted by bike after the event. In the District of Columbia, 22% of Bike to Work Day participants reported riding more often.

So it's not surprising that Bike to Work events happened in all 52 of the largest U.S. cities in 2012. In 2014, thousands of residents participated in cities like Denver (30,000), Chicago (12,000) and Boston (10,000) —with each community seeing sizable gains in just one year.

Other Bike Month events are growing rapidly, as well. In just its third year Bike to School Day included 2,200 events nationwide and Cyclofemme, an international day for women's cycling, grew to more than 300 rides in 25 countries.

WHAT WILL INSPIRE YOUR COMMUNITY? KEEP READING: WE'VE GOT PLENTY OF IDEAS...



Looking for bike commuting statistics for your area? Check out our annual **WHERE WE RIDE** report: bikeleague.org/whereweride



Find local bicycle friendly communities, businesses and universities in our BFA awards database: bikeleague.org/bfa/awards

IDEAS FOR BIKE MONTH

Ready to get things rolling in your community? In this section, we lay out 31 big ideas for the 31 days of National Bike Month for you to use, share and expand!

Mark the calendar

#BIKETOEVERYWHERE

Bike to the Store. Bike to the Ballpark. Bike to a Date. The beauty of this virtual event is that the possibilities are endless! This low-stress social media campaign encourages folks to ride for all the reasons relevant to them. Use a universal hashtag (i.e. #BikeMonth2015 or #BikeToEverywhere), take a photo and post it on your streams -- and you've created a chain reaction! Compile all the photos at the end of May to create a photo collage blog, a short video and choose your favorite or most creative to win a prize!

PROCLAIM MAY AS NATIONAL BIKE MONTH

Ask your Mayor, City Council or government to officially proclaim May as National Bike Month. See page 25 for a sample proclamation.

Get the community rolling

BICYCLE TUNE-UPS

At the beginning of May, host a tune-up event for those who haven't pulled their bikes out from the garage in a while. Solicit help from local bike mechanics and enthusiasts, find a space (indoor or out) and spread the word! Nobody likes squeaky brakes during Bike Month...

LOCAL INDEPENDENT BIKE DEALER(S) DAY

Designate a day to call attention to the local independent bike dealers in your community. Local bike shops are a major pillar in the mission to create a more bicycle-friendly America, providing the resources, advice and support. Find a retailer in your community through the National Bicycle Dealers Association tool at nbda.com/articles/dealer-finder-pg32.htm.

COMMUNITY BIKE SALE / SWAP

Designate a location and time and encourage community members to bring their no-longer-needed bike-related items, including bicycles, parts and accessories! For those curious about riding but unsure or unable to fork over hundreds to get a bike of their own, a pop-up shop with used bicycles is just the solution. Consider working with a local bike shop to run the swap.



Empower confident riders SMART CYCLING CLASSES

League Cycling Instructors offer a wide variety of classes for any audience, including commuters, group riders, and more. Recreational clubs can sponsor group-riding clinics and advocacy organizations can sponsor classes for public officials. Find an LCI instructor by searching the Connect Locally function at bikeleague.org.

BIKE RODEOS

Both entertaining and educational, bike rodeos teach kids bicycle handling and safety skills, while also sharing the rules of the road in a safe environment. Check out our the Bike Rodeo Guide from the National Center for Safe Routes to School at bit.ly/bikerodeoguide.

KNOW YOUR RIGHTS

Host a workshop on your legal rights on the road and consider inviting a local lawyer or law enforcement official to field questions and provide real-life examples. Tap the League's resources at bikeleague.org/bikelaws.

BIKE MENTORS

Create a ride-matching service that provides novice cyclists with names of experienced riders in their community or workplace who can help them plan routes and accompany them on their ride.

THE ABCs OF FAMILY BIKING

Work with your local Kidical Mass group or advocacy organization to host a hands-on event that gives families the chance to learn about and test equipment and bikes that make riding with kids fun and feasible.

BUS ON BIKE DEMONSTRATION

Many communities have buses outfitted with front bike racks to create a more connected network of transportation options. Work with your transit system to host a training on how to put your bike on the bus with ease.

Incentivize travel on two wheels

BIKE COMMUTE INCENTIVES

Work with local vendors to provide prizes for Bike Month events or Bike to Work Day participants, like bikes, accessories, lights, racks, bags, and gift certificates to various local businesses. If sponsorship permits, produce T-shirts or other schwag promoting the sponsors.

LOCAL BIKE CHALLENGE

Encourage your company, advocacy organization, or community to sign up for the National Bike Challenge (nationalbikechallenge.org), which allows participants to track their miles, tap into community support, and participate in friendly rivalries.



BIKE VALET PARKING

Partner with popular local venues and make biking the easiest and most efficient way to arrive by providing quick, convenient bike parking.

Get out and ride!

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, destinations or target constituencies. The options are endless!

OPEN STREETS EVENTS

Open Streets events create a community celebration around healthy mobility options by temporarily closing the street to cars and opening it to people. Learn more and find examples at openstreetsproject.org.

CYCLOFEMME – RIDE WITH MOM

Celebrate another May event —Mother's Day — by organizing, promoting or taking part in Cyclofemme, an international day of women's rides (cyclofemme.com)

RIDE WITH THE MAYOR

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

BIKE TO THE MOVIES

Team up with your local theater or community organization to set up a bike-themed movie event. Work with your local bike advocacy organization or bike club to determine a short route to the theater and invite the community on the group ride.

COMMUNITY BIKESHARE RIDE

If your community has a bike share system, work with the company or agency and your local bike advocacy organization or club to set up a ride using only bikeshare bikes! For those interested in the system but unsure how it works, this is a great primer on the rules, the pricing and what it feels like to hop on a bikeshare bike.

Engage local partners

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 walkbiketoschool.org.

GRADUATION PARADE

Many colleges and universities host graduation in the month of May. Consider working with the local Bicycle Friendly Universities on organizing a graduation bike parade.



RESTAURANT WEEK

Work with local restaurants to set up a Bike Month Restaurant Week. Those who can show they rode their bike to get a bite to eat receive a discount from participating restaurants.

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!

Advocate for better biking

BICYCLING TOWN HALL

Working with your local advocacy organization, host a town hall to hear from community members on what would encourage them to ride more. Find out the barriers for bicycling — and get the conversation rolling on possible solutions.

EXPLORE THE HISTORY OF BIKES & STREETS

Host a presentation or interactive discussion on the bike movement, the politics of our streets and more. Use the League's 2014 report "Together in America's Streets" as a guide or conversation starter (bikeleague.org/equity).

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).

Encourage new bike commuters

COMMUTER CONVOYS

On Bike to Work Day or during Bike to Work Week, identify meeting locations for suburban commuters to gather 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.

BREAKFAST 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.

ENERGIZER STATIONS

San Francisco 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.

CAR VS. BUS VS. BIKE COMMUTER RACE

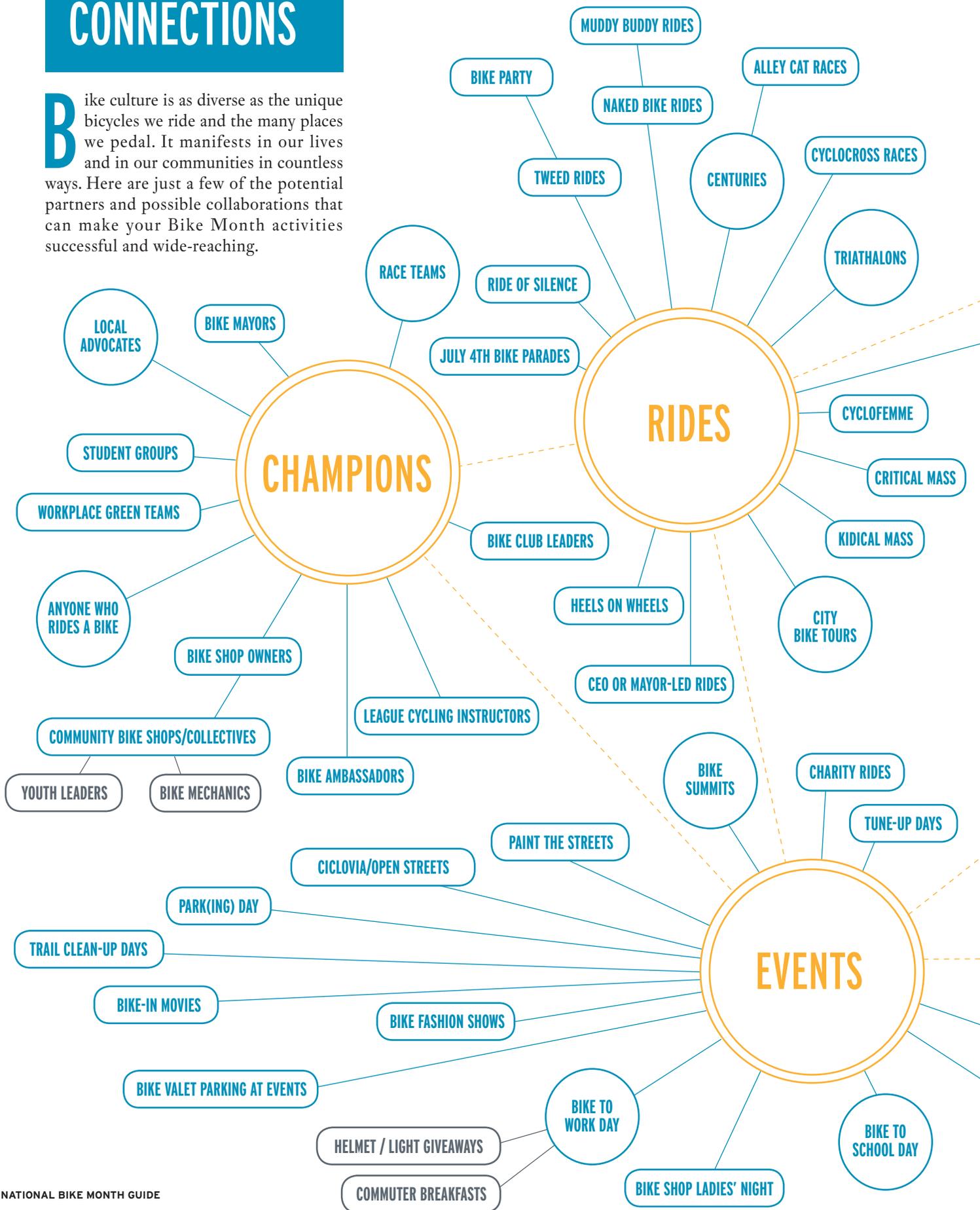
Follow the lead of Dallas, Texas, and host a race where a motorist, bus driver and cyclist all start and end the morning rush hour at the same spots, but may take distinctly different routes. The bicyclist typically wins — and it's a great hook for the media.

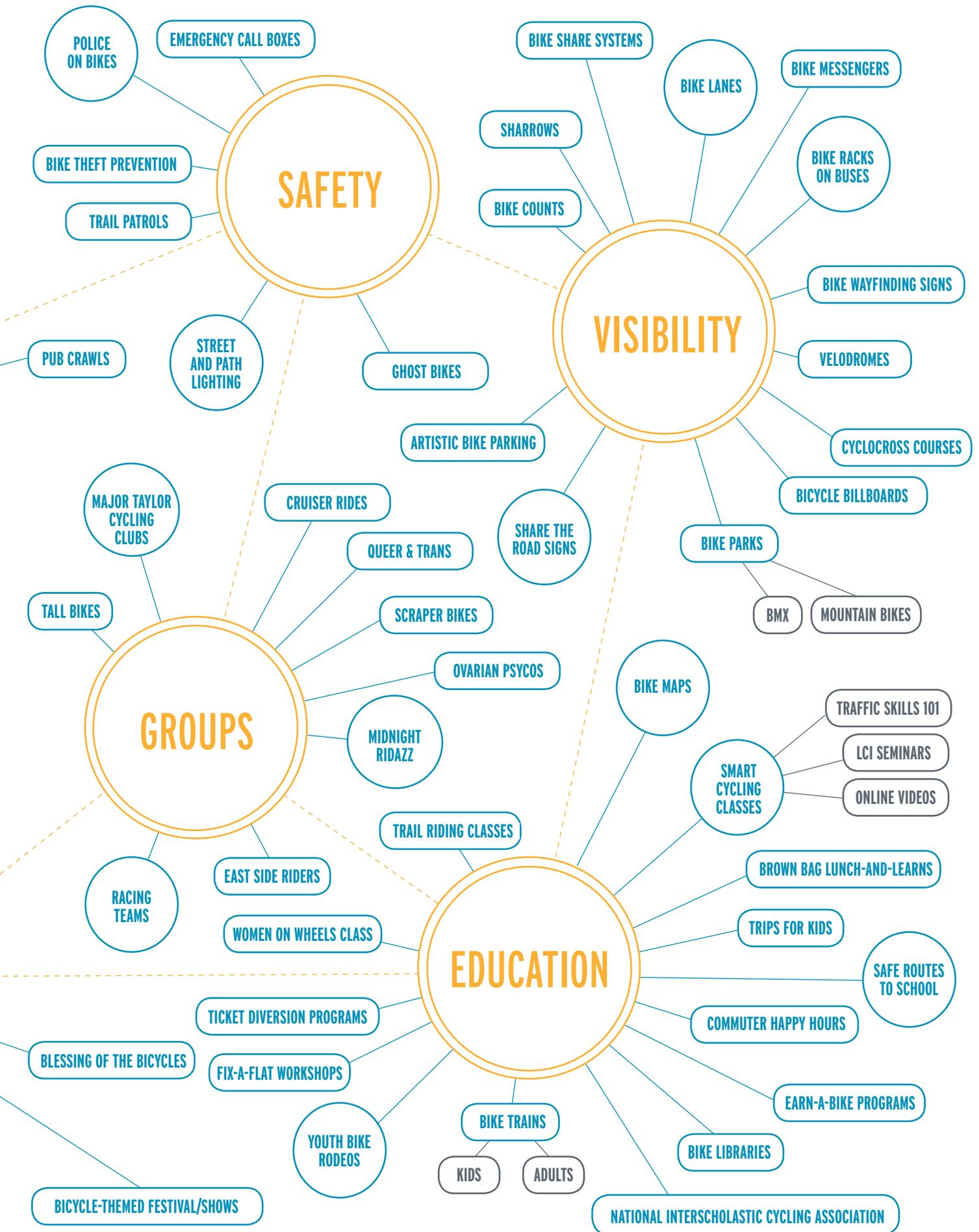


Photo: Alliance for Biking & Walking Photo Library

MAKING CONNECTIONS

Bike culture is as diverse as the unique bicycles we ride and the many places we pedal. It manifests in our lives and in our communities in countless ways. Here are just a few of the potential partners and possible collaborations that can make your Bike Month activities successful and wide-reaching.





GETTING STARTED: KEY STEPS TO 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 Month event planning. What should I focus on when planning?

Set specific **goals** for your Bike Month 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, and consider who might fund or sponsor it.

Create a **timeline** for all the necessary tasks associated with carrying out event ideas. Prepare a **publicity** planning task list. Plan for recruiting and engaging **volunteers** 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. Partners need to know you're serious about the event and 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 document, including all calls, negotiations, and contributions.

Send personalized **thank-you notes** to each partner/sponsor expressing your appreciation, so 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 of hosting an event. 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 like:

- » 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, 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 Month event.

Review the infographic on pages 10-11 for more ideas on groups and agencies to boost your efforts!

STEP 4 » RECRUITING AND WORKING WITH VOLUNTEERS

Volunteers serve as **resources** and organizers that help an event flow efficiently. 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.

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



STEP 5 » PROMOTE THE EVENT

National Bike Month is all about communicating the benefits and opportunities of bicycling. But where should you start? In this section, we break down the who, what, where, when, and why of effectively marketing your events to community members, the media and local elected officials.

Reaching out to reporters

If reaching media with your event is a key goal, there are a few steps you'll want to take before your event kicks off.

As the media landscape changes, so do the methods of reaching reporters. The days of the press release are near-over — a short and sweet email and a Twitter reminder can do the trick. In this section, we'll walk you through the steps to attracting reporters to your event.

#1 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

or volunteer corps to act as the media contact and spokesperson, and assign them to maintain regular contact with journalists, perhaps by inviting them on rides or to events.

#2 Prepare a press kit to be emailed to every media outlet available two weeks before the event – and put the information on your website.

If you have the budget and time to print a few press kits, it's good practice to have a few on hand for reporters who come unannounced. The press kit should include:

- » A fact sheet containing a statement of your group's purpose, your organizational partners and a quote from a leader or two about the event
- » Statistics about your program or project along with supporting information, brochures, etc.
- » A calendar of events for your program or project.

QUESTIONS TO GET STARTED:

- » Who's my intended audience for this event? Are they best reached by brochures and flyers, or would a Facebook event page have more impact? (Hint: It could be both!)
- » Do I need to print collateral materials like banners and signs?
- » Does my community have a special logo or design for this event? Have I downloaded the League's National Bike Month logo to include, too?
- » Have I contacted volunteers to help outreach to my intended audience and event partners?
- » Does my event have a visible web presence?

Does the event need a standalone website or can it be a tab on the community's Bike Month page, or just a Facebook event?

- » Have I enlisted a volunteer with graphic design / web development skills to help me create web assets to put on Facebook and Twitter and share with partner organizations?
- » Have I created a hashtag for community members to use before, during and after the event?
- » Have I compiled a list of media I'd like to reach? Does my list include Twitter handles?
- » Have I reached out to media at least a week before the event, checked in the day before, and tweeted at them the day of?



What to Document at the Event

Regardless of whether media will be in attendance, be sure to take these simple steps to document your event. Having photos, quotes, and stories about your event will help you promote future events and build upon them.

- » If you have the budget, hire a photographer. Extra points if that photographer can also take video! If not, choose a volunteer with photography skills.
- » Track coverage of your event by following the news outlets represented at your event. You might also want to set up a Google Alert with keywords from your event to catch blog posts and online articles.
- » Keep a record of coverage as you discover it. Compile links, titles, outlet names, reporters, and article text as they emerge.
- » Write a blog, sharing your video and photos, and embed a Storify of all the social media chatter.

STEP 6 » ENJOY THE EVENT!

A well-planned and implemented work plan will help ensure you and your volunteers 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 can be a concern as well, so notifying paramedics and having them on site is a good idea if there's any 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 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 participation, 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 participants requested to fill them out before leaving. Ideally, you can provide laptops or tablets for participants to take the survey, minimizing the work transferring the feedback to your database. Paper surveys work, too (remember pens!). Include a link or Web site to allow participants to complete the survey at home.

Compose your questionnaire carefully so 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, develop a form that is easy to fill out but also leaves room for comments. Keep your questionnaire as brief as possible, ideally one page!

STEP 9 » PREPARE FOR NEXT YEAR

Bike Month is a great way to kick-off or revitalize bicycle encouragement or 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.

THE MANY FACES OF BIKE MONTH

While commuter caravans and free bagels are still a hallmark of National Bike Month, pedaling to work isn't the only celebration of bicycles in May anymore. Since 1956, Bike Month has grown up and branched out, expanding and evolving to so much more than Bike to Work Day.

From big cities to small bike clubs, there are countless ways to inspire more people to ride. Here are just a few examples from different types of organizations. That we hope can inspire and inform your efforts at the local level.

Boise Bicycle Project: Bike Builder's Gallery

BY JUTA GEURTSSEN, BBP DEVELOPMENT DIRECTOR

When Boise Bicycle Project hit the scene in 2007, there were a lot of cycling events in Boise, but few that celebrated the “average” bicyclist. While there were many gatherings that featured Lycra-clad athletes on \$1,000 bikes, we wanted to engage potential cyclists who couldn't buy their way into the sport.

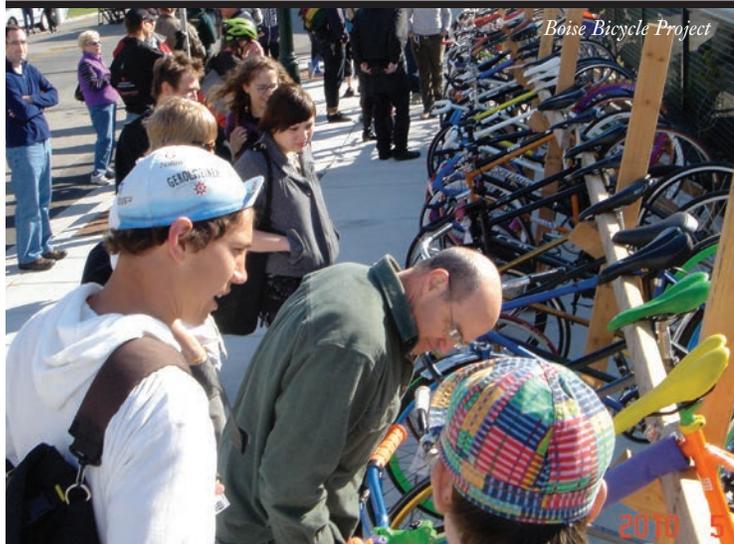
Our goal was the start breaking down these barriers and take bicycling back to its roots, spreading the message that “anyone can be a bicyclist.” So each Bike Month we kick off the festivities with one of our favorite events: The Bike Builder's Gallery.

Throughout the year people come into our cooperative bike shop and learn how to fix or build up their own bicycles. We noticed how much pride people take in their “beater” bicycles and thought, why not showcase these bicycles in the public eye? Why not show people that a great bike doesn't have to be expensive or pretty, it just has to get you from point A to point B? Just like that, the Bike Builder's Gallery was born.



Photo courtesy of City of Fort Collins

BIKE MONTH STORIES & EXAMPLES



Each May hundreds of commuters line up their bicycles on one of Boise's main streets and allow the public to vote on their favorite and least favorite bicycles. There are lots of laughs, a beer garden, music, and all sorts of beautiful (and beautifully ugly) bikes.

In the end, it's a great tool to show newcomers and would-be riders that cycling can be easy, fun, and doesn't have to break the bank. It's also a great way to meet your fellow pedal-powered community members.

The Boise Bicycle Project is a nonprofit community bike cooperative: boisebicycleproject.org

Revolution Cycles: Random Acts of Bike-ness

BY STACY MOSES, BUYER AND MARKETING MANAGER

At Revolution Cycles, our mission is to get more butts on bikes, so we look forward to Bike Month every year.

In Washington D.C., Virginia and Maryland, we provide free tech support on Bike to Work Day at many of our area's busiest pit stops. We get our best mechanics out of bed before the sun comes up, pump them full of coffee and bagels, and set them loose to help the thousands of commuters who ride through the local stops.

Following the Bike to Work Day morning festivities, we organized the

second annual Department of State ride in 2012. We loaded up the Rev van with Allant bikes and led State Department staff on a bicycle tour of DC.

Throughout the month, we also plan wonderful little surprises in our communities, such as our famous Pinkey Surprise Tune-Ups. We select random weekdays during rush hour, set up a mobile workstation and blast out our location via social media. Pinkey, our lead mechanic and the most interesting man in the world, tunes derailleurs, pumps up tires, and tightens brake cables for everyone who is lucky enough to roll by.

We've also produced a series of "Revolutionize National Bike Month" blog posts to educate cyclists on safety and comfort, and we give out boatloads of neon bike pins.

Revolution Cycles has 4 locations in Washington, D.C., Maryland and Virginia. revolutioncycles.com

City of Fort Collins: Silly for Cycling

BY MOLLY NORTH, FORMER FORT COLLINS BIKES COORDINATOR

Whether two wheels transport our residents to work or to recreate, bikes are part of our local culture and we love to celebrate them in serious and silly ways. Our cyclists make biking fun and funny — and we can't get enough of the camaraderie that happens when they bring their simple machines together.

Bike to Work Day has become a community-wide celebration of cycling culture and a holiday to which people look forward. Our bicycle friendly businesses, bicycle friendly university and bicycle advocates sponsor breakfast and afternoon stations. Breakfast stations offer free food, bike repairs, and entertainment, while afternoon stations offer free adult beverages, fashion shows, live music and a drawing for a commuter bike. With approximately 10,000 total station visits in a single month, these fun stops are a way to give kudos to people who ride regularly and encouragement to people who try bike commuting for the first time.

But BTWD is just one of the many ways we celebrate. Fort Collins also hosts an annual Bike Week that spotlights facilities like bike lanes and multi-use trails, while emphasizing a place for everyone in our cycling community. Some of our favorite events include: Bike 'n Jazz (an evening of music at a local park), our Bike Prom (which encourages silly, bike-themed costumes), our Bicycle Fashion Show (which highlights the many clothing options for cycling) and the Bike Pedal vs. Gas Pedal Challenge (a friendly competition to show that, in many instances, running errands by bike is just as fast or faster than by car).

Here in Fort Collins, Bike Month is successful because of the people who make biking a priority. And, as a Bicycle Friendly Community, we take pride in making biking better every day of the year.

Fort Collins, Colo., is a Platinum level Bicycle Friendly Community.



Local Motion: The Hub for Bike Month Fun

BY JASON VAN DRIESCHE, DIRECTOR OF ADVOCACY AND EDUCATION

With support from the City of Burlington and the Chittenden County Regional Planning Commission, Local Motion organizes a series of events for Bike-Walk Month.

Our headliner event for this year is an advocacy party, with food carts, a beer truck, national speakers, and all kinds of fun stuff. We'll also be organizing laid-back rides and commuter bike upfits, blanketing the sidewalks with stenciled walk-bike safety messages, getting kids and parents out on the street with signs asking cars to slow down, handing out chocolates to bike riders on National Bike to Work Day, and a whole lot more.

We also serve as a clearinghouse for bike-related events put on by other organizations. We created a simple Google form to gather events from all kinds of partner organizations, from the YMCA to AARP Vermont to the Humane Society.

Because we reach out to other organizations and publicize their events, we put Local Motion at the hub of a whole lot of fun and excitement — much more than we could possibly organize on our own!

Local Motion promotes active transportation and recreation for healthy, sustainable Vermont communities. localmotion.org

In Philadelphia, May Means Derby Time

BY ERIN DECOU, EXECUTIVE DIRECTOR, NEIGHBORHOOD BIKE WORKS

At Neighborhood Bike Works, we turn our kids' creativity into transportation creation. Bike Month means putting that artistry on display during the Kensington Kinetic Sculpture Derby.

Each February, when after-school riding opportunities are minimal, we host a unique class that gets our kids' artistic gears turning. The local artists-in-residency program leads youth on a journey to create a bicycle sculpture for the Derby. From a pirate ship to a prehistoric shark to an alien space craft, their ideas never fail to awe and inspire.

On Derby day in May, our sculptures are mounted to our four-person chassis and Neighborhood Bike Works youth from across the city don costumes for the 13-mile journey. We gather in Kensington at the edge of the city and parade through the streets (30 or 40 strong!) with several dozen bike sculptures.

The Derby is not a race, but there are perils along the way. Many crafts break down; indeed there is even a Best Breakdown category in the final judging. In the homestretch lies the biggest hazard, and our youth anticipate it all day: the mud pit. We hunker in, downshifting gears and spreading out, and plow through, mud flying, to the finish line. In 2012, our spaceship followed by dozens of Cyclenauts on bike, rose from the mud and won the Judge's Choice award.

This year, I have no doubt that our newest creation will rise to meet the challenge, too.

Neighborhood Bike Works increases opportunities for urban youth in underserved neighborhoods in greater Philadelphia through bicycling. neighborhoodbikeworks.org



MAYISBIKEMONTH.COM



East Bay Bikes

Sacramento Region: Sharing the Love on Social Media

BY VICTORIA S. CACCIATORE, TRANSPORTATION
PLANNER, SACRAMENTO AREA COUNCIL OF
GOVERNMENTS

The Sacramento region's May is Bike Month campaign celebrates bike riders of all skill levels and urges them to encourage their friends, family and colleagues to ride, which serves as a catalyst to get new riders on a bike.

In 2012 we launched a new website, hosted new events and redoubled our outreach efforts. Mayisbikemonth.com allows users to log their bicycle miles, contains a mobile version, and integrates e-badges that users can earn for participating. Participants loved the friendly competitions, positive reinforcement from the e-badges, and social media integration and activities.

The 2012 campaign had participants from 1,300 employers, 400 teams/clubs and 130 schools with countless others aware of the program due to extensive media coverage throughout the month and exposure through social media.

The Sacramento Area Council of Governments (SACOG) is an association of local governments in the six-county Sacramento Region of California. sacog.org

Bike East Bay: Showing the Diversity of Everyone who Rides

BY CYNTHIA AMOUR, BIKE TO WORK DAY MANAGER

Since our first celebration at Oakland City Hall in 1994, Bike to Work Day has grown in size and scope. This year's theme — Everybody Bikes — illustrates the goals of inclusivity and diversity that we strive for. We work hard through partnerships with local schools, businesses, bike shops, and nonprofits, to make sure everyone has the opportunity to get out and ride.

On Bike to Work Day, we do more than rush hour — we host a Bike Happy Hour Party, too. This free, multi-block street celebration is the biggest of its kind in the Bay Area. Last year, 2,000 happy cyclists played bicycle bingo, four-square, foosball and other fun games; enjoyed a beer garden and food trucks; and danced in the street. The event brought us 350 new members, but more importantly, brought our diverse and dynamic biking community together. The entire event is a bright example of what we work for: a multicultural, open-to-all, gathering of bicycle enthusiasts celebrating a common vision for a bike-friendly East Bay.

Bike East Bay works for safe, convenient and enjoyable bicycling for all people in the East Bay. ebbc.org

City of Phoenix and Maricopa County: Leading with Fitness

BY CAROLYN SZCZEPANSKI

In Phoenix and Maricopa County, Ariz., Bike Month is an opportunity to promote cycling for fun, transportation — and fitness, too.

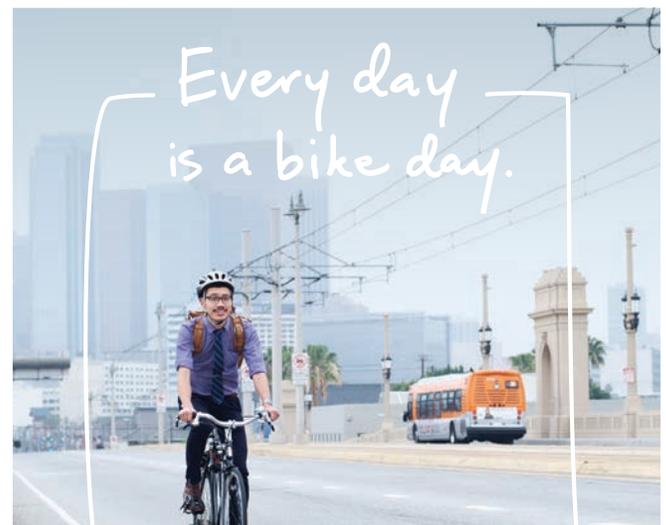
Giving folks an added incentive to ride, local celebrities — including the Mayor of Phoenix, the County Manager and former Olympian Misty Hyman — saddle up for a three-mile ride on Bike to Work Day.

And riders are given the star treatment, too: Cheering crowds greet the pedaling caravan as they gather at City Hall. But more than breakfast burritos and coffee await at the end of the line. In Phoenix, BTWD is paired with a BFIT Expo, where fitness experts provide exercise tips and health evaluations.

2014 SPOTLIGHT » Los Angeles, CA



In 2014, the Los Angeles County Metropolitan Transportation Authority (Metro) launched a new bicycle ad campaign. “Every Day is a Bike Day,” ran during Bike Month and ads appeared on billboards, online and on buses from May through July. “This campaign empowers everyone who commutes by two wheels every day,” said Lindy Lee, Metro’s Deputy CEO. “It also encourages all Angelinos to replace some car trips with bicycle trips.” The ads featured riders from Multicultural Communities for Mobility, Bici Libre, Wolfpack Hustle and Eastside Riders Bike Club.



Bike Week LA
May 12-18

Join Metro and explore bicycling resources in your community. Learn how to fix your bike, enjoy a guided bike ride or pedal your way to work. More information at metro.net/bikeweek.

- SATURDAY MAY 10 Fix Your Bike Day
- MONDAY MAY 12 Kick-off Event
- TUESDAY MAY 13 Blessing of the Bicycles
- WEDNESDAY MAY 14 Guided Ride from Union Station
- THURSDAY MAY 15 Bike to Work Day
- FRIDAY MAY 16 Bike Night at Union Station
- ALL WEEK MAY 12-18 Bike Local Discounts



Horario de actividades en metro.net/bikeweek

CADA DÍA ES
DÍA PARA BICICLETAS!

Semana de Bicicletas
12 al 18 de mayo 2014



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.]

SAMPLE BIKE MONTH PROCLAMATION

The City/County of _____

Proclamation

Whereas, the bicycle is an economical, healthy, convenient, and environmentally sound form of transportation and an excellent tool for recreation and enjoyment of [insert city/county]'s scenic beauty; and

Whereas, throughout the month of May, the residents of [insert city/county] and its visitors will experience the joys of bicycling through educational programs, races, commuting events, charity events, or by simply getting out and going for a ride; and

Whereas, [insert city/county]'s road and trail system attracts bicyclists each year, providing economic health, transportation, tourism, and scenic benefits; and

Whereas, creating a bicycling-friendly community has been shown to improve citizens' health, well-being, and quality of life, growing the economy of [insert city/county], attracting tourism dollars, improving traffic safety, supporting student learning outcomes, and reducing pollution, congestion, and wear and tear on our streets and roads; and

Whereas, BikeTexas, [insert local bicycle club/ organization/chamber/tourism bureau/regional planning organization], the League of American Bicyclists, schools, parks and recreation departments, police departments, public health districts, hospitals, companies and civic groups will be promoting bicycling during the month of May 2013; and

Whereas, these groups are also promoting bicycle tourism year round to attract more visitors to enjoy our local restaurants, hotels, retail establishments, and cultural and scenic attractions; and

Whereas, these groups are also promoting greater public awareness of bicycle operation and safety education in an effort to reduce collisions, injuries, and fatalities and improve health and safety for everyone on the road; and

Now therefore, I, _____, Mayor/Executive of [insert city/county], do hereby proclaim May 2013 as

Bike Month

in [insert city/county], and I urge all residents to join me in this special observance

Signed this ____ day of May, 2013

Mayor/Executive _____

MAKING THE CASE FOR BIKING

Sure, bicycling is on the rise, with growing support in all sectors, but you still need to be ready to make a strong pitch for traveling on two wheels. Bike Month is the perfect time to share and celebrate the many benefits of bicycling. In addition to these helpful talking points, check out the “*Overcoming Bike Commuting Concerns*” graphic on page 29.

For additional reports, resources and infographics, visit bikeleague.org/bikemonth

HEALTH & PRODUCTIVITY

More than two-thirds of the U.S. adult population is overweight or obese, and nearly one-third of U.S. children are overweight, as well. Bicycling is an accessible means of physical activity for all ages and, when used for travel to work or school, can seamlessly incorporate exercise into daily life.

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 have an active commute.

While heart disease is a leading cause of death in the United States, bicycling is a proven means of addressing cardiovascular health. For instance, active commuting that incorporates bicycling is associated with an 11 percent reduction in cardiovascular risk

in adults. Women who biked just four hours per week were less likely to gain weight over a period of six years than women who didn't ride, and bicycling just 20 miles per week was found to reduce women's risk of heart disease by 50 percent. In fact, according to a survey by the Transportation Research Board, a staggering 82 percent of bicycle commuters reported their health had improved since they started bicycling to work.

Plus, a study from Clemson University recently found that people who commute by bike are the happiest, reporting higher levels of contentment than those who drive or take public transit. Other studies have shown that moderate, daily exercise results in improved moods by reducing symptoms of stress, anger, depression, and anxiety.

Employers in the community benefit from a healthy, active workforce, as well. People who bike take, on average, 15 percent fewer sick days than non-cyclists, and generally accomplish more work.



THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
[Valencia Street]

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

STATE
COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed **\$1 billion** to the economy in 2000.

STATE
MINNESOTA

In 2009, people on bikes spent **\$261 million** on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

REGIONAL/CITY
BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

BIKE TRAIL
MONON TRAIL
[Indianapolis, IN]

11% A home's value increases 11% just for being a half mile closer to the trail.

STATE
IOWA

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

STATE
WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).

STATE
VERMONT

\$400 million
In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.

NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
[Bloor Street]

People who bike spend more money per month than those who drive (2009).

BIKE TRAIL
SCHUYLKILL RIVER TRAIL
[Follows the Schuylkill River from Pottsville to Philadelphia, PA]

78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.

REGIONAL/CITY
NORTH CAROLINA'S OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.

REGIONAL/CITY
WASHINGTON, D.C.

83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.

NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
[Broad Avenue]

Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

ECONOMIC BENEFITS & SAVINGS

There are so many ways that bicycling and bike infrastructure benefits the economy that we wrote a whole report compiling the data: Read it at bikeleague.org/reports.

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. The average American household spends an entire three months' pay on transportation. According to CEOs for Cities, resident of New York City save \$19 billion per year, residents of Portland save \$2.6 billion per year and residents of Chicago save \$2.3 billion per year due to less reliance on cars than residents of other major U.S. cities.

Investing in bicycle infrastructure is cost-effective, too. For \$60 million — the cost of a single mile of urban highway — the

city of Portland built a full city-wide bicycle network. And bicycling adds to the workforce: Building a road-only project creates 7.8 jobs per \$1 million spent, while bicycling projects create 11.4 jobs per \$1 million spent.

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 and it costs the same amount to build parking for 75 bikes as it does for just four cars.

ENVIRONMENTAL BENEFITS AND CONGESTION REDUCTION

The transportation sector is responsible for more than 70 percent of all petroleum use in the United States, and NASA reports that motor vehicles are the greatest contributor to climate change.

More bicycle use means a smaller carbon footprint. During the 2014 National Bike Challenge, for instance, just 47,500 par-

ticipants kept nearly 22 million pounds of greenhouse gas emissions out of the atmosphere by riding their bikes instead of driving their cars.

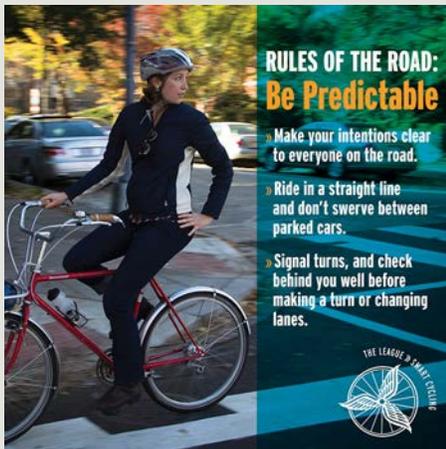
Beyond carbon dioxide, cars are the single largest source of U.S. air pollution. Short trips are up to three times more polluting per mile than long trips. When bicycling is substituted for short car trips, 3.6 pounds of pollutants per mile are not emitted into the atmosphere.

Bicycling can play a role in reducing congestion, too. In 2009, congestion caused 4.8 billion hours of travel delay and 3.9 billion gallons of wasted fuel, costing more than \$115 billion. In many cases bicycling is a viable alternative for those of any fitness level: Half of all trips in the United States are three miles or less and 28% are one mile or less.

There are 800 million car parking spaces in the United States, totaling 160 billion square feet of concrete. Ten bikes can park in the space used by a single motor vehicle.

EDUCATION RESOURCES

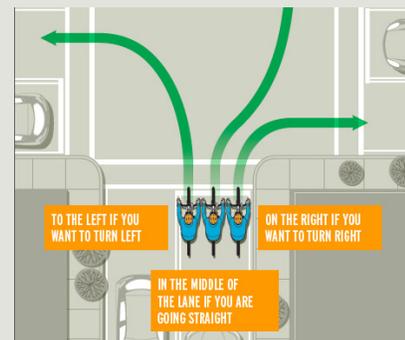
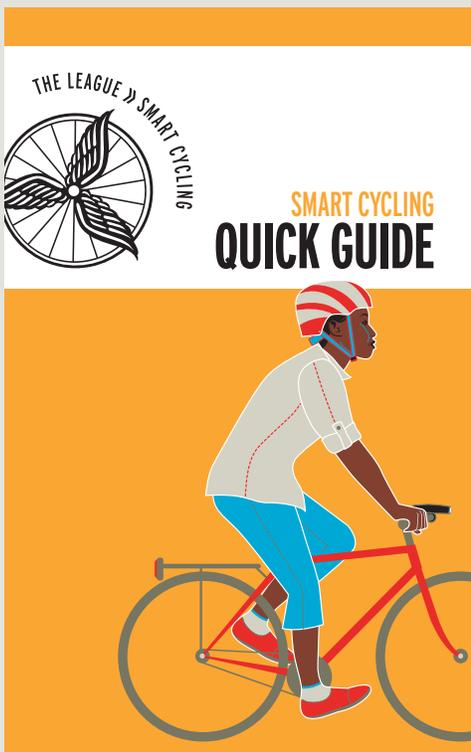
The League has all the materials you need to help educate riders in your community.
FIND MORE AT BIKELEAGUE.ORG/RIDESMART



»» Rules of Road memes



»» Smart Cycling educational videos



»» **Smart Cycling Quick Guide:** Full-color, 24-page, pocket-sized booklet that provides basic bike education for the beginning and intermediate bicyclist. Available in both English and Spanish.

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.
- » You are at no greater risk than driving a car.
- » 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.



JOB HEALTH & HAPPINESS

Employees and employers benefit when their place of work is a Bicycle Friendly Business. Equal opportunity for active commuting and healthy living will enhance your workplace conditions – and, upon review, could earn your company a designation from the League of American Bicyclists.

QUICK REFERENCE

WHY BECOME BICYCLE FRIENDLY?



Save on healthcare costs



Decrease absenteeism and turnover



Increase productivity



Reduce parking costs

PROVISION OF AMENITIES

Furnishing secure and convenient bike parking keeps commuters' bicycles safe from theft and free from weather hazards. Consult the APBP Bicycle Parking Guidelines to make sure your bike parking complies with best practices: [HTTP://BIT.LY/1EGJFTN](http://bit.ly/1EGJFTN)



All employees must wash their hands, but many bicyclists need to shower after their commute. Workplaces with 50-100 employees should provide one shower; 100-250 employees two showers; and 250+ employees at least four showers. Too small to provide a shower? At least provide a space where employees can store a change of clothes throughout the day.



NOTICE OF BICYCLE BENEFITS

Federal law allows employers to provide incentives for employees to commute to work by bike. Through the Bicycle Commuter Benefit, employers may provide a reimbursement of up to \$20 per month, tax-free, to employees who regularly commute by bicycle. [HTTP://BIT.LY/1FCSFY0](http://bit.ly/1FCSFY0)

Notify your employees and participate in National Bike Month. Host a Bike to Work Day event at your workplace, like a free breakfast for bicycle commuters or group ride from the office. Launch a company-wide Bike Month challenge and encourage your employees to participate in the National Bike Challenge. [HTTP://BIT.LY/1MFHYF4](http://bit.ly/1MFHYF4) AND [NATIONALBIKECHALLENGE.ORG](http://nationalbikechallenge.org)

WHAT YOU NEED TO KNOW ABOUT BICYCLING

FOLLOW THE LAW: You have the same rights and duties as drivers. Obey traffic signals and stop signs. Ride with traffic; use the rightmost lane headed in the direction you are going.

BE PREDICTABLE: Make your intentions clear to everyone on the road. Ride in a straight line and don't swerve between parked cars. Signal turns, and check behind you well before turning or changing lanes.

BE CONSPICUOUS: Ride where people can see you and wear bright clothing. Use a front white light, red rear light and reflectors. Make eye contact with others and don't ride on sidewalks.

THINK AHEAD: Anticipate what drivers, pedestrians, and other bicyclists will do next. Watch for turning vehicles and ride outside the door zone of parked cars. Watch for debris, potholes, and road hazards.

RIDE READY: Check that your tires have sufficient air, brakes are working, chain runs smoothly, and quick release levers are closed. Carry tools and supplies that are appropriate for your ride. Wear a helmet.



SAFETY AWARENESS TRAINING

Ensure your employees comply with the rules of the road and feel comfortable riding by offering bicycle education classes. Work with a local League Cycling Instructor or certify a staff member as an LCI to offer bicycle education classes for employees. [BIKELEAGUE.ORG/RIDESMART](http://bikeleague.org/ridesmart)



Issue bicycling education materials to employees on a regular basis. Offer bike maps, rules of the road, and bicycle safety tips in your workplace common area and new employee packets. Share the League's educational videos and other online resources with employees through email or on your company's intranet. [BIKELEAGUE.ORG/RIDESMART](http://bikeleague.org/ridesmart)

WORKPLACE STANDARDS



DESIGNATE A BIKE COORDINATOR — full-time, part-time or volunteer — to help promote bicycling. Identify an individual who is responsible for coordinating bike events, programs, and facilities to keep bicycles as a viable transportation option at your workplace.

SET AND EVALUATE ANNUAL GOALS to help increase ridership. Set an ambitious, attainable target to increase the percentage of trips made by bike in the workplace. Regular bike counts and staff surveys can help you determine the success of your efforts.

WORKPLACE RECOGNITION



APPLY FOR BICYCLE FRIENDLY BUSINESS DESIGNATION. The League of American Bicyclists' Bicycle Friendly Business (BFB) program provides standards to guide your progress and recognize workplace achievement. Your BFB application is free, confidential and entitles you to detailed feedback on how to improve. [BIKELEAGUE.ORG/BUSINESSES](http://bikeleague.org/businesses)

DOWNLOAD THIS POSTER FOR YOUR WORKPLACE AT
bikeleague.org/bikemonth

BIKE MONTH



B I N G O

Logged my miles in the National Bike Challenge	Biked in the rain	Rode someplace I'd never ridden before	Said hello to another bicyclist	Added air to tires
Biked at least 10 miles in one day	Encouraged a friend to start riding	Rode to school or work	Rode to the grocery store	Rode to a community meeting
Joined a group ride	Participated in a special Bike Month event!		Rode to a date	Rode with kids
Rode on a trail	Rode on a velodrome	Rode farther than I ever have before	Changed a bike tire	Went mountain biking
Visited bikeleague.org	Tweeted about biking	Lubed my chain	Visited my local bike shop	I'm a member of the League

This winter, we were inspired by the Chasing Mailboxes blog, which challenged bicyclists to complete at least seven different errands by bike: the Errandonnee! That great idea got us thinking about Bike Month — and all the different ways we enjoy biking in our daily lives. So we created a Bike Month Bingo card to challenge YOU to pedal somewhere new or use your bike in a different way. Enjoy!

 Share a picture of you with your completed card on our Twitter feed (@BikeLeague) and you could win a prize!

**FOR MORE INFORMATION ON THE BENEFITS OF
BICYCLING, CYCLING TIPS, AND MORE VISIT
WWW.BIKELEAGUE.ORG**