



LEAGUE OF AMERICAN BICYCLISTS

NATIONAL

# BIKE MONTH

GUIDE



IDEAS, STRATEGIES AND  
RESOURCES TO ORGANIZE  
IN YOUR COMMUNITY

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# 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/leagueamericanbicyclists](https://facebook.com/leagueamericanbicyclists)), Twitter (@BikeLeague) or Instagram ([instagram.com/bikeleague](https://instagram.com/bikeleague)). Thank you for supporting and promoting bicycling.

Good luck with your  
National Bike Month celebrations!



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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 Fridays of May, respectively.

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 and many of the more than 500 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.

## 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

ready to get riding? this guide is for you!





## 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

#### #BIKETHERE

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. #BikeMonth or #bikethere), 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!



Credit: @CityofBondurantTwitter

#### PROCLAIM MAY AS NATIONAL BIKE MONTH

Ask your Mayor, City Council or government to officially proclaim May as National Bike Month. See page 10 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/dealer-finder-member-directory/](https://nbda.com/dealer-finder-member-directory/).

#### 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.



Credit: Adobe Stock



## 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](https://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](https://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](https://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 COMMUTER 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.

### 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](https://openstreetsproject.org).



## 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](https://walkbiketoschool.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](https://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.

### 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](https://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](https://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.



# RESOURCES

TO PRINT, DOWNLOAD, AND DISTRIBUTE



**BIKE  
MONTH**



# Sample Press Release



COPY AND PASTE  
THIS TEMPLATE TEXT  
AND CUSTOMIZE TO  
YOUR COMMUNITY!

FOR IMMEDIATE RELEASE

DATE

Contact: [Name and organization]

Phone: [contact phone number]

Email: [contact email]

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

Join Our National Bike Month Celebration

[City, State]—Every year, the League of American Bicyclists, the national organization advocating for a more Bicycle Friendly America for everyone, declares May as National Bike Month. During this celebration of bikes and the people who ride them, [City] and cities across the nation are called upon to get as many people riding as possible. This year's Bike to Work Week is May [date range] and Friday, May [date] is Bike to Work Day. Mayor [Name] urges everyone this Bike Month to try biking to work or going anywhere by bike. [List incentives like free breakfast] will be provided to all participants at [location and time]. Those interested in participating should register at [website].

Encouraging more people to go places by bike is beneficial to [City]'s social, economic and environmental growth. According to Bill Nesper, executive director of the League of American Bicyclists, "When local communities invest in making bicycling safer and a real transportation option for more people, the return on investment is clear for individuals and society at large from cost-savings on public health to small businesses' growth and more."

Local sponsors of Bike to Work Day include:

[list sponsors]

Visit the League of American Bicyclists' website to watch bicycling education videos with some tips that will help make your next bike commute safe and feasible: [bikeleague.org/ridesmartvideos](http://bikeleague.org/ridesmartvideos)

About Your Organization

[Include background info on your organization here and/or followed by information about the League]

About the League of American Bicyclists

The League of American Bicyclists leads the national movement to create a Bicycle Friendly America for everyone. With a history dating to 1880, the League is committed to building a powerful, unified voice for change around protecting and promoting bicyclists' rights. Learn more at [bikeleague.org](http://bikeleague.org).

# Sample Bike Month Proclamation



COPY AND PASTE  
THIS TEMPLATE TEXT  
AND CUSTOMIZE TO  
YOUR COMMUNITY!

**The City/County of \_\_\_\_\_**

## **Proclamation**

Whereas, throughout the month of May, [insert city/county] will celebrate biking and the freedom, the joy, and the well-being it imbues within us, as well as the power that more people riding bikes has in making life better for everyone; and

Whereas, May 16-22, 2022 is “Bike to Work Week” and May 20, 2022 is “Bike to Work Day”; and

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

Whereas, bicycling has been shown to improve citizens’ health, well-being, and quality of life, growing the economy of [insert city/county], attracting tourism dollars and local business spending and reducing pollution, congestion and parking costs on our streets and roads; and

Whereas, [insert local bicycle club/ organization/chamber/tourism bureau/regional planning organization], schools, parks and recreation departments, police departments, public health districts, hospitals, businesses and civic groups will be joining the League of American Bicyclists in promoting bicycling during the month of May 2022; and

Whereas, these groups are also promoting the use of the bicycle as both a means of transportation and recreation year-round to attract more visitors to enjoy our local parks and trail systems, as well as 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 during Bike Month and year-round 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 2022 as

Bike Month

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

Signed this \_\_\_\_ day of May, 2022

Mayor/Executive \_\_\_\_\_





# OVERCOMING BIKE COMMUTING CONCERNS

|                              |  |
|------------------------------|--|
| <b>I'M OUT OF SHAPE</b>      | <ul style="list-style-type: none"><li>• Ride at an easy pace; in a few months you will be in great shape.</li><li>• Ride your route on a weekend to find the easiest way to work.</li><li>• Consider an e-bike (lots of bikeshare services have them now!) or bike part of the way and take transit for the rest.</li></ul>  |
| <b>IT TAKES TOO LONG</b>     | <ul style="list-style-type: none"><li>• The average commuter travels at 10 mph (and faster by e-bike)—the more you ride, the faster you will get.</li><li>• Trips of less than three miles will be quicker by bike than by car.</li><li>• Trips of five to seven miles in urban areas may take the same time or less as by car.</li></ul>  |
| <b>IT'S TOO FAR</b>          | <ul style="list-style-type: none"><li>• Try riding to work and taking mass transit home, then alternating the next day.</li><li>• Combine riding and mass transit to shorten your commute.</li><li>• Ride to a coworker's house and carpool to work.</li></ul>   |
| <b>NO BIKE PARKING</b>       | <ul style="list-style-type: none"><li>• Look around for a storage area in your building or office.</li><li>• Stash your bike in a covered, secure place such as a closet or even your office.</li><li>• Formally request that your employer provide bike parking or lock it up outside.</li></ul>  |
| <b>MY BIKE IS BEAT UP</b>    | <ul style="list-style-type: none"><li>• Tell a reputable bike shop that you are commuting and have them tune up your bike.</li><li>• If you can't maintain your bike yourself, identify bike shops near your route.</li><li>• Make sure that your bike is reliable and in good working order before you start riding.</li></ul>  |
| <b>NO SHOWERS</b>            | <ul style="list-style-type: none"><li>• Most commuters don't shower at work; ride at an easy pace to stay cool and dry.</li><li>• Ride home at a fast pace if you want a workout; shower when you get there.</li><li>• Health clubs offer showers; get a discounted membership for showers only.</li></ul>   |
| <b>I HAVE TO DRESS UP</b>    | <ul style="list-style-type: none"><li>• Keep multiple sets of clothing at work; rotate them on days you drive.</li><li>• Have work clothes cleaned at nearby laundromats or dry cleaners.</li><li>• Pack clothes with you and change at work; try rolling clothes instead of folding.</li></ul>  |
| <b>IT'S RAINING</b>          | <ul style="list-style-type: none"><li>• Fenders for your bike and rain gear for your body will keep you dry.</li><li>• If you are at work, take transit or carpool to get home; ride home the next day.</li><li>• Take transit or drive if you don't have the gear to ride comfortably in the rain.</li></ul>  |
| <b>THE ROADS AREN'T SAFE</b> | <ul style="list-style-type: none"><li>• Join bike advocacy groups to join our work for safer streets.</li><li>• Obey traffic signs, ride on the right, signal turns, and stop at lights.</li><li>• You are at no greater risk than driving a car.</li><li>• Wear a helmet every time you ride.</li></ul>   |
| <b>I HAVE TO RUN ERRANDS</b> | <ul style="list-style-type: none"><li>• Add accessories like a cargo rack, basket, or handlebar bag to add carrying capacity.</li><li>• Make sure that you have a lock to secure your bike while you are in a building.</li><li>• Allow extra time to get to scheduled appointments and find parking.</li><li>• Encourage your employer to provide a bicycle fleet for office use.</li></ul> |

FOR MORE INFORMATION ON HOW TO MAKE YOUR WORKPLACE MORE BICYCLE FRIENDLY VISIT [BIKELEAGUE.ORG/BUSINESSES](https://bikeleague.org/businesses)

# 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: [APBP.ORG/PUBLICATIONS](https://www.bikeleague.org/publications)



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. [BIKELEAGUE.ORG/CONTENT/BICYCLE-COMMUTER-BENEFIT](https://www.bikeleague.org/content/bicycle-commuter-benefit)

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. [NATIONALBIKECHALLENGE.ORG](https://www.bikeleague.org/nationalbikechallenge)

## 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](https://www.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](https://www.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](https://www.bikeleague.org/businesses)

# LEAGUE OF AMERICAN BICYCLISTS

# BIKE MONTH

## Bingo

|   |   |   |   |                             |
|---|---|---|---|-----------------------------|
| 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 place I would normally drive to | Rode with kids              |
| Rode on a trail   | Explored another city's infrastructure      | Rode farther than I ever have before  | Changed a bike tire                       | Went mountain biking        |
| Visited <a href="https://bikeleague.org">bikeleague.org</a> | Tweeted about biking                        | Rode an e-bike for the first time   | Shopped at a local bike shop              | I'm a member of the League  |





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

## ABOUT THE LEAGUE

For generations past and to come, THE LEAGUE represents bicyclists in the movement to create safer roads, stronger communities, and a Bicycle Friendly America. Through education, advocacy and promotion, we work to celebrate and preserve the freedom cycling brings to our members everywhere.

## WE BELIEVE

- Bicycling brings people together.
- When more people ride bikes:
- Life is better for everyone;
- Communities are safer, stronger and better connected;
- Our nation is healthier, economically stronger, environmentally cleaner and more energy independent.

## OUR VISION

is a nation where everyone recognizes and enjoys the many benefits and opportunities of bicycling.

## OUR MISSION

is to lead the movement to create a Bicycle Friendly America for everyone. As leaders, our commitment is to listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change.