



# BIKE TO WORK DAY

MAY 14, 2009

## Encourage Your Employees to Bike to Work on May 14th

### 1. Make Sure Your Employees Know About Bike to Work Day.

- Hang the enclosed poster in a common area. Print more copies from the Bike to Work Day Employer Resources section at [511.org](http://511.org).
- Send an email with links to helpful bike commuting tips. Visit [511.org](http://511.org) for a sample email.

### 2. Inspire Your Employees

- Ask an employee who bikes to be the company “Bike Ambassador” to answer questions about the best routes to work and where to park bicycles.
- Plan a Bike to Work Day event or reward for employees who bike.

### 3. Show Employees How Easy it is to Bike to Work

- Biking is healthy, cost effective and convenient!
- Host a brown bag lunch and invite bike commuting employees to share their experiences, answer questions, etc.
- Helpful information to get started can be found at [511.org](http://511.org).

### 4. Take Part in the Team Bike Challenge

Register your staff team online at [511.org](http://511.org) and challenge other Bay Area commuters and win great prizes for bike commuting during the month of May. Registration opens March 16th.

### 5. Ready to Make Everyday Bike to Work Day?

Visit the Bike to Work Day Employer Resources section of [511.org](http://511.org) for tips to encourage bicycle commuting.



Visit [511.org](http://511.org) for more information on Bicycle Commuting, Bike to Work Day, and the Team Bike Challenge.

# Bicycle Commuting Benefits Employers and Employees

Make an impact at your workplace by supporting a fun, convenient, cost-effective, commute that will benefit the company for years to come.

## Join Businesses All Across the Bay Area Who are Already Enjoying the Benefits of Encouraging a Bike Commute to Employees:



- Financial savings of reduced parking needs and health insurance costs
- A healthy, happy and more productive work force
- Reduced impact on the environment

## Your Employees Benefit From Bike Commuting, Too!



- A fun way to get where they need to go
- A safe and reliable alternative to driving
- Financial savings on on gas, parking and transit
- Convenience of a door-to-door commute and easy parking
- Better physical and mental health by getting exercise during their commute

Bike to Work Day is presented by:



See the reverse side about how your company can celebrate Bike to Work Day. To find out more about what your company can do to promote bicycle commuting visit the Bike to Work web site at [511.org](http://511.org).