

# BAY AREA BIKE TO WORK DAY MAY 9, 2019

As part of Bike to Work Month in May, the Sonoma County Bicycle Coalition will sponsor a contest to honor local Bike Friendly Workplaces. Nominations will be solicited from employees county-wide.

## WHAT MAKES A WORKPLACE BIKE-FRIENDLY?

**ENGINEERING:** what can you add to the physical environment to promote cycling?

- A safe, secure place to park a bike
- A place to change clothes, shower, store clothes after biking to work

**ENCOURAGEMENT:** how can you support your cycling employees?

- Guaranteed ride home in an emergency
- Incentives to cycle rather than drive
- Participation in activities like Bike to Work Month
- Scheduling flexibility (no one gets in trouble for being late to work because they had to fix a flat tire!)
- Lead by example – get managers out on bikes!

**EDUCATION:** how can you educate employees about cycling options?

- Have SCBC cycling maps showing safe routes available for employees
- Pay for employees to attend our Safe Cycling class...or bring us to your location!
- Provide employees with complimentary Bicycle Coalition membership

**EVALUATION:** how can you tell if any of this is working?

- Make it someone's job to track cycling activities; make a fun contest out of it!
- Survey your employees about what is and isn't working for them

Other Bike to Work Month activities will include the Bike Commuter of the Year Award; the Team Bike Challenge; and Bike to Work Day on May 9<sup>th</sup>, with Energizer Stations located around the county offering encouragement, snacks, and swag.



For more information on Bike to Work Month, visit [www.bikesonoma.org/btwd](http://www.bikesonoma.org/btwd)

For information on Safe Cycling classes, visit <https://www.bikesonoma.org/education>

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