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 9th, 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

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

Sonoma County Bicycle Coalition
P.O. Box 3088, Santa Rosa CA 95402
707-545-0153 • info@bikesonoma.org