

BIKE
TO WORK
COLORADO SPRINGS

Wednesday, June 22
= 2022 =



BIKE TO WORK COLORADO SPRINGS

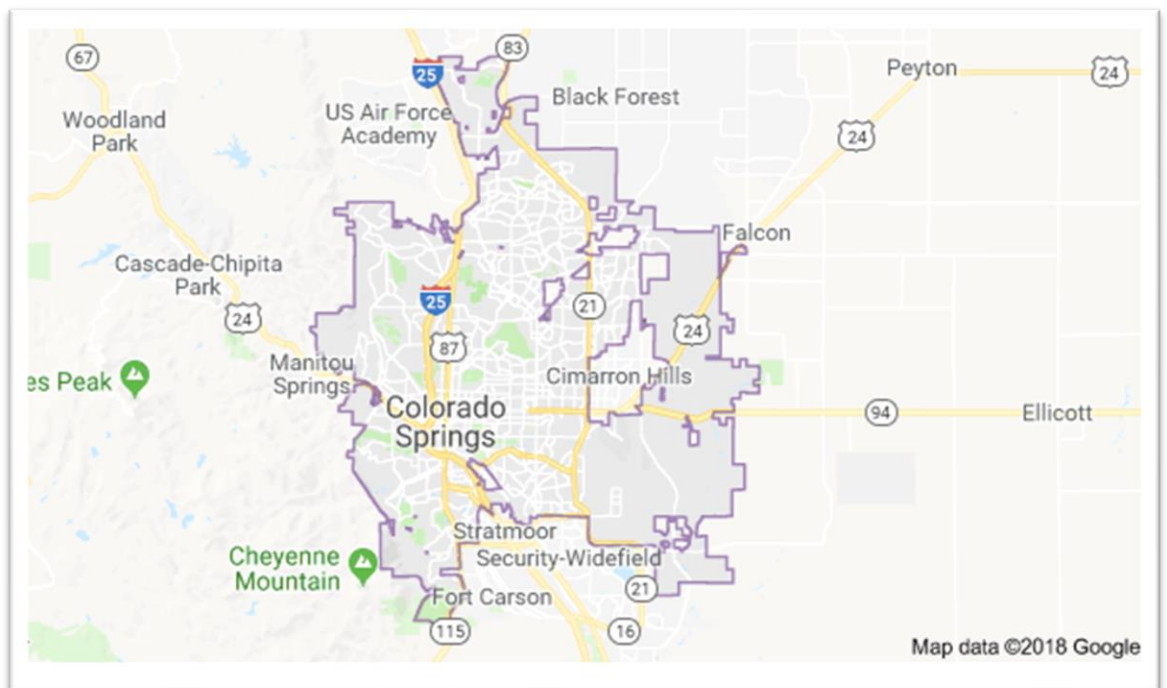
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Welcome to Bike to Work Day 2022!

Thank you for supporting Bike to Work Day and biking culture in the Pikes Peak region! Cycling is an important part of our community's transportation plan and contributes to a cleaner environment and economic development. Plus, it's just great fun to get out and celebrate cycling and ride with your friends and employees. RIDE with us on Wednesday, June 22, 2022!



WHAT IS BIKE TO WORK DAY?

Bike to Work Day is a fun and easy way to encourage people in the Pikes Peak region to try out cycling for transportation for just one day! We partner with local businesses to create a celebratory atmosphere offering free breakfast stations in the morning and happy hour specials in the evening, all around town! Budding bike commuters have the chance to stretch their legs and see how easy it is to get around town on two wheels!

Bike to Work Day promotes cleaner air, encourages regular physical activity, reduces traffic and wear and tear on roads, and provides a chance to meet new friends, neighbors and cycling buddies. Our goal for Bike to Work Day 2022 is to encourage people from all walks and all parts of town to give biking for transportation a try in the Pikes Peak region on June 22, 2022! Now that we can get together again, we want to get as many people involved as we possibly can.

Bike to Work Day is a fun, community-focused activity that brings people together and offers businesses the opportunity to encourage their new and regular cycling employees to get out and RIDE! The Corporate Champions program is a way we can help support our business community's employee wellness goals, and a way our business community can show support for bicycling.

Your company can help support this fun and friendly way to show folks the benefits of getting around by bicycle. Encourage people to bike their commute or start their days working from home with a bike ride. We ask you to register your company and encourage as many of your friends, neighbors, competitors and employees to register and participate as possible. The goal is to help increase awareness of bicycles routes and promote bike commuting as a healthy, fun way to get to work (or to escape from work for those working from home)! We'll provide you a sign to help promote YOUR business as a bicycle friendly partner with the City of Colorado Springs.

Show your support for cycling culture and sign up to join us! Get rolling!

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In terms of sheer energy consumption, the typical bicyclist burns 35 calories per mile.

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WHY PARTICIPATE?

- **Health:** Bicycling is a great way to get or stay in shape, and a healthy workforce is a happy workforce.
- **Environment:** Biking reduces carbon emissions to improve our air quality!
- **Community Pride:** We'll create fun signage recognizing your company as a Champion of local efforts to create new habits, reduce carbon emissions and minimize traffic on the roads!
- **Be a part of something big!** This is your organization's chance to participate in Bike to Work Day in Colorado Springs.
- **Change habits:** Bike to Work Day has introduced many folks, for the first time, to bicycle commuting. Bicycle commuting reduces congestion and parking around your worksite and enhances focus through physical activity for your team. This is true whether they are working from home or working at the office!
- **FOOD:** Did we mention the FREE breakfast & happy hour stops all over town? Your business can HOST one – or your team can ride together to enjoy camaraderie, food and FUN!
- **Free:** Bike to Work Day is free, fun and open to everyone.

REGISTRATION

Note: We encourage you to register so we can keep you and your team scooped on all the fun for 2022 Bike to Work Day. You'll want to know where to find the best breakfast & snack stations, who's throwing parties to celebrate Bike to Work Day, and how to be considered for our awards for Bike Commuter of the Year, Bike Friendly Business of the Year and Bike Advocate of the Year. Registration also helps the City of Colorado Springs and organizers keep accurate information on the number of participants, participant companies and to ensure we continue to serve ALL areas of the community with refreshment stations and biking infrastructure. Contact us at COSSChallenge18@gmail.com to register your company. You can also call us at 928-202-0353 or 719-649-3987 with any questions. We will need the following information.

1. Verify your company's information.
 - a. company name
 - b. company coordinator name
 - c. main contact phone number
 - d. contact email address

Your support is invaluable to help encourage folks to ride! Your employees may not know...

The best routes to get from here to there – where can you find the least traffic - the best trails – the protected bike lanes – the most scenic routes – the most challenging climbs or gentle slopes?

- How many ways can you trade a car trip for a BIKE trip? Ride to work, to a lunch date, to meet with friends or to take your family to the movies!
- The all-important locations for breakfast stations, other stations and bike parties
- If you're working at the office, where are company or other facilities to shower and/or refresh before the workday
- How about some great tips on prepping your bike for the "big ride"?
- What's the best way to get your body stretched and ready for the ride?
- How to maintain and/or repair your bicycle during the ride
- What do you do if you DON'T already have a bike (pro tip: rent a PIKE RIDE!)

But you can help them figure these things out and give it a try!

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Once your company is registered it is automatically enrolled in the Corporate Challenge.



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PROMOTING BIKE TO WORK DAY

Bike to Work Day is a fun and morale-boosting activity for your company's employees. Here are some tips for increasing participation in the 2022 Bike to Work Day.

Company communications

- Create communications and reminders encouraging employees to register. Let folks know you're committed, and you'll do everything you can to support their ride on the BIG DAY!
- Hang Bike to Work Day posters or custom flyers in high-traffic areas, like by the copier or in the lunchroom.
 - Digital graphics that you can incorporate into your communications are available on the "Materials" page of the Bike to Work Day website, and include this year's poster and digital banners.
- Use the sample newsletter below to promote Bike to Work Day registration among your employees.

Give Bike to Work Day a spin on June 22!

On June 22, join thousands of commuters for Bike to Work Day and enjoy a FREE breakfast along your commute! It's good for you and fun, too! Bike today for a better tomorrow. Visit ColoradoSprings.gov/BikeToWork and join your friends and family to experience biking in Colorado Springs!

Questions? Contact coschallenge18@gmail.com or call 928-202-0353 or 719-649-3987 for more information.

Bike to Work Day is a free annual event that takes place every fourth Wednesday of June, and represents a grassroots effort to educate commuters about the benefits of biking to work.

Check out ColoradoSprings.gov/BikeToWork for ideas on routes – locations of breakfast stations and other fun info about Bike to Work Day 2022!

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Award prizes

Have a prize drawing open to all employees who register for Bike to Work Day by a specific date, perhaps by June 10. Prize ideas might include a gift card, a helmet or free Bike to Work Day T-shirts.

Bike route maps

Post a local bike map in a prominent place (such as a break room, cafeteria or lunch station). Provide pins and colored pens for coworkers to map their trip origins and routes. This will offer a way for peers to see what's possible and stimulate conversations between experts and novices about the best routes for getting to the office and the benefits of biking to work.

Want to encourage employee participation?

- Create challenges for all employees, among departments or within departments.
- Challenge a neighboring company or competitor to ride with you on Bike to Work Day.
- Create an award for the company/department with the best turnout.
- Offer flexible time or working hours for employees that choose to ride on Bike to Work Day. If they're working from home, consider bonus time for a breakfast or lunch break to ride instead of drive
- Create a fun group get-together at one of the breakfast or happy hour stations.
- Offer prizes for best bike attire, best helmet hair, best "MacGyver"

Breakfast station

Host a breakfast or lunch at your office for employees who bike to work, or market your business and brand by coordinating a public breakfast station, water station or bike party! Let our team know if you're interested and we'll help you set one up!

Recognize and reward participation

Host a simple Bike to Work Day awards ceremony over lunch or in the morning during the event. Recognize participants with simple printed certificates or low-cost prizes. If you can only offer one prize, have a drawing from among all participants (have participants submit their name when they arrive to the office by bike). Ideas for awards categories: longest ride, best photo on the ride in to work, most stations visited or best story.



Even more ideas

Before Bike to Work Day in June, invite a local bike shop to do free or low-cost bike tune-ups. Provide a table with resources for route-planning to fully equip all participants. Cycling groups, outdoor recreation partners and local businesses are great resources to help identify easy-to-ride routes to help both newbie cyclists and regular riders get where they need to go quickly, easily and safely.

- Identify bike parking and shower facilities.
- If you don't have bike racks or bike lockers, identify a parking area, or set up a bike corral somewhere inside your building.
- If you don't have showers, see whether a local health club will let employees use its facilities for the day.
- Provide personal hygiene goodie bags, including items such as towels, to participants.
- Allow employees to dress casually on Bike to Work Day.
- Provide employees with the opportunity to have a flexible schedule on Bike to Work Day, just in case it takes folks longer than expected to get to work.
- Offer wellness incentive points for participation in Bike to Work Day.
- Take photos of employees who bike to work.
- Promote your company's participation on your social media feeds and use hashtag: #BikeToWork
- Don't worry about helmet hair – make Bike to Work Day an official hat day, or have some fun with the bad 'dos.

Thank you!

The City of Colorado Springs appreciates your time and interest in organizing your company's participation in Bike to Work Day.