

# Bike to Work (or Wherever) Day

## Internal Celebration Toolkit

For Businesses and Neighbors



## Introduction

Maybe it's not in the cards to host a Bike to Work (or Wherever) Day (BT(W)D) station this year, but you can still take part with your own employees and/or customers.



The bicycle is a means of increasing personal and public health, saving time and money through reduced commute costs, and being able to integrate physical activity into your commute, so you can spend the time you would have spent exercising on other things that matter to you, like time with family or friends.

BT(W)D relies on local businesses to extend support to their employees and celebrations like BT(W)D. Employer engagement remains critical to continue use and new adoption of bicycling as a

safe, comfortable, and viable mode of transportation. Additionally, your individual neighborhoods are great places for engagement through sharing resources and tips, organizing group meet ups, or striking up a conversation via social media or even better, in person.

In this document, we have outlined several ways that your business or organization can still celebrate BT(W)D. We also outline some ideas for engaging your neighbors, in addition to or in lieu of your employer.

## Workplace Celebrations

Fun perks such as offering discounts or incentives to your customers and to advertise in advance, with the goal of increasing traffic during Bike to Work (or Wherever) Day. Ideas include:

- Offer a 10% (or more) Bike to Work (or Wherever) Day discount on all/select merchandise for people that ride a bicycle, walk, scoot, roll, or use transit that day.
- Offer a free cup of coffee or equivalent to bicyclists, walkers, scooters, and transit users.
- Advertise BTWD discounts or incentives on chalk boards, window paintings, flyers at the register, etc. prior to the official Bike to Work (or Wherever) Day.
- Honor system encouraged at your convenience.
- Simple tracking is helpful in estimating participation. Simply tally how many people take advantage of your discount or incentive.



When you have decided what you'll offer, complete our sign up form to let us know at [www.fcgov.com/bicycling/bike-to-work-day](http://www.fcgov.com/bicycling/bike-to-work-day).

## For the small office-based business

If you are a small office-based business without many capacity restrictions, we encourage you to plan an internal celebration for your employees, and to market the celebration ahead of time. We also encourage you to share information about public activities with your employees. More ideas include:

- Plan a gathering over the lunch hour. Provide a treat for your employees if budget allows.
  - For tight budgets i.e. \$0:
    - Skip the treats and treat yourselves to extra outdoor time over lunch.
    - Plan a group ride (with any mode of active transportation) over the lunch hour or form a group to ride to the office that morning.
    - Plan a bike, scooter, or other show-and-tell activity, modelled after classic car shows but focused on your human-powered mode of transportation.
  - For moderate budgets i.e. \$100-\$500:
    - Purchase a sheet cake from a local grocer and customize the frosting to include Bike to Work (or Wherever) Day language or other fun designs.
    - Purchase inexpensive bike or transportation-related swag for your employees as a thank you for their participation . Ideas include: water bottles, bike lights, visors or hats, or a bike mounted coffee cup holder.
    - Plus, add any of the ideas from above.
  - For unrestricted budgets i.e. \$500+:
    - Plan to cater lunch for your office or department.
    - Purchase swag and brand it for Bike to Work (or Wherever) Day, ideally something related to or to help make use of alternative transportation easier.
    - Plus, add any of the ideas above.

When you have decided on your plans, complete our simple sign up form to let us know at [www.fcgov.com/bicycling/bike-to-work-day](http://www.fcgov.com/bicycling/bike-to-work-day).

## Steps to Celebrate

Below are 12 simple steps to help you coordinate your internal Bike to Work (or Wherever) Day celebration.

1. Determine your budget. Secure approval if needed.
2. Sign up at [www.fcgov.com/bicycling/bike-to-work-day](http://www.fcgov.com/bicycling/bike-to-work-day).
3. Get a rough head count.
  - a. Send an email with basic plans. Indicate the date, time frame, and if food will be provided (or not) for your celebration.
  - b. Ask for an early RSVP to help determine food and swag needs, as applicable.
4. Place swag order.
  - a. Look for transportation related items, like bike bells or lights, fanny packs, sunglasses, or chap sticks.



- b. If you have an item already in hand, consider a BTWD marketing update.
5. Place food order, as applicable.
6. Reserve a location on your worksite, or nearby.
  - a. Preferably located outside with shade, and amenities.
  - b. If inside, consider capacity restrictions, and develop a plan for room set up to accommodate social distancing.
7. Plan additional activities, such as a morning commute ride with coworkers, or a ride/walk at lunch.
8. Place marketing materials around the office or building.
9. Send a reminder email a week in advance. Get a final headcount.
10. Pick up food and receive swag. Consider if you need plates, utensils, napkins, and how you'll manage waste.
  - a. Food should ideally be prepackaged, or plan to have one person serve food.
11. Purchase additional food items as needed.
12. Set up the room. Celebrate at your predetermined time on BT(W)D.



### **For the neighbor**

Bike to Work (or Wherever) Day doesn't have to be just about going to and from work. That's one reason we've taken the opportunity to expand its reach this year by adding "Wherever" to the event name.



Whether you work at home, in the office, are retired or between jobs, you can still get on your bike and ride *Wherever*. Here are some ideas for getting your neighbors and neighborhood in the Bike to Wherever Day spirit.

### Get social

These days, social media is one way we can still feel connected. Whether you organize a group ride or patio coffee before work, using social media can help spread the word.

- Share details about the day on your neighborhood's Next Door page. Visit [www.NextDoor.com](http://www.NextDoor.com) to sign up if you haven't already. Post event links to your websites to share details, or organize your own activities, regardless of how elaborate plans may be.
  - Include: [www.fcgov.com/bicycling](http://www.fcgov.com/bicycling) or [www.fcgov.com/BTWD](http://www.fcgov.com/BTWD).
- Simply sharing links to our website at

[www.fcgov.com/SYR](http://www.fcgov.com/SYR) can be helpful.

### Neighborhood activities

You can take your engagement to the next level by championing activities in your neighborhood, while maintaining and practicing good public health.

- Organize a bike ride or group walk to one of your favorite neighborhood destinations like a park or corner store.
- Keep your group activity within your neighborhood or challenge neighbors to venture into other neighborhoods.
  - Group rides or walks should vary in length in order to include neighbors with varying interests or abilities. Riding a mile or two might be plenty for new or differently-abled riders!
  - Check out some of our free activities, like [Bikeway Bingo](#), for a fun way to involve youth or a light-hearted activity for all ages. Learn more at [www.fcgov.com/SYR](http://www.fcgov.com/SYR).
  - For a less physically involved celebration, consider organizing a spot for neighbors to enjoy coffee in the morning or celebrate responsibly in the afternoon.
    - Pick an open area in your neighborhood, such as a park or open space.
    - Set a time to meet and detail expectations (e.g. time, date, location, Bring Your Own Coffee, and other details).
    - Get the word out on social media, your HOA newsletters or websites, or spread the word when you see your neighbors next.
- Create your own neighborhood-based activities to celebrate Bike to Work (Wherever) Day. We just ask that you take into account differences in physical fitness, comfort with group gatherings, and interests. Bike to Wherever Day is a chance for our community to come together.

**Contact us**

As always, we're here to help. Contact us if you have questions about how to plan your workplace or neighborhood celebrations. We offer event planning technical assistance, or as a way to vet ideas. Our goal is for your participation to be easy and fun.

**Contact information**

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