

# WELCOME TO **BIKE TO WORK DAY** 2023!



**BIKE**  
**TO WORK**  
**COLORADO SPRINGS**

WE ARE SO EXCITED TO INVITE YOU TO PARTICIPATE  
AND SUPPORT BIKE TO WORK DAY 2023!

Bike to Work Day is an annual, statewide event in Colorado that supports multi-modal transportation and specifically cycling as a means of getting from here to there! Get ready to stretch your legs and join your friends, colleagues and neighbors as you tool around town on two wheels!

## WHAT IS BIKE TO WORK DAY?

Bike to Work Day is a fun and easy way to try out cycling for transportation for just one day! We partner with local businesses and non-profits to create a fun, festive atmosphere with free breakfast stations, after-work happy hour stations and lots of fun giveaways that offers added incentive to try cycling for transportation just this one day. You may discover you love cycling and want to incorporate it into your regular commute!

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 2023 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 28, 2023!

There are LOTS of ways to get involved and support cycling! You can participate in so many ways:

- As an individual rider;
- A corporate champion by adding your company's name in support of multi-modal transportation;
- A corporate challenge participant by fielding a team and challenging one of your vendors, competitors in your industry or partner company;
- Or by hosting a breakfast or happy hour station at your location or on one of our region's great bike trails and routes!

Show your support for cycling culture and learn how you can get rolling! Visit [Bike to Work Day | Colorado Springs](#) to learn more!

## 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 provide your company with an award, suitable for display recognizing your participation as well as a poster designating your status as a Champion of local efforts to create new habits, reduce carbon emissions and minimize traffic on the roads! If you're a breakfast station, we'll provide you with way-finding signage directing cyclists to your station as well as include your information on our interactive map so cyclists can plan their breakfast stops!

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Be a part of something big! Bike infrastructure and cycling culture are an important part of attracting younger workers and tourists to our region. We are proud of our outdoor lifestyle and this is a great way to incorporate it into your workday!

- **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 or 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.

## HOW YOU CAN PARTICIPATE

We encourage you to register so we can keep you and your team scooped on all the fun for 2023 Bike to Work Day. You'll want to know where to find the best breakfast & snack stations and who's throwing parties to celebrate Bike to Work Day. Additionally, registration helps the City of Colorado Springs and organizers keep accurate information on the number of participants, participant companies and to ensure we serve ALL areas of the community with refreshment stations and biking infrastructure.

**INDIVIDUAL RIDER** – Pull that old bike out of the garage, tune it up, pump up those tires and ride either solo or with friends. Visit [Bike to Work Day | Colorado Springs](#) to scope out your route and figure out the best breakfast stations on the way. Sign up at [Bike to Work Day | Colorado Springs](#).

**CORPORATE CHAMPION** – Pledge your company's support of cycle commuting and commit to encouraging your employees and leadership to ride on Bike to Work Day. We'll provide you with a poster you can display onsite to encourage ridership and show your support.

Contact us at [COSChallenge18@gmail.com](mailto:COSChallenge18@gmail.com) to register your company. You can also call us at 719-649-3987 with any questions. We will need your company's name, the name of a good contact with your organization along with their phone number and email address.

1. Company 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!)

With your help we can get everyone ready for the BIG DAY!

## 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 2023 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 elevator or in the lunchroom.
- We'll provide you with 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 28!**

*On June 28, 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](https://coloradosprings.gov/BikeToWork) and join your friends and family to experience biking in Colorado Springs!*

- Questions? Contact me at (phone) and (e-mail) for more information.
- Bike to Work Day is a free annual event that takes place the last Wednesday of June, and represents a grassroots effort to educate commuters about the benefits and ease of biking to work.
- Check out [ColoradoSprings.gov/BikeToWork](https://coloradosprings.gov/BikeToWork) for ideas on routes – locations of breakfast stations and other fun info about Bike to Work Day 2023!

### AWARD PRIZES

Consider having a prize drawing open to all your employees who register for Bike to Work Day by a specific date, perhaps by June 10. Prize ideas might include a gift card, company cycling-themed merchandise, paid time off or anything else you can think of!

### BIKE ROUTE MAPS

Download and print the Colorado Springs area bike map – [City Bike Maps | Colorado Springs](#) – for posting 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 riders 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?
  - o Create challenges for all employees, among departments or within departments.
  - o Challenge a neighboring company or competitor to ride with you on Bike to Work Day.
  - o Create an award for the company/department with the best turnout.
  - o 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.
  - o Create a fun group get-together at one of the breakfast or happy hour stations.
  - o Offer prizes for best bike attire, best helmet hair, best riding adventure.



## 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 and post photos of employees who bike to work.
- Promote your company's participation on your social media feeds and use hashtag: #biketoworkcos.
- Don't worry about helmet hair – make Bike to Work Day an official hat day, or have fun with the wacky 'dos!



## // BE A CORPORATE CHALLENGER

Is all this talk of prizes, awards and events getting your competitive juices flowing? Challenge another company to a head-to-head or three way challenge! You could challenge your vendors, your competitors, or friends at another company. CEO versus CEO? Industry versus Industry? Friendly challenge with another company in your building? This is a great way to build camaraderie and competition – and maybe some media interest or serve as a platform for recruiting employees. If you can envision it – we can help you build it out! Email us at [COSChallenge18@gmail.com](mailto:COSChallenge18@gmail.com) with your ideas and we'll help get you going! (we can add graphics to illustrate the different types of possible competitions)

## // HOST A BREAKFAST STATION

This is a great way to invite a large community of cyclists to visit your location or sample your products.

Breakfast locations along our bicycle network are designed to support how people actually ride their bikes to work while highlighting local businesses that support bicycling in our community.

## WHY SHOULD YOU ORGANIZE A BIKE TO WORK DAY STATION?

Bike to Work Day is an opportunity to promote your business and connect your brand with a positive, healthy, community-oriented event. Bike to Work Day stations are organized by volunteers who use the event's positive reputation to promote their business, support their community and gain visibility. Although products for sale and services-for-fee are prohibited at Bike to Work Day breakfast stations, many businesses use their stations to provide samples of new products and services, provide coupons for future purchases or explain their organization and brand. You can also use the opportunity to encourage your staff and customers to ride their bicycles and enjoy the economic, health and enjoyment benefits of doing so. Stations keep Bike to Work Day participants in good spirits and provide opportunities for bike commuters to rest, socialize, and refuel.



### BIKE #1 IDENTIFY YOUR STATION LOCATION



Event organizers wish to make sure that locations are convenient and well-attended. We recommend your organization hosts near a trail location or existing on-street infrastructure. If your business is not near bicycle facilities, consider moving it to a more convenient location and create fliers and signs that emphasize your business location and offer incentives (promotions, coupons, etc) to participants to visit your business location at a separate time. When you register your station online, City staff will review your proposed location and may suggest a revised location for safety or logistical reasons.

We have more people working from home now than before the pandemic. Another option to consider is a site convenient to residential neighborhoods where people could bike from their home office to breakfast and back again.



### BIKE #2 DETERMINE YOUR STATION SCOPE (AND SOLICIT SUPPORT IF NEEDED!)



All stations must be open for the morning ride from 6 - 9 a.m. For breakfast stations, we just need you to commit to providing a FREE breakfast for 50-100 commuters. It can be as simple as a granola bar – or as fancy as a full breakfast with omelet station! The choice is yours!

Breakfast stations can make a memorable impression by offering great food and more – things like entertainment, games, raffle prizes, giveaways related to cycling, vendor partners and more: you're only limited by your imagination! Contact [COSChallenge18@gmail.com](mailto:COSChallenge18@gmail.com) to brainstorm more great ideas and partnerships or sign up directly at [Breakfast Station Signup!](#)



Whatever style of station you offer, the easiest way to make planning easy and fun is put together a host committee. Planning with a group is a great way to share responsibilities to make sure your station is successful and memorable! Some ideas to help you get started:

- Way-finding signs help riders find your station, and also increase your brand by promoting your involvement in Bike to Work Day where all travelers will see the message. Even if you feel as though riders couldn't possibly miss your station, the most successful stations incorporate way-finding signage into their station logistics, and direct riders to their station from every possible route. The City will provide a few yard signs for this purpose, but consider where to put them and if you need more.
- You'll need tables for food, drink, and other station offerings to riders and chairs are helpful both for volunteers and weary riders.
- You'll want fun, friendly volunteers to greet riders, distribute food and giveaways, and also help set up and take down the station.
- Consider bike parking: options range from simple barriers to allow bikes to be held upright when parked with a kickstand or propped up by the front wheel to accessing a large grassy space for overflow bike parking.
- It can get hot in June, so tents or canopies are nice for both volunteers and riders as well as for visibility for your station.
- If you're feeling creative, consider developing a station theme and encourage your volunteers and staff to wear matching costumes!
- Bike mechanics can be great partners for your station. Bike mechanics help participants who experience break downs or mechanical failures during their ride. Talk to a local bike shop to see if they can support your station with a bike tech.
- Pack out what you brought in and be sure to get all of your trash picked up.
- MOST of all! Make sure your station is safe, easily accessible and fun for everyone!



### BIKE #3 STATION LOGISTICS



Please consider carefully how you will organize your space to serve people quickly without blocking the right of way. Consider where participants should leave their bikes and how you can provide parking. If you are hosting a Bike to Work breakfast station at your place of business, please take care to make sure Bike to Work participants can distinguish between the breakfast station (where food and beverages are free) and any food and beverage for sale through your usual operations.

Leading up to Bike to Work Day, begin preparing supplies for your station. Don't forget to incorporate additional supplies!

- o Sunscreen
- o Towels
- o Broom
- o Garbage, recycling and composting receptacles, trash bags
- o Tape rope and bungee cord, and remove cap on rope
- o Weights (a variety of sizes may be necessary, small to keep tablecloths or napkins from blowing away, larger for other items)

- o Umbrellas and waterproof containers (in case of a quick downpour)
- o Hand sanitizer
- o Pens and paper
- o Scissors or a box opener



#### #4 GET THE WORD OUT!

Start letting people know that you are going to provide a breakfast location for Bike to Work Day 2023. We'll provide you with optional digital images to use on your social media tools (Facebook, Twitter, Pinterest, Instagram, LinkedIn...) and definitely communicate the event with your employees, your customers, and the public. The City partners with local media to tell Bike to Work Day stories – so be sure to share your story ideas with us. Your station and company may make the news! Your regular newsletters are also a great way to promote your station and fliers for your customers will bring added interest. Let everyone know!

- For more details or to sign up email [COSChallenge18@gmail.com](mailto:COSChallenge18@gmail.com) or call 719-649-3987.
- We are excited to invite you to participate in 2023 Bike to Work Day!

