

EMPLOYER TOOLKIT

IDEAS, STRATEGIES AND RESOURCES TO ENCOURAGE YOUR EMPLOYEES

PRESENTED BY  METROPOLITAN
TRANSPORTATION
COMMISSION  &  KAISER
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LOCAL ORGANIZATIONS





GET READY FOR BIKE TO WORK DAY

Dear San Francisco Employer,

Bike to Work Day is on Thursday, May 11, 2017, and the San Francisco Bicycle Coalition is here to help get your workplace rolling for this fun citywide event. We've enclosed our Employer Toolkit with information, a San Francisco bike map, posters and promotional tips that will help to energize your workplace for the big day.

Looking for ways to encourage your employees on Bike to Work Day and beyond? We're here to help! Join the SF Bicycle Coalition Business Membership program and partner with us to support bicycling at your workplace. Benefits include a one-hour Urban Bicycling Workshop, complimentary memberships for your employees, discounts to SF Bicycle Coalition Signature Events and more! See the reverse page or visit sfbike.org/businessmembership for a complete list of benefits.

Has your workplace taken steps in the past year to become more bicycle-friendly? Nominate your workplace for the 2017 Bicycle-Friendly Business Awards! If your workplace has secure bicycle parking, bicycle commuter benefits, recreational rides or other initiatives to promote bicycling, you could be one of up to five awardees recognized on the steps of City Hall during our Bike to Work Day press conference. Nominations are open in April, so submit yours today at sfbike.org/friendly.

Don't miss out on the fun and team building potential of Bike to Work Day. Email me at anna@sfbike.org or give me a call at (415) 431-2453 x303 if you have any questions or would like to get your Business Membership rolling.

We look forward to riding with you soon,

A handwritten signature in black ink that reads "Anna Gore".

Anna Gore

Membership and Business Program Manager

PS: We hope you'll post the enclosed Bike to Work Day posters in your office and encourage your coworkers to bike on May 11! You can download more posters at sfbike.org/btwd, and get the full scoop on Bike to Work Day in our magazine, the *Tube Times*: sfbike.org/tubetimes.



WHAT IS BIKE TO WORK DAY?

The 23rd annual Bay Area Bike to Work Day is Thursday, May 11, 2017, with all nine counties celebrating as a part of National Bike Month.

ON BIKE TO WORK DAY YOU CAN

CELEBRATE WITH YOUR TEAM

Hundreds of businesses will host internal events to recognize their bike commuters.

VISIT AN ENERGIZER STATION

Over 400 energizer stations will be located throughout the nine Bay Area counties to provide free Bike to Work Day canvas bags, refreshments, resources and good cheer to bicyclists. Visit youcanbikethere.com for energizer station locations.

ATTEND BIKE EVENTS

Visit your local bicycle advocacy organization's website (website addresses can be found on the following page) for details on rides, rallies, parties and more!



BENEFITS OF BICYCLING



INCREASES YOUR PRODUCTIVITY

EMPLOYEES WHO BIKE COMMUTE TAKE 15% FEWER SICK DAYS.



KEEPS OUR AIR CLEAN

A 4-MILE COMMUTE KEEPS 15 POUNDS OF POLLUTANTS OUT OF THE AIR WE BREATHE!



SAVES YOU MONEY!

ONLY A FRACTION OF THE ANNUAL COST OF OWNING A CAR.



IMPROVES YOUR HEALTH & FITNESS

THE AVERAGE PERSON LOSES 13 POUNDS IN THEIR FIRST YEAR OF BIKE COMMUTING.

5 EASY WAYS

TO ENCOURAGE EMPLOYEES TO BIKE TO WORK ON MAY 11!

1

INSPIRE YOUR EMPLOYEES

- ⚙ Hang your Bike to Work Day poster in a common area.
- ⚙ Add the event to your internal calendars.
- ⚙ E-mail employees and invite them to bike to work on May 11.
- ⚙ Encourage your employees to Pledge to Ride at YouCanBikeThere.com/Pledge.



SHOW THEM THE ROPES

- ⚙ Have someone on staff who bike commutes? Ask them to be a bike mentor and encourage co-workers to ride.
- ⚙ Visit bicycling.511.org for tips on bike commuting and route planning, including routes that combine bicycling and transit.
- ⚙ Promote free local bicycle education classes and resources.



PARTICIPATE IN TEAM BIKE CHALLENGE

- ⚙ Form a team of bike commuters and register at teambikechallenge.com (registration opens April 1, 2017).
- ⚙ Compete against other companies of similar size.
- ⚙ Have your team(s) log their miles in May and win recognition for your company.



THANK YOUR EMPLOYEES FOR BIKING TO WORK

- ⚙ Plan a quick and easy Bike to Work Day celebration, like breakfast or lunch, and provide prizes for Bike to Work Day participants.
- ⚙ Show off your riders through internal communication channels and social media. Use the hashtag #BTWD and tag your local bicycle organizations.



MAKE EVERY DAY BIKE TO WORK DAY

- ⚙ Utilize the employer resources at 511.org/biking/commute/work.
- ⚙ Connect with your local bicycle advocacy organization.

511 Contra Costa, 511contracosta.org

Bike East Bay, bikeeastbay.org

Napa Valley Bicycle Coalition, napabike.org

Marin County Bicycle Coalition, marinbike.org

San Francisco Bicycle Coalition, sfbike.org

San Mateo Commute.org, commute.org

Silicon Valley Bicycle Coalition, bikesiliconvalley.org

Solano Napa Commuter Information, commuterinfo.net

Sonoma County Bicycle Coalition, bikesonoma.org

BAY AREA

BIKE TO WORK DAY

MAY 11, 2017

PRESENTED BY  METROPOLITAN TRANSPORTATION COMMISSION  &  KAISER PERMANENTE.

PEDAL TO A BIKE TO WORK DAY ENERGIZER STATION

for free goodies and high-fives.

TOGETHER
RIDE WITH YOUR SUPERVISOR AND NEIGHBORS IN A COMMUTER CONVOY.

JOIN US AT CITY HALL!

Bike to Work Day rally with the Mayor and City leaders from 8:30-9 am.
Free Valet Bicycle Parking.

COMMUTER CONVOYS

(7:45am, unless otherwise stated)

Join your district's Commuter Convoy to head downtown with fellow riders on Bike to Work Day!
sfbike.org/commuterconvoy

BAYVIEW ▶ Mendell Plaza, 1609 Oakdale Ave. (7:30am)

CASTRO ▶ Jane Warner Plaza, Corner at Market St. and Castro St.

EXCELSIOR ▶ Persia Triangle, Corner at Persia Ave. and Mission St. (7:30am)

MARINA ▶ Rapha Cycle Club, 2198 Filbert St.

MISSION ▶ Arizmendi Bakery, 1268 Valencia St.

NORTH BEACH ▶ Washington Square Park, Corner at Union St. & Powell St.

OUTER SUNSET ▶ Nomad Cyclery, 2555 Irving St. (7:30am)

RICHMOND ▶ Cumaica Parklet, 200 Clement St. (7:30am)

SOMA ▶ Brainwash Cafe, 1122 Folsom St.

WESTERN ADDITION ▶ Mojo Bicycle Cafe, 693 Divisadero St.

WEST PORTAL ▶ West Portal Branch Library, 190 Lenox Way. (7:30am)

MORNING STATIONS

(7:30-9:30am, unless otherwise stated)

ALAMO SQUARE ▶ Fulton St. at Scott St

BERNAL ▶ Cesar Chavez St. at Harrison St.

CALTRAIN STATION ▶ 4th St. at Townsend St. (7-9:30am)

CIVIC CENTER ▶ City Hall steps, Polk St.

DOWNTOWN ▶ Market St. at Battery St. (7:30am-1pm)

EMBARCADERO ▶ Ferry Building (6:30-9:30am)

INNER RICHMOND ▶ Cabrillo St. at Arguello Blvd.

INNER SUNSET ▶ Irving St. at 6th Ave. (7-9:30am)

MID-MARKET ▶ Market St. at 12th St. (7-11am)

MISSION ▶ Valencia St. at 17th St. (7-11am)

MISSION BAY ▶ 16th St. at Owens St.

PANHANDLE ▶ Fell St. at Masonic Ave.

PRESIDIO ▶ Main Post, Halleck St. at Lincoln Blvd. (6:30-10am)

SECOND ST ▶ Second St. at Howard St.

SF2G (PENINSULA COMMUTE) ▶ 24th St. BART Station (5:45-6:30am)

SF STATE ▶ 19th Ave. at Holloway St. (10am-12pm)

SOMA ▶ Folsom St. at 7th St. (7-10:30am)

WESTERN ADDITION ▶ Kaiser Hospital, Geary Blvd. at St. Joseph's Ave.

EVENING STATIONS

(5-7pm, unless otherwise stated)

CALTRAIN STATION ▶ 4th St. at Townsend St.

CENTRAL MARKET ▶ Market St. at 4th St.

MISSION EAST ▶ Harrison St. at 17th St.

MISSION WEST ▶ Valencia St. at 19th St. (4:30-7pm)

OCTAVIA ISLAND ▶ Market St. at Octavia St. (5-7:30pm)

PANHANDLE ▶ Fell St. at Masonic Ave. (4:30-7pm)

POLK STREET ▶ Polk St. at McAllister St.

SOMA ▶ Howard St. at 8th St. (5-7:30pm)

BIKE DOCTORS

Local bike shop mechanics get you rolling on Bike to Work Day with free basic bike maintenance like lubing chains, adjusting seats and fixing flat tires. For locations, check the map or go to sfbike.org/btwd.

THANK YOU TO THE FOLLOWING LOCAL BIKE SHOPS FOR BEING BIKE DOCTORS ON BIKE TO WORK DAY:

AVENUE CYCLERY
BOX DOG BIKES
BIKE CONNECTION
CALTRAIN BIKE STATION
CITIZEN CHAIN
GOLDEN GATE PEDICABS
HUCKLEBERRY BICYCLES
MARKET STREET CYCLES

MIKE'S BIKES
MISSION BICYCLE
ROARING MOUSE CYCLES
SPOKE AND HUB BIKES
SPORTS BASEMENT
VALENCIA CYCLERY
VELOFIX



sfbike.org

BUSINESS MEMBERSHIP LEVELS



A Business Membership provides you with tangible benefits for your employees and supports the San Francisco Bicycle Coalition's work to make our city a better place to live, work and play.

Become a Business Member at the level that's right for you.

	CHAMPION* \$10,000	PLATINUM* \$5,000	GOLD* \$2,500	SILVER* \$1,000	BRONZE \$500	NONPROFIT / SMALL BUSINESS \$250
Tailored benefits as part of your partnership or sponsorship package	✓					
Annual custom bike ride or event		✓				
Social media recognition		✓	✓			
SF Bicycle Coalition-hosted outreach at your annual event (health fair, green fair, etc.)		✓	✓	✓	✓	
Annual Urban Bicycling Workshop		✓	✓	✓	choice of workshop or consultation	
Bicycle parking consultation		✓	✓	✓	choice of workshop or consultation	
Membership certificate for your office		✓	✓	✓	✓	✓
Recognition on our website	Logo & Link	Logo & Link	Logo & Link	Link	Link	Listing
Recognition in our next <i>Tube Times</i> magazine and Annual Report	✓	✓	✓	✓	✓	✓
Subscription to our <i>Tube Times</i> magazine and monthly e-newsletter the Business Bulletin	✓	✓	✓	✓	✓	✓
Discounted tickets to SF Bicycle Coalition signature events	✓	✓	✓	✓	✓	✓
Bicycle Valet Parking discount of \$10/hour	✓	✓	✓	✓	✓	✓
Velofix Discount: \$100 off of a corporate-sponsored, onsite service day	✓	✓	✓	✓	✓	✓
Complimentary memberships for your employees	Custom	50 Memberships	25 Memberships	10 Memberships	5 Memberships	2 Memberships

* Business Member benefits can be customized based on the needs of your organization

sfbike.org/businessmembership