



Get your workplace ready for **BIKE TO WORK DAY**

Dear San Francisco Employer,

Want to invigorate your workplace, energize your employees and promote a healthy, cost-effective transportation option? **Bike to Work Day** is on **Thursday, May 14th, 2015**, and the San Francisco Bicycle Coalition is here to help get your workplace rolling for this fun citywide event. Here you'll find our Employer Toolkit with information, a handy San Francisco bike map and lots of resources to get your workplace ready.

In addition, if your workplace is already bike-friendly, **you could be recognized as one of our 2015 Bike-Friendly Businesses!** If your workplace has secure bicycle parking, bicycle commuter benefits, recreational rides or other initiatives to promote bicycling, I hope you'll nominate your office today at sfbike.org/friendly. Up to five awardees will be announced and recognized on the steps of City Hall during our Bike to Work Day press conference.

Want to make your organization even more bike friendly? Become an SF Bicycle Coalition Business Member! A Business Membership will help your office get rolling for Bike to Work Day and beyond. Membership comes with a number of tangible benefits for your workplace, including: discounts on our Valet Bicycle Parking services, recognition and promotion of your business, a professional bicycle parking consultation, a one-hour Intro to Urban Bicycling Workshop, complimentary memberships for your team and more! (See the next page for details)

Don't miss out on the fun and team building potential of Bike to Work Day. Email business@sfbike.org or give me a call at 415-431-2453 x 303 if you have any questions or would like to get your Business Membership rolling.

We look forward to riding with you soon!

Anna Gore, Membership Manager

PS: We hope you'll post a Bike to Work Day poster in your office and encourage your coworkers to bike on May 14! 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*.





Business Membership Levels



	Platinum* \$5,000	Gold* \$2,500	Silver* \$1,000	Bronze \$500	Basic \$250
Custom sponsorship opportunities	●				
Your company's logo recognized on the SF Bicycle Coalition website	●	●			
Annual custom bike ride and happy hour for your employees	●	●	●		
Bicycle parking consultation for your office	●	●	●	choice of workshop or bike parking consultation	
Annual Urban Bicycling Workshop for your office	●	●	●	choice of workshop or bike parking consultation	
Social Media: Annual Facebook and Twitter promotion <small>30,000+ followers</small>	●	●	●	●	
Your company thanked in our next Tube Times newsletter and Annual Report <small>40,000+ print and online readers</small>	●	●	●	●	
Bicycle Valet Parking discount of \$10/hour	●	●	●	●	●
Invitation to quarterly city bike rides and happy hours	●	●	●	●	●
Volunteer opportunities for your employees	●	●	●	●	●
Bicycle Commuting Tips	●	●	●	●	●
Your company's name recognized on the SF Bicycle Coalition Website	●	●	●	●	●
Membership certificate for your office	●	●	●	●	●
Complimentary Memberships for your employees	● 50 Memberships	● 25 Memberships	● 10 Memberships	● 5 Memberships	● 2 Memberships

* Business Member benefits can be customized based on the needs of your organization
Email business@sfbike.org with questions or to get your Business Membership rolling!

sfbike.org/businessmembership

BAY AREA BIKE TO WORK DAY

MAY 14, 2015

SAVES YOU MONEY!

Only a fraction of the cost of owning a car.

ANNUAL COST

Bicycle = \$308

Car = \$13,646

INCREASES YOUR PRODUCTIVITY

Employees who bike commute take fewer sick days off — 15% fewer!



IMPROVES YOUR HEALTH & FITNESS

The average person loses 13 pounds in their first year of bike commuting



BENEFITS OF BIKE COMMUTING

KEEPS OUR AIR CLEAN!

A 4-mile commute keeps 15 pounds out of the air we breathe.



Businesses across the Bay Area are reaping the benefits of bike commuting. Encourage your employees to Bike to Work on May 14. Visit youcanbikethere.com for tips and details.

- Take advantage of the benefits of a healthy, happy and more productive workforce.
- Save money through reduced health insurance costs.
- Reduce your company's impact on the environment — employees like to work for socially responsible businesses.
- Save money by reducing parking needs.

Employees benefit from bike commuting, too!

- Save money on gas, auto insurance and parking. Save time — bike commuting means not sitting in traffic.
- The average bike commute is equivalent to 40 minutes of exercise, leading to better physical and mental health.
- Too far to bike to work? Try combining bicycling and transit. Visit 511.org to plan your Bike to Work Day trip.

Bike East Bay
bikeeastbay.org

511 Contra Costa
511contracosta.org

San Mateo
Commute.org
commute.org

Silicon Valley
Bicycle Coalition
bikesiliconvalley.org

Sonoma County
Bicycle Coalition
bikesonoma.org

Napa Valley
Bicycle Coalition
napabike.org

Marin County
Bicycle Coalition
marinbike.org

San Francisco
Bicycle Coalition
sfbike.org

Solano Napa
Commuter Information
commuterinfo.net

BAY AREA BIKE TO WORK DAY

MAY 14, 2015

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO

5 EASY WAYS

ENCOURAGE EMPLOYEES TO BIKE TO WORK ON MAY 14TH



TELL THEM ABOUT BIKE TO WORK DAY

- Hang the enclosed Bike to Work Day materials in a common area.
- Use internal communication channels to inform employees about Bike to Work Day.
- Visit youcanbikethere.com for additional resources and materials.



SHOW THEM THE ROPES

- Have someone who bike commutes be a Bike Ambassador to encourage others to participate.
- Visit bicycling.511.org for tips on bike commuting and route planning.
- Encourage employees who live too far to bike to work to combine their bike trip with transit – 511.org provides detailed information on taking bikes on transit and bicycle parking at transit stations.
- Invite your local bicycle coalition or commute organization to speak to employees about the latest bike improvements in your area and commute options. See website information on the other side.



PARTICIPATE IN TEAM BIKE CHALLENGE

- Form a team (or teams) of employee bike commuters and register at teambikechallenge.com. Registration opens April 1st.
- Compete against other companies of similar size.
- Pedal your way to greatness during Bike Month 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.
- Highlight the office Bike Ambassador in your communications to inspire others.
- Provide prizes to Bike to Work Day participants.



MAKE EVERYDAY BIKE TO WORK DAY

- The Employer Resources at rideshare.511.org/employers make it easy for you to encourage bicycle commuting.



KAISER PERMANENTE



BAY AREA AIR QUALITY MANAGEMENT DISTRICT



Clear Channel Outdoor

BIKE TO WORK DAY MAY 14, 2015



The Competition Kicks Off May 1st, 2015

Gather your friends, colleagues and neighbors, form your team and pedal to win! Team Bike Challenge is an easy and fun way to see how biking supports your health, budget and our environment.

HOW IT WORKS

1. Form a team of 2-5 people and register at teambikechallenge.com. Registration begins April 1st.
2. Bike to work, shopping and fun during Bike Month in May.
3. Record your bike trips on teambikechallenge.com and earn points for each bike ride and your total daily mileage.
4. Earn medals for completing challenges, like biking enough miles to burn a burrito's worth of calories.
5. At the end of May, the team with the most points wins! Log your miles by June 2, 2015.

PRIZES

Every member of the top scoring team in each of the nine Bay Area counties will receive a prize.

COMPANY BIKE CHALLENGE

Is your business too big to fit into one team? Join the Company Bike Challenge and compete for top honors against similar sized companies throughout the Bay Area. Win bragging rights!

 Visit your nearest Energizer Station on Bike to Work Day, Thursday, May 14 to get snacks, enter a drawing for great prizes and to get your free commemorative Bike to Work Day canvas tote filled with giveaways. Find an Energizer Station near you at youcanbikethere.com.

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO

Contact your local bike coalition or congestion management agency for more information, including how to get started, bike safety classes, bike commuting information and route options.

Bike East Bay
bikeeastbay.org

511 Contra Costa
511contracosta.org

San Mateo
Commute.org
commute.org

Silicon Valley
Bicycle Coalition
bikesiliconvalley.org

Sonoma County
Bicycle Coalition
bikesonoma.org

Napa Valley
Bicycle Coalition
napabike.org

Marin County
Bicycle Coalition
marinbike.org

San Francisco
Bicycle Coalition
sfbike.org

Solano Napa
Commuter Information
commuterinfo.net



PEDAL TO A BIKE TO WORK DAY ENERGIZER STATION

for free goodies and high-fives.

Ride with your Supervisor and neighbors in a Commuter Convoy.

BIKE TO WORK DAY
THURSDAY, MAY 14







MORNING STATIONS (7:30-9:30AM, unless otherwise stated)

-  **Bayview:** Mendell Plaza, 3rd St. at Oakdale Ave. (7-7:45AM)
- Bernal:** Cesar Chavez St. at Harrison St.
English/Spanish
-  **Caltrain Station:** 4th St. at Townsend St. (7-9:30AM)
-  **Civic Center:** City Hall, Polk St. steps
-  **Downtown:** Market St. at Battery St. (7:30AM-2PM)
- Embarcadero:** Ferry Building (6:30-9:30AM)
- Inner Richmond:** Cabrillo St. at Arguello Blvd.
English/Mandarin/Cantonese
-  **Inner Sunset:** Irving St. at 6th Ave.
-  **Mid-Market:** Market St. at 12th St.
-  **Mission:** Valencia St. at 17th St. (7-11AM)
- Mission Bay:** 16th St. at 7th St.
-  **Panhandle:** Fell St. at Masonic Ave.
-  **Presidio:** Main Post, Halleck St. at Lincoln Blvd. (6:30-9:30AM)
-  **SF2G (Peninsula Commute):** 24th St. Mission BART Station (6-6:30AM)
- SoMa:** Folsom St. at 7th St.
- Western Addition:** Kaiser Hospital, Geary Blvd. at St. Joseph's Ave.

COMMUTER CONVOYS (7:45AM, unless otherwise stated)

- Join your district's Commuter Convoy to head downtown with fellow riders on Bike to Work Day! You can also depart for the Peninsula (as far as Mountain View) with a convoy — no rider left behind! sfbike.org/commuterconvoy
- Bayview:** Mendell Plaza, 3rd St. at Oakdale Ave.
 - Castro:** Jane Warner Plaza at 17th St.
 - Chinatown:** Sacramento St. & Stocktown St.
 - Excelsior:** Persia Triangle, Mission & Geneva Sts.
 - Haight:** Flywheel, 672 Stanyan St. at Haight St.
 - Ingleside:** Fog Lifter, 1901 Ocean Ave. at Ashton St.
 - Marina:** Rapha Cycle Club, 2198 Filbert St.
 - Mission:** Cafe Seventy8, 78 29th St. at Tiffany Ave.
 - Richmond:** Cumacia, 200 Clement St. at 3rd Ave.
 - SoMa:** Brainwash Cafe, 1122 Folsom St. at 7th St.
 - Sunset:** Elevation, 2648 Judah St. at 32nd Ave.

EVENING STATIONS (5-7PM)

-  **Caltrain Station:** 4th St. at Townsend St.
- Central Market:** Market St. and 4th St. co-hosted with Levi's
- Duboce Bikeway:** Duboce St. at Market St.
- Embarcadero:** Pier 14
- Mission East:** Harrison St. at 17th St.
English/Spanish
-  **Mission West:** Valencia St. at 19th St.
-  **Panhandle:** Fell St. at Masonic St.
- Polk Street:** Polk St. at Bush St.
-  **SoMa:** Howard St. at 8th St.

= 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!

Bayview Cyclery, Caltrain Bike Station, Golden Gate Pedicabs, Huckleberry Bicycles, Mike's Bikes, Mission Bicycle, Roaring Mouse, Sports Basement, Swell Bicycles and Valencia Cyclery.

JOIN US AT CITY HALL!

Bike to Work Day press conference with the Mayor and City leaders from 8:00-9:30AM. Free bike valet.

MAY IS BIKE MONTH!

CELEBRATE WITH US BY BIKING TO...

EVERYTHING!



BIKE TO WORK DAY  **MAY 14, 2015**

BIKE TO... PARTY*

FRI., MAY 1 | 7:30PM, 8PM rollout | *Cupid's Span*

SF Bike Party's monthly biking celebration rides fun and safe, with stops to dance and socialize. Route will be posted before the ride. sfbikeparty.com

BIKE TO... COFFEE

SF CYCLING CLUB COFFEE RIDES

EVERY FRIDAY IN MAY | 6AM | *Panhandle, Corner of Baker and Fell*

Take an early morning spin on this weekly social ride ending with great coffee at Rapha Cycle. sfcycle.org

WOMEN BIKE SF COFFEE CLUB

FRI., MAY 8 | 7:30-9AM | *Duboce Park Cafe, 2 Sanchez St.*
FRI., MAY 22 | 8-9AM | *TBD Location*

Once a month, an informal gathering of women, trans* and female-identified bicyclists meet to talk bikes, share tips and get caffeinated together. sfbike.org/women

BIKE TO... BASEBALL

MAY 1-3 vs. Angels | **4-6** vs. Padres | **7-10** vs. Marlins |
19-21 vs. Dodgers | **28-31** vs. Braves

Come out to AT&T Park to watch our world champion Giants defend their title throughout May. Free Valet Bicycle Parking is provided at all Giants home games.

BIKE TO... BOOKSTORES

SAT., MAY 2 | 12-4:30PM | *Omnivore Books, 3885 Cesar Chavez St.*

Ride with us on California Bookstore Day to visit some of SF's best independent bookstores. This tour will provide treats and discounts, too. RSVP Required: sfbike.org/event/bookstores

BIKE TO... THE ZOO*

SUN., MAY 3 | 7:45-10AM | *Andytown Coffee Roasters, 3655 Lawton St.*

The SF Zoo's Family Bikeabout is back! You'll have a chance to get a behind-the-scenes tour (by bike!) of the Zoo before it opens to the public. sfbike.org/event/zoo

BIKE TO... YOGA*

MAY 4-8 | *Iyengar Yoga Institute of SF, 2201 Sutter St.*
Every SAT. & SUN. | *Golden Gate Park*

Every Saturday at 11AM and Sunday at 10AM, there's free outdoor yoga in Golden Gate Park. Why not bike there with your mat? Also, for the week of May 4-8, the Iyengar Yoga Institute of SF will offer a free yoga class to anyone who arrives by bicycle wearing a helmet. iyisf.org

BIKE TO... PARADISE

SAT., MAY 9 | 1-4PM | *California Academy of Science, 55 Music Concourse Dr.*

Advanced beginners who want to try a longer ride should come out for Marin's classic and gorgeous "Paradise Loop." This is not a fast-paced ride. Please make sure your bicycle is in good working order prior to the ride. 35-40 miles, some hills. RSVP Required: sfbike.org/event/paradise

E-BIKE TO... THE HIGHEST HILLS

SAT., MAY 9 | 9AM | *The New Wheel, 420 Cortland Ave.*

Explore the highest hills in SF on an electric bicycle provided by Felt Electric. The New Wheel team will guide you to the steepest terrain in the city on a pedal-assist electric bicycle. RSVP Required: sfbike.org/event/heights

BIKE TO... THE THEATER*

WED., APRIL 8 | *Let There be Love*

WED., MAY 20 | *A Little Night Music*
ACT Theater, 405 Geary St.

Come out to this special night of theater that's specifically for people on bike! Your discounted ticket includes a complimentary pre-show happy hour and Valet Bicycle Parking. act-sf.org

BIKE TO... REMEMBER: RIDE OF SILENCE 2015*

WED., MAY 20 | 5-9PM | *TBD*

A group ride to honor those that have been injured or killed while biking. This ride takes place in over 50 countries each May with thousands of people biking coming out in support and solidarity. This ride sends a powerful message for the need to make our streets safer. sfbike.org/event/silence

BIKE TO... SUNDAY STREETS*

SUN., MAY 10 | 11AM-4PM | *The Mission*

Don't miss the car-free and carefree Sunday Streets in the Mission on Valencia Street from 26th to McCoppin Hub Plaza. sundaystreetsf.com

BIKE TO... CAMPING

THU., MAY 21 | 7-8:30PM | *Huckleberry Bicycles, 1073 Market St.*

Pedal Inn and Huckleberry Bikes team up to share the awesome possibilities for bike camping in the Bay Area including how to get started, great destinations and the best gear at their workshop, "Local Travels: An Intro to Camping by Bike." sfbike.org/event/local-travels

BIKE TO... SHOP

SAT., MAY 23 | All Day | *Citywide*

This year, we're dedicating a day to the beautiful relationship between bikes and local businesses in our city. Support local merchants for a day of special promotions, discounts and schweg for people who shop by bike. We'll also give away prizes for the best photos of the biggest and zaniest purchases you haul on your bike submitted over Facebook, Twitter and Instagram with #biketoshop.

sfbike.org/event/bike-to-shop

BIKE TO... PLAYGROUNDS

SAT., MAY 23 | 10AM-12:30PM | *Carousel at Koret Children's Quarter Playground in Golden Gate Park*

Meet other families biking with little ones as we explore several playgrounds in and around Golden Gate Park. This ride is perfect for folks using trailers, tag alongs or bike seats for their babies and toddlers. Approximately five easy miles. sfbike.org/event/playground

BIKE TO... RECORD STORES

SUN., MAY 24 | 12-3PM | *Location TBD*

Get your vinyl fix with SF Bicycle Coalition member and music industry veteran David Katznelson on this two-wheeled tour of San Francisco's best record stores.

sfbike.org/event/record-stores

BIKE TO... SEE CHANGE IN MOTION

SAT., MAY 2 | 1:30 | *Coffee Roastery, 2331 Chestnut St.*

Andy Thornley will lead one of his monthly Andy's Audits rides to look at where we've made progress in winning better bike lanes and routes... and where there are still gaps. Rain cancels rides.

sfbike.org/news/tag/andys-audits



BIKE TO... WORSHIP

MAY 24-31 | All Day | *Citywide*

SUN., MAY 24 | *St. Mark's Lutheran Church, St. Francis Lutheran Church, Temple Baptist Church*

SAT. MAY 30 | *Bnai Emunah, San Francisco Zen Center*

SUN., MAY 31 | *First Baptist Church of San Francisco, First Unitarian Universalist Church & Center, Most Holy Redeemer Catholic Church, San Francisco Lighthouse Church, St. John of God, St. Thomas' Anglican Church, Trinity Lutheran Church*

SUN., JUN. 14 | *St. Ignatius Parish*

SF Bicycle Coalition members are working with the SF Interfaith Council and California Interfaith Power & Light to create a Bike to Worship Week from May 24-31. Throughout the week, various congregations will celebrate biking to their place of worship. All local places of worship are invited and encouraged to participate. sfbike.org/worship

THESE ARE JUST SOME OF THE
EVENTS TAKING PLACE IN MAY.

FOR OUR FULL CALENDAR OF EVENTS VISIT:

SFBIKE.ORG

*Events not coordinated by the SF Bicycle Coalition.

TEAR THESE PAGES OUT AND HANG IT UP
ON YOUR FRIDGE OR IN YOUR OFFICE 



BIKE TO WORK DAY

MAY 14, 2015



ALAMEDA • CONTRA COSTA • SAN MATEO • SANTA CLARA • SONOMA • NAPA • MARIN • SOLANO • SAN FRANCISCO



MAY IS BIKE MONTH IN SAN FRANCISCO!

- PEDAL by one of the 25 Energizer Stations on Bike to Work Day!
- LEARN the basics of urban biking through a free class
- RIDE with a fun social group and explore the city by bike
- JOIN the SF Bicycle Coalition to stay engaged in biking all year!

GET ROLLING AT:
SFBIKE.ORG

SUPPORTED BY

