

EMPLOYER TOOLKIT

IDEAS, STRATEGIES AND RESOURCES TO ENCOURAGE YOUR EMPLOYEES

BAY AREA
BIKE TO WORK DAY  **MAY 12, 2016**

PRESENTED BY  METROPOLITAN
TRANSPORTATION
COMMISSION  &  KAISER
PERMANENTE



I LIKE TO RIDE MY BICYCLE

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



LOCAL ORGANIZATIONS





Get ready for BIKE TO WORK DAY

Dear San Francisco Employer,

Bike to Work Day is on **Thursday, May 12, 2016**, 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.

Do you think your workplace is already bicycle-friendly? **If so, you could be recognized as one of our 2016 Bicycle-Friendly Businesses!** Each year we recognize organizations who are making great strides toward encouraging bicycling in their workplace. If your workplace has secure bicycle parking, bicycle commuter benefits, recreational rides or other initiatives to promote bicycling, nominate your office today at **sfbike.org/friendly**. You could be one of up to five awardees who are recognized on the steps of City Hall during our Bike to Work Day press conference.

If you're looking for ways to get your employees rolling for Bike to Work Day and beyond, we have just the thing for you. Join the SF Bicycle Coalition Business Membership program and gain access to a number of tangible benefits for your workplace. Benefits include a one-hour Urban Bicycling Workshop, complimentary memberships for your employees, discounts on SF Bicycle Coalition events and services, and more! See the Business Member Levels page or visit **sfbike.org/businessmembership** for a complete list of benefits.

Don't miss out on the fun and team building potential of Bike to Work Day. Email **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!

Anna Gore, Membership Manager

PS: We hope you'll post the Bike to Work Day poster and energizer station map in your office and encourage your coworkers to bike on May 12! 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*.



WHAT IS BIKE TO WORK DAY?

The 22nd annual Bay Area Bike to Work Day is Thursday, May 12, 2016, 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 for details on rides, rallies, parties and more!

BENEFITS OF BICYCLING



INCREASES YOUR PRODUCTIVITY

EMPLOYEES WHO BIKE COMMUTE TAKE 15% LESS 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.


\$13,646


\$308



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 12!

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 12.



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 (or teams) of bike commuters and register at teambikechallenge.com (registration opens April 1, 2016).
- ⚙ 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 rideshare.511.org/employers
- ⚙ 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

PRESENTED BY

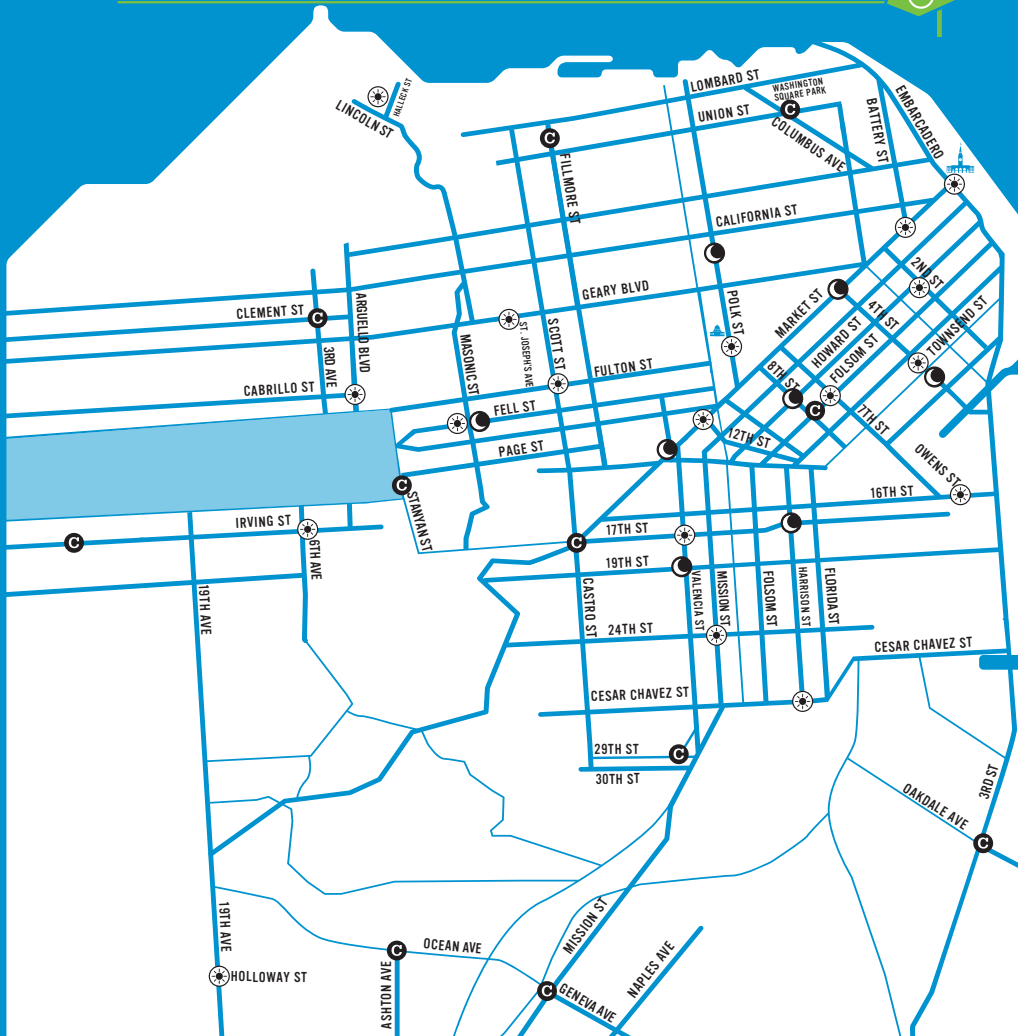


METROPOLITAN
TRANSPORTATION
COMMISSION



KAISER
PERMANENTE

MAY 12, 2016



ENERGIZER STATION MAP



sfbike.org

☼ 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.
- ✦ **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.
- ✦ **Inner Sunset:** Irving St. at 6th Ave.
- ✦ **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. (6:30-9:30am)
- ✦ **Second Street:** 222 Second St. at Howard St.
- ✦ **SF2G (Peninsula Commute):** 24th St. Mission BART (6-6:30am)
- ✦ **SF State:** 19th Ave. at Holloway St. (10am-12pm)
- ✦ **SoMa:** Folsom St. at 7th St. (7-11am)
- ✦ **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! Check for updates and RSVP at sfbike.org/convoy

Bayview: Mendell Plaza, 3rd St. at Oakdale Ave. (7:30am)

Castro: Jane Warner Plaza at 17th St.

Excelsior: Mission & Geneva Sts. (7:30am)

Haight: Flywheel, 672 Stanyan St. at Haight St.

Ingleside: Fog Lifter, 1901 Ocean Ave. (7:30am)

Marina: Rapha Cycle Club, 2198 Filbert St.

Mission: Cafe Seventy8, 78 29th St. (7:30am)

North Beach: Washington Square Park

Richmond: Cumaica, 200 Clement St. at 3rd Ave.

SoMa: Brainwash Cafe, 1122 Folsom St. at 7th St.

Sunset: Nomad Cyclery, 2555 Irving St. (7:30am)

🌙 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.
- ✦ **Octavia Island:** Octavia Blvd. at Market St.
- ✦ **Panhandle:** Fell St. at Masonic St. (5-7:30pm)
- ✦ **Polk Street:** Polk St. at Bush 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.

Thanks to: Avenue Cyclery, Caltrain Bike Station, Citizen Chain, Golden Gate Pedicab, Huckleberry Bicycles, Market Street Cycles, Mike's Bikes, Mission Bicycles, Roaring Mouse Cycles, Spoke & Hub Bikes, Sports Basement

JOIN US AT CITY HALL!

Bike to Work Day press conference with the Mayor and City leaders from 8:30-9:00am. Complimentary Valet Bicycle parking provided.



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.](#)

	Platinum* \$5,000	Gold* \$2,500	Silver* \$1,000	Bronze \$500	Basic \$250
Membership certificate for your office	✓	✓	✓	✓	✓
Subscription to our <i>Tube Times</i> magazine and monthly e-newsletter the Business Bulletin	✓	✓	✓	✓	✓
Four complimentary tickets to signature events, including the Golden Wheel Awards and Winterfest	✓	✓	✓	✓	✓
Discounts on SF Bicycle Coalition events for your employees	✓	✓	✓	✓	✓
Bicycle Valet Parking discount of \$10/hour	✓	✓	✓	✓	✓
SF Bicycle Coalition-hosted outreach at your annual event (including health fairs, Earth Day events, etc.)	✓	✓	✓	✓	✗
Your company thanked in our next <i>Tube Times</i> magazine and Annual Report <small>40,000 print and online readers</small>	✓	✓	✓	✓	✗
Annual Urban Bicycling Workshop for your office	✓	✓	✓	choice of workshop or bike parking consultation	✗
Bicycle parking consultation for your office	✓	✓	✓	choice of workshop or bike parking consultation	✗
Social Media recognition	✓	✓	✗	✗	✗
Annual custom bike ride or event for your employees	✓	✗	✗	✗	✗
Recognition on the SF Bicycle Coalition Website	Logo & Link	Logo & Link	Link	Link	Listing
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