

The logo for envirocentre, featuring the word "envirocentre" in a green, lowercase, sans-serif font.

Bike to Work Month

Workplace Team Toolkit

In partnership
with:



biketoworkottawa.ca

What is Bike to Work Month?



A happier commute

Bike to Work Month is an annual campaign that promotes and encourages commuter cycling. EnviroCentre provides the resources and motivation to make biking to work a viable option.

We provide:

- A fun interactive website
- Tips and resources
- Over \$10,000 in prizes!
- Easy to use promotional templates
- Workshops

Why promote commuter cycling?

- **Reduces** car congestion at peak periods
- Provides **daily exercise**
- Creates **more productive/less stressed** employees
- **Avoids** contributing to greenhouse gas emissions
- **It's fun!**



How can I participate?



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Join the fun! Here is everything you need to know to get started:

Sign up online

- Visit biketoworkottawa.ca
- Start a workplace team
- Invite colleagues to join
- Track your kilometers
- Be eligible to win over \$10,000 in prizes

[REGISTER NOW](#)

Book a workshop

- Commuter Cycling
- Basic Bike Maintenance
- Commuter Options

[BOOK A WORKSHOP](#)

Find the BikeMobile

Get a FREE cycling consultation at community events throughout May.

[BIKEMOBILE](#)

Any bike ride that you consider part of your commute counts!

Bike to work! Bike **part of the way** to work!

Bike to your **transit** stop! Bike to your **volunteer** job!



Build your team



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Download the poster, share it and/or put it up at work!

Send an email to your colleagues encouraging them to sign up



Follow us on social media

Organize a workplace event team lunch

- bike buddy match
- route planning session
- book a workshop

Celebrate! Recognize your team through prizes, challenges, and fun awards. Send us your stories!

Measure your impact! See your team results throughout the month and share them on social media.



DOWNLOAD POSTER

Email template



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May is Bike to Work Month! Let's start a team!

Bike to Work Month is an annual celebration of commuting by bike. EnviroCentre gives away over \$10,000 in prizes throughout the month of May to participants who track their cycle commutes!

By starting a team and tracking our commutes, we are able to help our community and feel great as we get a little exercise and save money.

Participating is easy!

1. Sign up at biketoworkottawa.ca
2. Choose to join our team (**Insert team name**).
3. Bike to work! Bike part of the way! Bike to your Transit Station! Once a week or every day, it all adds up!
4. Feel proud and track your commute by logging in and adding your distance to the team roster.
5. Cross your fingers and hope to win one of the great prizes!
6. For more information about the campaign, please feel free to contact me or EnviroCentre at transport@envirocentre.ca

Thanks!



Newsletter template



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We are taking part in Bike to Work Month this year and hope you will join us.

The **Bike to Work Month** program offers over \$10,000 worth of daily prizes to people who sign up and log their bike commutes! Whether you already bike to work, or want to try for the very first time, we encourage you to participate.

Bike to Work Month is organized by EnviroCentre in partnership with the City of Ottawa and is in its 9th year! Over the years, they have encouraged thousands of new cycle commuters and made a big difference to our city. In fact, in May 2017, **2700 participants** biked enough to **save 87,302 kg greenhouse gas emissions from being created**. That is equivalent to driving a car for 18 years!

Participation is simple:

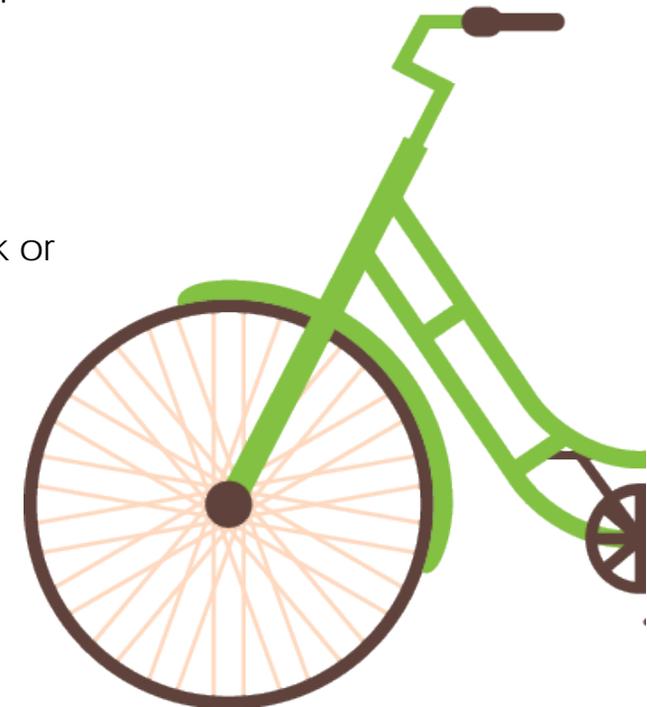
1. Sign up at biketoworkottawa.ca
2. Choose to join our team (**Insert team name**).
3. Bike to work! Bike part of the way! Bike to your Transit Stop! Once a week or every day, it all adds up!
4. Feel proud and track your commute by logging in and adding your distance to the team roster.
5. Cross your fingers and hope to win one of the great prizes!

You can follow Bike to Work Month on social media for updates on community events and workshops



Use this text in your company newsletter to encourage people to sign up.

Email us if you require a Word version.



Bike to Help!



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THE RIDE offers a day of cycling as an individual or as a team and will challenge experienced riders while allowing recreational cyclists to try something new.

The Ride supports key research projects at The Ottawa Hospital — one of the largest learning and research hospitals in Canada, specializing in innovative, practice-changing research.

Sign up to do THE RIDE on September 9th!



CN CYCLE FOR CHEO is a fun, non-competitive event that offers a wide range of cycling routes and distances for people of all ages and abilities. On **May 6**, take part in a unique opportunity for individuals, groups and families to safely cycle along Ottawa's most scenic corridors, while helping CHEO remain an innovative leader in creating better treatment options and finding new cures so that more kids survive cancer!

BIKE TO SCHOOL



Cycling your child to school before you head to work allows them to gain confidence and learn the rules of the road. It's a great way to start the day and helps reduce traffic volumes. Consider talking with your parent council or principal about organizing a Bike to School Day at your child's school!

COMMUNITY BIKE EVENTS



Stay up to date with community bike events, including parades and workshops!

Stay informed through local news sources as well as with the **#ottbike** hashtag on Twitter!

Sample social media posts



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Facebook + LinkedIn

May is Bike to Work Month! Register now to log your commute and for a chance to win fantastic prizes.

<http://bit.ly/B2W613>

May is Bike to Work Month and our team is ready to ride – join us!

<http://bit.ly/B2W613>

Time to celebrate our cycle commuters! May is Bike to Work Month. Sign up at

<http://bit.ly/B2W613>



Twitter

We just registered a team for @biketowork613! Sign up at <http://bit.ly/B2W613> #ahappiercommute #ottbike

May is Bike to Work month! Our team is ready to ride. Join the fun at <http://bit.ly/B2W613> #ahappiercommute #ottbike

Time to celebrate our cycle commuters! May is Bike to Work Month. Sign up at <http://bit.ly/B2W613> #ahappiercommute #ottbike

Sponsors



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Saddle



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