



envirocentre



bike
to work
OTTAWA

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



Did you know?

People appreciate knowing you are approaching them. Be swell, ring you bell!

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
- 10 Easy Steps to Live Lighter

BOOK A WORKSHOP

Find the BikeMobile

- **Bike-in-Breakfast** at Bank/Laurier on May 7th 7-9a.m.
- **CycloFusion** at Remic Rapids on May 19th 9a.m.-1p.m.
- Look for us around town all month!

BIKEMOBILE



Did you know?

Over 250 teams joined Bike to Work Month in 2018!

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.



May is
bike to work
month!

10 years
10 ans

a happier commute

envirocentre | **bike to work**
OTTAWA

Workshops · Information · Inspiration

Pedal to win! Over \$10,000 in Prizes!
Sign up as an individual or start a team

biketoworkottawa.ca   

IN PARTNERSHIP WITH     



Did you know?

OC Transpo has Rack n' Roll on over 600 buses!

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



Did you know?

E-Bikes can help you extend your commuting range!



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 **10th year!** Over the years, they have encouraged thousands of new cycle commuters and made a big difference to our city. In fact, in May 2018, **4033 participants** biked enough to **save 141,580 kg greenhouse gas emissions from being created**. That is equivalent to driving a car for 28 years!

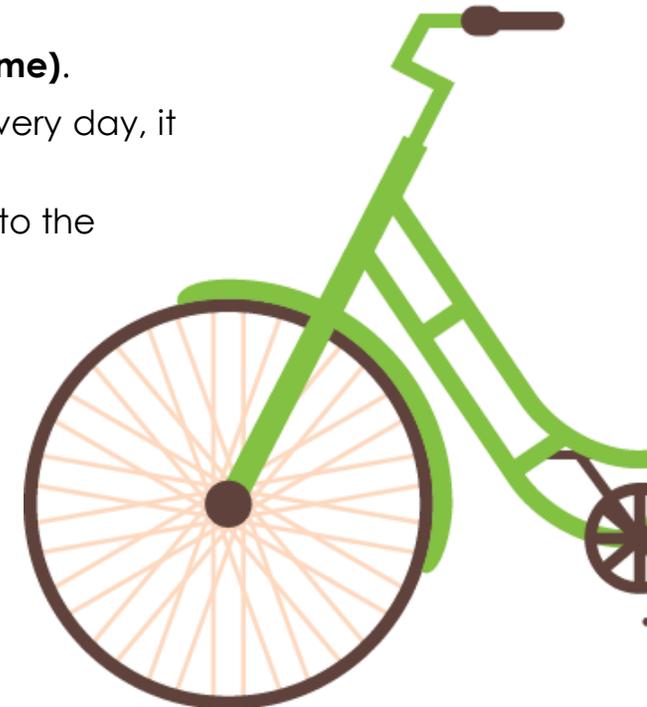
Participation is simple:

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



Did you know?

Some intersections have yellow dots to indicate a sensor that will change the light for bikes.



Bike to Help!



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THE RIDE powered by Mattamy Homes, is ten years strong! Get ready for THE RIDE, which will bring together hundreds of cyclists for one common cause—supporting life-changing research at The Ottawa Hospital

When you DO THE RIDE, you are fundraising to take health care in Ottawa to new heights and you'll continue to make The Ottawa Hospital shine as a world-leader in research and patient care!

The Ottawa Hospital's RIDE for research will once again inject significant funding into key research projects such as cancer, heart disease, Parkinson's, and more.

Sign up to #DOTHERIDE on September 8th

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!



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 5th**, bike to help CHEO remain an innovative leader in creating better treatment options and finding new cures so that more kids survive cancer!



Did you know?

Drivers must leave at least one metre when passing a bicycle!

Sample social media posts



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Facebook + LinkedIn

May is the 10th Annual 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! #DYK that May is Bike to Work Month and over 4000 cyclists participated in 2018! Sign up at <http://bit.ly/B2W613>



Twitter

We just registered a team for @biketowork613! #DYK that last year over 250 teams signed up? Sign up at <http://bit.ly/B2W613>
#ahappiercommute #ottbike

May is Bike to Work month and it's the 10th Anniversary! 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



Did you know?

The City of Ottawa is refining your ride by installing protected intersections!

Sponsors



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Champion



Saddle



Kickstand



Tailwind



Cruiser

