

envirocentre



bike
to work
OTTAWA



**BIKE TO WORK MONTH
WORKPLACE
HANDBOOK**

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. By working with employers and employees, EnviroCentre provides the resources and motivation to make biking to work a viable option. We provide;

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



WHY PROMOTE COMMUTER CYCLING?

- Reduces car congestion at peak periods
- Provides daily exercise
- Reduces long term health care expenditures
- Creates more productive/less stressed employees
- Educates citizens active modes of travel
- Avoids contributing to the Green House Gas emissions
- It really does get people out of cars!
- It's fun!



HOW CAN I PARTICIPATE?

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

Register online at biketoworkottawa.ca.

- start a workplace team
- invite colleagues to join
- track your kilometres
- be eligible to win \$10,000 in prizes

Book a workshop

- Commuter Cycling
- Basic Bike Maintenance
- Commuter Options

Find the BikeMobile for a **FREE** cycling consultation at community events.



REGISTER
NOW



BOOK A
WORKSHOP



BIKEMOBILE

HELPFUL RESOURCES

1634 KM
BIKE NETWORK
CONNECTING CYCLISTS
THROUGHOUT OTTAWA.

98% OF PARTICIPANTS
REPORTED THEY WOULD CONTINUE
TO CYCLE COMMUTE AFTER
**BIKE TO WORK
MONTH**

ROUTE
PLANNING



HELPFUL
VIDEOS



EMAIL
TEMPLATE



NEWSLETTER
PROMO



POSTER



Contact us: transport@envirocentre.ca

Connect with us!



CELEBRATING THE SUCCESS OF 2016



25 workshops

170 teams

20 special events

73 prizes



E-MAIL TEMPLATE

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

Bike to Work Month is an annual celebration of commuting by bike. There will be over \$10,000 in prizes given away 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. Cycle to work! 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 check those out [here](#)).

For more information about the campaign, please feel free to contact me or EnviroCentre at transport@envirocentre.ca

Thanks!

Your name



NEWSLETTER TEMPLATE

Do you ride a bike? Why not Bike to Work? Each May, EnviroCentre runs a campaign called **Bike to Work Month**. We are taking part this year and hope you will join us. By helping people make the transition from leisure cycling to commuter cycling, we are able to make a real impact not only to the reduction of Greenhouse Gas emissions, but to congestion, transportation costs, and the health of individuals.

The **Bike to Work Month** program really is about giving people what they need to try a bike commute ...usually after one or two tries, a new cycle commuter understands the benefits and keeps at it.

The difference a bike commute makes is substantial. In May 2016, our 2553 participants biked enough to save 84,930 KG Greenhouse Gas emissions from being created. That is the same amount produced by idling a car for 855 days!

Some simple route planning can help folks travel from home to work on quieter more bike friendly roads. Check out www.ridethecity.com/ottawa to see if you can find a better bike route. And of course a little encouragement doesn't hurt. Each and every person who registers for **Bike to Work Month** and logs their commute gets entered to win prizes! Last year EnviroCentre gave away over \$10,000 worth! Local businesses donate all the prizes to help get people excited to try a cycle commute.

Ottawa is changing and if we want to see our city remain a beautiful place to live, we need to change a little ourselves. Try a bike ride to work and see what a difference YOU can make!

Participation is simple:

1. Sign up at www.biketoworkottawa.ca
2. Log your bike commutes in May for a chance to win great prizes.
3. Start a team using the tips and tools in our Workplace Handbook.
4. Join in a *Commuter Cycling* or *Basic Bike Maintenance* workshop through your workplace or community centre.
5. Track the impact your bike commute makes to your health, our environment, and the community!

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OTHER WAYS TO GET ROLLING



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 7**, 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

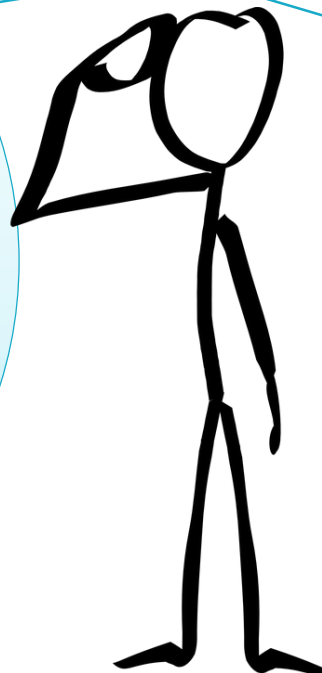
Cycling your child to school before you head to work allows them to gain confidence and learn the rules of the road. It's a great way to start the day and helps reduce traffic volumes. Consider talking with your parent council or principal about organizing a Bike to School Day at your child's school!



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 10th!**

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

Facebook and LinkedIn	Twitter
May is Bike to Work Month! Register now to log your commute and for a chance to win fantastic prizes. http://bit.ly/B2W613	We just registered a team for @biketowork613! Sign up at http://bit.ly/B2W613 #ahappiercommute #ottbike
May is Bike to Work month and our team is pedalling for prizes. Join us! http://bit.ly/B2W613	May is Bike to Work month! Our team is pedalling for prizes. 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	Time to celebrate our cycle commuters! May is Bike to Work Month. Sign up at http://bit.ly/B2W613 #ahappiercommute #ottbike

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Champion

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Tailwind



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