



Information for Team Leaders and Participants

**May 30<sup>th</sup> – June 5<sup>th</sup>, 2011**



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*Cimo Mediterranean Grill*



## Greetings!

We can't thank you enough for volunteering to participate in this event. There's a lot to cover, so let's get down to it!

## What is Bike to Work Week?

The Bike to Work Week is a week long challenge that encourages and supports commuter cycling. This year will be the second time round for Prince George. There is a lot of work being done in the city to plan new and better cycling infrastructure, and more and more cyclists in the city every day. We want to encourage you to engage in the cycling community and to enjoy yourself. We have many events planned throughout the week and beyond to make it fun, visible, and successful for everyone - from cycling pros to brand new riders!

## How Does it Work?

During the week of May 30<sup>th</sup> – June 5<sup>th</sup> 2011, we invite all organizations and their employees to challenge themselves and "Bike to Work" - participation is FREE. Teams can track the team members who bike to work, and prizes are awarded to teams with high participation rates.

**Participants may bike all the way to and from work, one way, or part of the way!**

Moreover, employees who walk, carpool, or take transit also help to improve the participation rate.

## Why Bike?

It's fun, it's healthy, and it helps the Prince George community as a whole!

Biking is an enjoyable activity that you can do by yourself, with a friend or partner, or with a group of people, and it's a great way to meet new people. Biking is for all ages, all abilities, and is an activity that you can enjoy almost anywhere.

Health Canada states that a healthy individual should participate in a physical activity for 20-60 minutes per day (depending on the intensity and physical exertion). The average Canadian cycling commuter will ride 5-7 kms to work (or 20-30 minutes) and then home - this accounts for the recommended physical activity per day! Biking to work also gives you a destination and purpose of exercise, which is proven to make exercise more enjoyable. It can also save you time - you don't have to go to the gym, which can take up an extra 1-2 hours of your 'leisure' time after work.

Besides being an enjoyable, fun activity that supports your health, it also helps the overall community. Cycling to work can reduce the number of vehicles on the road, which helps reduce emissions that are harmful to air quality and your health. And, of course, you'll save time and money. And everyone loves free parking!

## What do Team Leaders do?

Team leaders help to bring Bike to Work Week and biking as a habit to the workplace. Team leaders provide tips, ideas, information and inspiration to fellow employees, giving them an opportunity to explore the fun and health benefits of active living. Team leaders will:

- Register your team online at [www.biketowork.ca/princegeorge](http://www.biketowork.ca/princegeorge)
- Pick up/download a team leader info package and resource materials, and post the posters around your workplace. Distribute stickers to participants. Stickers can be picked up at the Bike Swap or at any of the celebration stations, or by contacting us.
- Have participants report to you on the days that they cycle and record this in the participation sheet
- Act as an info hub and support person for your colleagues – help them plan routes, visit a celebration station, etc
- Submit your team's participation record by June 11<sup>th</sup>
- Receive a free Bike to Work Week tshirt

## How do I encourage my coworkers to participate?

**Focus on the benefits not the consequences of cycling to work.** Cycling is easy, fun, and a great way to be more physically active.

**Keep it fun and simple!** The more complicated you make it, the fewer participants you will get.

**Make it a competition!** We offer some prizes to participants, but you can also encourage your workplace managers to sponsor prizes for *your* team! Prizes are a short-term, tangible, measurable benefit that can serve as very effective motivators.

**Whatever you do, have fun, be creative and create some positive competition within the workplace!**

## What's Available at Celebration Stations?

Everything a cyclist could need for support:

- Free food and beverages – please bring travel mug
- Bike Sense Manuals (<http://www.bikesense.bc.ca/manual.htm>)
- Helmet fitting
- Tips on route planning
- On-hand technical expertise
- Prizes
- Team leader packages, posters and stickers
- Other cyclists
- A chance to give feedback on the event

## Common Barriers (and how to overcome them)

Barrier	Response
I don't have a bike	Come to the Bike Swap on May 15 <sup>th</sup> . Check out the Resources Page on the BTWW website for tips on finding a bike
I don't feel comfortable riding on my own	Find a coworker to ride with them. Encourage them to join group rides
I don't know the rules of the road	Refer to the 'Share the Road' poster and the Bike Sense Manual
I don't know a proper route	Refer to the Route Map poster. Help coworkers plan their route from start to finish
I've never cycled before/in a long time	Encourage your coworkers to test out their bicycle beforehand to build confidence and make sure their bike is in proper working condition
There are no showers at work	Try riding slower or coasting downhill to work and pedaling harder on the way home. Or use a nearby gym to shower
My clothes will get creased, dirty, and smelly	Wear casual gear when you ride and change into your work clothes at work
I don't want my bike stolen	Bike locks are not 100% theft proof but they do take a lot of time and commotion to break. Park your bike indoors or in a visible area (where many people pass by) where a bike thief would have a hard time going unnoticed
I'm too out of shape	Biking is a convenient way to get in shape. Remember you don't have to participate the full week –trying it for a day!
I live too far away	Transit is free for cyclists with their bikes during BTWW! Encourage them to ride one way/part way and take the bus/car for the remainder

## FAQs

### **Are walkers, rollerbladers, carpoolers, bus riders or those traveling by other modes of active transportation counted?**

Yes. You can subtract coworkers who travel by active modes of transportation from the total workplace team size. This will improve your participation rate. These folks can also stop by the Celebration Station for free food and beverages. Only cyclists are eligible for prizes.

### **How big is my team?**

**Your team size is the total number of workers at your workplace**, not the number of cyclists participating. Mini: fewer than 10 employees; Small: 10-20 employees; Medium: 21-50 employees; Large: 51 or more employees

### **Do I register the names of my team members online?**

No. You do not need to add individual names to your team to the web. Keep track of who cycled each day in the participation log and report these numbers online – daily or at the end of the week

### **What does the participant sticker get me?**

Participants stickers are to be distributed to the member of your Bike to Work Team. They can be picked up at the Bike Swap, the celebration stations, or by contacting [urban@pgcyclingclub.ca](mailto:urban@pgcyclingclub.ca). They give cyclists free access to transit and a 10% discount at Nancy O's during Bike to Work Week

### **Where can I get a Bike to Work Week tshirt?**

Bike to Work Week tshirts are free for team leaders and can be purchased for a nominal fee by participants. They can be obtained at any of the Bike to Work Week events or by contacting [urban@pgcyclingclub.ca](mailto:urban@pgcyclingclub.ca)

### **Where can I find more information, team leaders packages, posters, etc?**

Everything is available online at [www.biketowork.ca/princegeorge](http://www.biketowork.ca/princegeorge)

### **What events are taking place during Bike to Work Week?**

We have a ton of events lined up before, during, and after Bike to Work Week this year. Check out the schedule of events here in the package or online under the BTWW 2011 tab on the website

### **What about events all season long for XC, urban, downhill, road and touring cyclists?**

Check out the Prince George Cycling Club calendar of events for all the great activities happening this 2011 season. Sign up as a club member to participate in races or to receive email updates.

### **What is the deadline to submit my team's results?**

June 13<sup>th</sup>. Even if you don't feel your team has achieved the highest participation rate, be sure to submit your results to be eligible for other prizes, including our 'Roll Model' Award (team leader of the year)

### **Who can I contact with more questions?**

Jillian Merrick can be reached at [urban@pgcyclingclub.ca](mailto:urban@pgcyclingclub.ca)



# Bike to Work 2011 Schedule of Events

During this week, cyclists in Prince George showing their stickers can access free transit with their bikes, and receive a 10% discount at Nancy O's

## Sunday, May 15<sup>th</sup>

**3<sup>rd</sup> Annual Prince George Bike Swap** @ the Moose Hall (663 Douglas St). Buy! Sell! Donate! Drop-off: 8:00-10:00. Swap Sale: 11:00-2:00. More info at: <http://www.biketowork.ca/node/8320>

## Friday, May 27<sup>th</sup>

**Commuter Safety and Info Session:** Come join us on your lunch break to learn the basics of safe riding in the city. Team Leaders can pick up their event packages. 12:00pm. Location TBD.

**Critical Mass:** A global party on two wheels to celebrate bicycling--a fast, friendly, clean, efficient, healthy, cheap, sensible, and fun way to get around the city. Critical Mass is a merry ride through our neighborhoods with friends, and more. 5:30pm @ the Civic Centre Plaza. *Occurs last Friday of every month.*

## Saturday, May 28<sup>th</sup>

**Registration and Info booth.** Pedal by our booth at the Prince George Farmers Market where we will have information about Bike to Work Week events and more. 8:00am – 2:00pm @ the Prince George Farmers Market (George and 3rd)

## Monday, May 30<sup>th</sup> – Bike to Work Week begins!

**Kick-off breakfast:** Pedal by to take part in the Bike to Work Week 2011 opening events. Free take-out breakfast and coffee (don't forget your travel mug). Prizes, support, and fun. Sponsored by the City of Prince George. 7:30am – 10:30am @ City Hall

**College Heights Celebration Station:** Prizes, food, support and fun! Sponsored by Telus. 7:30am – 10:30am @ the cemetery trailhead (Cowart and Hwy 16)

**Trail Building Night:** Never been to Pidherny? Interested in learning what amazing recreation opportunities are available to downhill and XC cyclists? Join the weekly trail maintenance crew to learn more and to get a hands-on look at the Pidherny Recreation Areas. 6:00pm @ the gate at the bottom of Pidherny Road. *Occurs every Monday during the cycling season.*

## Tuesday, May 31<sup>st</sup>

**Uptown Celebration Station:** Prizes, food, support and fun! Sponsored by Northern Health. 7:30am – 10:30am @ Spruceland Shopping Centre.

**Road Group Ride:** Join a group of enthusiastic cyclists as they hit the streets and casual tour around Prince George. 6:30pm @ Cyclelogic (1443 3rd Ave). *Occurs every Tuesday during cycling season.*

## Wednesday, June 1<sup>st</sup>

**Gateway Celebration Station:** Prizes, food, support and fun! Sponsored by PGAIR. 7:30am – 10:30am @ Stride & Glide Sports (1655 15th Ave).

**Cross-Country Group Ride:** Join a group of fun and casual cyclists as they hit the trails around Prince George. Riders must be insured through Basic PGCC membership. Contact Bill at 250-596-3434 for more info. *Occurs every Wednesday during the cycling season.*

## Thursday, June 2<sup>nd</sup>

**Downtown Celebration Station.** Prizes, food, support and fun! Sponsored by Integris Credit Union 7:30am – 10:30am @ Community Gardens (7th and Victoria).

## Friday, June 3<sup>rd</sup>

**Downtown Celebration Station:** Prizes, food, support and fun! Sponsored by Team Powerhouse Realty. 7:30am – 10:30am @ Team Powerhouse (1253 5th Ave).

**College Heights Celebration Station:** Prizes, food, support and fun! Sponsored by Telus. 7:30am – 10:30am @ the cemetery trailhead (Cowart and Hwy 16).

## Saturday, June 4<sup>th</sup>

**Wrap-up BBQ:** Come join us at the Prince George Farmers Market to celebrate your hard work. Free food for all cyclists. 10:00am – 2:00pm @ the Prince George Farmers Market (George and 3rd).

## Sunday, June 5<sup>th</sup> – Bike to Work Week ends

**Healthy Kids Day:** Take your kids out on a bike ride to celebrate! Check out all of the activities at the YMCA.

# Team Participation Record

May 30 – June 5 2011



Team Name: \_\_\_\_\_

Team Leader: \_\_\_\_\_

Please check off the days you bike to work during this week

\* Please keep track of the number of employees at work each day so we can calculate your participation rate

A	B	C	D	E	F	G	H	I	J	K	L
Cyclist name	Distance between home and work 1-way in km	First time commuter cyclist?	Female	Male	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1											
2											
3											
4											
5											
6											
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11											
12											
13											
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17											
18											
19											
20											

Leaders, please summarize for your team.

Total # of cyclists (Column A) \_\_\_\_\_

Total # of First Time Cyclists (Column C) \_\_\_\_\_

Total # of Female Cyclists (Column D) \_\_\_\_\_

Total # of Male cyclists (Column E) \_\_\_\_\_

If you have a 5 day work week, please record Monday through Friday. Otherwise, fill out Monday through Sunday.	E	F	G	H	I	J	K
	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
Daily Total # of Cyclists							
*Daily Total # of employees at work							

Submit results online at [www.biketowork.ca](http://www.biketowork.ca)