

Making BTWW a Success in Your Workplace!



The BTWW campaign provides a framework for organizing teams in your workplace. With a little employer support and interest among your coworkers, you can add to the momentum of the event.

Building Awareness in the Office and signing people up for BTWW...Remember, it's all about fun!

- Talk to your employer about donating a few prizes for your team during Bike to Work Week. This annual event provides some ideal opportunities to involve your employer in office life and can increase their profile in the community.
- Having a number of small prizes among the office staff, in addition to the great BTWW prizes, is a great motivator and adds to the competition. Prizes can be as creative as you want them to be: consider water bottles, gift certificates, treats, BTWW T-shirts, a "coupon" for a day off work!
- It can be as simple as putting a small chocolate or treat on a participants desk each day they ride or more creative as that below.

Day	Prize
Movie Monday	2 tickets to the local cinema
Tasty Tuesday	Lunch delivered by the team leader
Wickedest Wednesday	Small basket of homemade goodies
Turbo Thrust Thursday	Bag of coffee or tea along with a travel mug
Fudge Friday	Basket of Fudge
Snazzy Saturday	BTWW T-shirt
Celebration Sunday	Gift basket of treats, lottery tickets and small goodies

Send out an e-mail invite or create a memo to invite coworkers to participate on the team

- In your initial notice to invite people to sign up, keep it light – "It's time to dust off your bike and put air in your tires" or "Want to skip the gym for a week? Join our Bike to Work Week Team!" If you have a company newsletter or internal website, post an announcement about the event, or profile the success of your team last year.

Find a space in the office that you can dedicate to BTWW.

This may be a coffee room, a bulletin board, or even a spot near your workstation.

- Post the sign up sheet and event poster so that your coworkers will be reminded about the event and have time to plan it into their schedules. If you would like more posters, no problem.
- Post the cycling map, included in this kit, to show all the riding routes around the region. To personalize it for your office, ask participants to map out their own route to work using a high lighter.
- Post the Basic Checklist and the Bike Sense Manual.
- Post the list of BTWW prizes, found on www.biketowork.ca/victoria and include any prizes that your workplace is doing on its own.
- Let your team know about our free one-day cycling courses.
- E-mail your colleagues the weekly countdown on our website.
- Participate in the Commuter Challenge Car-Bike Race on Tuesday June 3rd (pre-registration required.) It's a great way to demonstrate the travel time comparability of commuting by bike. and a great way to get non-bikers involved!

BTWW Prizes

As much as we hate to admit it, some people participate in Bike to Work Week only for the opportunity to win some of the fabulous prizes. At Bike to Work Victoria we think it is important to reward people for simply participating, not just for how far they rode or how often. Of course, that is not to diminish the competitive spirit that is clearly out there.

BTWW Poker Derby



Set up a poker derby during BTWW. Each day people ride, give them a playing card. It's a great way to get people talking about BTWW, and may even encourage people to ride more often. At the end of the week, whoever has the best poker hand wins a prize!

Bigger isn't better!

Some team captains think it is a better to have one large team (bring everyone together for a common purpose.) You can still achieve this objective, but it is more effective to break into smaller teams. Having more team captains who can work closely and support a smaller group will yield higher participation than one large team under one captain.

Reducing the number of people in a team makes the Team Captain's task easier and allows for closer group interaction – essential to creating a sense of camaraderie and support. In addition to the rivalry created between companies, having more than one team within the same workplace fosters a second level of competitive spirit.

Working with New Cyclists

We want to encourage as many new cyclists to participate in BTWW as possible, so it needs to be simple and fun. Here are some typical barriers, and how you can respond:

Barrier (Excuse)	Response
I don't have a bike	A number of bike shops offer special rental rates during BTWW
I'm nervous about riding on my own	Help set up a co-worker to ride in with them Give information about the Free Bike to Work Skills Course
I don't know which route to use	Show them routes on the cycling map to avoid high traffic areas
I live too far	Take the bus part way or one-way
We don't have showers at work	Ride slower on the way in and faster on the way home Is there a gym nearby with showers you can use?
My clothes will get creased	Leave some clothes at work
I have to drop my kids off at school daycare.	Drive to school with kids, park your car at the school or daycare, then ride to work. Or, alternate days with your partner

And finally.....

Tell everyone about the exciting events happening during the week that your team can get involved with. This includes the Trailside Breakfast, Commuter Challenge, Mid-Week BBQ and Wrap-Up BBQ. Check out the handout on Team Leader Info for more details. **See you on the trails!**