

Bike to Work Team Leader Package

Kamloops Bike To Work Week 2011

May 30 – June 5

www.biketowork.ca/kamloops

What is Bike To Work Week?

Kamloops Bike to Work is a week long event that encourages and supports commuter cycling which in turn encourages a daily, healthy and enjoyable activity; will reduce the number of vehicles on the roads; and create awareness for wellness and environmental initiatives in the community. Bike to Work Week is organized and hosted by a variety of volunteers and coordinators from a variety of different backgrounds interested in health, wellness, and environmental conditions for all residents and visitors in Kamloops.

During the week of May 30 we invite all businesses and their employees to challenge themselves and bike to work – participation is FREE. Bike to Work Week is a friendly competition for all businesses and individuals to come out and challenge other businesses and themselves; the goal is to see which business can get the highest percentage of employee participation. Business teams can track the team members who bike to work and at the end of the week, the business that has the highest participation rate will be awarded a prize.

During this week participants are to bike to work – all the way to and from work; to or from work; or part of the way! Any effort is considered participation and the effort will go towards your team's participation rate.

Our goal is to get people who've never cycled to work to try it for the first time. Many people own bikes for occasional recreational use, but until joining a BTWW team never considered riding to work – or if they did, ruled it out due to perceived obstacles. It's simply about encouraging and empowering people to try something new that could benefit them and their workplaces for years to come – and with no full commitment required.

Why Bike?

It's fun, it's healthy, and it helps the Kamloops 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.

56% of Canadians are considered physically inactive, 23% are somewhat active while only 21% are active enough to be physically fit. Physically inactive people are subject to more illness and chronic disease than their counterparts. They also miss more time from work, tend to be less satisfied with their work lives and report higher stress levels.

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!

According to a study presented at the American College of Sports Medicine's Annual Meeting researchers found that when workers were subject to 30 to 60 minutes of physical exercise a day they were more productive and worked better with their co-workers. Dr. McKenna reported that the ratings for mental-interpersonal performance, the ability to manage time, and productivity were significantly higher on the days the employees exercised. The study found that 65% of those surveyed improved their scores in all three areas on the days that they exercised. In 2003, BC Hydro's Healthy Living program initiative resulted in an annual reduction of \$1.2 million in sick leave costs, \$97,000 in accident costs and productivity gains of \$919,000.

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 the environment and your health. And, with gas prices soaring, why not save a little money?

“Why Bike” Quick Facts:

- You'll arrive at home de-stressed after work
- Cheaper than going to the gym
- It's good for the environment
- You can eat more
- It's good preventative (and all-natural) medicine for many health and medical conditions
- It reduces the risk of premature death, heart disease, obesity, high blood pressure, adult on-set diabetes, osteoporosis, stroke, depression and colon cancer
- It releases endorphins that just make you feel good!
- You'll actually have more energy!
- People who cycle 100 kms per week add two and a half years to their life expectancy
- It's better for, and easier on, the body than jogging; it's more convenient than swimming
- It relieves congestion on the roads and for parking
- Free parking!
- Improves air quality
- Active employees are more productive and have lower absenteeism and turnover
- A \$20 bike tune up is cheaper than \$500/mth in insurance and gas for a car

What are Team Leaders?

Team leaders are a critical component in making Bike to Work Week a resounding success. 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 which give these people an opportunity to explore the fun and health benefits of active living. Teams within a workplace will report to their team leaders the days that they bike to and/or from work. The team leader will be given a form within their team leader package to keep track of this information, which they will then submit to the Bike to Work Week Committee.

Leaders will be provided with a team leader package that will include information on bike safety and maintenance information, a list of the benefits of cycling, ideas for motivating and inspiring their team, and a log form to keep track of their team's progress. Each team leader will also receive a free BTWW t-shirt!

There are many benefits to being a team leader:

- Encouraging support for cyclists and cycling at the workplace
- Demonstrating leadership and initiative at work
- Prizes – specific for team leaders
- Workshops – specific for team leaders (free lunch!). **Check out www.biketowork.ca/kamloops for workshop dates/locations.**

For those who want to see more people lead active, healthy lives, being a team leader – or an assistant team leader – is a great way to inspire friends and colleagues!

What is required of a Team Leader?

- Choose a fun name for your company team.
- Register your team online at www.biketowork.ca/kamloops - only registered teams are eligible for the BTWW draw prizes!
- Encourage your team! Check out the list of ways (below) to create some fun competition and motivate your team.
- Before and after the event, act as an information hub and support person for your colleagues – be sure to attend one of the team leader workshops offered.
- Have participants check off the days that they ride to and/or from work on the Team Participation Sheet. Remember to keep track of the total number of employees in your company (or department, which ever applies) at work each day.
- After the event, report your team participation results on-line.
- Celebrate your team's success!

Ideas for motivating your team

- **Focus on the benefits, not the consequences of cycling to work.** Focusing on the consequences invites a sense of fear/guilt, which people will then steer away from rather than towards and are more likely to say no despite the positive benefits that may also be involved.
- **Focus on intrinsic benefits rather than societal.** Intrinsic benefits (ie. higher energy levels, feeling of accomplishment, of well-being) will motivate more than benefits that are more societal in nature (ie. environmental gain, saving money on transport).
- **Keep it fun and simple!** The more complicated you make it, being that we live in a society constantly stretched for time, the less ears (ones who will listen to find out what it's really about) and participants you will get.
- **Make it a competition!** Just as we offer you, as team leaders, prizes to keep you motivated, get your business to sponsor prizes for *your* team! Prizes are a short-term, tangible, measurable benefit that can serve as very effective motivators. Offer prizes for (these are examples only):
 - Each person who has biked to work for their first time.
 - The one who bikes the furthest; the shortest.
 - Enter each person's name in a draw for each day they ride to work, and then randomly draw a name each day or at the end.
 - Have a bike (or helmet) decorating contest.
 - Hold a special dinner or luncheon for all who participated in BTWW.
 - Do a Poker Draw – each time someone bikes to or from work, have them randomly draw a card from a deck. At the end of the week, the one who has the best poker hand wins a prize!

- Challenge other businesses to beat your participation rate. Whatever you do, have fun, be creative and create some positive competition within the workplace!

Common Objections To Biking To Work

“I’m nervous about riding on my own/in the city; I don’t know the rules and my rights as a cyclist on the road.”

Response: Help set up a co-worker to ride to work with them. Provide information about the Bike Skills Courses offered through BTWW. Refer them to “Share The Road” information on the BTWW website.

“I don’t know what route to use.”

Response: Take a few minutes to help them map out a route.

“I live too far away.”

Response: Take the bus part way or one way. Or drive part way. Try parking on one of your normal stops. For example, If you normally drop kids off at school or daycare park and ride from there.

“We don’t have showers at work.”

Response: Showers are not always necessary. The ride in the morning is usually cooler and with a breeze most sweat evaporates. Sometimes you can sweat more by standing or walking around outside than by cycling. Advanced clothing materials (merino wool, etc) also help wick moisture away. Note only about 20% of bicycle commuters actually shower at work.

http://www.bicyclesource.com/showering_for_commuters You can also bike slower on the way in and faster on the way home. Another option is to take a quick sponge bath and a towel to dry.

“My clothes will get creased.”

Response: Leave a change of clothes at work.

“I have to drop my kids off at daycare.”

Response: Drive to school with the kids, park your car at the school or daycare, then ride to work. Or alternate days with your partner.

BTWW FAQs

How much does it cost to participate in Bike To Work Week?

Nothing! Thanks to the support of our sponsors, all aspects of the event (except the t-shirts and the Bike Skills Courses) are free.

Are walkers, rollerbladers, transit riders, and carpoolers counted?

No. Bike to Work Week is focused solely on cycling. However, you can subtract people who travel by sustainable modes (ie. walking, bus, carpool, skateboard, rollerblade, etc) from the total workplace team size. This will improve your participation rate.

How big is my team?

Your team size is not the number of cyclists participating, but rather the total number of people in your workplace. For really large employers (over 50 staff), you may want to break into several smaller teams.

Do I include all of the names of my team members in my registration?

No. You do not need to add individual names to your team on the web. Keep track of who cycled each day and report these numbers on-line for your team (daily or at the end of the week).

How do individuals from my team win prizes?

We do not need individual names. We randomly draw from the list of registered teams. If your team is selected, we will then contact you and let you know that “someone” from your team has won a prize. It is up to the team leader to distribute the prize from there. Prizes are awarded to teams based on participation rate as well as through random draws.

Where do I get supplies for BTWW and what is available? (ie. Posters, team participation sheets, t-shirts etc.)

Check out the website (www.biketowork.ca/kamloops) or contact Johanne at johanne.rene@gmail.com or 250-320-7331.

Who To Contact?

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