



FUN IDEAS AND TIPS FOR SUCCESS

Making BTWW a Success in Your Workplace

The Bike to Work Week (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.

Build Awareness

- As a Team Leader you are a champion of the cause! Help build awareness in the office by actively encouraging people to sign up for BTWW. Remember, it's all about fun!
- Talk to your employer about donating a few prizes for your team during BTWW. This annual event provides some ideal opportunities to involve your employer in office life and can increase their profile in the community.
- Send out an email 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 – “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. Posters are available at the BTWW main office.
- Post the cycling map (also available at the BTWW office) to show all the riding routes around the region. To personalize the event for your office, ask participants to map out their own route to work using a highlighter.
- 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.
- Email your colleagues the weekly countdown from our website.

Bigger isn't better!

Some team captains think it is a better to have one large team, i.e. bring everyone together for a common purpose. You can still achieve this objective, but it is more effective to break into smaller teams. Reducing the number of people in a team makes the Team Captain's task easier. It also allows for closer group interaction – essential to creating a sense of camaraderie and support. Having more teams where each captain works closely with a smaller group can yield higher participation than one large team under one captain. In addition to the rivalry created between companies, having more than one team within the same workplace fosters a further 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:

Obstacle/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 Or, 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

Priority One: Have Fun

- 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. Prizes are posted online for participants to see what they have a chance at winning. 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.
- Having a number of small prizes among the office staff, in addition to the main BTWW prizes, can be a great motivator and adds a fun competitive element. 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!

- Additional incentives can be as **simple** as putting a **small chocolate or treat** on a participants desk each day they ride, or more **elaborate** ideas, as suggested 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
Thirsty Thursday	Bag of coffee or tea along with a travel mug
Fashion Friday	Arrange a bike-to-boardroom fashion show and have everyone show off their best cycle-friendly outfits. For the grand prize for best style or visibility or waterproofing, offer a bike shop gift certificate or some gear... plus bragging rights

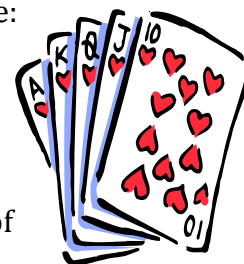
- Get creative – here are some fun activities to help encourage people to ride:

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

Solve a Riddle: Participants get a clue each day they ride. At the end of the week the person who guesses correctly gets a prize.

Name in a hat: For each day riding name gets put in hat for prize draws

Stickers or Badges: Give out stickers that say "I rode today"



- Participate in the **Commuter Challenge Car-Bike Race** on Thursday May14th (pre-registration required.) It's a great way to demonstrate the travel time comparability of commuting by bike. **Great way to get non-bikers involved!**
- Visit celebration stations together! Tell people about all the exciting events happening: Trailside Breakfast, Commuter Challenge and Wrap-Up BBQ, in addition to our everyday stations. There is lots of delicious food and beverages to be had, and further prize draws and giveaways to get in on. Plus it's a great way to meet other commuter cyclists and exchange stories.
- Celebrate your success! Take some time at the end of the week – maybe a coffee date together or a lunch-time party – to recognize your team's achievement. BTWW is a great incentive to encourage people to attempt their commute on a bike. With the great incentives and positive experiences from the event, some of your participants may start choosing to ride year round!!

See you on the trails!