



**BIKE TO  
WORK WEEK**

## Team Leader Guide

Thank you for championing **Bike to Work Week** in your workplace! This guide will provide you with information on how to make your week successful. It's based on the best practices of workplaces across Metro Vancouver where Bike to Work Week has become part of the culture.

**Register online: [btww.ca](http://btww.ca)**

Participating Bike to Work Week workplaces are registered by a Team Leader who spearheads the initiative in their workplace, often with support from others in the organization. Team Leads could be from anywhere in the organization - the only requirement is being passionate about the benefits of cycling in the workplace!

## How to become a Team Lead

- Register yourself for free online (if you haven't already - [btww.ca](http://btww.ca)) If you've taken part previously, remember to log a trip to be considered a participant in the up and coming bike to work week
- Find your organization and if it's not there yet, create it. Then create your team
- Spread the word! - make sure others in your workplace know that your workplace is participating by sending out a motivational email with easy instructions on how to sign up. An example email which you can copy and paste is included at the end of this guide
- Add event dates to your work calendars, and use the posters, newsletter and social media templates included under the '[spread the word](#)' section of our website.

# 10 top tips for promoting Bike to Work Week in your workplace

## 1) Reward your team members

Serve a celebratory biker's breakfast such as pancakes, muffins or granola bars and fruit for colleagues who take active transport to work during Bike to Work Week. Offer internal prizes and swag to colleagues who participate and special prizes for those who encourage the most people to try cycling to your workplace.

## 2) Initiate friendly workplace competition

Consider challenging others in your workplace or in a similar sector or competing company. Track your progress on the most new riders, kms or trips logged on your online team dashboard. Use [your dashboard](#) to see how other companies are doing and spur team mates on.

There is a lot of pride that comes from a job well done and each year HUB Cycling recognizes workplaces that make an exceptional effort to get more people riding our roads. The annual Bike Awards is a fun and FREE event and just another reason to motivate teams to come aboard and bike to the workplace.

## 3) Guide your team mates with route maps and trip planning advice

Often colleagues may want to try cycling to work but are unsure of the best route. Ensure that you have a map of cycling routes to hand out in the office the week before Bike to Work Week and even consider pinning them on the wall in the kitchen.

Or, introduce your colleagues to Google Maps cycling feature: go to <https://www.google.ca/maps> enter your destination and click on directions, then click on the bicycle icon to see recommended routes and trip times.

You may also consider offering a [Workplace Cycling Workshop](#) 'lunch and learn' so that colleagues can come to you for advice on the best route to and from work.

Consider adding a map of lunch options which are within cycling distance of your office and hopping on a bike as a team during Bike to Work Week to cycle to new lunch spots!

#### **4) Reduce barriers to entry**

Host a tour of your workplace cycling end of trip facilities the week before Bike to Work Week to familiarize people with where they can leave their bike and gear. Ensure there is somewhere for folks to freshen up. Host a refresher of your end of trip facilities the week before Bike to Work Week.

#### **5) Bike buddy/mentor system and commuter convoys**

Pair experienced riders with a new cyclist and offer an incentive when they reach their workplace (like a free lunch). Send out a list of volunteer '*bike buddies*' that leave from designated neighbourhoods. Bike Buddies guide other less experienced riders and help their colleagues learn the best bike route to work. This is an extremely successful method to attract curious but cautious riders to the team.

#### **6) Offer a subsidy/reimbursement**

Some workplaces provide a cycling subsidy for buying a bike, gear or bike maintenance, or will reimburse some or all of this.

#### **7) Offer 'bike breaks' during Bike to Work Week**

Encourage colleagues to cycle on a guided ride. Consider trialling catch ups or meetings on a bike during Bike to Work Week.

#### **8) Reward people new to cycling to work**

Cycling to work during Bike to Work Week can be habit forming. Consider rewarding referrals and newbies.

#### **9) Encourage colleagues to spread the word and encourage others**

Encourage management to ride during Bike to Work Week and tag them on social media or intranet systems. Photos are extra awesome!

#### **10) Most importantly - have fun!**

Consider having something fun to celebrate at the end of Bike to Work week such as a food/brewery tour (responsible drinking advised) or hosting a treasure hunt. Don't forget to visit one of over [80 celebration stations](#) during Bike to Work Week.

# Metro Vancouver Bike to Work Week case studies

## Arc'teryx Bike to Work Week Case Study



Jessica O'Dowd is the Manager, Employee Experience at Arc'teryx based in their head office in North Vancouver. In her spare time, she can be found enjoying a city ride with her husband and three year old or enjoying some mountain biking in North Vancouver. Jessica first got involved in Bike to Work Week back in 2013 when she was working as a Commercial Analyst. Leading the team was a side of the desk secondary job for Jessica but helped her to realise her passion for getting involved with the people and culture side of the company.

“Bike to Work Week played a big role in helping me to change career direction at Arc'teryx” (Jessica O'Dowd, Manager, Employee Experience)

Jessica shared her top tips with us for engaging with colleagues:

### 1) Bookend the week with events

Arc'teryx kick starts their Bike to Work Week with a free pancake breakfast for participants who ride to work and finishes off the week with a wrap up BBQ and awards ceremony followed by a craft brewery crawl on bikes.

### 2) Enlist the help of others

During the lead up to Bike to Work Week, Jessica also enlists the help of a Bike to Work Week Organizing Committee.

### 3) Try something new every year to keep returning cyclists engaged

An organising committee with 2 or 3 new people each year to bring fresh ideas in helps. In 2018 one of the new committee members suggested setting up a whiteboard in the bike rooms and another new member suggested running an inclusive, week-long bike bingo game.

### 4) Encourage colleagues but also give them room to 'self organize'

Arc'teryx sponsor a celebration station, and other planned daily activities, but also ensure that team mates are equipped to self-organize. They offer internal prizes for different categories (number of trips logged, kms cycled, single longest trip, etc.)

### **5) Solicit internal prizes and share with winners after 11am**

Prizes which cannot be bought such as branded water bottles tend to go down well and saving the larger prizes for the end of the week awards ceremony helps keep up momentum.

### **6) Keep regular internal communication and regular communications flowing**

Ensuring that colleagues are regularly updated on progress and how they are doing against other teams in the organisation and against similar organisations is key.

### **7) Reduce the barriers to entry**

Ensuring that colleagues have a bike they can access during Bike to Work Week is key. Each year Arc'teryx rents a fleet of bikes and e-bikes from a nearby shop, so everyone who wants to ride has an opportunity to try.

### **8) Educate and inform**

Use a whiteboard with statistics and a calendar for the week with information on the weather for the next day and events happening – it serves as both an information and an engagement piece.

### **9) Bike buddies**

Arc'teryx have successfully trialed a cycling buddy system: pairing new cyclists with experienced commuters. New riders from the previous season often become the seasoned riders, and pay it forward in future seasons.

### **10) Keep the event fun**

Each year Arc'teryx set up a 'slow mo' competition - a bike course with obstacles which helps to keep the event fun and get all tiers of the organisation involved. And of course finish the week with a giant celebration of bike culture.

## Ocean Wise (Vancouver Aquarium) Bike to Work Week Case Study



Tania Leon is the Accounts Coordinator for the Ocean Wise Seafood Program and co-leads the green team in the organization. Based at the Vancouver Aquarium in Stanley Park, Tania shared her top tips for setting up a successful Bike to Work Week team.

### **1) Set up a small budget for Bike to Work Week**

Setting up a small internal budget for Bike to Work Week for snacks and a couple of gift cards helps to encourage participants.

### **2) Encourage competition**

The Vancouver Aquarium staff are very competitive when it comes to Bike to Work Week! Sharing stats on how other organizations in a similar category are doing helps to spur them on. Encouraging teammates to log their rides and provide a regular group update helps with this. Tania's team shares how the team is doing every couple of days to encourage cyclists to keep going.

### **3) Give staff the resources ahead of time**

Tania's team shares tips on how to weatherproof themselves as well as resources such as information on bike maintenance ahead of Bike to Work Week so that they are prepared.

### **4) Bike to lunch day**

On at least one of the days during Bike to Work Week the Vancouver Aquarium team grab a Mobi and cycle to a lunch spot. Having a small treat at the end is one of the easiest ways to get colleagues on a bike. During Bike to Work Week, Mobi will also be providing free passes making it easier than ever to hop on a bike! Check the [btww.ca](http://btww.ca) website for more info.

### **5) End the week on a high**

The Vancouver Aquarium end their Bike to Work week by cycling to the BBQ together. This year's BBQ will be from Friday May 31st at Creekside Park from 4-7 join your fellow cycling commuters for BBQ, prizes and celebration.



The Vancouver Ocean Wise team enjoying their 'bike to lunch' event



Enjoying the Arc'Teryx celebration station on the way to work





## **First Nations Health Authority (FNHA) Bike to Work Week case study**



Annie Merritt is a Senior Specialist of Community Development within the Community Health and Wellness Services Department at the First Nations Health Authority. The organization has offices in Vancouver and across the province. A keen cyclist herself, Annie shared her top tips for making Bike to Work Week a success at FNHA.

### **1) Focus on wellness**

At the First Nations Health Authority, there's a real focus on wellness within the organization's overall mandate and approach to work. This approach is carried through to Bike to Work Week, with the Wellness and Culture Specialist alongside the communications team leading a blog contest to encourage staff to share their story about biking to work on the internal intranet platform in return for being entered to win a prize.

### **2) Leverage existing communication channels to help spread the word**

Similar to a social committee in some organizations, FNHA has several wellness committees serving different departments, who help spread the word about Bike to Work Week. Using the momentum already generated by the event itself, employees are encouraged to cycle by the committees and team leads. FNHA also posts about Bike to Work Week on both their internal intranet and public-facing social media accounts to help promote the event.

### **3) Bookend the week with events**

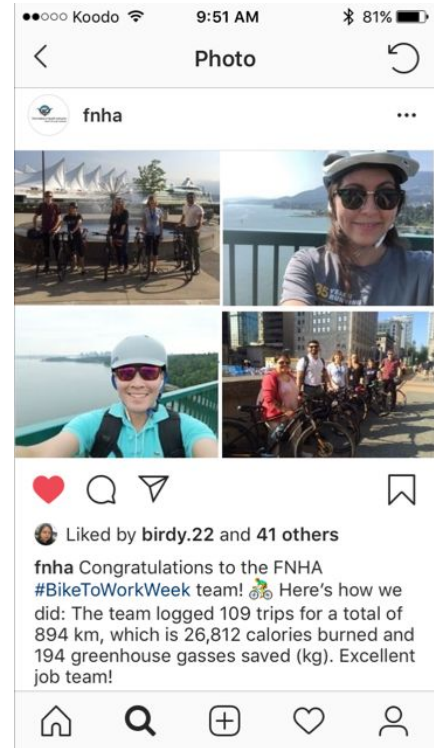
At the beginning of Bike to Work Week, champions within individual teams in the organization gather at the bike racks to enjoy coffee and homemade cookies to celebrate the beginning of the event. This is also a time to take a quick team photo to post on the intranet to encourage others to join in for the rest of the week!

### **4) Team leaders duties are shared**

Often a different individual may step up to be the team lead for the organization each year. The benefit of this approach is that each person treats the role a little differently and brings fresh ideas each time.

## 5) Strive to build a biking community together

Bike to Work Week is a great springboard to promote the idea of building a cycling community together at FNHA. Seeing how busy the bike racks get during Bike to Work week helps motivate others to join and continue cycling after the event!



### Example of FNHA's blog contest

#### Birdy's Bike week

by Leanne Lewis [T] on 6/4/2019 8:06 AM  
Category: Staying Active

How can ya not love being part of a work family who have the same goals ~ physically, mentally, emotionally and spiritually. even when my bike ride got me out of the house 1/2 hr earlier, I love my rides in. Birds chirping, thank the Creator the skies were blue! every day a goal to be reached. making that it up that hill without walking, trying to beat googles time frame. always something to strive for and being happy knowing FNHA family are reaching simular goals.





### Let's Make our Workplace Active!

Bike to Work Week is a free, fun opportunity to get outside and be active every day.

Reasons to register and bike to work:

- Get healthy: your commute can save you time and money at the gym.
- Save money: have you seen gas prices lately?!
- See how much CO2 you save: the HUB Bike to Work Week website tallies your personal GHG savings.
- Enjoy a faster commute by bike due to less congestion, and no searching for parking.
- Be energized for work - exercise naturally releases endorphins that give you a boost.
- Win prizes! Daily prizes for logging online and visiting celebration stations & team awards.
- Make your commute count: there is power in numbers – the more people registered, the stronger the voice to call for cycling improvements so even seasoned cyclists should register.
- Strengthen your workplace community: share your routes with teammates and ride together.

How to register for Bike to Work Week:

1. Go to [www.btww.ca](http://www.btww.ca) and sign up for free.
2. Enter your user information

Then: Join our Organization: \_\_\_\_\_  
(eg. BC Hydro)

Join our team: \_\_\_\_\_  
(eg. Finance Flyers)

3. Map your route or enter the distance in the Quick Kilometre Log under Log a Trip
4. Log your route every day you ride. This will track your kms, GHGs, and calories, and increase your chances of winning fabulous prizes, including the Bike-a-Day Giveaway. Logging your route helps HUB Cycling understand where people are cycling to and from so we can encourage more cycling safety and infrastructure in the region.
5. Stop by a commuter station on your ride to work – we'll be waiting with hot drinks, free snacks, bike mechanics, prizes, and smiles!