



[www.bloomington.in.gov/BikeToWorkDay](http://www.bloomington.in.gov/BikeToWorkDay)

April 20, 2012

**RE: National Bike to Work Day in Bloomington and Monroe County, May 18, 2012**

Dear Bloomington or Monroe County Employer,

National Bike to Work Day, the nation's biggest bike celebration, is happening on Friday, May 18, 2012. The City of Bloomington and Monroe County Government would like to help you and your employees take part in this fun event.

Employees who bike to work are more alert and productive on the job, and overall healthier employees. Employers benefit directly from their increased performance and also enjoy reduced health insurance premiums. By encouraging bike commuting in your workplace, you adopt a sustainable business strategy that provides long-term benefits!

The City of Bloomington and Monroe County are offering to provide resources to help your business be more bike-friendly and make sure your employees are safe and comfortable riding in the streets:

- A Bicycle Commuting 101 workshop for your staff
  - \* The first 6 businesses to schedule a workshop will make their employees eligible to win gift certificates to local bike shops!
- A Bike to Work Day Toolkit for your office (enclosed)
- A Bicycle Friendly Business consultation for your workplace

Enclosed you'll also find some other National Bike to Work Day resources to get you started:

- A Bike to Work Day Poster for your office. Get more at [bloomington.in.gov/biketoworkday](http://bloomington.in.gov/biketoworkday).
- The National Bike Challenge: Register your staff team to challenge dozens of local, state, and national teams from May 1<sup>st</sup> to August 31<sup>st</sup> to win great prizes
- A calendar of Bloomington Bikes Week 2012 (May 14 – May 20) events, rides, and celebrations
- A Bloomington Bike Map to post in your office for a bike route reference

**National Bike to Work Day, Friday, May 18th**, is the perfect time to get more of your employees started bike commuting to your office. Encourage them to give it a try on National Bike to Work Day with the support and camaraderie of hundreds of other cyclists.

Contact us today to get started making your business more bike friendly.

See you on National Bike to Work Day!

Vince Caristo  
Bicycle and Pedestrian Coordinator, City of Bloomington  
[caristov@bloomington.in.gov](mailto:caristov@bloomington.in.gov) | (812) 349-3473

Jason Eakin, AICP  
Assistant Planning Director, Monroe County Planning  
[jeakin@co.monroe.in.us](mailto:jeakin@co.monroe.in.us) | (812) 349-2560

# BENEFITS OF

# BICYCLE COMMUTING



## FOR YOUR BUSINESS

Make a positive impact at your workplace by supporting healthy, fun, and efficient commuting that will bring long-term benefits to the well-being of your business.

- Lower Health Care Costs
- Decreased Absenteeism
- Increased Productivity
- Improved Social Responsibility

## FOR YOUR EMPLOYEES

Feel great and perform better at work by adding bicycling as fun and convenient commuting option.

- Save Money on Gas and Car Repairs
- Better Physical and Mental Health
- Skip Traffic and Finding a Parking Spot
- Enjoy Time Outdoors

Businesses whose employees register for **National Bike to Work Day, May 18th**, will be recognized in an official press release!

[www.bloomington.in.gov/BikeToWorkDay](http://www.bloomington.in.gov/BikeToWorkDay)



**JOIN US FRIDAY, MAY 18th!  
Ride your bike and:**

- ✓ Save Money
- ✓ Get Fit
- ✓ Have Fun!
- ✓ Make Friends
- ✓ Reduce Emissions
- ✓ Skip Traffic

***Register to Win Prizes at  
[www.bloomington.in.gov/  
BikeToWorkDay!](http://www.bloomington.in.gov/BikeToWorkDay)***



# 5 EASY WAYS



## TO ENCOURAGE YOUR EMPLOYEES TO BIKE TO WORK ON MAY 18th

1

### TELL THEM ABOUT NATIONAL BIKE TO WORK DAY

- Hang the enclosed poster
- Encourage them to register to win prizes at [www.bloomington.in.gov/BikeToWorkDay](http://www.bloomington.in.gov/BikeToWorkDay)
- Tell them about it via internal email and at staff meetings

2

### LEND THEM A HAND

- Find an employee who bicycles to be “Bicycle Ambassador” to answer questions about biking routes, gear, and other issues
- Schedule a Bike Commuting 101 workshop with City and County Staff by contacting Vince Caristo at [caristov@bloomington.in.gov](mailto:caristov@bloomington.in.gov), or 812-349-3423

3

### PARTICIPATE IN THE NATIONAL BICYCLE CHALLENGE

- Register your company team at [www.nationalbikechallenge.com](http://www.nationalbikechallenge.com) to compete locally and across the state from May 1st through August 31st
- Earn recognition and win prizes for your company!
- Our official statewide partner is Bicycle Indiana, [www.bicycleindiana.org](http://www.bicycleindiana.org)

4

### TREAT THEM LIKE ROYALTY

- Do something simple and fun for Bike To Work Day like an office breakfast or lunch

5

### MAKE EVERY DAY BIKE TO WORK DAY!

- Schedule a Bike Friendly Business consultation to learn ways you can encourage more bike commuting

[www.bloomington.in.gov/BikeToWorkDay](http://www.bloomington.in.gov/BikeToWorkDay)



Kimberly-Clark



# GET UP & RIDE

*Want to have some fun and do something good for yourself and the environment?*

Join the Get Up & Ride National Bike Challenge!



## What

The Get Up & Ride National Bike Challenge encourages biking not only for the fun and joy of riding, but also for the benefits of improved health, cost savings and promoting environmental sustainability.

## When

May 1 through August 31, 2012

## Who

Anyone age 18 or over who lives in the US or works for an organization with US employees

## How

Sign up at [www.endomondo.com/campaign/national](http://www.endomondo.com/campaign/national)

**Ride solo or join a Team.** Riders join an existing team or create a new one using the website.

**Ride** for a day, a week or for the entire Challenge.

**Log** your rides quickly and easily on the website.

## Prizes

Prize winners will be selected monthly and Awards presented at the end of the contest. Just ride and you could win!

**JOIN** at [www.endomondo.com/campaign/national](http://www.endomondo.com/campaign/national)



Kimberly-Clark







Kimberly-Clark



# GET UP & RIDE

bicycle  
INDIANA



## Guide for Organizations

### Welcome to the Get Up & Ride National Bike Challenge!

We are very glad your organization has decided to join the Challenge. We have created this guide to provide important information about the Challenge and to help you and everyone in your organization join the Challenge and enjoy the ride!

We've made the process as simple as possible for you and your participants. Your role as the organization contact is very easy. *All you need to do is:*

1. Notify everyone in your organization that your organization has joined the Challenge.
2. Send everyone in your organization this link to the website and encourage them to join the Challenge.  
[www.endomondo.com/campaign/national](http://www.endomondo.com/campaign/national)
3. Provide them with the following instructions on how to join:

#### Process for individuals to join the Challenge:

- Step 1. Click on the link you have sent them for the Challenge website.  
Step 2. Click on the join button and register.  
Step 3. Participants will have the option, after joining to:

Continue to Ride Solo

Or

Join a Team by: a. Creating a new Team and becoming the Captain

or

b. Joining an existing Team at your organization

That's it! That is all your participants need to do to join the Challenge. In the Toolkit, we have also included a sample e-mail to employees.

Most importantly, for you and your participants, the Challenge website contains the [FAQs](#), [Videos](#), and a [Toolkit](#) with all of the information you and your participants will need to be successful in the Challenge. A link to the FAQs, Videos and Toolkit is included at the end of this Guide.

Finally, below is overview information about teams, prizes, awards, and some fun activities that you may want to incorporate to promote and make the Challenge more interesting and fun for your organization's participants.





## Organization Team Formation

When registering, participants will be given the opportunity to create a new team or join an existing team.

1. Teams can be made up of only members of an organization or they can be members and non-members such as a significant other, friends, relatives or neighbors.
2. The first person to create a team defaults to become the Captain.
3. If you have a mixed team of members and non-members, only points earned by organization members of the team are awarded to your organization.
4. Points earned by non-members on the team are awarded to the individual, team, city, and state categories.

## Prizes

To encourage participation, the Challenge has secured many exciting prizes. Prizes will be given away monthly to individual participants based on total challenge points they have earned at the end of each month.

(For further information on Prizes go to [www.endomondo.com/campaign/national/prizes](http://www.endomondo.com/campaign/national/prizes).)

## Awards

At the end of the four month Challenge, a National Challenge Award Plaque will be presented to the winner in each of the sixteen Award categories found on the Awards Sheet in the Toolkit.

- Participants in each of the sixteen categories will be ranked based on total Challenge Points with the exception of Cities and States, which will be ranked based on total Challenge Points per 1000 residents.

(For further information on Awards go to [www.endomondo.com/campaign/national/awards](http://www.endomondo.com/campaign/national/awards) and select the Toolkit.)

## Activity Ideas

To promote participation the following is a list of activities your organization can plan:

- Have a Lunch and Learn and invite a speaker from a local bike shop or bike advocacy group
- List local rides on your organization website
- Create Team Challenges within your organization among your teams
- Give Wellness points for participants
- Have a bike to work breakfast for participants
- Stage a special event for Bike to Work day
- Have theme days for biking participants – (Lycra, business suits, super hero)
- Create a blog for participants on you organization website
- Get your CEO/President and Senior Leadership team and Managers/Department Heads to participate and lead an organization wide ride

**FOR COMPLETE DETAILS ON THE CHALLENGE, PLEASE REMEMBER TO REVIEW THE FAQs, VIDEOS, AND ALL OF THE DOCUMENTS IN THE TOOLKIT**

[www.endomondo.com/campaign/national/FAQs](http://www.endomondo.com/campaign/national/FAQs)

[www.endomondo.com/campaign/national/videos](http://www.endomondo.com/campaign/national/videos)

[www.endomondo.com/campaign/national/toolkit](http://www.endomondo.com/campaign/national/toolkit)





# BLOOMINGTON BIKES WEEK



MAY IS NATIONAL BIKE MONTH. BIKES WEEK IS MAY 14-20.

Celebrate Bloomington Bikes Week with several events that will get you rolling. Take part in Bloomington's effort to elevate our Bicycle Friendly Community status from Silver to Platinum!

## WOMEN'S RIDE

FRIDAY, MAY 11 • NOON-1 P.M. • FREE • FOR ALL AGES.

FARMERS' MARKET PLAZA ON THE B-LINE TRAIL

See downtown from your bike on the Women's Ride! We'll meet at the Bloomington Banquet sculpture on the B-Line Trail next to City Hall for a short intro to safe biking on city streets. Riders of all skill levels are encouraged to attend! This is an informal event, meant to get more women out and comfortable riding.

E-mail [sustain@bloomington.in.gov](mailto:sustain@bloomington.in.gov) by 5 p.m. May 8 if you need a bike; otherwise, just show up!

## LEARN TO RIDE

TUE.-THUR., MAY 8-10 • 4:30-5:30 P.M. • REGISTER BY 5/3 (CODE 27501-A)

TUE.-THUR., MAY 15-17 • 4:30-5:30 P.M. • REGISTER BY 5/10 (CODE 27501-B)

\$30/IN-CITY, \$35/NON-CITY • FOR AGES 5-9 YRS. W/PARENT.

BRYAN PARK POOL PARKING LOT

Beginners—Spend the entire summer cruising on your bicycle after this Bloomington Bikes Week learn to ride class. Participants learn how to confidently and safely ride their bikes through individual instruction, and also learn about bike maintenance, road safety and proper bike and helmet fittings. Each participant receives a free bike helmet and must bring a bicycle without training wheels. Parents are encouraged to participate, and must remain on site. Class will be rescheduled in case of inclement weather. Instructors: Raymond Hess, Vince Caristo

## WAPEHANI TRAIL BUILDING NIGHT

MONDAY, MAY 14 • 4-6 P.M. • FREE • WAPEHANI MOUNTAIN BIKE PARK

## BIKE RODEO

TUESDAY, MAY 15 • 4:30-6:30 P.M. • FREE

FOR AGES 4-12 YRS. W/PARENT. • TEMPLETON ELEMENTARY SCHOOL, 1400 BRENDA LN.

A free, family event to entertain and educate children on cycling safety and the importance of wearing bike helmets. Participants can bike through an obstacle course, enjoy snacks and learn something new! Helmets provided for riders who need them. Bring your own bike. A few bikes will be available for use in the Rodeo. Sponsored by IU Health Bloomington, SAFE Routes to School.

## ART BY BIKE FUN RIDE

WEDNESDAY, MAY 16 • 5-6 P.M.

FREE • FOR AGES 18 YRS. AND UP. • SHOWERS PLAZA

Take a fun and leisurely tour of Bloomington's thriving arts scene. Instructor: Jacqui Bauer

## BIKE COMMUTER 101

THURSDAY, MAY 17 • 6-9 P.M. • REGISTER BY 5/15 (CODE 26501-A)

FREE • FOR AGES 18 YRS. AND UP. • CITY HALL, MCCLOSKEY CONFERENCE ROOM, #135

Need some pointers before biking around town for transportation? Learn tips and tricks that will make you feel safer and have more fun riding your bike. Topics covered include everything from route selection to foul weather riding. Instructor: Vince Caristo

## NATIONAL BIKE TO WORK DAY

FRIDAY, MAY 18 • REGISTER BY 5/16 (CODE 26503-A)

FREE • FOR AGES 16 YRS. AND UP.

The City of Bloomington celebrates National Bike to Work Day as part of National Bike Month each May. Get fit, save money, and reduce your carbon footprint while getting energized for your day. Registered riders will be entered into a drawing for \$50 gift certificates from Bikesmiths, Bicycle Garage, and Revolution Bike and Bean. All riders will be rewarded with a free bagel and drink from any of the three Bloomington Bagel Company shops.

## CYCLE-TO-SERVICE WEEKEND

FRIDAY-SUNDAY, MAY 18-20 • REGISTER BY 5/16 (CODE 26502-A)

FREE • FOR AGES 16 YRS. AND UP.

Cycle-to-Service Weekend is an opportunity to commute to your place of worship by bicycle.

Set a good example, reduce congestion, and leave parking spaces open for those that need them. Biking is a fun and healthy way to take care of yourself and the planet!

## MARKET TO BABS FAMILY FUN RIDE

SATURDAY, MAY 19 • NOON-2 P.M. • FREE • FOR ALL AGES.

FARMERS' MARKET PLAZA ON THE B-LINE TRAIL

Riding bikes is fun for the whole family! Join other families after the Farmers' Market for a ride down the B-Line Trail. The ride will end at Bloomington Area Birth Services, where you'll learn tips on riding with small children. Instructor: Kevin Marzhal