



Sunnyvale

Community Events Grant Program Application Fiscal Year 2018/19

Application Deadline: May 2, 2018, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** While the City will accept applications through May 2, 2018, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2018/19 budget is adopted in June 2018. Applicants will be notified of award decisions in July 2018.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)

Attn: Alisha Rodrigues

550 E. Remington Drive, Sunnyvale, CA 94087

Email: ncs@sunnyvale.ca.gov or *Fax:* 408-730-7754

For questions or more information, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

Grant Amount Requesting from the City of Sunnyvale: \$ _____

(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: _____

Title: _____

Organization: _____

Email: _____

Mailing Address: _____

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Bike to Work Month in May and Bike to Work Day (BTWD) on May 9, 2019 are part of a national effort to encourage new bicyclists to give bike commuting a try, with goals of reducing carbon emissions, improving local air quality, and improving community health. Locally, Silicon Valley Bicycle Coalition (SVBC) coordinates and oversees many activities leading up to this annual push to increase active transportation including: 1) Engaging corporations and other organizations to support employee participation; 2) Coordinating the team bike challenge to provide riding incentives; 3) Working with schools to encourage students to bike and walk to school; and 4) Coordinating and training the hundreds of volunteers it takes to produce Bike to Work Day itself.

On the day of the event, SVBC provides logistical and coordinating support to ensure that each Energizer Station has the resources it needs to provide riders with food, goodies, and encouragement. The day ends with a bang at SVBC's Bike Away from Work Bash, which is open to the public and intended to give everyone a chance to celebrate the success of the day. We announce and award the Bike Commuter of the Year at this event as well.

The program works to encourage bicycling because it is fun, creates a sense of community, and normalizes bicycling. People realize that they don't have to be an elite athlete, wear special clothing, or have an expensive bike to be a bike commuter. Making the bicycle a part of everyday life is a key focus of all our work.

2. Have you held this event before? If so, when and where?

Silicon Valley Bicycle Coalition has been coordinating Bike to Work Day in Santa Clara and San Mateo Counties (usually on the second Thursday of May) since 2006.

3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?

BTWD is a free and fun event that gives people of diverse backgrounds, ages, and ability levels the opportunity to experience and engage with Sunnyvale in a new and more meaningful way from the slower-paced saddle of their bike. People who travel by bike gain a greater understanding of community assets and an appreciation for the many resources the city has to offer. BTWD builds community by bringing together citizens, businesses, government offices, and other entities to celebrate alternative modes of transportation that improve quality of life by reducing traffic congestion and greenhouse emissions while increasing physical and emotional health. The event is a strong fit with Sunnyvale's ongoing commitment to reduce community-wide greenhouse gas emissions via the CAP 2.0.

4. What steps are you taking to ensure a well-planned, safe event?

Event planning for BTWD begins in December. We provide guidance and ongoing training to Energizer Station hosts that includes a detailed guide to help them plan and gather the resources needed to produce the event. We provide an orientation day the week before BTWD. Businesses and other employers are provided a toolkit of posters and ideas for promoting the event and getting more people riding. We also offer dozens of workshops to help new bike commuters learn the rules of the road and how to bike safely (and would be happy to provide such a training to City of Sunnyvale staff as well).

Every year, we gather advice and feedback from previous years' energizer station hosts to share with new hosts, so they have guidance going into their planning efforts. We also follow up after the event to get feedback from staff, volunteers, and energizer station hosts to ensure that we continue to meet our internal goals of executing a well-planned and safe event.

Marketing & Promotion

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Our event is citywide. It is not targeted to a particular neighborhood or demographic.

6. How many people do you expect to attend your event? How did you arrive at this estimate?

Last year (2017), 3370 people stopped at or passed by one of 10 energizer stations in Sunnyvale on BTWD. We anticipate a similar or slightly greater number of participants in 2019.

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

BTWD posters (attached) and other promotional materials will be posted and distributed in public places around the Bay Area. In addition, posters will be mailed to over 100 employers in San Mateo and Santa Clara Counties to be posted in visible places at employer sites. SVBC and partner organizations will promote heavily via email and social media.

We anticipate a continued partnership with NBC Bay Area/Telemundo 48, as they have committed to be the presenting media sponsor for the past two years. They will create additional public service announcements (you can see the 2018 PSA, filmed and aired by CreaTV at: <https://www.youtube.com/watch?v=ytUPCBKG1JA&feature=youtu.be>) and content on their website. They will also provide day of news coverage for the event.

We would love to incorporate KSUN 15 in our advertising by, among other things, requesting that it air our public service announcement.

Organization Information

- 8. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.**

SVBC was incorporated as a 501(c)(3) in 1993 [see attached articles of incorporation]. SVBC's mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. With traffic congestion and air pollution at unacceptable levels, we need to address our transportation demands in more creative ways. The answer lies not in building more freeways or widening our already fast-moving roads, but in developing programs that encourage active transportation. We envision a community that values, includes, and encourages bicycling for all purposes and for all people. Our central goal is to ensure that, by the year 2025, 10% of all trips are taken by bicycle.

SVBC has 2,000 members and over 14,000 subscribers to our email list. The size of our budget is just over \$1 million as indicated by our most recent (2015) form 990 and our 2017-18 budget (both attached).

Event Budget

- 9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?**

SVBC follows the most rigorous and accepted practices for nonprofit financial management including internal controls and safeguards for assets and data accuracy, written financial policies and procedures, and a board treasurer and finance committee comprised of seasoned finance professionals that review all our financial management practices, budgeting processes, and annual budgets.

The budget for BTWD is developed and reviewed months in advance and used to create a detailed project plan that is referred to regularly to ensure all tasks and expenditures are on track.

- 10. Please attach a detailed budget for your event including:**

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$28.46, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting funding because we believe participating in BTWD and encouraging bicycle commuting is a way for the City of Sunnyvale to advance its goals regarding improving neighborhood quality of life and reducing greenhouse emissions. We expect that the remaining funding for our event will be raised from corporate sponsors, government grants, BTWD t-shirt sales, and individual contributions.

12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

Bike to Work Day cannot happen without the generous support of corporate and government sponsors. We would be delighted to have the City of Sunnyvale participate for as long as it is able. We also continually expand our outreach and engage with new and prospective sponsors to provide the opportunity for more entities to participate and support the event. As part of this, we will continue to reach out to all cities in the two counties we work with in order to fund the event and increase bike commuting in our region.

YOUR MEMBERSHIP GIVES US
THE POWER TO SUCCEED

YOUR MEMBERSHIP GIVES US POWER

- Numbers give us the clout that makes decision makers sit up and listen.
- Unity gives our movement strength.

WE GET KIDS RIDING BIKES

- Only 15% of kids walk or bike to school, down from 50% a generation ago.
- Our Safe Routes to School programs teach young students how to enjoy riding and walking while staying safe.

WE MAKE ROADS BETTER FOR BIKES

- Enjoy riding in a bike lane or path? We work with government and community agencies everyday to get these kinds of facilities installed in your town.
- Worried about unsafe drivers? Our Vision Zero: Silicon Valley initiative is bringing cyclists and motorists together to end the conflict.

WE ENRICH THE COMMUNITY WITH BIKE CULTURE

- Our annual Bike Summit brings together advocates, government, and law enforcement in the cause of bike advocacy.
- Bike to Work Day gets thousands of people to try bike commuting for a day.
- From fun gatherings like bike art shows to informative events like bike commuting work shops, we engage the community and reinforce the fun of riding a bike.

Cover photo by Richard Masoner/courtesy San Mateo County Parks Foundation Tour de Peninsula



Visit <http://bikesiliconvalley.org> to read all about bike advocacy in Santa Clara and San Mateo Counties and learn how you can get involved in:

- Bike to Work Day
- The Silicon Valley Bike Summit
- Safe Routes to School
- Vision Zero: Silicon Valley
- Bicycle Friendly Workplace
- Local advocacy teams
- SVBC events and parties
- Hundreds of bike events throughout the year

SVBC is you. Let's ride.



SILICON VALLEY
BICYCLE
COALITION



PROMOTING THE BICYCLE
FOR EVERYDAY USE

<http://bikesiliconvalley.org>

ABOUT SILICON VALLEY BICYCLE COALITION

Silicon Valley Bicycle Coalition (SVBC) is here to ensure that everyone, from eight to 80, can choose to ride a bike to go wherever they want, whenever they want to. SVBC started in the 1970s, when a group of concerned cyclists came together to convince decision makers to do more to make bike riding safe and convenient. More than three decades later, our mission hasn't changed: we promote the bicycle for everyday use in Santa Clara and San Mateo Counties. We want everyone in our community to feel comfortable using a bike for exercise, transportation, and fun.

Your participation is crucial! Become a member of SVBC today and help us continue our programs and advocacy initiatives in Santa Clara and San Mateo Counties. Our efforts in just the past few years have led to ambitious new bike plans for San Mateo, San Jose, and San Mateo County; new bike lanes in Redwood City and San Jose; doubled bike capacity on Caltrain; bike parking corrals in Palo Alto; and more. We need your help to continue making a difference!



WHY BIKES? WHY NOW?

Health

Bicycling fights obesity, lowers blood pressure, reduces the risk of breast cancer in women, and increases feelings of relaxation and freedom.

Environment

Bicycling is the perfect way to make short trips (40% are under 2 miles) without adding to air and water pollution or putting more CO₂ in the atmosphere.

Community

Promoting bicycling creates safer, more connected communities, while boosting the manufacturing, tourism, and retail sectors of our economy.



Photo credit Alan Young

YOUR FULL SVBC MEMBERSHIP INCLUDES:

- **Shop discounts:** We partner with merchants in both counties to hook our members up with discounts on service, apparel, and accessories. More shops are joining us all the time!
- **SVBC events:** Parties, speaker events, and more – your SVBC membership will get you in for cheap or for free.
- **Email newsletter:** Our biweekly e-Bulletin is the best way to keep up with the latest news, events, and calls to action for bike riders in our area.
- **Satisfaction:** Let's face it, you're already benefitting from the hard work of SVBC every time you ride your bike. Take pride in knowing you're helping to make a difference by joining us!

Yes! I want to transform my community into a welcoming environment for bikes by becoming a member of Silicon Valley Bicycle Coalition.

Join online at bikesiliconvalley.org or simply mail in the form below.

MEMBERSHIP LEVELS

Select the level of support for an individual one-year membership:

- ☐ \$35 ☐ \$75 ☐ \$250 ☐ Other _____
- ☐ \$1000 Lifetime membership
- ☐ \$300 Bike clubs/related organizations

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

METHOD OF PAYMENT

Enclosed is my check
(Payable to Silicon Valley Bicycle Coalition)

Please charge my:

- ☐ Visa ☐ Mastercard ☐ American Express
☐ Discover

Card # _____

Security Code _____ Expiration Date ____/____/____

Signature _____

I'D ALSO LIKE TO VOLUNTEER FOR:

- ☐ Valet bike parking ☐ Weekday office help
☐ Advocacy ☐ Event tabling
☐ Graphic design ☐ Attend crucial meetings

RETURN TO:

Silicon Valley Bicycle Coalition
1922 The Alameda, Suite 420
San Jose, CA 95126

SVBC is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the extent allowed by law.

	2019 Budget
Revenue	
Corporate Sponsorships	80000.00
City of Sunnyvale Community Event Grant	5000.00
Company Bag Contributions	8000.00
Company T-Shirt Contributions	10000.00
Stipend SMC	15000.00
Stipend SCC	21000.00
Energizer Station memberships	5000.00
BAWB Memberships	2000.00
Total Revenue	146000.00
Expenses	
Jerseys	5000.00
Mailing Tubes	50.00
Staples	500.00
JDM Packing Supplies	
Boxes (for bags)	515.00
Hobees	1500.00
TBC Certificates and Holders	250.00
Bags/Totes	38250.00
T-Shirts	12000.00
TBC Certificate Envelopes	0.00
Bike Challenge HH Posters	200.00
Media and Marketing	3100.00
Graphic design (Bus shelters ads and Bash postcards)	1000.00
Local Transportation (Uhaul and mileage)	250.00
Postage/envelopes (Employer Toolkits)	0.00
Photography	1000.00
Postage and Delivery (Posters, Sponsor Thank Yous)	650.00
Printing and Publications	3100.00
Staff Meals	250.00
Misc. Expenses	320.00
Volunteer Meals (at various volunteer nights)	600.00
Bash	
<i>Misc. Supplies</i>	500.00
<i>Uhaul</i>	160.00
<i>Food & Nonalcoholic</i>	3000.00
<i>Venue</i>	550.00
<i>Musician - Peter Weston Smith</i>	350.00
Staffing	
<i>Contractor - event coordinator & admin</i>	10000.00
<i>Salaries & Wages</i>	53000.00
Bank fees	900.00

Sales Tax	1000.00
Total Expenses	137995.00
Net Income	8005.00

Volunteer Hours	
Bag Stuffing (150 hours)	4269.00
Bike Bash (15 hours)	426.90
Outreach Captains (70 hours)	1992.20
Total Volunteer Hours	6688.10

Silicon Valley Bicycle Coalition
2017-18 budget

	July <i>budget</i>	August <i>budget</i>	September <i>budget</i>	October <i>budget</i>
Revenue				
Membership & Contributions	8,000	8,000	32,000	9,000
Events and Benefits	4,000	72,000	110,000	5,200
Program income	68,000	26,800	36,600	27,000
Misc. Income	100	0	150	0
Cost of Goods Sold	0	0	0	0
Total Revenue	80,100	106,800	178,750	41,200
Expenses				
Salaries, taxes, benefits	63,000	63,000	63,000	65,000
Operating				
Rent & Utilities	5,011	5,011	5,011	5,140
Insurance Premiums	1,000	400	1,000	0
Telecom and Internet	1,400	1,400	1,400	1,400
Supplies	370	320	350	300
Other operating	780	750	430	1,500
Total Operating expenses	8,561	7,881	8,191	8,340
Program Support				
Programmatic Contractors	0	0	2,000	0
Facilities and Events	0	0	800	37,000
Program Supplies	0	0	200	200
Print communications	0	1,200	2,700	1,400
Professional services	700	700	700	700
Travel and transportation	600	300	500	1,000
Development and training	1,000	1,000	1,000	0
Volunteer and Staff support	600	600	600	600
Other program support	1,000	100	400	1,200
Total Program Support	3,900	3,900	8,900	42,100
Reserve	10,000	10,000	10,000	10,000
Total Expenses	85,461	84,781	90,091	125,440
Net Income	-5,361	22,019	88,659	-84,240

November <i>budget</i>	December <i>budget</i>	January <i>budget</i>	February <i>budget</i>	March <i>budget</i>	April <i>budget</i>
12,000	32,000	29,000	7,500	22,000	4,000
33,300	42,400	1,000	30,000	20,600	34,000
16,800	90,000	30,000	22,800	40,000	41,000
0	0	150	300	100	100
0	0	0	0	0	0
62,100	164,400	60,150	60,600	82,700	79,100
65,000	65,000	65,000	65,000	65,000	65,000
5,140	5,140	5,140	5,140	5,140	5,140
0	0	700	800	500	200
1,400	1,400	1,400	1,400	1,400	1,400
1,300	200	300	1,000	700	300
880	490	230	220	300	320
8,720	7,230	7,770	8,560	8,040	7,360
0	0	0	150	200	500
2,200	2,000	0	0	0	0
0	0	0	300	1,000	0
4,000	1,300	1,700	10	200	400
700	700	800	800	800	800
1,200	800	800	500	900	1,200
0	0	1,000	1,000	2,000	1,000
600	500	500	600	600	600
400	400	900	100	100	1,400
9,100	5,700	5,700	3,460	5,800	5,900
10,000	10,000	10,000	10,000	10,000	10,000
92,820	87,930	88,470	87,020	88,840	88,260
-30,720	76,470	-28,320	-26,420	-6,140	-9,160

May	June	Total		
<i>budget</i>	<i>budget</i>	<i>17-18 budget</i>	<i>16-17 projected</i>	<i>15-16 actuals</i>
30,000	16,500	210,000	200,000	193,102
37,000	28,500	418,000	380,000	418,361
23,000	38,000	460,000	440,000	500,490
100	0	1,000	1,000	515
	-16,500	-16,500	-16,000	-11,705
90,100	66,500	1,072,500	1,005,000	1,100,764
66,000	66,000	776,000	725,000	653,743
5,140	5,140	61,293	59,760	65,734
200	0	4,800	4,800	2,999
1,400	1,400	16,800	16,440	19,061
260	300	5,700	5,668	5,351
400	400	6,700	6,640	9,033
7,400	7,240	95,293	93,308	102,178
1,000	0	3,850	3,780	52,010
4,000	4,000	50,000	42,000	50,154
300	28,000	30,000	28,000	72,650
3,000	400	16,310	15,670	27,036
800	800	9,000	8,540	54,592
1,100	1,100	10,000	8,870	10,954
1,000	1,000	10,000	4,165	738
600	600	7,000	6,360	6,592
500	500	7,000	6,330	17,733
12,300	36,400	143,160	123,715	292,459
10,000	10,000	120,000	120,000	n/a
95,700	119,640	1,134,453	1,062,023	1,048,380
-5,600	-53,140	-61,953	-57,023	52,384

2017-18 budget	Totals <i>budget</i>
Revenue	
Membership & Contributions	210,000
Events and Benefits	418,000
Program income	460,000
Misc. Income	1,000
Cost of Goods Sold	-16,500
Total Revenue	1,072,500
Expenses	
Salaries, taxes, benefits	776,000
Operating	
Rent & Utilities	61,293
Insurance Premiums	4,800
Telecom and Internet	16,800
Supplies	5,700
Other operating	6,700
Total Operating expenses	95,293
Program Support	
Programmatic Contractors	3,850
Facilities and Events	50,000
Program Supplies	30,000
Print communications	16,310
Professional services	9,000
Travel and transportation	10,000
Development and training	10,000
Volunteer and Staff support	7,000
Other program support	7,000
Total Program Support	143,160
Reserve	120,000
Total Expenses	1,134,453
Net Income	-61,953



- Give bike commuting a try!
- Participate in the biggest bicycle event in the Bay Area.
- Take part in bicycle-friendly events happening all month.

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

youcanbikethere.com

Register to participate in Bay Area Bike Month this May. Take the pledge to ride on Bike to Work Day and be entered to win an amazing cycling vacation with Exodus Travels!

 @BikeSiliconValley

 @BikeSV

Post your Bike to Work Day pictures! #BTWD

BAY AREA BIKE TO WORK DAY MAY 10, 2018



METROPOLITAN
TRANSPORTATION
COMMISSION



KAISER
PERMANENTE®



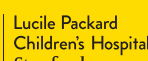
BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



bartable
bart.gov/bartable



Ride Report



- Apple
- Bay Area Bicycle Law
- Best Buddies Challenge
- City of Cupertino
- City of Palo Alto
- Grosvenor Americas
- Santa Clara Valley Water District
- Specialized Bicycle Components
- Stanford Research Park Transportation
- Summit Bicycles, Inc.
- Town of Los Gatos





- ¡ Dale una oportunidad a una comunidad de motos!
- Usted puede participar en el evento de bicicleta más grande en el área de la bahía.
- Participe en eventos en bicicleta que sucedan durante todo el mes.

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

youcanbikethere.com

Regístrese para participar en el área de la bahía en bicicleta este mes de mayo. Tome el compromiso de montar en bicicleta al día de trabajo y ser entrado para ganar unas vacaciones increíbles en bicicleta con Éxodus viajes!

 @BikeSiliconValley

 @BikeSV

¡ fotografías para el día de la bici al trabajo! #BTWD

ÁREA DE LA BAHÍA

DÍA DE IR EN BICI AL TRABAJO

10 de MAYO, 2018



METROPOLITAN
TRANSPORTATION
COMMISSION



KAISER
PERMANENTE®



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



bartable
bart.gov/bartable

NOTICIERO
48 TELEMUNDO



Clear Channel Outdoor

NBC BAY AREA

exodus
travels



Ride Report

SUMMERHILL HOMES™

facebook

Google™

KLA Tencor
FOUNDATION

LinkedIn™

Lam
RESEARCH

WALKUP, MELODIA,
KELLY & SCHOENBERGER



APPLIED
MATERIALS®



GILEAD



ebay™



Microsoft



NetApp™

vmware®

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Stanford
Children's Health

Lucile Packard
Children's Hospital
Stanford



Sports
Basement



cādence®

HITACHI
Inspire the Next

DPR
CONSTRUCTION

INTUITIVE.



- Apple
- Bay Area Bicycle Law
- Best Buddies Challenge
- City of Cupertino
- City of Palo Alto
- Grosvenor Americas
- Santa Clara Valley Water District
- Specialized Bicycle Components
- Stanford Research Park Transportation
- Summit Bicycles, Inc.
- Town of Los Gatos



TAKE THE CHALLENGE!

May 1-31, 2018

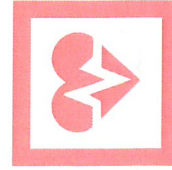
Gather friends, colleagues and neighbors and take the challenge to ride in May. Then watch your miles add up, earn virtual prizes, compete on teams and see how biking supports your health, budget and the environment!

TO PARTICIPATE, SIMPLY

- Download the Ride Report app available for iPhone and an Android* then sign up and look for the Bay Area Bike to Work Day logo banner and connect to Love to Ride, the challenge website.
- Create a team of up to 8 riders and link it to your company to compete with other teams.
- Teams will compete within a "pool" of up to 10 teams.
- Start biking! Challenge yourself to bike to school, work, on errands, even to visit friends.
- Track your trips from May 1 to May 31.
- Come May 31, celebrate the winning team, as well as individual winners in a variety of categories.

CHALLENGE REGISTRATION IS NOW OPEN

- Get those teams registered today!
- Competition begins May 1, and winners will be announced in early June!

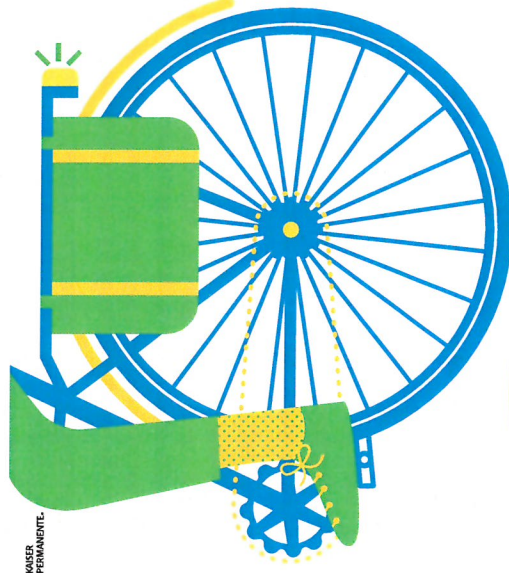


www.lovetoride.net/bayarea

*if you prefer to use a different ride app such as Strava, Edmodo, MapMyRide, etc., go to www.LoveToRide.net/Bayarea directly and sign up and follow the directions to link your app.

EMPLOYER TOOLKIT

IDEAS, STRATEGIES AND RESOURCES TO ENCOURAGE YOUR EMPLOYEES



BAY AREA

BIKE TO WORK DAY MAY 10, 2018

ALAMEDA / CONTRA COSTA / SAN MATEO / SANTA CLARA / SONOMA / NAPA / MARIN / SOLANO / SAN FRANCISCO



LOCAL ORGANIZATIONS



WHAT IS BIKE TO WORK DAY?

The 23rd annual Bay Area Bike to Work Day is Thursday, May 10, 2018, with all nine counties celebrating as part of National Bike Month.

ON BIKE TO WORK DAY YOU CAN

CELEBRATE WITH YOUR TEAM

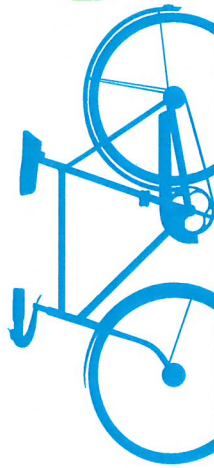
Hundreds of businesses will host internal events to recognize their bike commuters.

VISIT AN ENERGIZER STATION

Over 400 energizer stations will be located throughout the nine Bay Area counties to provide free Bike to Work Day canvas bags, refreshments, resources and good cheer to bicyclists. Visit youcanbikehere.com for energizer station locations.

ATTEND BIKE EVENTS

Visit your local bicycle advocacy organization's website (website addresses can be found on the following page) for details on rides, rallies, parties and more!



BENEFITS OF BICYCLING

INCREASES YOUR PRODUCTIVITY

EMPLOYEES WHO BIKE COMMUTE TAKE 15% FEWER SICK DAYS.

SAVES YOU MONEY!

ONLY A FRACTION OF THE ANNUAL COST OF OWNING A CAR.

 \$13,646
 \$308

KEEPS OUR AIR CLEAN

A 4-MILE COMMUTE KEEPS 15 POUNDS OF POLLUTANTS OUT OF THE AIR WE BREATHE!

IMPROVES YOUR HEALTH & FITNESS

THE AVERAGE PERSON LOSES 13 POUNDS IN THEIR FIRST YEAR OF BIKE COMMUTING.

5 EASY WAYS TO ENCOURAGE EMPLOYEES TO BIKE TO WORK ON MAY 10!



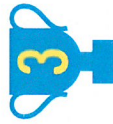
INSPIRE YOUR EMPLOYEES

- 🔗 Hang your Bike to Work Day poster in a common area.
- 🔗 Add the event to your internal calendars.
- 🔗 E-mail employees and invite them to bike to work on May 10.
- 🔗 Encourage your employees to Pledge to Ride at YouCanBikeThere.com/Pledge.



SHOW THEM THE ROPES

- 🔗 Have someone on staff who bike commutes? Ask them to be a bike mentor and encourage co-workers to ride.
- 🔗 Visit bicycling.511.org for tips on bike commuting and route planning, including routes that combine bicycling and transit.
- 🔗 Promote free local bicycle education classes and resources.



PARTICIPATE IN THE CHALLENGE

- 🔗 Download Ride Report, look for BTWD banner and connect to Love to Ride.
- 🔗 Create teams and link to your company to compete internally.
- 🔗 Encourage ridership the whole month of May to win great prizes!



THANK YOUR EMPLOYEES FOR BIKING TO WORK

- 🔗 Plan a quick and easy Bike to Work Day celebration, like breakfast or lunch, and provide prizes for Bike to Work Day participants.
- 🔗 Show off your riders through internal communication channels and social media. Use the hashtag #BTWD and tag your local bicycle organizations.



MAKE EVERY DAY BIKE TO WORK DAY

- 🔗 Utilize the employer resources at 511.org/biking/commute/work.
- 🔗 Connect with your local bicycle advocacy organization.

511 Contra Costa, 511contracosta.org San Mateo Commute.org, commute.org
Bike East Bay, bikeeastbay.org Silicon Valley Bicycle Coalition, bikesiliconvalley.org
Napa Valley Bicycle Coalition, napabike.org Solano Napa Commuter Information, commuterinfo.net
Marin County Bicycle Coalition, marinbike.org Sonoma County Bicycle Coalition, bikesonoma.org
San Francisco Bicycle Coalition, sfbike.org

