



Bike to Work 2011 Corporate Challenge

Would you like to foster team spirit while helping your organization go green? Then have your employees give their commute a spin and join the iCommute Bike to Work Corporate Challenge! Throughout May 2011, join other San Diego regional organizations as they encourage employees to try a healthy, sustainable commute choice. Biking to work can help your employees save money, reduce stress, and get fit!

From May 1 through May 31, your company will receive a point for every eligible commute trip logged by your employees at 511sd.com/iCommute. The organization with the highest score, in each size category, will be a winner.

The five winning companies will be recognized in a newspaper ad and listed on the iCommute Web site. Each winner also will receive a commemorative plaque.

The size categories are as follows:

- **Micro:** 1–25 employees
- **Small:** 26–100 employees
- **Medium:** 101–500 employees
- **Large:** 501–2,500 employees
- **Macro:** 2,501+ employees

It's easy to participate in the Corporate Challenge — just follow these three easy steps:

1. **Register your company for the Bike to Work Corporate Challenge by April 15, 2011 at 511sd.com/iCommute.**
The first 50 organizations to register will receive a complimentary bicycle tool kit, which includes a tire pump, patch kit, reference guides for safe cycling, and more. Once your registration is received, iCommute staff will create your iCommute Employer Network. We also will send you a Commuter Benefit Starter Kit so you can learn about the many no- and low-cost commuter benefits that encourage sustainable commute choices.
2. **Promote Bicycling at your workplace.**
iCommute will provide posters, post-cards, and e-mail blasts to promote the Corporate Challenge. Additionally, it is highly recommended that registered companies host one or more classes that promote safe bicycle commuting. See the attached sheet for available programs.
3. **Log trips and earn points.** All employees participating in the Corporate Challenge create an account (if they do not already have one) at 511sd.com/iCommute and track their





How points are calculated:

$$\text{Total Score} = \frac{\text{Trips Logged}}{\text{Number of Possible trips}}$$

The number of possible trips is the number of employees a company has, multiplied by two (2) trips per day, and by an average of 22 work-days in May.

Each employee is eligible for two trips/points per day throughout the entire month. (Two points for a round trip or one point for a single trip.)

Points are doubled for riding on Bike to Work Day!

trips using the TripTracker tool. Employees will need to register using their work e-mail address in order to be associated with your employer network. Every eligible bicycle commute trip logged by an employee in your network will earn a point for your company and opportunities for the employee to win prizes!

Employees who commute by bike on Bike to Work Day, May 20, 2011, will earn double points.

For the purpose of the Corporate Challenge, any one of the following constitutes a bicycle commute:

- Bicycling all the miles of a commute, from home to the workplace or workplace to home
- Bicycling to the workplace and using another form of transportation (public transit, carpool, etc.) for the commute home or vice versa
- Using public transit for part of a commute by bicycling to and/or from the transit location

Winners will be announced on Friday, June 3, 2010.

The Bike to Work Corporate Challenge was introduced with great success in 2010—more than 30 companies competed in three different size categories. We anticipate a bigger competition this year and look forward to your participation!

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spin your commute with free bike classes!

May is National Bike Month, and Bike to Work Day is May 20, 2011. iCommuter and the San Diego County Bicycle Coalition are offering a variety of FREE bicycle education classes from mid-April until the end of June. These classes range from basic rules of the road to guided rides around your facility. Choose one class, or a series, from this list. All seminars are taught by League of American Bicyclists certified trainers.

Bicycle Commuter Preparation
learn to bike to work in a classroom setting

A 60-minute presentation designed for people who are interested in becoming bicycle commuters and need tips to get started. This seminar covers the health and financial reasons to bicycle commute, route selection, bicycle choice, dealing with cargo and clothing, bike parking, lighting, foul weather riding, connecting to transit, local programs for bicycle commuters, and more.

Beginning Bicycle Commuting
learn the basics while on your bicycle

Do you want to ride your bike to work, but feel a little nervous about riding in traffic? Bring your bike to this seminar for a 60-minute ride and presentation that will help you gain the confidence to commute to work by bicycle. Topics that will

be covered include basic bike fit, using gears, stopping and starting safely, rules of the road, where to be in traffic, and how to be more visible to motorists. The class concludes with a short ride with minimal hills, so whether you're a seasoned rider or just starting out, this is for you.

Where to Ride Your Bicycle
discover great places to bicycle in the San Diego region

This 30-minute seminar outlines some of the great places bicyclists can enjoy in San Diego. There are miles of great places to ride, from the mountains to the coast! An excellent source of information for recreational riders looking to expand their horizons or for parents seeking family cycling choices.

Share the Road
a class for motorists, bicyclists, and pedestrians

Whether you drive, bike, or walk, this 30-minute seminar will cover what to do when you're on the road—who has the right of way, correct road position, and other traffic issues. Motorists will receive tips for how to maneuver safely around cyclists, bicyclists will learn how to be more visible, and everyone will learn how to share the road with other users. Let's make the road safer for everybody!





BikeToWork 2011

Why your company will want to participate:

- To assist recreational cyclists with biking to work
- To reduce traffic congestion around your facility and around the county
- To promote safety on the roads for your staff
- To boost employee morale, healthy initiatives, and quality of life
- To demonstrate community and environmental responsibility to stakeholders

Bicycle Safety in Traffic *a series of classes*

Bicycle Safety in Traffic is the complete bicycling class. It is organized into eight (8) one-hour sessions, some in the classroom and some on the bike. Participants will learn all about bicycling and bicycle commuting including safety checks, crash avoidance techniques, dealing with and/or avoiding difficult traffic situations, fixing a flat, road rules, choosing a bike and accessories, and so much more. Be confident riding anywhere in the county. And, you can become a certified graduate of the League of American Bicyclists Traffic Skills 101 program!

To schedule these free classes call 511 and say "iCommute" or e-mail biking@sandag.org.



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