

More Cycling Resources

Team Captain Orientation

Call 905-688-8248 ext. 7394 to register for one of the following Team Captain's Orientation sessions;

🚲 May 16, 2007 from 3:30 to 4:30 pm
Regional Municipal Offices,
Corporate Services Boardroom

🚲 May 17, 2007 from 5:30 to 6:30 pm
McBain Community Centre, Niagara Falls
Coronation Room

Regional Niagara Bicycling Committee

🚲 Additional cycling information can be found on the Regional Niagara Bicycling Committee website www.rnbc.info

The Niagara Free Wheelers Bicycling Touring Club

🚲 A bicycle touring club located in Niagara. Full details at www.thefreewheelers.com

Bicycle Friendly Awards

🚲 Review the enclosed copy of the Bicycle Friendly Awards Application/Nomination Form for ideas on how to make your workplace, school or community more bicycle friendly. Be sure to apply for the 2008 awards. Online completion of the form is available at www.rnbc.info

Relaxed dress code - many workplaces do not have shower facilities. Request a relaxed dress code (such as dress down Fridays) to encourage people to cycle to work without feeling the need to change.

Prizes

Opportunities to win prizes include;

1. ballots for cycling during launch week
2. Passports handed in for cycling during June, July & August, and September & October

Prizes include;

🚲 **Eight \$50.00 Bike Shop Gift Certificates**

🚲 **Ten Gift Certificates for Tune-ups**

🚲 **Helmets**

🚲 **Cyclometers**

🚲 **Cycling Gloves**

🚲 **Various Bike Gear Packages**

🚲 **50 Bike to Work T-shirts**

and more...over 70 prizes

BIKE TO GET THERE...

WHERE YOU

LIVE, LEARN, WORK & PLAY

Team Captain's



Passport to Success

A guide to planning your cycling campaign

IMPORTANT DATES...

LAUNCH WEEK

May 28 to June 3, 2007

ONGOING CAMPAIGN

June 4 to October 31, 2007

A workplace campaign encouraging employees and their families to cycle for prizes, health and fun.



BIKE TO GET THERE...WHERE YOU LIVE, LEARN, WORK & PLAY

A workplace campaign running from May 28 to October 31 to encourage employees and their families to cycle for prizes, health and fun!

Launch Week May 28 to June 4, 2007

Ballots are given for each cycling trip including trips to school, work, specific destinations such as the corner store and for play.

Passports from June 4 to October 31

The campaign continues from June 4 to October 31

Record all your cycling rides on passports for the rest of the cycling season. Hand in completed passports for prizes. See Team Captain's Checklist for details (next page).



Team Captain's Checklist

1. Get Corporate approval to participate in the campaign.
2. Register a team for "Launch Week" (see registration form). The first 30 Team Captains to register a team get a free red or blue long sleeved Bike to Work T-shirt.
3. Post flyers advertising "Launch Week" and the ongoing campaign.
4. Photocopy ballot template provided and distribute to employees and family members.
5. Collect ballots and forward before June 15, 2007
mail to - Niagara Region Public Health Department
P.O. Box 1052, Station Main
Thorold, ON L2V 0A2
Attn: Bike to get there...
OR
drop off at - Niagara Region Public Health Department
Campbell East
2201 St. David's Road
Thorold, ON
Attn: Bike to get there...
6. Passports: Encourage employees and families to continue cycling for the rest of the cycling season. Remind them to record all their rides on their passports and to hand them in to participating bike shops for their chance to win great prizes. Note the dates on the passports as there are several opportunities for prizes.
7. Order your initial supply of passports on the "Print Resources Order Form". Passports, list of prizes and participating bike shops are listed on www.rnbc.info.

Additional Suggestions

- 🚲 Order print resources from Public Health (see Print Resources Order Form for details)
- 🚲 **Library Resources**
 - most local libraries have the DVD "Enjoy the Ride": *Essential Bicycling Skills*, a 22 minute straight forward instruction for checking over your bike, bike-handling skills and riding confidently in traffic
 - borrow the DVD and arrange to show it in your workplace
- 🚲 **Workplace Promotion**
 - post enclosed flyer and download more flyers from www.rnbc.info as necessary
 - use information from the print resources to write a workplace newsletter article. (see Print Resources Order Form)
- 🚲 **Food**
 - people love food and prizes especially when it is free, add to the fun of your event by providing free refreshments and special draws in your workplace
- 🚲 **Sponsorship**
 - seek out sources to fund refreshments and prizes
 - possible sponsors could be your Workplace Wellness Committee
 - explain the benefits of an active workforce to your employer as rationale for funding the refreshments and prizes
 - the local coffee shop frequented by the employees
 - what a great way for the coffee shop to thank the employees for their patronage

Encourage use of helmets!