

Go by Bike Week

bikehub.ca



Team Leader Guide

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Thank you for championing Go by Bike 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 Go by Bike Week has become part of the culture.

Register online: bikehub.ca/gbbw

What do Team Leaders do?

1. Create a Go by Bike Week team at their workplace for colleagues to join
2. Organise fun events and incentives throughout the week
3. Update colleagues with resources, news, and events

Who can become a Team Leader?

Team Leaders can be from anywhere in the organisation - the only requirement is being passionate about the benefits of cycling in the workplace!

How to become a Team Leader

1. Register online at bikehub.ca/gbbw. Past participants need to log a trip to re-register for the most current event
2. Search or create organisation name
3. Select or create new branch
4. Create your team
5. Send out an email to your workplace with instructions on how to sign up. An email template can be found on the last page of this guide
6. Add event dates to your work calendars, and use the posters, newsletters and social media templates included in the [media kit](#)

Top tips for promoting Go by Bike Week in your workplace

1) Reward your team members with food and prizes

- Serve a **celebratory breakfast** with coffee, muffins, granola bars and/or fruit
- 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) Create friendly workplace competition

- Use HUB Cycling's **online dashboard** to track: distance, trips, and greenhouse gases saved
- **Challenge riders on your team** to compete against each other
- Challenge your team against other companies

3) Offer route maps and trip planning advice

- [Regional cycling maps](#) - Ensure that you have a map of cycling routes to hand out in the office the week before Go by Bike Week and even consider pinning them on the wall in the kitchen.
- [Google Maps](#) - Enter your destination and click on directions, then click on the bicycle icon to see recommended routes and trip times.
- [Workplace Cycling Workshop](#) - offer a 'lunch and learn' so that colleagues can come to you for advice on the best route to and from work.
- [Fall and Winter Cycling Webinar](#) - HUB Cycling is offering a free webinar on September 29, 2022

4) Let people know where to lock their bike

- **Host a tour** of your building so people know where to lock their bikes, leave their gear, and/or take a shower

5) Bike buddy system

- **Pair experienced riders with people new to riding** and offer treats 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

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 Go by Bike Week

- Host a guided ride after work
- Bike somewhere for your catch ups and/or meetings
- Plan a lunch close by and get your team to go by bike

8) Reward people new to cycling to work

9) Encourage colleagues to spread the word and encourage others

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

10) HAVE FUN!

- Celebrate the end of Go by Bike Week with a food or brewery tour (responsible drinking advise)
- Host a treasure hunt or photo challenge by bike
- Visit a Celebration Station during Go by Bike Week for free basic bike maintenance, prize draws, cycling resources, and snacks

TEAM LEADER CASE STUDIES

Organisation: Grin Technologies

1. Encourage competition by creating contests during the event. Here are three contests Grin came up with:

- A prize won through a random draw. Every trip logged = 1 entry.
- A prize for the person who cycles the most km. The winner was calculated by using this formula: [Amount of trips x 10] + total km. This made it fair for those who may have shorter commutes.
- A photo contest. The only requirement was that any submitted photo was bike-related. This was to include those staff who don't have the opportunity to cycle. The photos were uploaded and staff voted for their favourites the following week for two days.

2. Incentivize participation with internal prizes

Buying gift cards for places that he knew the staff would love - a popular local lunch spot, a popular local cheese shop, and a tinkerer tech website.

3. Effective communication

The prizes definitely got folks excited, but only the ones who were actually aware that prizes were being offered! We communicated with the team by using Slack and posting simple posters (made on Word) in the staff room, communal areas, and hallways to explain the contests, prizes, and info about Bike to Work Week.

4. Reduce barriers to cycling

Make sure staff are aware of your workplace end-of-trip facilities (showers, laundry machines, secure bike parking, etc.) the week before the event so people know where they can leave their bike and gear. It's important to at least have a plan for where everyone can lock up their bikes if more people than normal are going to participate during the event. Finally, it's a good idea to give tips about how to make sure your bike is safe when locking it up.

Another challenge the Team Leader noticed during the event is that not all of the staff own bicycles. For future events, Alex plans to prep ahead of time to see who may need help getting access to a bike. HUB Cycling is partnering with Mobi by Shaw Go again this year to offer free 24 hour passes during Go by Bike Week from September 27 - October 3. The code will be released in mid-September.

Organisation: The City of Vancouver

Activity: Daily Bike Challenges

Send out an email to your team with your own set of daily bike challenges to help motivate them to bike!

Monday - Find a friend

Tuesday - Find a body of water

Wednesday - Find a view

Thursday - Find a favourite public space

Friday - Find a treat

Organisation: Arc'teryx



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 organise'

Arc'teryx sponsors a celebration station, and other planned daily activities, but also ensures that team mates are equipped to self-organise. 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 trialled 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.

Organisation: Ocean Wise (Vancouver Aquarium)



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

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 website for more info.

Organisation: First Nations Health Authority (FNHA)



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

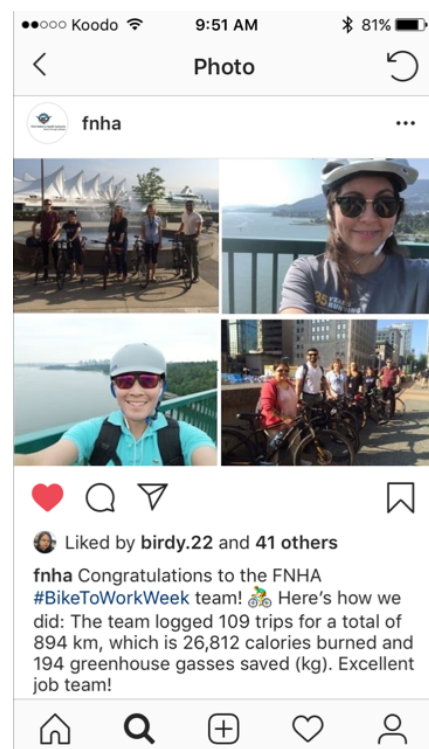
Similar to a social committee in some organizations, FNHA has several wellness committees serving different departments, who help spread the word about Bike to Work Week. Using the momentum already generated by the event itself, employees are encouraged to cycle by the committees and team leads. FNHA 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.



EMAIL TEMPLATE

Let's Make our Workplace Active!

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

Reasons to register and go by bike:

- Get healthy: your commute can save you time and money
- Save money: have you seen gas prices lately?!
- See how much greenhouse gas emissions you've saved using HUB Cycling's tracking tool at bikehub.ca/gbbw
- 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! Weekly prizes for logging your trips online and visiting celebration stations
- 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 Go by Bike Week:

1. Go to www.bikehub.ca/gbbw and sign up for free.
2. Enter your user information

Join our Organisation: [enter your organisation name e.g., HUB Cycling]

Join our team: [enter your team name e.g., HUB Cycling Go by Bike Week]

3. Connect Strava to import your bike rides or enter your route and distance manually under “Log My Ride” at bikehub.ca/gbbw
4. Log your route every day you ride.
5. Stop by a Celebration Station on your ride to and from work – HUB Cycling will be waiting with free snacks, basic bike maintenance, cycling maps prizes, and smiles!