



NOLA Bike to Work Day is back for a 6th year! Come join your fellow bike commuters to share the joy of biking – the healthy, easy, and cheap way to get to work – and the over 100 miles of bikeways that enable us to ride to work safely.

This year, during the morning gathering we will also launch NOLA's first month long [Bike Easy Challenge!](#)

WHAT IS THE BIKE EASY CHALLENGE?

Starting on Bike to Work Day, April 12 - May 12, the Bike Easy Challenge is a fun and free competition to encourage you, your friends and colleagues to experience the joys and benefits of riding a bike. The Challenge is not just about who can ride the most miles, but who can encourage the most people to give bicycling a try. Generous supporters and bike friendly businesses across the Greater New Orleans region are donating fantastic prizes that individuals and teams can qualify for by riding their bikes during the Bike Easy Challenge.

THE bikeeasy CHALLENGE

EXPERIENCE THE FREEDOM OF TWO WHEELS

From Bike to Work Day, April 12 through May 12, 2017



Join - Ride - Encourage - Win

- Fun, friendly and free campaign
- Ride anywhere, anytime for just 10 minutes to participate
- Everyone can take part and win great prizes!

www.lovetoride.net/bikeeasy



BIKE EASY CHALLENGE CHAMPIONS/CAPTAINS TOOL KIT

Thank you for registering your organization or department into the Bike Easy Challenge. The Challenge can only be successful with your participation! In this toolkit you'll find general information, resources, frequently asked questions, and draft emails to co-workers to encourage bike riding. Lets get more people on bikes in Greater New Orleans!

WHAT AM I EXPECTED TO DO EXACTLY?

Your goal is to get as many workmates as possible to register, ride, and record their rides

Your main focus will be to encourage your colleagues to join your team and help engage other riders. You can send them inspirational messages, reminding them to record their rides and motivate them to keep riding!

Your role is to work with other Champions and regular riders in your workplace to spread the word about the Bike Easy Challenge.

YOUR UNIQUE ACCESS

As a Champion, you have access to additional functions on this website. You can upload your organization's logo, delete team members and edit your organization's details.

ACTION ITEMS - Encourage people to try/continue riding bikes & register for Bike Easy Challenge

Talk to people

Remember, all they have to do is cycle for at least 10 minutes for fun, exercise or to work during the month-long Challenge period.

Put up posters

Make sure everyone knows about the Bike Easy Challenge. Put up posters near the coffee pot or water cooler and on staff notice boards.

[[Download the 2017 poster!](#)]

Approach Regular Cyclists

Who already rides? These are the first people to talk to about Bike Easy and invite to register. The website is a great tool for them to record their cycling and set personal goals.

They'll help you get more people involved. You can also provide them with fliers (ask us if you want some printed copies!)

Get your bosses on board

Ask them to register and help set an example - if they are taking part others will too!

Announce at staff meetings

Take a laptop, show people the website, prizes, which businesses are competing and get them registered. The more people involved, the more fun it will be.

Hold an event

Here are some ideas on getting your colleagues together:

- Lunch time rides
- Bike obstacle course
- Join an existing [Social Ride](#)
- Organize an evening ride to the bar/restaurant

Send emails

EX 1 - Draft email to HR and supervisors explaining Bike to Work Day & Bike Easy Challenge.

To: Office Manager and/or Human Resources

From: worksite Bike Easy Challenge Champion

Subject: Bike to Work Day is Coming

As you know, OR as we discussed, OR I am excited to tell you...

That I will serve as the Team Champion for this year's Bike Easy Challenge.

The Bike Easy Challenge is a fun and free competition to encourage us to experience the joys and benefits of riding a bike. We will encourage biking to work, compete either among our internal departments/ divisions, or with other companies and organizations.

Bike friendly businesses across the Greater New Orleans region are donating fantastic prizes that individuals and teams can qualify for by riding their bikes during the Bike Easy Challenge.

As the Office Champion, I will hang some posters and send some emails encouraging participation. It would be really good to have someone from **upper management** participate and model the way for everyone else. Maybe someone from **upper management** can bike in on April 12th, for the kick-off event in Lafayette Square. The news, City Councilmembers, and many community leaders will be there.

If you have any questions, I am happy to explain more. The website is lovetoride.net.

name of worksite/ organization Bike Easy Challenge Champion

NAME

EX 2 - Draft email - It's coming!

To: **All staff**

From: **worksite Bike Easy Challenge Champion**

Subject: Bike to Work Day is Coming

Body:

The 2017 Bike to Work Day is Wednesday, Apr 12th. And **name of worksite/ organization** will be a big part. The CENTRAL MEET UP is at LAFAYETTE SQUARE from 7:30AM to 9:30AM. The event is free and all are welcome, whether arriving with a bike train or on your own.

Bike trains will depart from neighborhoods throughout New Orleans to meet up at Lafayette Square, where there will be coffee, food, bike tune-ups, and more! Bike to Work Day will also kick off the month-long Bike Easy Challenge full of events, prizes, and a City-wide effort that you can be a part of. So dust off that bike in the garage, and pump up the tires. Spring is Here!

All of us from **name of worksite/ organization** will gather at Lafayette Square and show our commitment.

If you have any questions, please contact me **or provide phone number**.

Please visit the website lovetoride.net

name of worksite/ organization Bike Easy Champion

NAME

EX 3 - Draft email - It's coming #2

To: All staff

From: worksite Bike Easy Champion

Subject: Bike to Work Day is Coming – Sign up Today

Body:

The 2017 Bike to Work Day is Wednesday, Apr 12th. Our name of worksite/ organization team is really coming together. But we want as many people at Lafayette Sq as possible. Please ask me if you have any questions, and encourage our coworkers. We will have many bike trains coming from around the City so that everyone's ride is easy and safe.

Please visit the website lovetoride.net/bikeeasy for the month-long Bike Easy Challenge and sign up on the name of worksite/ organization team.

Then get ready for the CENTRAL MEET UP at LAFAYETTE SQUARE from 7:30AM to 9:30AM on the 12th. The event is free and all are welcome, whether arriving with a bike train or on your own.

Note if key staff people or managers have signed up, mention them here.

name of worksite/ organization Bike Easy Champion

NAME

EX 4 - Draft email - It's closer (week before)

To: All staff

From: worksite Bike Easy Challenge Champion

Subject: Bike Easy Challenge & Bike to Work Day is Next Week

Body:

The Bike Easy Challenge is NEXT WEEK, kicking off at Bike to Work Day at LAFAYETTE SQUARE from 7:30AM to 9:30AM on the Wednesday the 12th.

There are hundreds of prizes you and your colleagues can win, including French Truck Coffee, membership to The Green Project and more! ([You can check out the prizes here](#)).

The aim of the Challenge is to show more people how easy, safe and fun riding a bike can be. But we also want to show how name of worksite/ organization is leading the way as a bike friendly business and that we are the coolest place to work in the Region!

Any questions? Just let me know.

name of worksite/ organization Bike Easy Champion

NAME

EX 5 - Draft email - It's here (send on afternoon of 12th or on 13th)

To: All staff

From: worksite Bike Easy Champion

Subject: Let's win! And thanks for biking

We had a great showing at the kick-off event in Lafayette Square. There were X of us biking in, including Manger or other leader.

Now the competition is really going to heat up. We want more people biking than our competitors mention of organizations or departments, if applicable.

Insert photo of staff person on bike

We've got 12 days to get more points and win.

REMEMBER! It's not about riding the most miles; it's about getting the most staff to ride a bike.

And, there are prizes to win!

name of worksite/ organization Bike Easy Challenge Champion

NAME