

VALLEY BIKE MONTH APRIL 2019



Valley Bike Month artwork by Lucretia Torva

Checklist

February 18-March 2:

Use Spring Transportation Coordinator Kit

- Use the Valley Bike Month poster and contests flyer to freshen bulletin boards and place in high-traffic areas.
- Distribute event flyers to employees.
- Start planning ways to promote Valley Bike Month and get employees involved. Consider scheduling a bike to work event, lunch and learn or other activity.
- Prepare promotional materials and email communications to encourage participation. Visit [here](#) to learn more. Contact your [Commuter Solutions coordinator](#) for ideas and Valley Bike Month t-shirts.

February 18-March 15:

Learn More about Valley Bike Month and Bicycling

- Attend the February 27 [Valley Bike Month webinar](#).
- Order and distribute bike maps, brochures and more [here](#).
- Encourage employees to visit [ShareTheRide.com](#) to take the Valley Bike Month pledge from **March 1-31**.
- Encourage employees to register at [ShareTheRide.com](#) and participate in the Team Challenge and monthly contests.
- Encourage employees to create a Valley Bike Month Team Challenge team at [ShareTheRide.com](#) by **March 22** (members must join by **March 31**).
- Look for details in the weekly Commuter Solutions Update e-newsletter and visit [here](#) to learn more.

(continued on back page)



CARPPOOL | VANPOOL | BUS | LIGHT RAIL | TELEWORK | BIKE | WALK

Sponsored by the Arizona Department of Environmental Quality, Maricopa Association of Governments, Maricopa County Air Quality Department and Valley Metro.

ShareTheRide.com
602.262.RIDE (7433)
[facebook.com/sharetherideandsave](#)





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March 18-31:

Final Planning and Employee Reminders

- Share articles promoting Valley Bike Month activities from weekly Commute Solutions e-newsletters with employees.
- Remind employees to create their [Valley Bike Month Team Challenge team](#).
- Remind employees to join a [Challenge team](#)
- Ask employees to ride their bikes during Valley Bike Month.
- Ask employees to use the [cost calculator](#) at [ShareTheRide.com](#) to determine savings when they use alternative transportation modes.

April 1-30:

Valley Bike Month

- Remind employees to ride their bike by promoting the key benefits of bicycling: improve health, save money, win prizes and reduce stress, congestion and pollution.
- Encourage employees to track trips daily and enter contests at [ShareTheRide.com](#).
- Visit the [ShareTheRide.com](#) Commuter Challenge page to monitor progress.

Early May:

Follow Up

- Thank employees for their efforts and select internal contest winners.
- View and share results of the Valley Bike Month pledge, monthly contests and Team Challenge at [ShareTheRide.com](#).



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