



by **envirocentre**

# Let's Bike Month Team Toolkit

In partnership with:



**letsbike.ca**

# What is Let's Bike Month?

Let's Bike Month is an annual campaign that promotes and encourages cycling as a sustainable form of transportation.

EnviroCentre provides the resources and motivation to get folks biking!

## We provide:

- ✓ A fun interactive website to see the GHG averted by choosing to bike
- ✓ Tips and resources
- ✓ Prizes!
- ✓ Easy to use promotional templates
- ✓ Online Workshops



## Why bike?

- ✓ **Reduces** car congestion.
- ✓ Provides **daily exercise**.
- ✓ Increases **productivity and reduces stress**.
- ✓ **Avoids** contributing to greenhouse gas emissions.
- ✓ **It's fun!**

# How can I participate?

## Join the fun!

Here is everything you need to know to get started:

### Sign up online

- Visit [letsbike.ca](https://letsbike.ca)
- Sign up
- Start a team (if you like)
- Invite people to join
- Log those bike rides to be eligible to win prizes!
- Be proud of the difference you are making!

**Register Now**

### Book a workshop

- Urban Cycling
- Discover Your City by Bike
- Ask an Expert – Bike Maintenance
- Extend your Cycling Season

**Book a workshop**




### Find us online

- Facebook
- Instagram
- Twitter

**Follow us**

# Build your team



- Download the poster, and share it!
- Send an email to your friends, family, and colleagues encouraging them to sign up.
- Organize a virtual team event or team lunch.
- Host a route planning session.
- Book or join a workshop.
- Follow us on social media! →   
- **Celebrate!** Recognize your team through prizes, challenges, and fun awards. Send us your stories!
- **Measure your impact!** See your team results throughout the month and share them on social media.



Download poster

# Email template



## This year June is Let's Bike Month!

### Let's start a team!

**Let's Bike Month is EnviroCentre's annual celebration of travelling by bike.**

By joining the campaign and logging your bike rides, you'll see your impact and have a chance to win one of the great prizes offered throughout the month.

Help us encourage new riders, celebrate cycling and make Ottawa a little greener this June!

**Sign up and join our team!**

### Participating is easy!

1

Sign up at [letsbike.ca](https://letsbike.ca) and then join our team (Insert team name).

2

Bike to work! Bike to the grocery store! Bike to the park! It all adds up!

3

Log your rides and you will see the difference both you and your team make by choosing to ride a bike!

4

You could win one of the great prizes! Let's Bike Month will randomly give away!

# Newsletter template



## **This June, we are taking part in Let's Bike Month and we hope you will join us.**

The Let's Bike Month program helps people understand and track the environmental benefits of choosing to bike!

Whether you already bike everywhere, or want to try for the very first time, we encourage you to participate.

Let's Bike Month (formerly Bike to Work Month) is organized by EnviroCentre in partnership with the City of Ottawa. Over the last ten years, they have encouraged almost 5000 people to start biking to work through this campaign. This year they have shifted the timing and are encouraging folks to track ALL bike rides! They focus on providing resources, workshops, tips and building a positive and inclusive bike community. Let's Bike Month is fun, free and full of smiles!

## **Participation is simple:**

- Sign up at [letsbike.ca](http://letsbike.ca) and choose to join our team (Insert team name).
- Bike to work! Bike to the grocery store! Bike to the park! It all adds up!
- Log your rides and you will see the difference both you and our team makes by choosing to ride a bike!
- You could win one of the great prizes Let's Bike Month will randomly give away!



# Virtual Workshops



## Urban Cycling: Tips and Infrastructure

Delivered by an experienced cyclist, this workshop will provide participants with tips on incorporating cycling into their everyday lives. You'll learn helpful hints, rules of the road, and advice on choosing a route to your destination. This workshop is adapted for cyclists of every age and ability. (English/French)

## Ask an Expert – Bike Maintenance

Curious about how to change a flat tire, check your brakes or fix minor problems? Get answers to YOUR questions about bike repair and maintenance techniques in this Ask an Expert Session with a friendly bike maintenance specialist. Learn more about how to keep your bike working efficiently so that you can feel confident and ready to ride. (English/French)

## Discover your City by Bike: Route Planning

Discover some of the interesting destinations in Ottawa that are easily accessible by bicycle! Heritage sites, nature areas and public art are a few of the destinations that will be covered. Route planning resources will also be highlighted to help you plan your own adventure! This workshop is intended for people of all ages and cycling abilities. (English)

## Extend your Cycling Season

This workshop will teach you what you need to know to feel comfortable biking year round. In this workshop, you will learn tips, tricks and tools to extend your cycling season. We will review route planning, techniques, and simple suggestions for winter bike maintenance. The goal of this workshop is to help riders discover the joy of biking throughout the year. (English/French)

**All workshops are approximately one hour in length**

**Contact us to book your private employee support workshop today! \$200 +HST**

# Fun Facts to share!



## Did you know that ...

- There are about 900km of maintained cycling infrastructure in Ottawa
- Over 40% of Ottawa's GHG emissions come from community-based transportation (eg. personal trips, commuting, corporate fleet vehicles).
- Ottawa's first bicycle hit the streets in 1877!
- Share the Road Cycling Coalition has recognized Ottawa as a "Gold Level" Bicycle Friendly Community.
- The energy required to cycle at a leisurely speed is roughly the same as the energy required to walk.
- On a bicycle you can travel up to 1037 kilometres on the energy equivalent of a single litre of gas. Pedal power!
- It takes most folks about 20-25 minutes to travel 5 km by bike (in non-race mode).



# Sponsors



## Community Sponsors



## Prize Sponsors

