



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
- ✓ Prizes!
- ✓ Tips and resources
- ✓ Printable posters
- ✓ Online Workshops
- ✓ More prizes!
- ✓ Community events






Why support cycling?

- ✓ **Reduce** traffic !
- ✓ Improve **mental and physical health!**
- ✓ Help keep Ottawa **green!**
- ✓ **Predictable** travel time!
- ✓ Get to **know your community!**
- ✓ **Food is fuel!**

Build your team



- Send an email to your friends, family, and/or colleagues, encouraging them to sign up.
- Share the poster with your workplace, school, or local community hangout!
- Organize a virtual team event, group ride, or team picnic.
- 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!** Track your team results throughout the month and share them on social media.



[Download poster](#)

Team recruitment: Email example



June is Let's Bike Month!

Join my Let's Bike Month 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 amazing prizes offered throughout the month.

Break out your bike bags, pump your tires, and charge your lights because together we will make 2022 the best bike year ever!

[Sign up and join in!](#)

Participating is easy!

1

Sign up at letsbike.ca and then join our team (Insert team name).

2

Bike to work! Bike to school! Bike to the grocery store! Bike to the park! It all counts!

3

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

4

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

Team recruitment: Newsletter example



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 encourage people to bike for transportation and track the environmental impact of cycling instead of driving!

Whether you already bike everywhere, or want to try for the very first time, everyone is welcome to join in the fun.

Logging your bike journeys throughout the month of June gives you the opportunity to win daily prizes donated by local businesses – and this year there are some GREAT ones! You can check them out [here](#).

Let's Bike Month (formerly Bike to Work Month) is organized by EnviroCentre in partnership with the City of Ottawa. Over the last decade, they have encouraged almost 5,000 people to start bike commuting! 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 and join our team (**Insert your team name**).
- Bike to work! Bike to the grocery store! Bike to the park! It all counts!
- Log your rides and you will see the difference both you and our team makes by choosing to ride a bike!
- Cross your fingers: You could win one of the great prizes Let's Bike Month will be randomly giving away throughout June!

Virtual Workshops



Urban Cycling: Tips and Infrastructure

Delivered by a friendly, experienced cyclist, this workshop will provide participants with answers to commonly asked questions. You'll learn about how to navigate Ottawa by bike: tips, infrastructure and general best practices with lots of time for questions and answers! This workshop is adapted for cyclists of every age and ability. (English/French)

New! Family Cycling

Cycling is a fun activity for the whole family! Whether going on a leisure ride or heading to the library, cycling is a great choice for folks of any age. This workshop will cover everything you need to know to make family cycling a success. We will cover kid-carrying bikes, adaptive cycles for adults, route planning considerations, and real-life tips from someone who's been there! This workshop is adapted for people of all ages and cycling abilities. (English / French)

Discover your City by Bike: Route Planning – new locations!

Can I really get THERE by bike? This presentation will help you find out! Through the use of a fun example, you will learn about the different mapping tools available to Ottawa cyclists and how to use them for route planning. We also hope to inspire your next field trip by sharing some bikeable destinations you may not be aware of. This workshop can be adapted to suit specific communities and is intended for people of all ages and cycling abilities. (English / French)

Extend your Cycling Season

Delivered by a friendly, experienced cyclist, this workshop will teach you what you need to know to feel comfortable biking year-round. 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 ...

- There are about 900km of maintained cycling infrastructure in Ottawa!
- Ottawa's first bicycle hit the streets in 1877!
- It costs only 12 cents in electricity to charge the battery on an e-bike!
- Share the Road Cycling Coalition has recognized Ottawa as a "Gold Level" Bicycle Friendly Community!
- DYK: Rack and roll is now on every OC Transpo bus? Take your ride on a field trip.
- Almost 50% of car trips in Canada are under 5km – a distance most people can comfortably bike in about 30 minutes!
- Cycling is healthcare: people who ride a bike report lower stress, depression and anxiety, and have lower rates of heart attack and stroke!

Ready to join?



Let's Bike!

Here is everything you need to know to get started:

Register!

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

Book a workshop

This year we are offering the following workshops:

- Urban Cycling
- Discover Your City by Bike
- Family Cycling
- Extend your Cycling Season

Follow us

- Facebook
- Instagram
- Twitter

Sponsors



Community Sponsors



Prize Sponsors

