

**15**  
YEARS OF  
CELEBRATING BIKES

# LET'S BIKE MONTH TOOL KIT



CORE PARTNER



KEY SPONSORS



# 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 teams with the resources and motivation to get folks biking!

## We provide:

- A fun interactive website to see the emissions averted by choosing to bike
- Prizes
- Tips and resources
- Printable posters
- Workshops (in-person or virtual)
- More prizes!
- Community events



## Why cycle?



Reduce traffic



Improve mental & physical health



Help keep Ottawa green



Predictable travel time



Get to know your community



Biking is fun!

# Build your team

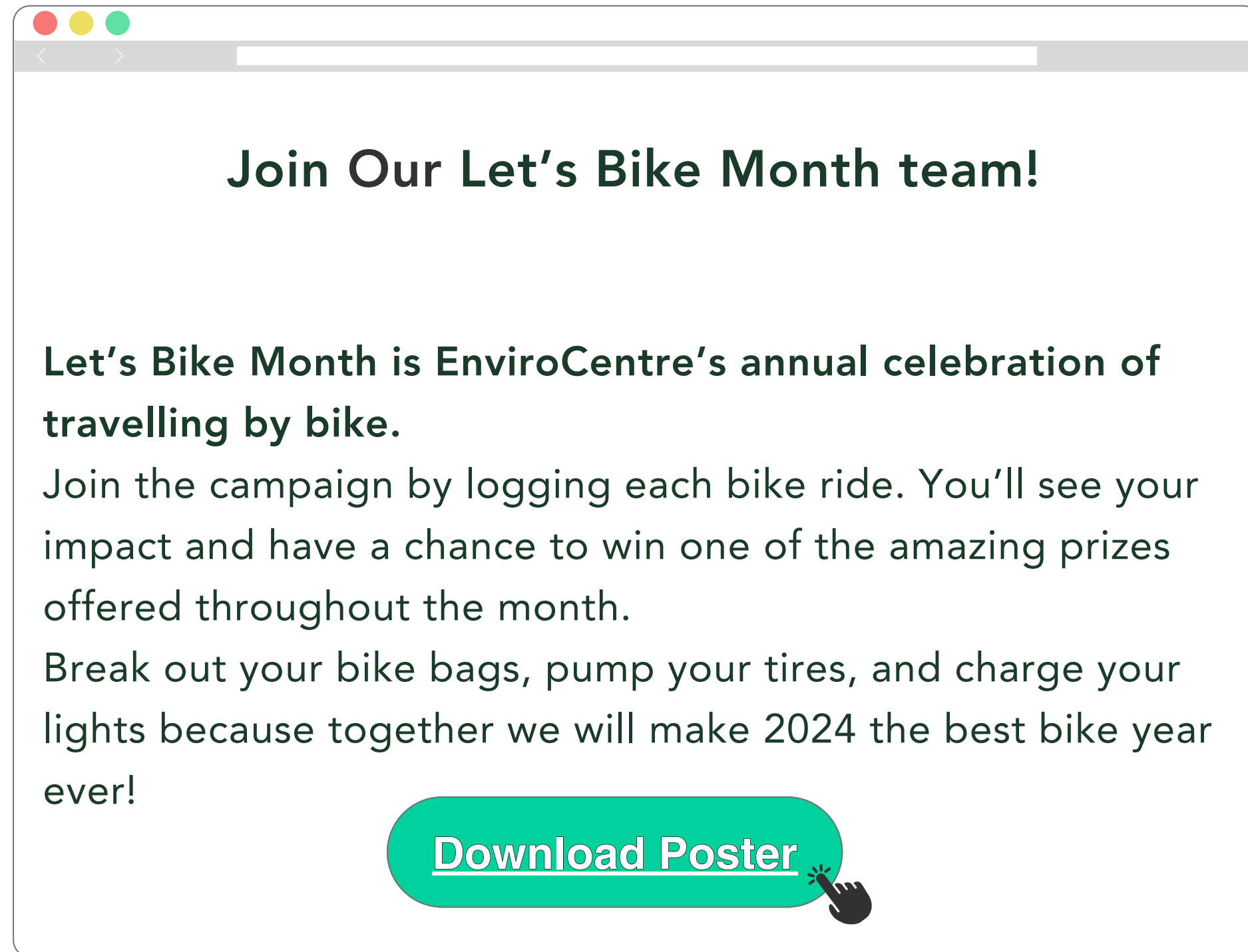
- Send an email to your friends, family and/or colleagues encouraging them to sign up.
- Share the poster with your workplace, school, or local community hangout!
- Organize a team event, group ride or team picnic.
- Host a route planning session.
- Book or join a workshop.
- Follow us on social media! @ @ f X @letsbike
- Celebrate the bike leaders in your community.
- Send us your stories!
- Measure your impact!
- Track your team results and share them on social media.



[Download Poster](#)

# Team recruitment

## Email example



## 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 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 tuned in for the daily prize draws and fun community events happening across Ottawa throughout the campaign.

# Team recruitment

## Newsletter example

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

Let's Bike Month encourages 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 is organized by EnviroCentre in partnership with the City of Ottawa. Over the last 15 years, their annual cycling campaign has encouraged thousands of people to start bike commuting! The event focuses on providing resources, workshops, tips, and building a positive and inclusive bike community. Let's Bike Month is fun, free, and full of smiles!

### 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 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.

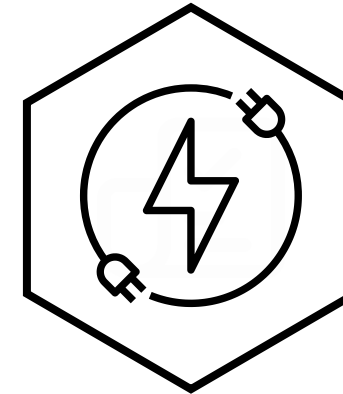
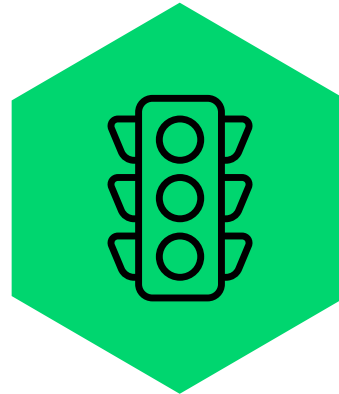
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Stay tuned in for the daily prize draws and fun community events happening across Ottawa throughout the campaign.

# Fun facts to share

## Yellow Dots

The 3 yellow dots at intersections are sensors to help traffic lights know a cyclist is waiting.

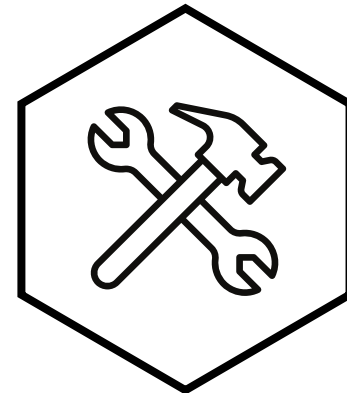


## E-Bike Charging

It costs only 12 cents in electricity to charge the battery on an e-bike! E-bikes can be purchased from a variety of stores across Ottawa.

## Bike Repairs

The City of Ottawa has free basic bike repair stations at 47 locations around the city including community centres, bike paths, and transit stations.

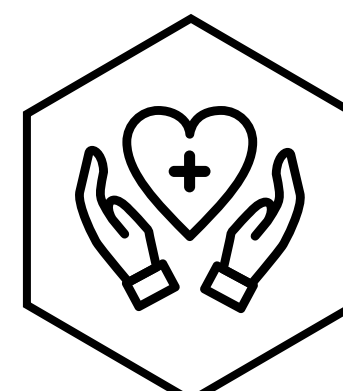


## Community Commuting

Almost 50% of car trips in Canada are under 5km – a distance most people can comfortably bike in about 30 minutes!

## Rack and Roll

Rack and roll is now on every OC Transpo bus and available all year long! Take your ride on a field trip.



## Healthcare

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:

1

## REGISTER

- Visit [letsbike.ca](https://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!

2

## BOOK A WORKSHOP

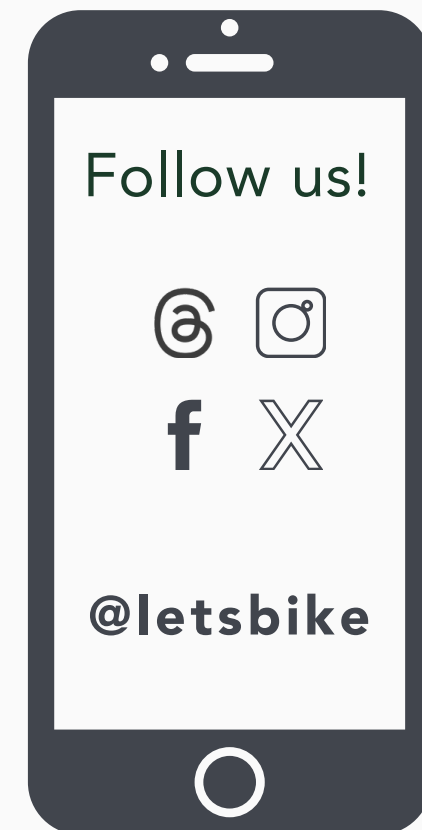
This year we are offering the following workshops:

- [Urban Cycling](#)
- [Discover Your City by Bike](#)
- [Family Cycling](#)

3

## STAY CONNECTED

Stay connected with Ottawa's cycling community!



# Thank You!

## Website

[letsbike.ca](http://letsbike.ca)

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## General Inquires

[transport@envirocentre.ca](mailto:transport@envirocentre.ca)

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## Register Now

