



by **envirocentre**

LET'S BIKE MONTH TOOLKIT

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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

Supporting cycling:

- ✓ **Reduces traffic**
- ✓ **Improves mental and physical health**
- ✓ **Helps keep Ottawa green**
- ✓ **Gives you a predictable travel time**
- ✓ **Builds community**
- ✓ **Embeds fun into every day activities!**

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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!
- Celebrate the bike leaders in your community.
- Send us your stories!
- Measure your impact!
- Track your team results and share them on social media.

Poster



Scan to download
the official poster



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Team recruitment

Email example



Join Our Let's Bike Month team!

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

Join the campaign by logging each bike ride.

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 2025 the best bike year ever!

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

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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 16 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!

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● **Yellow dots**

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

● **Bike Repairs**

The City of Ottawa has free basic bike repair stations at over 50 locations around the city including community centres, bike paths, and transit stations.

● **Rack & Roll**

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

● **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.

● **Community Commuting**

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

● **Healthcare**

Cycling is healthcare: people who ride a bike report lower stress, depression and anxiety, and have lower rates of heart attack and stroke!

FUN FACTS to share

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Ready to join? Let's Bike!

1. 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!



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!



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Thank You!

General Inquires
transport@envirocentre.ca



Register now at
letsbike.ca



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