

Bike to Work Program

Scope of Work 08-09

The Bike to Work Program, a year-long bike commuter incentive, education, and support service consists of four main projects 1) Fall Bike to Work/School Day; 2) Spring Bike to Work and School Day; 3) Spring Bike Week, which features up to 10-15 inclusive, fun and informative bicycle activities; 4) bike safety/skills education, bike commuter resource information, and bike commute planning assistance.

Fall Bike to Work/School Day: Thursday, October 2, 2008

Work Schedule/Tasks:

The BTW staff will coordinate the 10th Annual Fall Santa Cruz County Bike to Work/School Day, which features free breakfast for all bike commuters at a minimum of 10 public sites and 25 school sites. Bike to Work staff will secure public and school breakfast sites for BTW/S Day. There will be a special emphasis on reducing car traffic at schools to make school streets safer for all users.

- Solicit donations for food to feed over 4,000 bicyclists.
- Continue expanding Bike to School Day through increased participation of schools and greater outreach to students, teachers, and parents.
- Continue to offer a cash prize drawing to attract more participation, especially from novice cyclists.
- Increase outreach to novice bike commuters through business site visits, informational flyers, media outreach, and equipment incentives.
- Provide resources for novice commuters to overcome obstacles to bike commuting.
- Coordinate Bike to School Day efforts with bike safety presentations conducted by Bike Smart! and the Community Traffic Safety Coalition (CTSC).
- Coordinate helmet distribution with the CTSC at school sites.
- Distribute the UCSC TAPS bicycle safety video to classrooms.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques including TV, radio, newspaper, posters, flyers, and email. The promotional campaign will blanket the county in general outreach as in preceding years, but will also focus on localized promotion for each breakfast site.
- Continue the "Be Bright, Use a Light at Night," campaign started in fall 2000. Promote bike light use to the general bike riding population. This effort will be coordinated with the Community Traffic Safety Coalition.
- Coordinate promotion with the Folding Bike Rebate program.
- Recruit and coordinate volunteers to assist with BTW/S activities.

Performance Goals for the Fall Bike to Work/School Day, 2008

- Increase participation 5% from the previous fall BTWS Day.
- Add new schools to the Bike to School breakfast sites.

- Increase by 5% the number of schools receiving bike safety presentations, helmet distribution or safety videos.
- Place over 100 event and informational posters at local businesses.
- Have a least one article published in a local newspaper regarding bike commuting.
- Have two weeks of PSA's aired on a local radio station.
- Increase by 2.5% the number of beginning cyclists attending BTW Day.

Spring Bike Week, Third Week of May 2009

Work Schedule/Tasks:

The BTW staff will coordinate the 22nd annual Santa Cruz County Bike Week event, which features a Bike to Work/School Day, at least one bike fair, at least one bike safety activity/commuter instruction workshop, a commuter race event, a food delivery day by bicycle, a local history tour by bicycle, and other events. The main goal of Bike Week will be to continue to promote bicycle commuting as well as bicycle transportation for other trips that replace single occupancy vehicle trips. The variety of events during Bike Week will focus on hands-on, fun, and inclusive methods for motivating residents to bicycle more often and drive less. BTW will integrate the bike commuting and safety message into our events.

- Bike to Work staff will secure 10 public and 25 school breakfast sites for BTW/S Day. We will work with large employers to provide incentives for their employees to bike to work.
- Continue to increase the ever-popular Bike to School Day effort, which gets children accustomed to biking for transportation at an early age.
- Solicit donations for food to feed over 4,000 bicyclists.
- Continue to improve our website services with an online Bike to Work Day survey, which would allow more commuters to participate in Bike to Work Day. Also provide commuter maps and updated bike commuter resources.
- Coordinate Bike to School Day efforts with bike safety presentations conducted by Bike Smart! and the Community Traffic Safety Coalition.
- Coordinate helmet distribution with the CTSC at school sites.
- Distribute the UCSC TAPS bicycle safety videos to classrooms.
- Recruit volunteers to staff all Bike Week events, especially breakfast sites and food delivery day.
- Promote bike commuter equipment to make bikes more functional for commuting, running errands, or getting to a social activity.
- Recruit other bicycle and community groups as well as businesses to host Bike Week events.
- Provide staff and promotional support to other groups who host Bike Week events.
- Keep business sponsors updated on Bike Week activities and bike commuter services for their employees to use.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques including TV, radio, newspaper, posters, brochures, emails, and workplace booths. The promotional campaign will blanket the county in general outreach as we have done previously. We will also focus on localized promotion for each breakfast site.
- Solicit cash donations from local public agencies and businesses to fund material purchases.
- Host an innovative and attention getting media event that demonstrates the appeal of bike commuting versus commuting by car.

- Coordinate artwork, T-shirt and color poster production with Monterey and San Benito County Bike Week staff.
- Coordinate TV and radio promotion as a tri-county Bike Week effort, in conjunction with Clean Air Month activities.
- Utilize the tri-county Clean Air Month cash prize drawing to attract more participants, especially novice cyclists.
- Continue to work with local transportation agencies to promote bike commuting as well as other forms of alternative transportation during Bike Week.
- Coordinate promotion with other Ecology Action transportation programs.
- Work closely with Cabrillo College and UCSC to promote their breakfast sites for BTW/S Day.
- Continue to expand efforts into South County and improve outreach to the Latino community.

Performance Goals for the Spring Bike Week, 2009

- Increase participation by 5% from the previous spring Bike Week.
- Increase participation by 5% from the previous spring Bike To Work/School Day.
- Add 2 new schools to the Bike to School breakfast sites.
- Increase by 10% the outreach/promotion to businesses through company liaisons from the previous spring Bike Week by using email, flyers, posters, and business site presentations/booths.
- Increase by 2.5% the number of beginning cyclists attending BTW Day from spring BTW Day 2007.

Bike Safety and Commuter Information Resources

Work Schedule/Tasks:

BTW promotes and provides resources for safe cycling throughout the year. Information is provided via www.bike2work.com, our office information library, booths at special events, and via emails to BTW Day participants and sponsoring businesses. Staff also works with other public agencies to help them in their road safety and bike resource projects. Staff is an active member of the SCCRTC's Bicycle Committee and the County Health Service's Community Traffic Safety Coalition (CTSC). We promote issues such as bike theft prevention, helmet use, bicycling in the rain and cold, and bike parking. These are some of the ways we conduct outreach on these issues:

- Maintain current bike resource information on the BTW website.
- Staff information booth at local special events.
- Communicate with BTW participants on important bike issues.
- Attend RTC Bicycle Committee and CTSC meetings.

Performance Goals for Bike Safety/Commuter Resources:

- Keep bike resource information current on our website.
- Staff at least 5 information booths at community special events.
- Keep BTW participants updated on important bike issues via email.