

Bike Buddy Spring Social

Hosting Guide

Biking is a great way to increase a person's health and happiness, but some people need a little push to get started. Hosting a Bike Buddy Spring Social will help employees and coworkers find a neighbor to bike to work with.

To encourage employees and coworkers to begin riding and continue the habit of bicycle commuting, ask buddies to join the Team Bike Challenge. The Team Bike Challenge is a Bay Area wide contest throughout the month of May where teams compete against each other to see who can use their bikes to commute the most. Since there's no better way to bring people together than through competition, this year we've allowed companies to compete against each other for the Company Bike Challenge.

For more information about the Team Bike Challenge and the Company Bike Challenge, please go to svbcbikes.org/btwd or email Shelly McHenry at shelly@svbcbikes.org.

Five Easy Steps to Organize a Bike Buddy Spring Social

1. **Find and reserve a location to host your Bike Buddy Spring Social.** Break rooms, patios, lunch rooms, coffee shops or bars are ideal places to host your social. Be sure to ask location managers if you may post fliers at the location.
2. **Email the Silicon Valley Bicycle Coalition.** Send the following information about your social to Shelly McHenry at shelly@svbcbikes.org :
 - a) Host Coordinator's Name:
 - b) Hosting Organization:
 - c) Number:
 - d) Will this social be just for your employees, and therefore closed to the public? (If yes, we will not announce the address of your social.)
 - e) Social's Location Address:
 - f) Social's Date:
 - g) Social's Time:
 - h) How can we get you materials for your event?
3. **Send an email out to your employees & coworkers.** After you email us, we will send you a Bike Buddy Spring Social e-blast you can send out. If you know of any regular bike commuters, be sure to ask them personally because they are great resources for beginners.
4. **Post up your Fliers.** After you email us, we will send you the Bike Buddy Spring Social Announcement flier. Edit the flier to your specific location, date and time. Print out flier and post up at and around your location 1 week prior to the social.
5. **Host your Bike Buddy Spring Social.**



Tips for Successful Socials:

- **Provide Goodies** – Providing music, food, drinks or even full lunches for participants will always increase the number of people who show up.
- **Plan an Ice-breaker activity** – Plan to do a really easy icebreaker game that involves the city and cross streets of where people would begin their morning commute by bike. Another idea would be to have participants put this information on their name tags or provide a county map where participants can pin their initials to the area they'd start their commute.
- **Invite regular bike commuters to come** – Chances are your office already has a few employees who commute by bike regularly. These individuals have a wide range of knowledge and experiences, like safer streets to ride on, that they'd love to share if given the opportunity.
- **Encourage buddies to join the Team Bike Challenge** – Reading up on the Team Bike Challenge before the event would be helpful in case any questions arise. The Silicon Valley Bicycle Coalition also has Team Bike Challenge fliers and some area maps available for your event. Since teams register online at <http://bayareabikes.org/btwd> , providing a computer for teams to register on right at your Bike Buddy Spring Social will help ensure more teams register.
- **Ensure people find buddies** – Make an announcement asking people questions like “Has everybody found a buddy?”, “Buddies raise your hands.”, or “Does anybody still not have a buddy?” If there are folks who did not find a buddy, you could have one of the regulars assist them with their route, encourage them to ask their neighbors, or go to svcbikes.org and find a buddy by joining the email list.

Questions? Contact Shelly McHenry
shelly@svcbikes.org

