

The Pathway to Sustainable Change



Creating Events & Establishing Programs

Always ask the question: Who are you inviting to the event? Who is the program for? And what would make it easier for them to participate?

- Events and programs build the foundational base of sustainable change.
- Focus on the crossover between recreation and transportation.
- Don't forget who you're planning for: just because it's your experience, doesn't mean it's someone else's.
- Compensation for organizers goes a long ways!



PRO TIP: When building your team, consider members who could bring diverse experiences to the planning table, such as different mobilities, household incomes, travel distances, family sizes, & demographics.

Cultivating a Community at Work

EVENT EXAMPLE:



National Bike to Work Day

STEP 1: BUILD YOUR TEAM

Who can you partner with? List them below.

Ex: Health and fitness businesses, health departments, active living councils, bike shops, potential champions within the workplace, like-minded non-profits, local cycling clubs)

STEP 2: MARK YOUR CALENDAR & START PLANNING

*May is **always** national bike month. Incentives, encouragement, and education are the most prevalent ways to increase workplace bike commuting.*

Circle a few options below that may work for your workplace:

- Provide breakfast & coffee in office
- Work with vendors to provide bike/walk related prizes
- Make it a casual clothing day
- Issue a press release in conjunction with partners
- Host an informational session
- Setup indoors, secure bike parking
- Distribute flyers & info cards
- Set shared workplace goals

SCAN FOR
MORE RESOURCES



PROGRAM EXAMPLE:



Becoming a bike-friendly business

STEP 3: IMPLEMENT PROGRAMS

It's time to take it beyond the one-off event, and start moving towards something with consistency. The League of American Bicyclists has a Bike Friendly Business Application that can be used as a great guide/idea's list to start implementing more consistent resources and events within your workplace. Here are a few options:

- Have maintenance tools available for employees
- Host multiple car-free or bike-to work days
- Organize volunteer opportunities to improve local amenities (trail maintenance tree planting, etc.)
- Offer free, on-site tune up for employees
- Implement a guaranteed, ride home program
- Ride recreationally with coworkers
- Financially support active transportation organizations
- Host a Learn-To-Ride Class, powered by Bike Walk Nebraska

PREVIEW THE BIKE FRIENDLY BUSINESS APP



PRO TIP: A feedback survey after your bike-to-work event helps identify critical areas for program implementation. Keep in mind there will be many different experiences.

STEP 4: BRING IN TECHNICAL ASSISTANCE

Becoming a long-term, bicycle-friendly business takes time, resources, and support, and it's all worth it! Bring in experts to help guide your workplace as you pursue your active transportation goals.

Connect with city officials to explore infrastructure options (racks, bike routes, etc.)

Bring in Bike Walk Nebraska to assist with a business-wide transportation action plan

Hire an outside consultant to improve bicycle-friendliness in business

Provide educational opportunities to staff (League Certified Instructors, conference attendance, etc.)

THERE'S NO SUCH THING AS A BAD IDEA, WRITE 'EM DOWN:

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Cultivating a Community at School

EVENT EXAMPLE:



National Bike, Walk or Roll to School Day

STEP 1: BUILD YOUR TEAM

Who can you partner with? List them below.

Ex: PTA, fraternities/sororities, environmental committees, service clubs (Rotary, Kiwanis, etc.), health officials and departments, youth organizations (YMCA, 4-H, Scouts)

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SCAN FOR
MORE RESOURCES



STEP 2: MARK YOUR CALENDARS & START PROMOTING THE EVENT

National Bike, Walk and Roll to School Day is always in October, but you can pick your own day! Spread the word to students, parents, teachers, community, and media.

Invite your mayor to walk or roll as part of your event.

Health organizations and departments could offer free helmets

Have students identify safety issues important to them

Seek media attention, issue a press release, invite them to attend event

Invite cycling, walking and running clubs to volunteer/participate

PROGRAM EXAMPLE:



Safe Routes to School Programs

STEP 3: IMPLEMENT PROGRAMS

It's time to take it beyond the one-off event, and start moving towards something with consistency.

Host regular (weekly/monthly) walking and biking events with partner schools

Conduct walk audits to identify problem areas.

Source small grants for community projects, such as bike racks, sidewalk improvements, pedestrian safety equipment

Partner with a local event for discounted registrations for students

Start a walking school bus to offer supervised walks to school

Provide a mileage tracker and associated prizes



PRO TIP: *Many resources exist to get kids on bikes and moving. For example, Outride For Focus is a middle-school-aged PE Program (scan the code for more information)*



THERE'S NO SUCH THING AS A BAD IDEA, WRITE 'EM DOWN:

Cultivating a Cycling Community

EVENT EXAMPLE:



Grounded Nebraska

STEP 1: BUILD YOUR TEAM

Who can you partner with? List them below.

Ex: Tourism commissions, cycling clubs, community organizations, health organizations, officials and departments, local businesses, outdoor and recreational groups, active transportation organizations, hoteliers and AirBnB hosts.



PRO TIP: Tourism bureaus usually offer a long list of services to help support your event, either for free or at low cost. And, they'll help you secure hotel rooms for your event because they operate off of lodging taxes.

STEP 2: CONNECT CYCLISTS TO THE COMMUNITY & ALTERNATIVE MODES OF TRANSPORTATION

If you want your event/town to become a destination, give cyclists and visitors reasons to stay, explore, and want to come back.

Host the event in conjunction with another community event (concert, beer fest, etc.)

Provide visitors with biking and walking routes to key destinations

Give car-free attendees designated parking spots at event

Collect rider feedback on infrastructure and safety changes that matter to them

PROGRAM EXAMPLE:



Learn-to-Ride Programs

STEP 3: IMPLEMENT PROGRAMS

It's time to take it beyond the one-off event, and start moving towards something with consistency. Here are a few ideas:

Partner with local tourism bureaus to offer tourist-friendly bike routes

Source small grants for community projects, such as bike racks, sidewalk improvements, pedestrian safety equipment

Work with hotels to provide bike wash stations & secure bike parking

Host a Learn-to-Ride Class and/or become a League Certified Instructor



PRO TIP: Sporting events with beginner-friendly options or programs increase local participation. Increase the community's participation by hosting a Learn to Ride Class (scan code for more info)

