

# Bay Area Bike To Wherever Days Employer Toolkit

## Bike to Work/Wherever Day

May 14th, 2026

## Bike to Wherever Days (BTWD)

*All Month Long*

May 1 - 31st



# BIKE TO WHEREVER DAYS



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# May is Bike Month!

Encourage your employees to ride all month long, especially on **Bay Area Bike to Work/Wherever Day, Thursday, May 14th.**

## This toolkit includes:

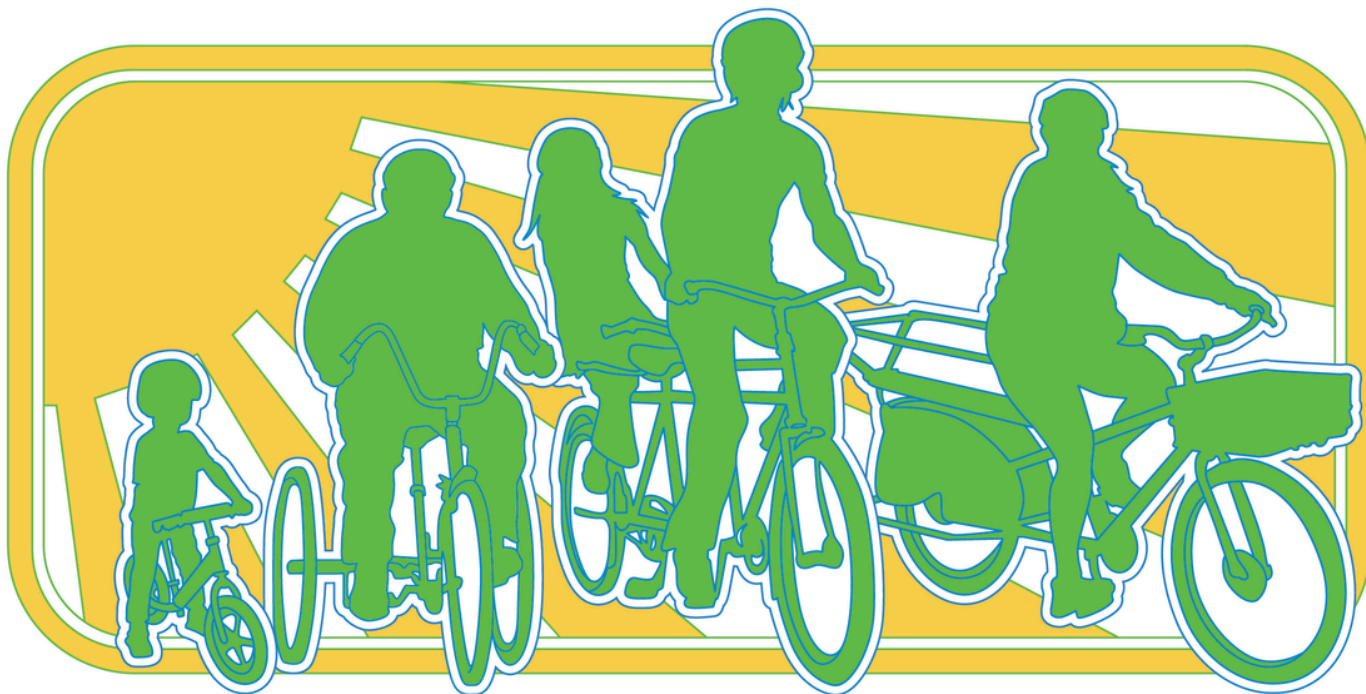
- 1** A Bike to Wherever Days Poster
- 2** How to Participate – Pledge, Nominate, and Join!
- 3** Ideas to Get Your Employees Riding
- 4** How to Create a Bike-friendly Workplace

Need more help? Go to [BayAreaBTWD.org](http://BayAreaBTWD.org) for ideas and resources, from cycling and safety tips, a virtual swag bag, and everything you need to know about BTWD.

[www.BayAreaBTWD.org](http://www.BayAreaBTWD.org)



# BIKE TO WHEREVER DAYS



**2026** Alameda • Contra Costa • Marin • Napa • San Francisco  
San Mateo • Santa Clara • Solano • Sonoma



ARTWORK BY PATRICK SEAN GIBSON

## PLEDGE

to Ride a Bike in May

Bike to Work Day is May 14th!

## JOIN

The Bay Area Bike Challenge

This year's goal: 175,000 miles

## CELEBRATE

Bike Champion of the Year



**SCAN HERE**

to join the fun!



# Calling All Riders: PLEDGE, JOIN, AND CELEBRATE!

## PLEDGE TO RIDE

Join thousands of fellow cyclists who pedal to work, school, errands, or just for fun. Whether it's your first ride or you're a professional cyclist, take the pledge to get out of your car for even just a few days during May, and then make a long-term commitment to use your bike whenever you can. Encourage friends, family, and co-workers to take the pledge too!



## BIKE CHAMPION OF THE YEAR

Every year, each of the nine Bay Area Counties selects their own Bike Champion of the Year. These champions are recognized for their dedication to promoting bicycling as a primary mode of transportation and for their ability to inspire others in their local communities. Nominate someone you work with!



## BAY AREA BIKE CHALLENGE

Join bicyclists across the Bay logging their rides in May to reach a collective goal of 175,000 miles and a chance to win prizes whether you're a first-time biker or an experienced long-distance cyclist. Join the [Bay Area Bike Challenge](#) and log your rides with the Ride with GPS app.



# Get the Word Out to Employees

- Get the poster up in your office and email it to your employees (find it on Page 3!)
- Use the blurb below to inform employees by email or message channels of the fun stuff going on throughout the month
- Encourage your employees to Pledge to Ride, nominate Bike Champions, and join the Bay Area Bike Challenge
- Post positive stories about your company's riders on social media tagging #BTWD

## BAY AREA BIKE TO WORK/WHEREVER DAY THURSDAY, MAY 14TH

ALAMEDA • CONTRA COSTA • MARIN • NAPA • SAN FRANCISCO  
SAN MATEO • SANTA CLARA • SOLANO • SONOMA

Bay Area Bike to Wherever Day (BTWD) is May 14th. Ride past an Energizer Station ([find one near you!](#)) this BTWD to snag exclusive swag. Join the [Bay Area Bike Challenge](#) for a chance to win prizes all month long.



# Creating a Bike-Friendly Workplace All Year Long

## Follow the Three E's!

### ENGINEERING

**What can you add to the physical environment to promote cycling?**

- A safe, secure place to park a bike
- A place to change clothes, shower, store clothes



### ENCOURAGEMENT

**How can you support your cycling employees?**

- Offer a guaranteed ride home in an emergency
- Incentives to cycle rather than drive
- Participation in activities like Bike Month and Bike to Work Day
- Organizing group rides like bike trains for commuting to work, or even recreational rides
- Schedule flexibility—no one gets in trouble for fixing a flat tire making them late!
- Lead by example – get managers out on bikes!

### ENGAGEMENT

**How can you get your employees excited to ride?**

- Provide safe cycling routes for your county/area. Your local bike coalition or 511.org
- Incentivize with prizes, snacks, and parties
- Create a friendly competition to rack up some miles
- Encourage membership in their local bicycle coalition – and pay for the membership!



**Need more ideas? Reach out to your county's local contact at [bayareabtwd.org/about/contacts](https://bayareabtwd.org/about/contacts)**