
Tax Deductible Donations

Bike to Work takes time and money. If you cannot donate your time but you are passionate about bikes, alternative forms of transportation, and creating safe bike facilities throughout Iowa, please take the time to share a tax-deductible donation with us by sending a check to the following:

Iowa Bicycle Coalition
Attn: Bike to Work, Des Moines
P.O. Box 572
North Liberty, Iowa 52317

Bike to Work 101 and Bike Maintenance 101 Classes

Did you ever wish someone would take the time to show you how to ride a bike safely in traffic or how to change your own tire? We have a list of classes available in April and May. Go online to see the schedule.

biketowork.bikeiowa.com

How Employers Can Help

Why encourage employees to bike to work? Biking to work is the first step to a healthy and happy lifestyle. Encouraging this activity affects your bottom line. A healthy workforce saves you money. Active people are sick less often and are generally more productive. You can encourage healthy lifestyles by doing some very simple and inexpensive things.

- Make sure employees have a place to park their bikes. Premier parking includes parking that is secure and keeps the bicycle dry. Parking should be in an area that is out in the open and has the possibility of being watched by many people.
- You can provide monetary and non-monetary incentives and rewards to all employees who find alternative forms of transportation.
- Find a space for employees to change clothes and clean up. Most bicyclists do not need a shower. However, locker rooms with showers are a great incentive.
- You can organize an emergency ride home plan by contracting with a cab company, getting bicyclists a free bus pass, or installing other safety nets such as a buddy system. Educate and challenge employees to use DART (now with bike racks), and the resources found at drivetimedesmoines.org.

Metro Bike to Work Week Events

Saturday May 10th

Bike to the Farmer's Market – 7 a.m. – noon • Downtown
Coollest Ride in Town – 11 a.m. – 2 p.m. • El Bait Shop
Cyclo de Mayo – 2 – 4 p.m. • Begins and ends at El Bait Shop

Sunday May 11th

Bike to Worship – Ride wherever you are this weekend.

Monday May 12th

Bike with Boswell – 7:45 a.m. • 39th and Grand Avenue, ride to 300 E. Locust
Federal, state, and city policy makers will ride to kick off the work week. The number of riders demonstrates to them how many of us are watching and listening and demanding safer bicycle facilities.
Bike to School – Contact your Principal and volunteer to organize a ride at your school all week.

Tuesday May 13th

Bike Collective Breakfast – 6 – 8:30 a.m. • 617 Grand Ave, DSM
Mayor's Invitational – RDG Planning and Design is hosting the metro Mayors to learn about Bicycle Friendly Community status. Guest speaker from League of American Bicyclists.

Wednesday May 14th

Watch biketowork.bikeiowa.com for a list of "Helmet Hair Specials" every Wednesday in May.

Thursday May 15th

Watch biketowork.bikeiowa.com for a list of Bike Maintenance Specials every Thursday in May.

Friday May 16th

Bike to Work – 6 – 8 a.m. • YMCA Downtown
Today is the official Bike to Work day. We hope you have been riding all week long in preparation for this day. Go to biketowork.bikeiowa.com for a list of free breakfasts, showers and staging locations. Staging locations are for camaraderie, commuting with friends, and creating a group of cyclists for visibility. Today one lucky registered rider will win the grand CASH prize! Awards will also be announced for the Bicycle Club and Employer with the most registered riders.

Handle Bar Happy Hour – 4 – 8 p.m. • El Bait Shop
Must be present to win some cool gear.

Wednesday May 21th

Ride of Silence – 6:30 p.m. • New Historical Building, E. Village
Ride to honor those who have been injured or killed while bicycling the nation's roadways.

Specific details of the above events will be provided at biketowork.bikeiowa.com



The poster features a silhouette of a person holding a bicycle against a yellow and orange sky. Below the person is a stylized city skyline. The text "BIKE to WORK Week" is prominently displayed in large, colorful, block letters. "BIKE" is in red, "to" is in a circle, "WORK" is in blue, and "Week" is in green. The year "08" is in the top right corner. Below the main text, "May 10-16" is written in a white, cursive font. At the bottom, there is a silhouette of a line of cyclists riding on a road. The slogan "I'm Likin' Bikin'" is written in a white, cursive font at the very bottom.

BENEFITS

Why Commute by Bicycle?

- It is good for your health.
- Rest your car and save money on gasoline, vehicle maintenance, parking fees and parking tickets.
- Reduce air, water and noise pollution associated with driving.
- Reduces automobile traffic.
- It is good for the community by making our streets safer, quieter, and cleaner.

REGISTRATION

Why do I need to register to ride my bike to work?

- Bike to Work is about making bicyclists visible on the streets and we make every effort to get the message to those that drive vehicles to be aware and respect your rights on the road.
- Bike to Work is letting state, city, and county officials know that the bicycle is a sustainable form of transportation and should be considered in the design and reconstruction phases of new or improved roadways.
- Registration is free and makes you eligible for prizes and reduced costs on items. *We will draw from the registered riders every Friday, April 4 through May 9th for gift certificates to area bike shops. Register early!*
- The short survey tells us how many miles you are riding and provides us with the statistics to demonstrate the need for better bicycling facilities.
- Every year we share the aggregate numbers and success stories with decision makers. Your individual personal information will not be shared with anyone.
- Please take the time to register at www.bikeiowa.com. It is free and does not take long. Your individual personal information will not be shared with anyone.

Employer and Bike Club Registration Competition

How many people are watching the registration numbers?

We know the League of American Bicyclists will be watching, because we are going to send them the information. In fact, other cities across the nation are watching our numbers.

You can start a competition at your company and with your bike club by letting them know who is in the lead and watch the number of registered riders climb. When bragging rights are on the line, everyone is watching.

A Very Special Thanks

RAGBRAI
Des Moines Register
RDG Planning and Design
Wells Fargo
Chenchar Designs
Iowa Bicycle Coalition
Iowa Department of Transportation
New Belgium
Allied
drivetimedesmoines.org
www.bikeiowa.com
DART
Des Moines Park and Recreation
Seharc
Polk County Conservation

And, the following cities:

Altoona
Ankeny
Carlisle
Des Moines
Grimes
Johnston
Pleasant Hill
Polk City
Urbandale
Waukee
West Des Moines
Windsor Heights

Supporting Bike Shops:

| | |
|-----------------------|--------------------|
| Barr Bike and Fitness | Boulevard Sports |
| Bike Country | Irwin's |
| Bike Kollektive | Kyle's Bikes |
| Bike World | Rasmussen |
| Waukee Cycle Shop | Skunk River Cycles |

CONTACTS

biketowork.bikeiowa.com

Program Director: Tina Hadden
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Statewide Activities

Who is organizing in your city?

Find out more at www.bikeiowa.com. To add an event on our website e-mail Scott at biker@bikeiowa.com

Safe Riding and Hints

- Share the road. Do not assume motorists can see you.
- Ride on the right, but leave enough room for a car door to open. Drivers might open a car door without seeing you.
- Be predictable. Avoid sudden swerves.
- Be Alert. Predict other road user's movements.
- Do not ride against traffic. Motorist do not expect to be on the wrong side of the road, and therefore are not looking for you.
- Follow signs, signals, and pavement markings.
- When turning left, merge with left-turning traffic or walk your bike across as a pedestrian if you are uncomfortable merging into automobile traffic.
- Always wear a helmet - it may save your life.
- If you will be riding near dawn or dusk, use lights.
- You should consider your riding skills and comfort level. Many will choose to incorporate the trail system for their commute.
- Your employer may allow you to bring your bike indoors. Maybe there is a bike rack outside. Is it covered to keep your bike dry in the event of rain during the day? Perhaps your employer would be open to new ideas to make your commute more bicycle friendly?
- Every time you ride, at a minimum, make sure your tires are inflated to the proper level and your brakes are working well.
- Before you Bike to Work for the first time, try your route on your day off. Time yourself and consider the how traffic may affect your time and route.

Most Importantly - Share the Road

Share the Road with cars, bikes, and pedestrians. Riding your bicycle and following the same rules as if you are driving a vehicle is the best way to keep safe. To order Share the Road license plates contact your County Treasurer.