



During National Bike Week, Boston-area **Transportation Management Associations** will join the City of Boston's Transportation Department to sponsor **2001: A Bike Odyssey**, a friendly corporate challenge designed to encourage employees and students to **Bike-to-Work/School**.

This fun, healthy, non-polluting way to commute reduces traffic jams and eases the demand for on-site parking. Employees and students arrive healthy and awake!

How Does It Work?

May 12th through May 20th is National Bike Week, a time to promote cycling as a valuable transportation mode.

To celebrate Bike Week and promote bike-commuting, institutions compete in the **2001: A Bike Odyssey** by having employees and students register to **Bike-to-Work/School** at least one day during Bike Week.

Competing within size-categories, institutions win points for registered cyclists and **Bonus Points** for providing "Bike-Friendly" amenities on site.

"Boston University Medical Center is pleased to continue its participation in the annual Bike Week. We encourage the region's cyclists to celebrate their cycling passion and to enjoy the recognition they have earned as active participants towards enhancing Boston's air quality."

- Bill Gasper, President TransComm,

How Do I Participate?

1. Register your company to participate in **2001: A Bike Odyssey**
2. Register employees to **Bike-to-Work** at least **one day** during Bike Week, May 12-20th
3. Host **registration events** in April or early May in the lobby or cafeterias. To increase interest, offer registration prizes- such as a water bottle or a T-shirt. Create departmental rivalries. Build enthusiasm!
4. Promote 2001: A Bike Odyssey through newsletters, flyers, and e-mail
5. Include employees who already bike with a poster near bike racks and bike registration flyers on parked bicycles
6. By **May 10th**, send all registrations to your local TMA

SEND REGISTRATIONS TO:

Adam Shulman, Boston Transportation
Department, Fax: 617-635-4295

Or

Your TMA – (See enclosed registration form).



Winners!

At an awards ceremony and press event on **May 17, 2001** at City Hall Plaza, **Transportation Commissioner Andrea d'Amato** will present certificates to **2001: A Bike Odyssey** winners.

Institutions with the most cyclists in their category will also win a **Ben & Jerry's ice cream party!**

PRIZES!!

All cyclists registered for **2001: A Bike Odyssey** will be entered into a free drawing. Drawings will be held at the Bike Festival on City Hall Plaza on May 17th from 11 am to 2:00 pm.

For TMA participants, the Grand Prize is a brand-new **Strida** bike. Ideal for the commuter, the Strida bike folds to fit easily into a cubicle or to be carried along on transit. Even if you already own a bike, you'll want a unique **Strida** bike.

Earning Points

Competitive Categories are based on the number of employees or students.

Competitive Category	Number of Employees/Students
A	0 to 50
B	50 to 250
C	250 to 500
D	500 to 2,000
E	2,000 to 5,000
F	Over 5,000

Institutions win **Bonus Points** for providing Bike-Friendly amenities.

Bike-Friendly Category	Bonus Points
Bicycle Parking	
Racks or shelters	10
Weather-protected	5
Near guard shack or security camera	5
Safety Materials	
Provide information on safe-cycling	10
Sponsor workshops or seminars	10
Provide discounted helmets	5
Shower and Changing Facilities	
Provide place to shower/change	15
Provide lockers	10
Provide above for free or employee discount	5
User Group	
Organized group working on bike issues	20

"MGH encourages employees to take alternative modes of transportation to work. That's why it was an honor winning the 1999 and 2000 Corporate Challenges in our category. We are proud of our bike club Missing Links and all the bicyclists who make biking to work a great success."

- David Jackson
Commuter Services, Mass General Hospital

"We were proud to participate in last year's Corporate Bike Challenge. Employees enjoyed biking to work, while we were able to showcase our many bike-friendly initiatives like sheltered racks and deluxe Health Club amenities."

- Jim Circo
World Trade Center Boston and Seaport Hotel

"It's an opportunity for faculty, staff, and students to participate in an event together and look forward to the prize at the end of the challenge- an ice cream party from Ben and Jerry's. Winning two years in a row lets me know that the school looks forward to this event as much as I do."

-Ilia Maldonado
Harvard School of Public Health



A corporate
bike-to-work challenge
in celebration of Bike Week:
MAY 12 to 20, 2001

