National physical activity guidelines recommend adults be active at least 150 minutes a week for health benefits, including maintaining a healthy weight and preventing obesity.\(^1\)

An individual bicycling 25 minutes to work and 25 home, three days a week, would meet the recommended level of physical activity.

**STRATEGIES TO INCREASE BICYCLING**\(^2\)

- To increase ridership, experts recommend addressing the 4Es: education, encouragement, enforcement, and engineering.\(^2\)
- Bike to Work Day emphasizes encouragement strategies to increase ridership by:
  - Providing incentives (t-shirts, prizes) to riders and registered worksite teams.
  - Creating a worksite team competition where employers support employee participation.
  - Generating a fun atmosphere for bicyclists along common bike commuter routes.

**SUPPORTIVE BICYCLING INFRASTRUCTURE CAN BE EFFECTIVE IN INCREASING FREQUENCY OF CYCLING FOR UTILITARIAN PURPOSES SUCH AS COMMUTING TO WORK AND SCHOOL AND BICYCLING FOR GROCERIES OR OTHER ERRANDS.**\(^3\)

**EXAMPLES INCLUDE:**\(^2,3\)

- bike lanes
- shared-use paths
- bike routes on existing and new roads
- bike boulevards
- safe road crossings
- secure and convenient bicycle parking in the vicinity of workplaces, retail, or other public spaces

**Bike to Work Day has seen an increase in riders over time with a slight decrease in 2009 primarily due to 0.21 inches of rainfall.**

**Worksites team participants are employees who signed up with their employer's Bike to Work Day team.**

**Bike to Work Day participation in 2010 reduced motor vehicles miles traveled by 10,055.**
STRATEGIES TO SUPPORT BICYCLING

**What Can Alaskan Schools, Worksites & Communities Do?**

- Create a local Safe Routes to School program to increase walking and bicycling to school.
- Offer bicycle education opportunities at school, work and within the community.
- Design fun encouragement strategies to generate excitement and interest, such as special events, mileage clubs, contests, and Bike to Work Day.
- Implement enforcement strategies that deter dangerous driving and riding behaviors.
- Advocate for transportation engineering that designs balanced roadway environments built to accommodate the needs of all modes of transportation, including foot, bicycle, transit, and motor vehicle.

**What Can Health Care Providers Do?**

- Ensure accurate hospital reporting of bicycle and pedestrian related trauma to the Alaska Trauma Registry.
- Provide medical and prevention expertise to community coalitions and local decision makers about the impact of bicycle, safety, and transportation policies.
- Encourage all patients to get the recommended amounts of physical activity: 60 minutes every day for children and youth and 150 minutes a week for adults.

**What Can Individuals Do?**

- Participate in community coalitions and volunteer to assist organizations, agencies and NGOs that:
  - Offer bicycle safety education clinics
  - Design and promote bicycle encouragement opportunities
  - Collaborate with local law enforcement agencies to increase safety
  - Support the design, implementation, operation and maintenance of physical infrastructure to improve bicycling routes.
- Bicycle safely, wear a helmet, dress in bright colors, and bicycle commute and ride more often.

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**Primary Reason for Participation in Bike to Work Day, 2010**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>For personal health and fitness</td>
<td>85%</td>
</tr>
<tr>
<td>To support bike commuting</td>
<td>77%</td>
</tr>
<tr>
<td>For fun</td>
<td>76%</td>
</tr>
<tr>
<td>To reduce my environmental impact</td>
<td>66%</td>
</tr>
<tr>
<td>To support my workplace team</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Respondents could select all that applied

**Source:** Bike to Work Day survey

Although the primary reason for Bike to Work Day participation was personal health and fitness (85%), many other reasons given may reflect effective encouragement strategies.

- 43% reported participating to support their worksite team.
- 45 of the 558 unique comments praised specific encouragement strategies: the Bicycle Bacon Station on the trail and the t-shirts.
- More than 200 comments complimented the efforts of the event organizers and the event itself.

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**References**