



BIKE, WALK, BUS WEEK 2007

In celebration of *National Bike to Work Week* May 14th - May 18th, Billings hosted its first ***Bike, Walk, Bus Week***. The idea was to encourage businesses and organizations to entice people to use alternate transportation modes during that week by providing incentives to their employees and/or the public to participate. This has been a successful campaign in the Missoula community for the past 16 years so Billings patterned some of the activities from Missoula's years of experience. We're hoping to get more folks on board next year and grow this event and in so doing also help in changing some people's lifestyles so that they lead a more active, healthy and car free life.

One of the fun events during the week that got considerable media coverage was the Sneakers, Spokes and Sparkplug Challenge that Yellowstone Valley Citizens Council hosted along with a free barbecue for the public that used alternate transportation to come to the event. By the way, the bikers won the event and even most of the walkers/runners came in before the car drivers. YES! for people power.



The following list of activities was provided during this initial Bike, Walk, Bus Week. A special "Thanks" to everyone that helped make this such a successful undertaking.

- **RIDE FREE ALL WEEK ON THE MET TRANSIT** The City of Billings Met Transit buses will provide FREE bus service on all routes during Bike Walk Bus Week. Sponsored by Met Transit. Ron Wenger 657-8218
- **DOWNTOWN ARCHITECTURAL TREASURE HUNT** Participants get a free pass to the Western Heritage Center if they correctly identify all the architectural elements in the self-guided treasure hunt in Billings downtown. Pick up your treasure hunt game sheet at the Western Heritage Center, 2822 Montana Ave.



- **SNEAKERS, SPOKES & SPARK PLUG CHALLENGE** Noon, May 16th Multiple-stop errands run competition between teams of walkers/runners, bicyclists and motorists to demonstrate viability of getting around town without a car. Start and finish at the Northern Plains Resource Council at 220 S. 27th. Barbecue for the public from 11 am - 2 pm. during the competition. Discount provided for patrons using alternate transportation to the event. Come cheer on your favorite competitors and have lunch. Sponsored by Yellowstone Valley Citizens Council. Merry Ann Peters 248-1154
- **OPEN SHOWERS** for anyone during the week that bikes or runs/walks to work. Activate America YMCA 402 N. 32nd 248-1685
- **10 % DISCOUNT ON HELMETS & LIGHTS** during Bike Walk Bus Week if you bike to the Spoke Shop, 1910 Broadwater Ave. 656-8342

- **ONE FREE BEER** on Thursday evening for those who bike or walk to work and over to the Yellowstone Valley Brewing Company, 2123 1st. Ave. N., George Moncure 245-0918
- **MAGIC CITY TRAIL TREK** Family oriented fun run, walk, bike on the trail with entertainment and barbecue at Earl Guss Park, Sunday, May 20th 11 a.m.-2 p.m. Registration forms at local bike shops and at the Parks Department. In honor of National Trails Day and the GO Play Campaign.
- **MAYOR RON TUSSING** will ride his bike to work or to any of his meetings from Tuesday through Friday during BWBW. He is also participating in the Sneakers, Spokes & Spark Plug Challenge as one of the bikers.
- **DONATION BIKES** will be accepted to fix up or use for parts to provide underprivileged kids with a bike. Call Derek Stone at 208-3405 if you can help or donate a bike.



EMPLOYEE INCENTIVES

- **GOOD EARTH MARKET** Provide Lunch for any employees at GEM that use alternate transportation during the week. 259-2622
- **MONTANA CONSERVATION VOTERS** If employees use alternate transportation all week they will receive two bus ride pass card (10 punches on each card) Theresa Keaveny 254-1593
- **YMCA** Employees will be rewarded as part of the Activate America Campaign if they bike walk or bus to work that week.
- **ST. JOHNS MINISTRIES** Employees will get additional bonus points towards their Wellness program which provides cash bonuses.
- **HDR INC.** Bike rack from Spoke Shop. Each day

that an employee participates using alternate transportation, they get another entry into the drawing for a chance for a great prize.

- **CITY OF BILLINGS** For those employees biking to work during BWBW, they will receive double their miles for the Wellness Program for the chance for three grand prize drawings
- **MONTANA STATE UNIVERSITY-BILLINGS** Campus competition for employees to Bike/Walk/Bus or Carpool. MSUB's goal is to save 500 miles during the week. Employee participants will track the miles saved during the week and there will be a healthy lunch provided at noon on Friday, May 18th with a lunch time speaker to celebrate the miles saved.
- **YELLOWSTONE DERMATOLOGY & SKIN CANCER CLINIC** Employees will receive movie passes as incentives to Bike, Walk or Bus to work.
- **BILLINGS CLINIC** Providing incentives through their Wellness Program for the BWBW.
- **ST.VINCENT HEALTHCARE** Supports BWBW by encouraging employees to be environmentally friendly & green and Bike, Walk, Bus to work. Numerous walking activities available to employees.
 - Walk-n-Talk with the Doc, Tuesdays at 5:30pm at YMCA
 - Walk-n-Talk with the Doc, Wednesday noon at SVH campus
 - Heart and Sole Run (walk) June 9
 - Walk with Spirit, team activity through Spirit of Women with prizes and other incentives.
- **YELLOWSTONE COUNTY HEALTH DEPARTMENT** will offer:
 - Bottled water to participants each day
 - YCCHD water bottle to anyone who participates at least one day
 - Sunscreen packet to anyone who participates at least one day
 - Entry into a drawing for a gift certificate to a sporting goods place for anyone who participates at least 2 days. Those who participate all 5 days will have their name entered in the drawing twice.