

FOR IMMEDIATE RELEASE

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VCTC Encourages Ventura County Commuters to Join Bike to Work Week May 15-19

Cyclists who pledge to ride during Bike to Work Week could win a \$100 Visa gift card

VENTURA, Calif. – Bike to Work Week, an annual event that encourages commuters to swap their daily drive for a bike ride to work, is set to kick-off Monday, May 15, 2017. Co-sponsored by the Ventura County Transportation Commission (VCTC) and the Ventura County Air Pollution Control District (VCAPCD), Bike to Work Week will run May 15-19 and feature prize drawings and a social media contest for participating cyclists.

“Biking to work, rather than driving alone, helps improve your health, your mood and even your finances,” said VCTC Executive Director Darren Kettle. “It’s also a very tangible step individuals can take to improve air quality and reduce traffic congestion in Ventura County. It’s a win-win proposition for the commuter, the community and the environment.”

To make the deal even sweeter, commuters who pledge to ride their bikes just once during Bike to Work Week will be entered into a drawing for one of three \$100 VISA gift cards. The online pledge form is available at www.goventura.org/rideshare. VCTC will also host a separate drawing for an additional \$100 gift card on Instagram. Follow @GoVCTC for details and contest entry instructions.

Bike to Work Week is part of VCTC’s ongoing efforts to improve biking in Ventura County. In April, the VCTC Board approved a Bicycle Wayfinding Plan that designates important regional bike routes and specifies design rules and signage templates to make these routes safer and easier to navigate for cyclists of all ages and ability levels.

By designating certain bike lanes as part of a regional network, the Bicycle Wayfinding Plan will allow jurisdictions to better compete for active transportation grants, bringing more funding to the County for bicycle improvements.

Those interested in exploring community bike paths can use VCTC’s Bikeways App on [Apple](#) and [Android](#), which maps all existing bike routes in Ventura County.

Various jurisdictions and organizations in Ventura County will also be hosting events to celebrate Bike to Work Week. The schedule is as follows. Contact event organizers for more detail.

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| Monday, May 15 | 9 a.m. - Family-friendly, 10-mile recreational bike ride in Newbury Park hosted by Ventura County Fire Department (VCFD), County of Ventura and Giant Bicycle. Ride commemorates the installation of VCFD’s first public bicycle repair stand. Register here . 5:30 p.m. - ABC Quick Check presented by BikeVentura (76 S. Oak St. in |
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| | Ventura) |
| Tuesday, May 16 | 6:30 a.m. - Bike train from East End to downtown hosted by the City of Ventura (view route map here.) RSVP dtowers@cityofventura.net or (805) 654-7848. |
| Wednesday, May 17 | 12 p.m. - Bike maintenance class luncheon presented by BikeVentura in the Santa Cruz conference room at Ventura City Hall. RSVP dtowers@cityofventura.net or (805) 654-7848. 6 p.m. - Ride of Silence honoring fallen cyclists and celebrating love of bikes (905 Redwood St. in Oxnard). Details here. |
| Thursday, May 18 | 6-9 a.m. - City of Ventura's Bike to Work Day "pit stop" at California St. and Santa Clara St. in downtown. Pedal by for refreshments, information, raffle and bike tune ups. Local businesses and clubs will host pit stops in other locations around Ventura. (Map here.) |
| Friday, May 19 | 5:30 p.m. - Celebratory bike ride. Contact BikeVentura for details. |

About the Ventura County Transportation Commission

The Ventura County Transportation Commission is the regional transportation planning agency committed to keeping Ventura County moving. Program information is available at goventura.org.