



Ecology Action Bike Commuter Workshop Descriptions

Updated August 2023

Ecology Action has developed five discreet workshop topics designed to complement and build off one another, though each workshop can stand alone. These workshops can be delivered in person, hybrid (in person and via zoom), and completely virtually depending on the audience and circumstance. Each workshop is approximately 50 minutes of content with 10 minutes of Q&A at the end.

Workshops are facilitated by League of American Bicyclist Certified Bike Safety Instructors and active bike commuters. All workshops include an introduction to GO Santa Cruz County commute rewards platform and local bike challenges.

1. Community Cycling and Bike Safety

Focus on foundational best practices for cyclists at all skill levels. Workshop includes pre-ride preparation, bike fit, helmet fit, intro to traffic safety and rules of the road, route planning, etiquette with other street users, proper bike locking, etc.

2. Introduction to E-Bikes

E-bikes offer the greatest growth opportunity for bike commuting as they go faster and further with less effort. The workshop includes a review of e-bike vs. bike definition, different e-bike types and technologies, costs, benefits, and investigate if e-bikes can really replace cars and what those use cases are. E-bike safety and BCycle ebike share is also covered in this workshop.

3. Bike Commuting 101

Focus on making the shift to a bike commute. Includes information on wayfinding, gear selection, commuter bike types, night riding, bike storage, clothing, commute cost comparison, and Santa Cruz County bike commuter spotlights. Includes a more in-depth look at traffic safety scenarios and rules of the road.

4. Family Biking

Of all the barriers people face to biking, kids usually land at the top of the list. This workshop was designed to address parent questions and concerns and help demystify biking with children. This workshop covers many options for family biking including gear, family testimonials, riding through the developmental age stages, and recommendations for riding with kids safely, conveniently, and having fun along the way.

5. Winter Biking

Winter riding can be a non-starter for many people, but there are ways to make it comfortable and successful during the colder and wetter months. In this workshop, our experts focus on how to prepare for winter riding including wet-weather gear selection from clothing to bags, bike commute road safety, and bike maintenance. Testimonials from Santa Cruz County residents who commute in the winter include tips on clothing, route selection, and ways to stay comfortable.