

# What is the BPCC?

During the week of May 19–23, 2003 the Mid-America Regional Council (MARC) will team up with Kansas City Corporate Challenge to organize the first annual Bicycle and Pedestrian Commuter Challenge (BPCC) — a free, region-wide event open to all residents — in an effort to promote clean air and healthy lifestyles while reducing traffic congestion.

The idea is to leave your car at home for one week and bike or walk to work, keeping track of miles along the way.

*Register  
now!*

E-mail [bpcc@marc.org](mailto:bpcc@marc.org) to register, or call Aaron Bartlett at 816/474-4240 for more information. All commuters must be signed up by **May 12, 2003**.

The top three teams and individuals with the most miles biked or walked will be awarded prizes at the Corporate Challenge awards ceremony in July.

## How does it work?

The BPCC event is very simple — participants will walk or bike to work during the week of May 19–23, 2003. Each team captain will record and report the miles walked or biked by members of the team. Individuals will do the same.

If commuters wish to combine biking and walking with transit, each mile bused will count as one quarter of a mile walked or biked.

Registration in the KCCC games is not a requirement to participate in the BPCC, but walking or biking to work is a great way to stay in shape and train for KCCC events.



## BPCC Safety Tips

- ✓ Always wear a helmet when riding a bicycle.
- ✓ Plan your route by driving or walking it first. Try a practice commute on a weekend when traffic is light to find a safe route and determine how long the commute will take.
- ✓ Select a good pair of walking shoes and appropriate clothing if you plan to walk to work.
- ✓ Obey all traffic laws. Bicyclists have the same responsibilities as motorists.
- ✓ Carry drinking water and a mobile phone.
- ✓ Inspect bikes for safety concerns before every trip.
- ✓ Store clothing and business items in a bag on the side of the bicycle.
- ✓ Find a co-worker or friend who walks or bikes and commute with them.
- ✓ If you live a long distance from work, bicycle or walk to the nearest transit station and ride a bus the rest of the way.

## Bike Buddies

Bike Buddies helps bicyclists find partners to share their commute. This is a free service of RIDESHARE, a commuter resource center serving the Greater Kansas City area. Bike Buddies are matched based on where they live and work. Once a match is made, individuals are notified and can contact each other to decide on a route and a place to meet. By riding in pairs, bicyclists increase their visibility on the road and are better able to handle emergencies such as a flat tire or a road accident. To learn more about Bike Buddies, contact RIDESHARE at 816/842-RIDE.

## Guaranteed Ride Home Program

Bike Buddies are also eligible for the Guaranteed Ride Home (GRH) program offered by RIDESHARE. The GRH program provides a free taxi cab ride home in the event of an emergency during a work shift. This is a "safety net" for registered Bike Buddies that choose to commute by bicycle on any given day. Once enrolled, participants will receive a wallet-sized card to indicate eligibility for a free ride. Call RIDESHARE at 816/842-7433 to request more information. Certain restrictions apply to this program.

For more information, visit  
[www.marc.org/bpcc](http://www.marc.org/bpcc)  
or call 816/474-4240.

## EXPLORE KC

Explore KC is MARC's campaign to promote the exploration of the Kansas City region by foot or bicycle while trying to increase the number of citizens that bike or walk to work, school and other destinations, and for exercise. Through *Explore KC*, MARC seeks to increase public awareness of bicycle and pedestrian facilities in the Kansas City region and the health benefits associated with safe walking and bicycling practices. The campaign also aims to improve air quality and lessen traffic congestion. One of the ways *Explore KC* plans to achieve these goals is by partnering with community-minded organizations like Kansas City Corporate Challenge (KCCC).

Commonly referred to as MARC, the Mid-America Regional Council, serves as the association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. MARC strives to foster better understanding and cooperation on issues that extend beyond the jurisdiction of a single city, county or state. These issues include transportation, child care, aging, emergency services, environmental issues and a host of others. MARC's Board of Directors consists of 30 locally elected leaders representing the eight counties and 115 cities in the bistate, metropolitan Kansas City region.

**BIKE & WALK**  
METRO KANSAS CITY

## Bicycle and Pedestrian Commuter Challenge



May 19-23  
2003

*A new challenge  
for your team!*



[www.marc.org/bpcc](http://www.marc.org/bpcc)

**MARC**  
Mid-America Regional Council

**EXPLORE KC**