

Guide for Businesses | The National Bike Challenge

Guide for Businesses

This document explains how to involve your company in the National Bike Challenge and provides tips on how to engage employees. The guide is divided into three sections:

1. What is the Challenge?
2. Why Participate in the Challenge?
3. Make the Challenge Work for You

What is the Challenge?

The National Bike Challenge is a nationwide event uniting thousands of current bicyclists—and encouraging countless new riders. It is a free and easy way to challenge yourself, your colleagues and your community to ride more while competing on a local, state and national level.

In 2015, more than 90,000 riders logged 37 million miles in the fourth year of this online competition. Based on that success, we're upping the ante in 2016—aiming for 100,000 riders to pedal more than 75 million miles between May 1 and September 30.

The Challenge provides a way to promote teamwork within your business, create a healthier workplace and get people excited about bicycling.

Why participate in the Challenge?

- **Fun:** This is a team-building experience that will help build camaraderie in the workplace. Participants will work towards a common goal and be able to compete against other businesses in their industry, their region and throughout the country.
- **Health:** Encouraging participation in the Challenge will help make your workplace healthier!
- **Economics:** Employees can reduce car maintenance, fuel and parking expenses. Employers will benefit from reduced health care and transportation related costs.
- **Environment:** Bicycling reduces emissions and greenhouse gases. Nearly 50 percent of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less—distances easily covered by bicycle.
- **Promotion:** The Challenge is a free and easy way to offer a local/statewide bike competition and participate in the national event. It provides data, healthy competition and a way to promote your organization or business.

- **Celebration:** Joining the Challenge is a great way to kick off National Bike Month and build relationships within your own business, as well as with local, state, regional and national business communities.

Make the Challenge Work for Your Business

Start Planning

- **Upper Management Support.** Get upper management on board. Ask if a manager would be willing to send an email encouraging employees to participate and/or get involved in the Challenge by creating a team of their own. You can even create teams within your organization to encourage internal competition!
- **Join the Challenge.** Encourage someone from Human Resources, the bike club, the transportation demand management team, or the sustainability team to register your business. If your business does not have any of the above, you can become the Challenge Champion of your business. Register your business by clicking on "Account" in the upper right-hand corner. Here you will see your "Dashboard," scroll down to view "Your Groups," next to *Workplace*, click "Start One." Make sure to follow the prompts to have your colleagues join your organization through the system's email invite.
- **Multiple Worksites.** If your business has multiple worksites make sure to register them under the same Workplace. Worksites compete collectively for their workplace but have the ability to see their points tally independently of the other worksites in the business.
- **Publicize the Challenge.** Notify everyone in your company that your organization has joined the Challenge by sending them the invite link through the Challenge website. Promote the Challenge by using our [customizable posters and promotional kit](#). Also use the email (below) announcing the program. Place the posters in high traffic areas and distribute news via intranet and/or email. The Challenge begins on May 1, but a warm-up period will run until April 30. The warm-up period allows participants time to join and get acquainted with the system before the Challenge begins.
- **Lunch and Learn.** A "lunch and learn" is a chance for staff to get together and learn about the Challenge or other bike topics. Use this time to promote the Challenge and generate excitement or invite a local speaker from a bike shop or advocacy group to talk about bike safety, commuting topics, or other useful and fun information about riding.

During the Challenge

- **Provide Organizational Incentives.** Consider developing an internal prize program to provide additional incentives for participation. For example, have a drawing or an award each month for participants or for top riders/teams. Prizes could include gift certificates, bike supplies, [Challenge Apparel](#), etc.
- **Local Rides.** List local rides on your organization's website or another place where staff can find it. If you want to connect with a local bike shop, [find one here](#).

- **Bike to Work Breakfast.** Set up a breakfast as an award for participants who are supporting the program by logging their miles.
- **Leadership Involvement.** Get your CEO/President and senior leadership staff to participate in a company ride. This can be a fun way to get more people involved!
- **Leaderboards.** The "[Leaderboards](#)" is the list of participants sorted by points. From here, you can see the top riders in your organization, as well as the standings for the teams and worksites (if there are multiple teams and worksites). Your Leaderboard for your Workplace can be found through your "Profile."

End it with Style!

- **Announce.** Send an email or put up a poster announcing the top finishers in your workplace (ask permission from winners first).
- **Celebrate.** Invite everyone who participated to a Challenge Celebration. Provide a presentation where acknowledgements can be made, thanks to upper management for their support, and have an award ceremony for the winners. Offer a breakfast, lunch or refreshment hour as a way of celebrating involvement.
- **Evaluate.** Provide evaluation findings to management. Include data provided on the Challenge website - reduced carbon footprint, calories burned, miles traveled, and dollars saved. This report is easily downloaded from the Challenge website by the workplace administrator.

Sample Email to Employees

In addition to the invite you send through the Challenge website, you may want provide an extra nudge for employees to join. Below is a sample email to employees.

Make sure that you complete the highlighted area before sending.

Dear Fellow Employee:

*I am pleased to announce that **[insert your company name]** has signed up for the 2016 National Bike Challenge! The Challenge starts May 1 and runs through September 30, 2016.*

*I encourage employees to sign up for the Challenge and ride for our workplace, you can also create a team or join an existing team. **Join the Challenge at:** www.nationalbikechallenge.org. Click the "Join" button and become a new user, or join via your Facebook profile. You now have the chance to join as an employee of our workplace. To learn more about the Challenge, visit www.nationalbikechallenge.org. The Challenge has many great prizes, and each month prizes will be given away to reward Challenge participants. The more you bike, the better your chance of winning (and the better the prizes) will be! [Click here to learn about the prize program](#). (If you have any additional internal prizes available, list them here!)*

Thank you. I hope that you will join us in the 2016 National Bike Challenge!