

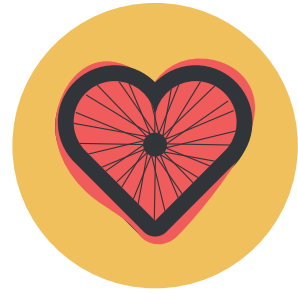
Options for Businesses

How Businesses can get more out of participating in the
Bike Everywhere Challenge 2017



Introduction

The Bike Everywhere Challenge invites organizations across Washington state to participate in a fun, friendly competition to encourage more people to ride, more often. The Challenge is free to participate in, however, if your business/organization wants to get more out of the Challenge, then this document outlines your options.



The 2017 Bike Everywhere Challenge is being run on the Love to Ride Platform. Love to Ride makes it easy and fun for existing riders to encourage their friends, co-workers and community to ride. The platform also support and encourage new riders to overcome their barriers and start enjoying the benefits of riding. To date Love to Ride have encouraged over 60,000 'non-riders' (across 12 countries and hundreds of cities) to get on a bike and experience how easy and enjoyable riding can be.

This year, teams of 10 people will be competing against each other in May to see which can earn the most points. Points are earned by riding and by encouraging others to ride. Businesses in Washington can encourage their staff to register or join a team of 10. Teams can be groups of friends, family, or colleagues.

Businesses in Washington have the opportunity to upgrade to create a 'Business profile' on the Love to Ride platform. This will allow them to bring together all their staff who are participating in the Challenge, achieve some great collective stats on their riding, have all their teams under one roof, internal company leader-boards for both top riders and top teams, and an additional business vs business leader-board. These additional options are available to any business for a small set-up fee.

Program Objectives

- Encourage more people to start riding
- Encourage more people to ride for transportation
- Provide businesses with a proven behavior change approach, which they can support and drive locally to get more people riding in their company.
- Make it easy for businesses to engage their staff and encourage them to ride.
- Provide measurable outcomes (in terms of total number of people and departments engaged, number of 'new riders' who are now cycling regularly, etc).

BIKE Everywhere CHALLENGE MAY 2017

HOME MY PROFILE MY TEAM PRIZES TEAMS INFO Thomas Stokell

Welcome to the 2017 Bike Everywhere Challenge

The Bike Everywhere Challenge is coming in May 2017. Registrations open on April 1st.

The Bike Everywhere Challenge is a challenge to new and existing riders alike: how many people can we get to #bikeeverywhere during the month of May?

Check out the [info page](#) for more info and join us in showing that no one celebrates pedal power like Washington does.

FIND OUT MORE

1 REGISTER, IT'S FREE

2 RIDE FOR 10 MINUTES OR MORE

3 RECRUIT FRIENDS & COLLEAGUES

4 WIN GREAT PRIZES

Project Scope Options for Businesses

There are three options businesses can choose from for how they want to engage with Love to Ride and the Bike Everywhere Challenge. :

Option 1 – Have a organization profile page on the Bike Everywhere Challenge site – this will show all the people and teams in your company, and will bring together all their riding, trips, points to show company wide stats that you can report on. You will also be able to message everyone in your company who is participating in the Bike Everywhere Challenge. Budget options are \$350 - \$1,100 depending on the size of your organisation.

Option 2 – Have a ‘Love to Ride for Business’ site – this is your very own Love to Ride website just for your company. As well as the features in Option 1, you’ll get a whole Love to Ride site that you can brand and add your own content and information to, you’ll also be able to have more advanced internal leaderboards, add prizes that your staff can win, etc. You can also include your staff and offices from around the country and the world on your own Love to Ride for Business Site. Budget options are \$4,200 – \$8,600+.

Option 3 – No business registration or profile. Staff will complete in teams of 10 and will be associated with your organization when their created. You’ll be able to filter the leaderboard to see all the teams associated with your organization. You can add up the stats from each team to get organization wide stats. This is the baseline option and is free.

Option 1 – Business Profile Page

This option will give your company a profile page on the Bike Everywhere Challenge website. Your employees will then be part of their team of 10, as well as part of your workplace team. Additionally, you will be able to:


1. Bring all your employees together into one big business team
2. Easily access at any time your individual and cumulative stats on participation including number of participants, distance ridden, new riders engaged, number of trips, commute trips, and more (see screenshots below). These attributes would be live displayed for your team, and core values will be displayed for your team members as well (see screenshots).
3. Contact your participants at any time via the website team message functionality (which notifies all your team members of your message).

The cost to set-up and support a Business Profile Page depends on the size of the workplace covered.

Employees	Budget
< 200	\$350
200 – 2,000	\$750
2,000 +	\$1,100

Business Profile Page Example


Your 'Business Profile' will look similar this:




ORGANIZATION PROFILE

Nike


[All Time](#) [Edit Organization](#)




Eric Herr
CHALLENGE CHAMPION




3.3%
PARTICIPATION




217
OUT OF 6,500 STAFF CYCLING




37
NEW RIDERS




136,256
MILES CYCLED




11,431
TRIPS CYCLED



38,571
COMMUTE MILES



3,699
COMMUTE TRIPS



33,604
LBS CO2


Let's get more people riding & smiling!

[INVITE PEOPLE TO JOIN!](#)

NAME	DISTANCE POINTS	DAY POINTS	ENCOURAGER POINTS	TOTAL POINTS
Team Score	38708	47520	6600	92828
Greg Edwards	876	620	950	2446
Steve Mathras	937	620	850	2407
Eric Herr	430	380	700	1510
John Klupar	452	620	400	1472
Mack Stilson	820	620	0	1440


[See everyone in company »](#)

ACTIVITY




Matthew Natonick biked 3.9 miles for fun/fitness

YESTERDAY [f SHARE](#) [COMMENT](#)




Steve Mathras biked 16 miles to/from work

YESTERDAY [f SHARE](#) [COMMENT](#)




Devin Bailey biked 9.0 miles for

COMPANY MESSAGES



Eric Herr Just a quick note that the 2017 Bike More Challenge takes place during the month of May. Hope we get a lot of Nike employees


13 DAYS AGO [Read more](#) [COMMENT](#)



Kenny Mack Great job team aaaaaaaaaa Swoosh!!

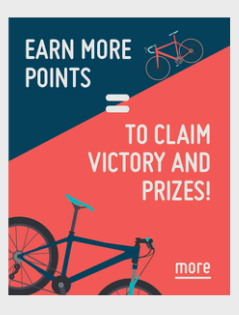
10 MONTHS AGO [COMMENT](#)

ANNOUNCEMENTS



OREGON ALL TIME STATS

- 904 ORGANIZATIONS
- 14,639 PEOPLE
- 2,842 NEW RIDERS
- 3,680,300 MILES
- 432,956 RIDES



EARN MORE POINTS

TO CLAIM VICTORY AND PRIZES!

[more](#)

TEAM MEMBERS

NAME	DEPARTMENT	TRIPS	MILES
John Klupar	CDT	91	452
Steve Mathras	Nike IHM	77	937
Greg Edwards	NA DPIM	73	876
Mallory White	Nike IHM	68	465
Becca Redard	Tech	67	268
Jody Rose	GLAM	60	243
Travis Ernst	Nike IHM	60	449
Jonathan Eckart	Nike IHM	59	264
Lars Fjelstad	CDT	55	363
Clark West	Nike IHM	51	476

[SHOW ALL TEAMS »](#)

State-wide Results Example

Your company will compete against other companies who also upgrade on a leader-board like this:


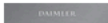



Challenge Results

Organizations and Departments






[FILTER RESULTS](#)

500+ staff

[Teams](#)

POSITION	LOGO	COMPANY	POINTS
1 st		OHSU	220,621
2 nd		Daimler Trucks North America	121,740
3 rd		New Seasons Market	100,310
4 th		Nike	93,531
5 th		Multnomah County	79,739
See more			

200 - 499 staff

POSITION	LOGO	COMPANY	POINTS
1 st		Quantum Spatial	55,259
2 nd		Puppet	46,576
3 rd		New Relic	33,962
4 th		CH2M	33,773
5 th		CLEARResult	31,020
See more			

Budget Option #2 – Love to Ride for Business

This option provides you with your own Love to Ride for Business site (e.g. www.lovetoride.net/psu) that would be the home for all social teams and staff. The site would include:

1. Ability to associate all social teams with each other as teams representing your organization within your own internal leaderboard in addition to placement on the Bike Everywhere leaderboard
2. Total cumulative and live stats on your participation including number of participants, distance ridden, new riders engaged, and number of trips
3. Detailed data exports containing individual-specific data on barriers, motivations, and riding behavior.
4. Editable local pages for your own content, announcements, and more.
5. Training on how to edit your local page content and access your data.
6. Contact users via the website directly or contact exporting via the Love to Ride platform.


[Learn more about Love to Ride for Business here](#)

Item	Detail	Budget
Core Project Elements	This includes the core of the website, limited project management and traditional site set up, training, and support. <ul style="list-style-type: none"> • Build child site website (including editable Bike Everywhere Challenge content) • Train your team in front and back end access • 6 month web license fee including hosting and maintenance 	\$4,200+

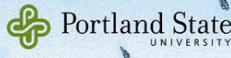
Optional Items:

Item	Detail	Budget
Branding	<ul style="list-style-type: none"> • Love to Ride commission a unique branded header image in line with our branding and new-rider focused design - \$600 	\$600
Project Mgmt Level 2	<ul style="list-style-type: none"> • Love to Ride sets up localized web content on your site for you • Custom Marketing Materials • Advanced local user queries and support • 12 month web license fee including hosting and maintenance • Sponsor Promotion and logo placement • Email communications from Love to Ride to your entire workplace team and also custom messages to specific audiences (maximum of 6 unique messages) • Additional data exports (baseline data, behavior data) 	\$3,800



Business Site Example




RAIN OR SHINE BIKE CHALLENGE



[HOME](#)
[MY PROFILE](#)
[MY TEAM](#)
[RESULTS](#)
[INFO](#)


Johann Weber





Join us for the Rain or Shine Challenge!


Riding in beautiful May was just the beginning - now we're challenging faculty, staff, and students to ride in November, rain or shine!

We'll have more prizes, more bragging rights, and an updated points format from November 1-30th. Register now, and show off your inner Oregonian!


[FIND OUT MORE](#)

1



REGISTER. IT'S FREE

2


RIDE FOR 10 MINUTES OR MORE


3


RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

ACTIVITY




Clint Culpepper biked 1.4 miles to get somewhere

TODAY [f SHARE](#) [COMMENT](#)




Clint Culpepper biked 1.5 miles to get somewhere

TODAY [f SHARE](#) [COMMENT](#)




Stephanie Argy biked 3.3 miles to get somewhere






PHOTO GALLERY



Thanks Dan and PSU Bike Hub! Back on the Road!



PSU ALL TIME STATS

-  **57** ORGANIZATIONS
-  **889** PEOPLE
-  **115** NEW RIDERS
-  **165,798** MILES
-  **24,842** RIDES

Business Site Internal Leaderboard


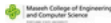



Challenge Results

Organizations and Departments






FILTER RESULTS

500+ staff

[Teams](#)

POSITION	LOGO	COMPANY	POINTS
1 st		College of Liberal Arts & Sciences	20,894
2 nd		Maseeh College of Engineering & Computer Science	16,707
3 rd		Civil Engineering - Maseeh College of Engine...	7,389
4 th		Graduate School of Education	5,118
5 th		Biology - College of Liberal Arts & Sciences	3,795
See more			

200 – 499 staff

POSITION	LOGO	COMPANY	POINTS
1 st		School of Urban Studies & Planning - School o...	2,390
2 nd		World Languages & Literatures - College of Li...	2,045
3 rd		Applied Linguistics - College of Liberal Arts...	1,376
4 th		Business Administration - School of Business ...	1,122
5 th		Environmental Science - College of Liberal Ar...	1,011

Option 3

The third option is to not have a business profile as part of the Bike Everywhere Challenge.

Encourage your staff to form teams of ten and compete for prizes. Teams can be associated with your organization when they're created. You'll be able to filter the leaderboard to see all the teams associated with your organization. You can add up the stats from each team to get organization wide stats. Your staff will be eligible for all the great prizes on offer and they'll receive encouraging emails from the Bike Everywhere Challenge team. This is the baseline option and is 100% free.

About Love to Ride



Our team have more than 35 years experience in encouraging bicycling between us. What we feel stands us and our programs apart, is our proven ability to achieve behavior change, especially among that all-important group – non-riders. Effectively engaging non-riders and supporting them on a journey of change is complex work and notoriously challenging to do well. It's what we specialize in and we take pride in doing consistently. Our platforms also engage occasional and regular cyclists by using a proven framework of encouragement and online tools to create a fun and engaging experience for all.

Summary

The Love to Ride web platform can offer significant value to your company and its efforts to support cycling among staff. We look forward to working together with you to deliver a highly engaging platform to get more people enjoying riding, more often.

For further information or to discuss any element of this proposal, please contact:

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Love to Ride
US: 310.906.7897

partners@lovetoride.net

