

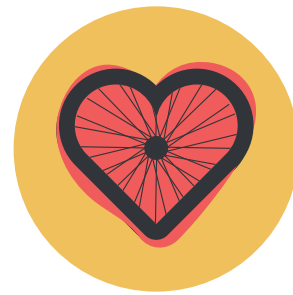
# Options for Organizations

How Organizations can get more out of participating in the Bike Everywhere Challenge 2019



## Introduction

The **2019 Bike Everywhere Challenge** is being run on the Love to Ride Platform. Love to Ride has worked with communities and organizations of all sizes since 2008. We have developed and refined an approach to behavior change that results in more people cycling, more often

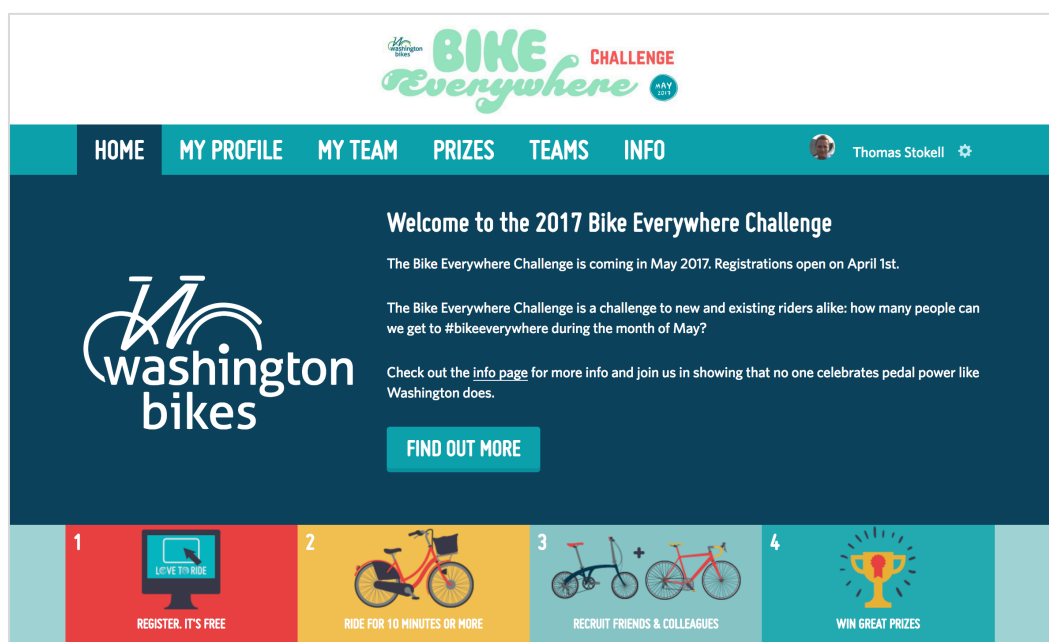


In this year's Bike Everywhere Challenge, teams of ten people will be competing against each other in May to see which can earn the most points. The Challenge is free to participate in, however, if your organization/business wants to get more out of the Challenge, then this document outlines your options.

Organizations in Washington have the opportunity to upgrade to create an 'Organization 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 organization vs organization leader-board. These additional options are available to any organization for a small set-up fee.

## Program Objectives

- Encourage more people to start riding
- Encourage more people to ride for transportation
- Provide organizations with a proven behavior change approach, which they can support locally to get more people riding in their company.
- Make it easy for organizations to engage their staff and encourage them to ride.
- Provide measurable results



## Project Scope Options for Organizations

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

**Option 1 – Have an 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.

**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.

**Option 3 – No organization profile page or site.** 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 - Organization Profile Page for the Bike Everywhere Challenge

This option will give your company a profile page on the Bike Everywhere Challenge website for the lead-in and during the Bike Everywhere Challenge in May. 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 organization 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 participating colleagues at any time via the website team message functionality (which notifies all your team members of your message).

*\*The cost to set-up and supports an Organization Profile Page depends on the size of the workplace covered.*

Employees	During Bike Everywhere (2 Months)	Year Round (12 Months)
< 100	\$108	Interested in Love to Ride 365 for Business? Contact us! <a href="mailto:hello@lovetoride.net">hello@lovetoride.net</a>
100 – 500	\$260	
500 – 1,000	\$624	
1,000 +	\$998	


## Organization Profile Page Example




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 &amp; smiling!

INVITE PEOPLE TO JOIN!

NAME ▾	DISTANCE POINTS ▾	DAY POINTS ▾	ENCOURAGER POINTS ⓘ ▾	TOTAL POINTS ▾
<b>Team Score</b>	<b>38708</b>	<b>47520</b>	<b>6600</b>	<b>92828</b>
<a href="#">Greg Edwards</a>	876	620	950	2446
<a href="#">Steve Mathras</a>	937	620	850	2407
<a href="#">Eric Herr</a>	430	380	700	1510
<a href="#">John Klupar</a>	452	620	400	1472
<a href="#">Mack Stilson</a>	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 Bailly** biked 9.0 miles for


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

## 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](#)

## 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](#)

## ANNOUNCEMENTS

## TEAM MEMBERS

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

[SHOW ALL TEAMS »](#)

## 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](http://www.lovetoride.net/psu)) that would be the home for all social teams and staff. The site would include:

1. Ability bring in your colleagues from outside of Washington State from your offices across the world into your own internal Cycling Encouragement program.
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.

*Please contact Love to Ride for more information on this option – [business@lovetoride.net](mailto:business@lovetoride.net)*

## Option 3

**The third option is to not have an Organization 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 43 years experience in encouraging bicycling between us. What we feel stands us and our programs apart, is our proven ability to achieve behaviour 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.

## 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.

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LOVE TO RIDE

