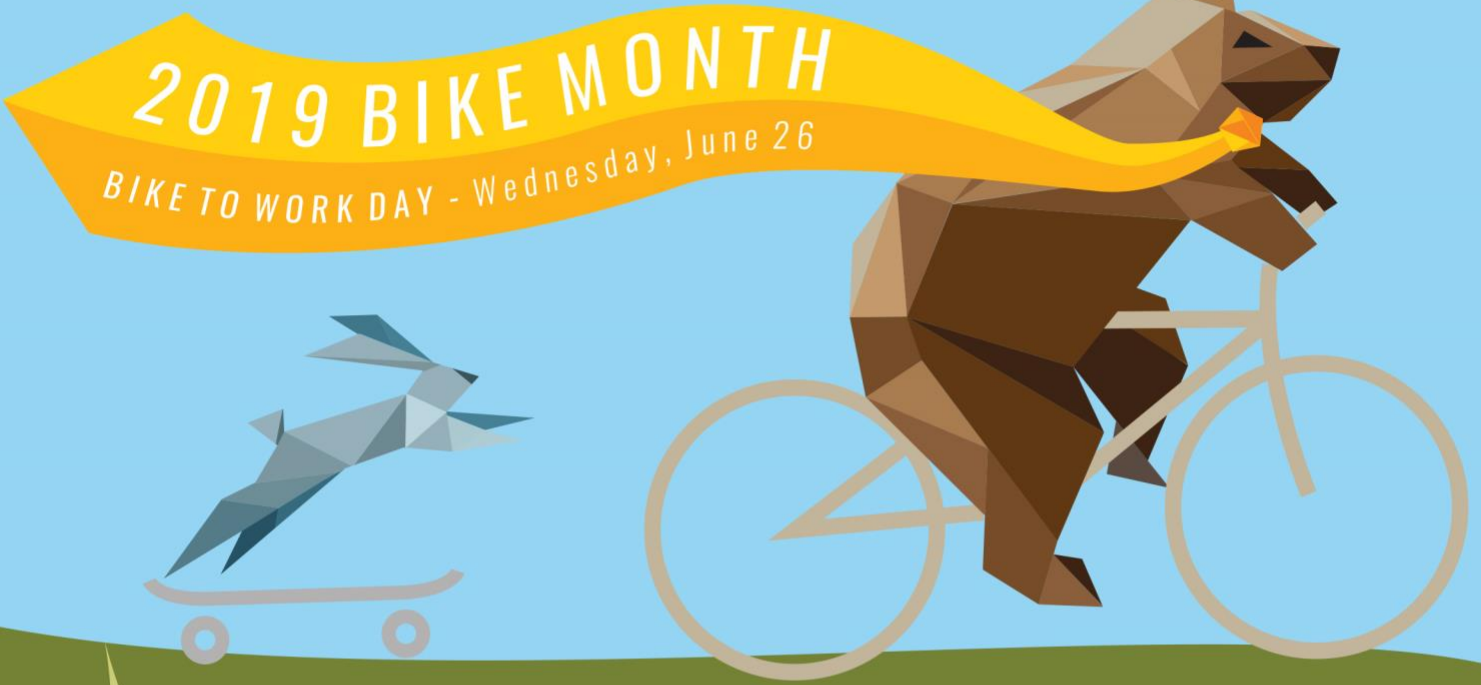


CORPORATE CHALLENGE



COMPANY
COORDINATOR
TOOLKIT

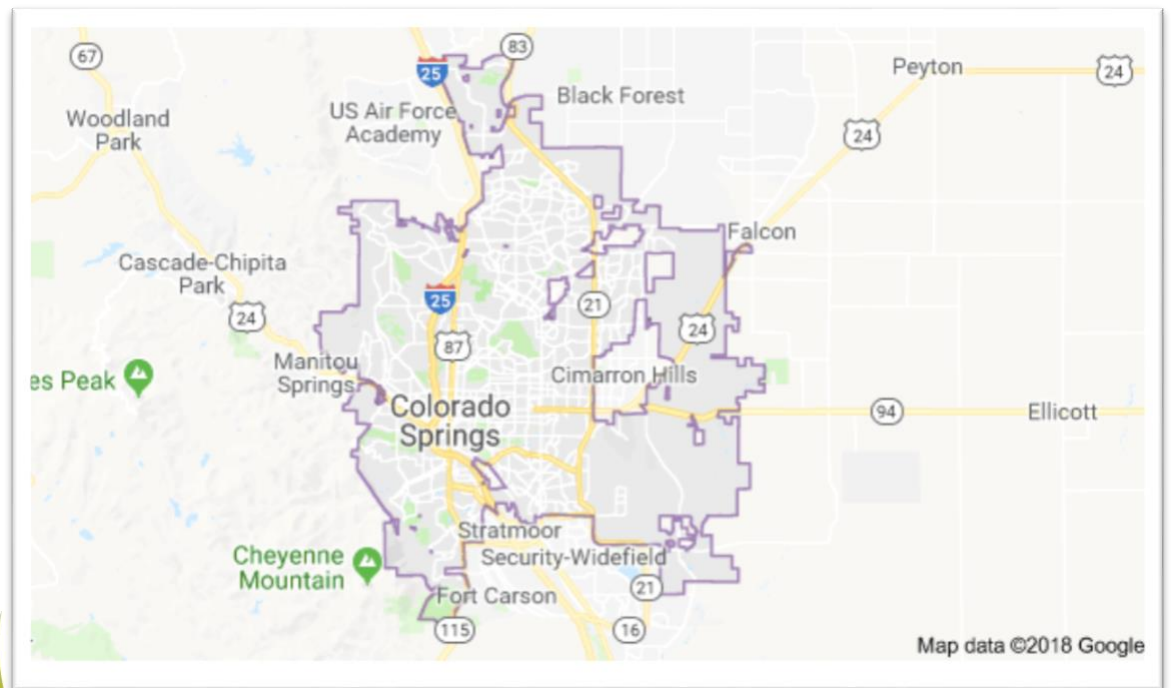


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Welcome Company Coordinator!

Thank you for being your company's team lead for the Bike to Work Day Corporate Challenge. You make a difference in your community, and you are a valued participant in the Bike to Work Day.





WHAT IS THE CORPORATE CHALLENGE?

The Corporate Challenge is friendly competition among local employers to see who can secure the most participants for Bike to Work Day. Coordinators register their company and encourage as many employees to register and participate as possible.

City of Colorado Springs staff assesses results using an effort index, which evens the playing field for all companies. Because all employers are not the same size, the effort index measures the energy put forward by an employer through a weighted calculation. The effort index allows competitors to compare the extraordinary efforts of companies with 3,000 employees who manage to get 1,000 workers to participate with those of a company with 10 workers who gets 10 participants.

Ready to get rolling? Let's go!

This toolkit addresses several important coordinating components, including:

- Why coordinate?
- How do I register?
- Promote Bike to Work Day
- Coordinator FAQ
- Important dates





WHY COORDINATE?

- **Health:** Bicycling is a great way to get or stay in shape, and a healthy workforce is a happy workforce.
- **Environment:** Biking reduces carbon emissions to improve our air quality!
- **Winning:** Your company could win the Corporate Challenge, earning your organization a trophy, prizes and bragging rights within the region. As a competitor in the Corporate Challenge, your company will compete with other regional businesses to see which can put forth the greatest effort.
- **Be a part of something big!** This is your organization's chance to participate in Bike to Work Day in Colorado Springs.
- **Change habits:** Bike to Work Day has introduced many folks, for the first time, to bicycle commuting. Bicycle commuting reduces congestion and parking around your worksite.
- **Free:** Bike to Work Day is free, fun and open to everyone.

“

In terms of sheer energy consumption, the typical bicyclist burns 35 calories per mile.

”

REGISTRATION

Note: Registration is required each year. This helps City of Colorado Springs and organizers keep participant information up-to-date and accurate. Contact us at COChallenge18@gmail.com to register your company. You can also call us at 719-339-4109 or 303-588-1009 with any questions. We will need the following information.

1. Verify your company's information.
 - a. company name
 - b. company coordinator name
 - c. main contact phone number
 - d. contact email address
 - e. county
 - f. physical address
 - g. company type
 - h. number of employees
 - i. add company departments as needed
2. We will follow up with a phone call to schedule a meeting to provide you support materials and additional information to register your company participants.

Encouraging employees to participate is the main role of the coordinator.

Additional things to share include:

- location of shower facilities
- tips on how to refresh after the morning ride
- location of breakfast stations
- location of water stations and bike parties
- community and regional bike parties
- tips on how to change a flat tire





PROMOTE BIKE TO WORK DAY

Bike to Work Day is a fun and morale-boosting activity for your company's employees. Here are some tips for increasing participation in the Bike to Work Day Corporate Challenge.

Company communications

- Create communications and reminders encouraging employees to register. Remember: You are competing with other companies in the Corporate Challenge. Position yourself to win!
- Hang Bike to Work Day posters or custom flyers in high-traffic areas, like by the copier or in the lunchroom.
 - Digital graphics that you can incorporate into your communications are available on the "Materials" page of the Bike to Work Day website, and include this year's poster, printable "I Biked to Work" stickers and digital banners.
- Use the sample newsletter below to promote Bike to Work Day registration among your employees.



Give Bike to Work Day a spin on June 26!

On June 26, join hundreds of commuters for Bike to Work Day. It's good for you and fun, too! Bike today for a better tomorrow. Participant registration is open on Eventbrite April 30. Visit [insert company's email invitation link from the coordinator page here](#) and join [company name](#).

Questions? Contact me at [your phone and e-mail here](#) for more information.

Bike to Work Day is a free annual event that takes place every fourth Wednesday of June, and represents a grassroots effort to educate commuters about the benefits of biking to work.

[Company name](#) is registered to compete in the Corporate Challenge. Register so we can win. Prizes are awarded to the top-performing companies in each category.

Remember, all who register for Bike to Work Day are eligible for prizes. Check out ColoradoSprings.gov/BikeToWork.



Award prizes

Have a prize drawing open to all employees who register for Bike to Work Day by a specific date, perhaps by June 14. Prize ideas might include a gift card, a fitted helmet or free Bike to Work Day T-shirts.

Bike route maps

Post a local bike map in a prominent place (such as a break room, cafeteria or lunch station). Provide pins and colored pens for coworkers to map their trip origins and routes. This will offer a way for peers to see what's possible and stimulate conversations between experts and novices about the best routes for getting to the office and the benefits of biking to work.

Set challenges

- Create challenges for all employees, among departments or within departments.
- Challenge a neighboring company or competitor to join the Corporate Challenge.
- Create an award for the company/department with the best turnout.
- Post the current statistics wherever possible: on the employee intranet, in daily or weekly emails, in employee newsletters or in a central office location.
- Update the statistics at the end of the day to show how many employees from your office have signed up so far, and to show the participation levels at the organizations you are competing against in the Corporate Challenge.
- If possible, recognize new sign-ups by name on a daily or weekly basis.

Breakfast station

Host a breakfast or lunch at your office for employees who bike to work, or market your business and brand by coordinating a public breakfast station, water station or bike party, which you can post on the Bike to Work Day website.

Recognize and reward participation

Host a simple Bike to Work Day awards ceremony over lunch or in the morning during the event. Recognize participants with simple printed certificates or low-cost prizes. If you can only offer one prize, have a drawing from among all participants (have participants submit their name when they arrive to the office by bike). Ideas for awards categories: longest ride, best photo on the ride in to work, most stations visited or best story.





Even more ideas

Before Bike to Work Day in June, invite a local bike shop to do free or low-cost bike tune-ups. Provide a table with resources for route-planning to fully equip all participants.

- Identify bike parking and shower facilities.
 - If you don't have bike racks or bike lockers, identify a parking area, or set up a bike corral somewhere inside your building.
 - If you don't have showers, see whether a local health club will let employees use its facilities for the day.
- Provide personal hygiene goodie bags, including items such as towels, to participants.
- Allow employees to dress casually on Bike to Work Day.
- Provide employees with the opportunity to have a flexible schedule on Bike to Work Day, just in case it takes folks longer than expected to get to work.
- Offer wellness incentive points for participation in Bike to Work Day.
- Take photos of employees who bike to work.
- Promote your company's participation on your social media feeds and use hashtag: #biketowork.
- Challenge a similarly sized organization to a head-to-head competition.
- Don't worry about helmet hair – make Bike to Work Day an official hat day, or have some fun with the bad 'dos.

COORDINATOR FAQ

Corporate Challenge: Our company wants to challenge other companies to see who can log the most miles. How can City of Colorado Springs help?

City of Colorado Springs can help foster private competition among businesses. The decision to expand the competition is yours. City of Colorado Springs staff can provide you with the name and contact information of your competitors' Bike to Work Day company coordinators so you can privately arrange the competition. Email us at COChallenge18@gmail.com or call 303-588-1009/719-339-4109 for help setting up a challenge. Participant registration is open on Eventbrite.

Thank you!

The City of Colorado Springs appreciates your time and interest in organizing your company's participation in Bike to Work Day.

