

Winter Commuter Challenge

Workplace Coordinator Toolkit

Hosted by the City of Fort Collins, FC Bikes Program
www.fcgov.com/commuterchallenge

December 1-31, 2013

Welcome to the Fort Collins Commuter Challenge hosted by FC Bikes! This free program is used to support employees in Fort Collins in their efforts to improve their health, save on transportation costs, and protect the environment by riding a bike to work. All businesses located in Fort Collins, and their employees, are eligible to compete in the Challenge.

Please use this toolkit to help organize and encourage participation in the Challenge at your workplace.

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WHAT IS THE COMMUTER CHALLENGE?

The Commuter Challenge hosted by the City of Fort Collins FC Bikes Program is a friendly competition amongst local businesses to encourage people to bike to work during **the month of December**. According to the 2010-2012 American Community Survey 3-Year Estimates, 6.4% of Fort Collins residents bike to work and 73% drive alone.¹ The Commuter Challenge is designed to create a supportive environment, through resources and incentives, to increase the number of trips made by bicycle in Fort Collins. The Commuter Challenge is a great way to create a new habit of bicycling through the winter and to reward those who already do. Whether you're thinking about trying bike commuting for the first time, or you're an experienced rider, the Challenge is for you!

This winter, we will be using the **SmartTrips.org** website to track participation. Individual employees will be responsible for documenting their bicycle commutes on the website for every day that they commute to work or make a work-related trip by bicycle. FC Bikes will keep track of points earned by employees at your company. A printable calendar has been provided to record commutes taken during the week. We encourage participants to transfer that data to the website at the end of each week to the website as prizes will randomly be given out during the month based on point accrued.

¹

http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_3YR_B08301&prodType=table

WHY PARTICIPATE IN THE CHALLENGE?

- **Fun.** This is a team-building experience that will help create a healthy, cohesive workplace. Employees can help encourage and support each other during the month-long Challenge. Plus, companies and individuals have the chance to win fun prizes! And let's be honest, riding a bike a way more fun than driving alone!
- **Health.** Competing in the Challenge will improve employee health both mentally and physically. Employees will be healthier, happier, more productive and more alert.
- **Economics.** Employees can reduce costs related to car ownership, such as maintenance, fuel and parking expenses. Employers will benefit from reduced health care and transportation related costs.
- **Environment.** Biking reduces emissions and greenhouse gases, and 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! Additionally, it will decrease traffic congestion and time stuck in traffic.

Check out these resources listed below for more information on the benefits of commuting by bicycle:

[13 reasons you should start biking to work](#)

[Bike to Work Infographic: Environmental and Health Benefits](#)

[Pedaling to Prosperity: Biking Saves U.S. Riders Billions a Year](#)

[Riding Your Bicycle to Work](#)

MAKE THE CHALLENGE WORK FOR YOU & YOUR COMPANY

This Commuter Challenge is intended to be a starting point for companies interested in promoting bicycle commuting amongst their employees. We understand that every company is different and we encourage you to tailor the Challenge to work for your company. The resources we provide are intended to serve as a framework for your company and support you to successfully build upon what we've laid out as a baseline. Listed below are some suggestions for how to make this Challenge work for you and your company:

START PLANNING

- **Management Support.** A great place to start is by getting your 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. You can even create teams within your organization to encourage internal competition!
- **Join the Challenge.** Join the Challenge as an organization by submitting the FC Bikes Sign Up form and by setting up a SmartTrips account. Make sure that your company is recorded in the dropdown list when registering in SmartTrips.
- **Publicize the Challenge.** Notify everyone in your company that your organization has joined the Challenge. Send colleagues a link to the Challenge and encourage them to join (www.smarttrips.org). Promote the Challenge by using the customizable email (below) announcing the program and sending out the printable calendar.
- **Help People Join the Challenge.** Instructions on how to register a new account are listed here: <https://www.smarttrips.org/Pages/help-register-a-new-account>. For website questions, please contact Jeff McVay at JMcVay@nfrmpo.org.

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 week for participants or for top riders/teams. Prizes could include gift certificates to local bike shops, commuting gear, or water bottles.
- **Host a Lunch & Learn Presentation.** Companies that host a Lunch & Learn presentation taught by one of our Bicycle Ambassadors during the month of December will receive 20 extra points for their employees who attend. The presentation is an hour long in length and teaches riders how to commute safely by bicycle in an urban environment.
- **Encourage employees to participate in Bike Winter.** Employees will receive 20 extra points for participating in any (or all!) of the Bike Winter Events. Descriptions and dates of the events, along with printable posters, are available on our website at www.fcgov.com/bikewinter.

- **Host a Workplace Ride or Join a Club as a Workplace.** Your Group Ride offers a calendar of local races and rides available for all ages and abilities. Visit www.yourgroupride.com for more information. Or, organize a Winter Ride as a workplace to get employees excited about biking. Also, check out this website for a list of local bicycle clubs, shops and businesses <http://www.fcgov.com/bicycling/links-resources.php>.
- **Leadership Involvement.** Get your CEO, President and senior leadership staff to participate in an organizational ride. This can be a fun way to get more people involved!

CHALLENGE COMPLETION

- **Celebrate!** Highlight those who participated in the Challenge! Provide a presentation or award ceremony thanking your company leadership for their support and rewarding those who participated.
- **Announce.** Send an email or put up a poster announcing the participants and top finishers in your workplace (ask permission from winners first).
- **Evaluate.** Provide evaluation findings to management. Include data provided on the SmartTrips website like reduced carbon footprint, gas saved, miles traveled, trips eliminated and money saved.
- **Prepare for the next challenge!**

PRIZES

INDIVIDUAL PRIZES

To encourage continued participation, FC Bikes will have prize drawings for individuals throughout the month of December.

Similar to the National Bike Challenge, individuals will accumulate Challenge Points based upon miles ridden by bicycle related to work, with an additional 20 points for each day that you ride.

- Scoring: 1 mile=1 challenge point. 20 bonus points for each day that you ride.
- Example: You live 5 miles from work and bike to and from work for a total of 10 miles. Each day you bike to/from work, you will receive 10 points for miles, plus 20 bonus points for a daily total of 30 points.

WHAT COUNTS AS A BICYCLE COMMUTE

We understand that riding a bike to and from work may not be feasible for all. The following work related commutes will count for this Challenge:

- Riding both ways to work by bicycle
- Riding one-way to work by bicycle (and the other way by any other mode)
- Riding part way to work to bicycle and the other by transit, driving, or carpool/vanpool
- Riding to a meeting or other work-related activity by bicycle
- *Note: Recreational rides should not be included.

EXTRA POINTS

Additional points can be earned by attending any of the Bike Winter events. Descriptions of each event are listed on our website at www.fcgov.com/bikewinter. Each time an individual attends one of the following events, they will be awarded 20 extra points:

- **Bicycle Safety Lunch & Learn** hosted by your company during the month of December
- **Bike Lunch Talk.** Wednesday, December 4, 12:30-1:30pm at 281 N. College Ave, Conference Room A. RSVP at <http://www.surveygizmo.com/s3/1411884/december-bike-lunch-talk-rsvp>
- **Winter Cycling 101.** Wednesday, December 4, 4:00-6:00pm at Odell Brewing Community Room. RSVP at <http://www.surveygizmo.com/s3/1430168/Winter-Cycling-101-RSVP>
- **Light Up the Night.** Friday, December 6, 6-8pm at Old Town Square Bike Library, CSU Rec Center, and Council Tree Library
- **Winter Bike to Work Day Breakfast Stations.** Wednesday, December 11, 7:00-9:30am. Check out the website for a map of locations and list of hosts: www.fcgov.com/bikewinter.

- **Bike Fort Collins Afternoon Soiree.** Wednesday, December 11, 4:30-6:30pm at Old Town Square Bike Library Kiosk.

100 extra points will be awarded to individuals who attend the following:

- **Traffic Skills 101.** Saturday, December 14, 8:30am-4:00pm at Westbridge Medical Suites. RSVP at <http://www.surveygizmo.com/s3/1320807/TS-101-Class-Sign-Up>

As you accumulate Challenge points, you will achieve award levels with various prizes associated with each level. Once you reach the Bronze level, you will automatically be entered into the appropriate drawing.

The award levels are:

- Bronze: 50 Challenge points
- Silver: 150 Challenge points
- Gold: 500 Challenge points
- Platinum: 1500 Challenge points

Participants are eligible to receive no more than 1 prize during the Challenge.

COMPANY PRIZES

This season we will be starting a new tradition of a traveling trophy for each Company Category. The trophies will be awarded to companies based on the highest cumulative point totals of its employees at the end on the month. Additionally, we will be reporting the highest number of trips, highest commute rates and highest total mileage amongst companies in each category.

Company will be competing against other local companies of a similar size. Listed below are the Company Categories for the Challenge.

- **Choppers:** 2-10 employees
- **High Wheelers:** 11-20 employees
- **Tandems:** 21-50 employees
- **Too Talls:** 51-150 employees
- **Cruisers:** 151 + employees

GETTING STARTED

1. **Designate a Worksite Coordinator.** This person will be the point of contact for FC Bikes, as well as will be responsible for encouraging employees to participate, ensuring employees document their commutes and disseminating results to employees.
2. **Sign up your business up with FC Bikes.** The worksite coordinator should complete this form to enter your company in the Challenge <http://www.surveymoz.com/s3/1457191/Commuter-Challenge-Sign-Up-Form>
3. **Sign up on SmartTrips.org.** For instructions on how to register, please visit <https://www.smarttrips.org/Pages/help-register-a-new-account>
4. **Start logging trips!** For instructions on how to document trips, please visit <https://www.smarttrips.org/Pages/help-log-your-daily-participation-miles>

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 Winter Commuter Challenge hosted by the City of Fort Collins FC Bikes program! The Challenge starts December 1 and runs through December 31, 2013.

Employees should register under our company name on www.SmartTrips.org. During the registration process, you have the chance to choose your workplace from a pull-down list. Make sure to choose [insert your company name], so that you will be counted with us! For help registration or the website in general, please visit, <https://www.smarttrips.org/Pages/help>.

The Challenge has many great prizes for individuals and the company. The more you bike, the better your chance of winning (and the better the prizes) will be so be sure to track your bicycle commutes! A printable calendar has been provided to keep track of your commutes throughout the month. You will be responsible for transferring this data to the website weekly in order to be eligible for the prize drawings.

Similar to the National Bike Challenge, individuals will earn points based on the number of days they ride and miles they log for work related bicycle commutes during the month of December. Extra points are also available for attending Bike Winter events.

If your company has any additional internal prizes available, list them here!

To learn more about the Challenge, visit www.fcgov.com/commuterchallenge.

Thank you. I hope that you will join us in the 2013 Winter Commuter Challenge!