



Options for Organizations

How organizations can get more out of participating in the Ride in the Rain Challenge 2018



Introduction

The Ride in the Rain 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 for individual to participate in, however, if your organization/business wants to get more out of the challenge, then this document outlines your options.



The 2018 Ride in the Rain 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 77,000 '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 November to see which can earn the most points. Points are earned by riding and by encouraging others to ride. Organizations in Washington can encourage their staff to register or join a team of 10. Teams can be groups of friends, family, or colleagues.

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 and drive 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 outcomes (in terms of total number of people and departments engaged, number of 'new riders' who are now cycling regularly, etc).



HOME
MY PROFILE
PRIZES
RESULTS
INFO

Laura Cisneros

Getting ready for Ride in the Rain this November!

Join Ride in the Rain to help get more people on bikes. It doesn't matter if you ride every day or haven't been on a bike in years, you can ride for fun or transportation any time, anywhere in November to take part!

There will be a friendly competition between groups (individuals can take part too) to get more folks riding a bike, in November. Plus there's a leader board for tracking and inspiring your riders!

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 Ride in the Rain Challenge . :

Option 1 – Have a organization profile page on the Ride in the Rain 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 Ride in the Rain 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 Ride in the Rain Challenge

This option will give your company a profile page on the Ride in the Rain challenge website for the lead-in and during the challenge in November. 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 support a Organization Profile Page depends on the size of the workplace covered.

| Employees | During Ride in the Rain Challenge | Year Round (12 Months) |
|-----------------|-----------------------------------|--|
| < 200 | \$90 | Depends on services provided. Please contact Love to Ride. |
| 200 – 1,000 | \$250 | |
| 1,000 - 3,000 + | \$450 | |
| 3,000+ | \$750 | |

Organization Profile Page Example

Your 'Organization 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 Bailly** biked 9.0 miles for fun/fitness

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 COMMENT

Read more
- 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 ▾ | |
|---------------------------------|--------------|---------|---------|---|
| 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 »

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 bring in your colleagues from outside the 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

Option 3 -

The third option is to not have an Organization Profile Page as part of the Ride in the Rain 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 Ride in the Rain 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 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 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 more information or to discuss any element of this proposal, please contact:

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