



LOVE TO RIDE
FOR BUSINESS



LOVE TO RIDE

We give your business healthier, happier, more productive staff.

Love to Ride is the online platform and program that gets more of your staff enjoying the benefits of riding.



We Believe

We believe life is much better when you are happy, healthy, and connected to the people and places around you.

Riding a bike has so many benefits to us individually, to our communities, and our world. We know how good it feels to ride and we want more people to experience this feeling.

Love to Ride makes it easy and fun for us to encourage our co-workers to ride.



Cycling is good for business

More staff riding bikes...

1. Healthier, happier staff
2. Fewer sick days and reduced cost of absenteeism
3. Increase productivity
4. Lower car parking costs
5. Save your staff money
6. Reduce stress
7. Demonstrate your commitment to sustainability



LOVE TO RIDE

The Benefits

- **Gain the benefits** - that more staff cycling will bring to your organisation - from healthier, happier staff, to reduced stress, to increased productivity.
- **An easy to run program** - we provide you with all the tools to make implementation easy and enjoyable.
- **Get measurable results** - get beautiful reports on the progress you have made and the results you have achieved.
- **Increase sustainability** - achieve measurable CO₂ savings and reduce unnecessary car trips.
- **Team building** - a fun and healthy team building program that brings your colleagues closer together.

- **Increase staff retention** - Staff turnover can cost 21% of an employee's annual salary. Happier staff that are more connected to their colleagues are less likely to look for another job.
- **Save money** - from reducing sick days, improved productivity, increased team collaboration, reduced car parking costs, less stressed staff, and reduced staff turnover.

Staff around the world? **Great!**

We can unite all of your offices and staff from around the world, bringing them together on your Love to Ride online community.

Love to Ride is also a multi-language platform



We know you're busy

And you want to see great results.

That's why we've made Love to Ride an easy to run, turn-key program.

We provide everything you need for your program's success.



We link into your existing programs

Love to Ride will link into, compliment, and boost your existing wellbeing, sustainability and transportation programming.

If you are serious about achieving the benefits that more staffing riding can bring your organization and your people, then you've found the best tool to do just that.

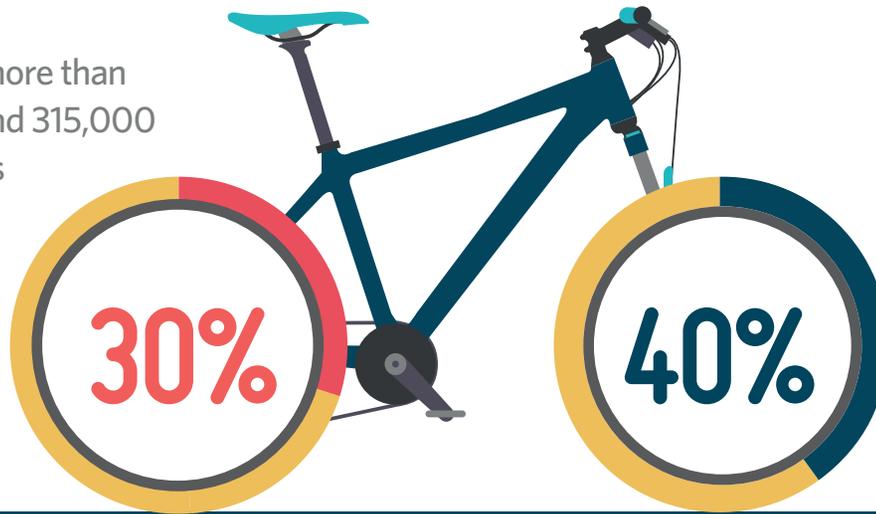




Results

We've worked with more than 15,000 companies and 315,000 people in 12 countries

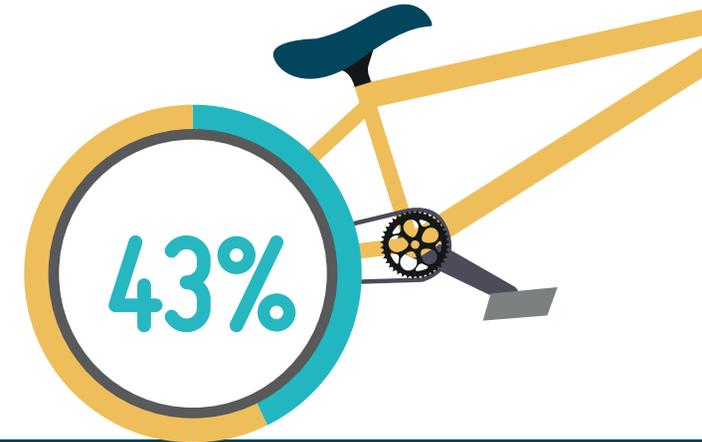
On average:



of participants are new to riding,
19% are occasional riders, 51% regular riders



of new riders start
riding weekly



of occasional riders start
riding regularly

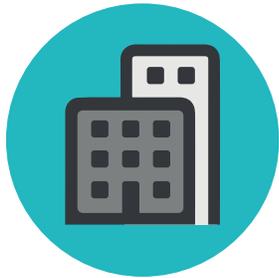


Behavior Change

To be effective at encouraging more people to take up riding, it is essential to understand and apply behavior change theory. That is why we have built in behavior change theory to the core of Love to Ride.

Campaigns

As well as your own Love to Ride website and behaviour change program, you can choose to have 1 to 4 campaigns for your staff to take part in throughout the year. Each campaign can be customized to your organization. We can also work with you to create a bespoke campaign at another time of the year.



MARCH

Ride to Work Week: The main aim is to encourage more people to realise the benefits of riding a bike to work. Existing riders are encouraged to try riding to work every day in the week and get into the habit of being a regular bike commuter. There are also incentives for encouraging people to try riding to work for the first time.



MAY

National Bike Challenge: Teams of up to 8 riders compete to see who can ride the most and encourage the most people to ride too! There are State vs State leaderboards as well as leaderboards for the top teams, cities, and riders.



SEPTEMBER

Cycle September: This is the main event. During September, organisations will compete against other organisations in their size category to see who can earn the most points and rise to the top of the leaderboards. People and teams earn points by riding and by encouraging others to ride. Your local organisations can compete on a local leaderboard as well as national and global leaderboards.



DECEMBER

Winter Wheelers: As the nights draw in and the cold starts to bite, Winter Wheelers supports people to ride in winter with top tips and an advent calendar's worth of daily prizes, including great kit, quality gear and beautiful bikes!

What you get

A tailored program

We'll tailor a program to meet your needs, goals and budget. You can have just 1 campaign for a month, or go for 'Ride 365' and have a year-round encouragement program.

Your own Love to Ride website

The online cycling community for your staff – containing all the information they need in order to learn how to ride safely and comfortably. Collects ride data and displays stats at the individual, office and organization-wide level.

Unite all your offices and departments

All of your staff in offices and departments around the country/world can register on your Love to Ride platform. Love to Ride can also be built as a multi-language platform.

Engagement pack

We'll provide you with a full promotional pack to help you get the word out and get people engaged.

Prizes and incentives

Your staff will be eligible to earn all our global and local prizes. You can also add your own incentives and rewards to the website.

Guidance and support

We'll provide you and your colleagues with initial and ongoing guidance and support.

Data

View stats and access shareable reports on how many miles, trips, CO₂, calories, etc, that your staff are riding. Also data on who's riding, how often, reported barriers to riding at each office and much more.



Personal Profile Page

- ✓ View your stats and progress, set goals, achieve badges, add photos, invite friends and colleagues to join in too.
- ✓ Log rides - quickly and easily manually or by connecting an app (Strava, Ride Report, MapMyRide, etc)
- ✓ Update profile and settings: Add an office and department, change profile image, etc.

The screenshot shows the personal profile page for Thomas Stokell on the National Bike Challenge Atlanta website. The page is divided into several sections:

- Header:** Includes the 3M logo, "PRESENTED BY NATIONAL BIKE CHALLENGE ATLANTA", and navigation tabs: HOME, MY PROFILE (selected), MY TEAM, PRIZES, TEAMS, INFO. The user's name "Thomas Stokell" is displayed in the top right.
- RIDER PROFILE:** Features a profile picture, name "Thomas Stokell", and bio: "Works at Love to Ride and Marketing". It includes a "My team Join a Team" link and a quote: "I ride because it's just such a quick and fun way to get around town and it makes me feel like a million bucks!". A goal is shown: "My goal: burn 6 tacos in 1 week" with a "GOAL ENDED" indicator.
- Stats:** Displays "All Time" statistics: 893 TRIPS, 2,963 MILES, 997 LBS CO₂, and 109,615 CALORIES.
- My Badges:** Shows several achievement badges.
- Action Bar:** Contains buttons for "ADD A RIDE", "ADD A PHOTO", "ADD A GOAL", "INVITE FRIENDS", and "BADGES".
- Ride Log:** A form to log a ride: "I biked 0.2 miles on 04/16/2018 for transport to or from other di". A "LOG MY RIDE" button is present.
- Activity Feed:** Lists recent rides with details like date, type, and distance.
- RIDES Table:** A table listing all rides with columns for Date, Type, and Distance.
- NATIONAL BIKE CHALLENGE 2018:** A banner indicating the start date: "May 1st - 31st" and "Starts in 17 days!".
- Advertisement:** A graphic promoting "EARN MORE POINTS TO CLAIM VICTORY AND PRIZES!" with a bicycle image.

Office Profile Page

- ✓ Create a profile page for each of your office/site locations
- ✓ See each offices' live engagement and participation statistics
- ✓ Create a local cycling community in each office with a local activity feed, messaging, photos, leaderboards, etc.
- ✓ Share motivational messages with staff
- ✓ Invite new team members to join the program and community.
- ✓ Encourage your colleagues to participate and win!

The screenshot displays the 'Beca Christchurch' office profile page. At the top, it features the Beca logo and the text 'ORGANISATION PROFILE Beca Christchurch'. Below this, it lists 'Parent Organisation: Beca' and 'All Time' with an 'Edit Organisation' link. A profile card for 'Carey Lintott' is shown as a 'CHALLENGE CHAMPION'. The main statistics section includes: 58% PARTICIPATION, 207 OUT OF 358 STAFF CYCLING, 53 NEW RIDERS, 68,539 KILOMETRES CYCLED, 5,938 TRIPS CYCLED, 25,765 COMMUTE KILOMETERS, 2,778 COMMUTE TRIPS, and 7,273 KG CO2. A banner encourages joining with the text 'Let's get more people riding & smiling!' and a button 'INVITE PEOPLE TO JOIN!'. The 'ACTIVITY' section shows three entries by Anthony Liberatore, each with a 'SHARE' and 'COMMENT' button, and a 'SEE MORE ACTIVITY' button. The 'COMPANY MESSAGES' section includes 'TOP ENCOURAGERS' with a yellow banner 'Encourage someone to ride today and win great prizes!' and a list of encouragers: Emily Cambridge (21 people), Carey Lintott (18 people), Kathryn Ward (16 people), and Alisha Baddock (10 people), with a 'SEE MORE ENCOURAGERS' button. The 'ANNOUNCEMENTS' section features social media icons for Twitter, Facebook, and Instagram, a call to 'Join the Love to Ride community', and a photo of a bicycle repair station with the text 'Does your bike need some...'

Organization Profile Page

- ✓ Shows the aggregate statistics, activity and results for all of your offices, departments and staff.
- ✓ Showcase your progress in creating a culture for cycling, wellness and sustainability.
- ✓ See internal leaderboards and stats for your offices, departments and riders.
- ✓ Check past + present performance by month, year and by Challenge.



ORGANISATION PROFILE

Beca

All Time ▾



24%
PARTICIPATION



499
OUT OF 2,119 STAFF
CYCLING



120
NEW RIDERS



318,613
KILOMETRES CYCLED



18,903
TRIPS CYCLED



92,032
COMMUTE KILOMETERS



7,393
COMMUTE TRIPS



22,347
KG CO2

Overview
Challenge Results
Office Statistics
Department Statistics
Team Members

OFFICE STATISTICS

FILTER RESULTS

500+ staff

| NAME | NUMBER OF STAFF RIDING | TRIPS | COMMUTE TRIPS | TOTAL DISTANCE |
|---------------------|------------------------|-------|---------------|----------------|
| Beca Ltd — Auckland | 77 | 6459 | 2501 | 85799 |

200 - 499 staff

| NAME | NUMBER OF STAFF RIDING | TRIPS | COMMUTE TRIPS | TOTAL DISTANCE |
|----------------------------------|------------------------|-------|---------------|----------------|
| Beca Wellington — Wellington | 69 | 1990 | 703 | 16512 |
| Beca Christchurch — Christchurch | 207 | 5936 | 2778 | 42575 |

50 - 199 staff

| NAME | NUMBER OF STAFF RIDING | TRIPS | COMMUTE TRIPS | TOTAL DISTANCE |
|------------------------------------|------------------------|-------|---------------|----------------|
| Beca Ltd. Hamilton — NZ | 69 | 1546 | 590 | 25669 |
| Beca Ltd. Tauranga — Bay of Plenty | 49 | 1544 | 630 | 18717 |

20 - 49 staff

| NAME | NUMBER OF STAFF RIDING | TRIPS | COMMUTE TRIPS | TOTAL DISTANCE |
|-------------------------|------------------------|-------|---------------|----------------|
| Beca Ltd - Dunedin — NZ | 10 | 64 | 26 | 487 |

ANNOUNCEMENTS

1 mile = 1 point

1 day = 20 points

existing rider message = 50 points

new rider message = 100 points

Find out more here



Does your bike need some love?
RAD Bikes (Recycle A Dunger) is a not-for-profit community bike shed in central Christchurch. It's a workshop space where anyone can build or repair a bicycle for themselves and/or help restore bikes to give away.

What People Say...

*"I hadn't ridden a bike for over twenty years before the Challenge and so it was quite daunting to start with, but I soon built up my confidence. I find it such an easy way to keep fit." – **New-Rider***

*"I've been meaning to buy a bike for years and this was a good 'bump' to make me buy a bike so I can start cycling to work." – **New-Rider***

*"Brilliant! It was also great for bringing unity to our team at work and encouraging different offices to work together towards a shared goal" – **Regular Rider***

*"Cycling has now become my preferred mode of commuting and I am now confident enough to use it as a mode of transport more often, including recreational cycling." – **Occasional Rider***

*"Before the cycle challenge I was too nervous to ride a bike and drove/walked to work. Now I'm loving cycling in all weathers and am getting more and more confident. Thanks for the push into being greener and fitter! Yayyy! :)" – **New-Rider***

*"Thanks for organising a great challenge! It's got people talking about cycling a LOT here, and 6 new people had a go, which is great!" – **Regular Rider***

Budget Options

Love to Ride is a high-impact, low-cost program that is proven to get more people cycling, more often.

We want every Love to Ride program to be as affordable and accessible as possible so we can achieve our mission of getting more people cycling, while providing a lot of value to businesses and generating revenue to sustain our work. We can tailor a package that best fits your organization and budget. Here are the two main engagement options. Note that this compares with other wellness and staff engagement programs that can be \$80+ per participant!

CYCLE SEPTEMBER



Participate in the Cycle September Workplace Bike Challenge program:

- 1 Month Program
- 1 Campaign
 - ✓ Cycle September – Workplace Challenge
- Organization Profile Page - with each office/site having their own profile page and stats
- National Prizes
- Challenge Stats – get statistics and results from each of your offices/sites and for your whole organization

\$9 per participant

The cost goes down the more people you get involved!

RIDE 365



Year-round encouragement with Ride 365 - our recommended campaign calendar:

- 12 Month Program
- 4 Campaigns
 - ✓ Ride to Work Week
 - ✓ May Bike Challenge
 - ✓ Cycle September
 - ✓ Winter Wheelers
- Everything you get with the National Bike Challenge
- Premium Monthly Prizes and Incentives for your staff
- Reports and Data Exports

\$22 per participant

The cost goes down the more people you get involved!

We also offer a fixed-price plan which has unlimited participants, so the total budget will be the same regardless of how many people take part.

LOVE TO RIDE

In Summary

Love to Ride is a tried and tested program that positively impacts your staff's health and wellbeing, saves them money, reduces stress, improves the environment, reduces absenteeism, increases productivity, frees up limited car-parking spaces and more! We look forward to working with you to get more of your staff benefiting from riding.



Want to Know More?

We would be happy to discuss your options with you, understand your goals and needs, and develop a customized program and budget for your organization.

Get in touch:

hello@lovetoride.net

(512) 750-9584

