



# Team Leader Training

Presented by Active Transportation Alliance and Freeman Kevenides Law Firm on June 1<sup>st</sup>, 2017

Freeman Kevenides Law Firm



# WELCOME!!



How many folks are returning team leads?

Any new TLs?

Shout out your name / What org are you with?

# Agenda

- Who
- What
- When
- Changes
- Cool stuff



# Active Transportation Alliance

- Your voice for better bicycling, walking, transit
- Safe, Convenient, Fun
- Healthy, environmentally sound
- Improving your community
- Membership based



# The Bike Commuter Challenge



- It's **FREE** and **EASY**
- Active Trans gives you everything you need
  - Bike maps
  - How-to's (traffic, transit, clothes)
  - Posters, flyers & palm cards
  - Email support
  - And more!



# Important Dates

## Bike Commuter Challenge

- June 16<sup>th</sup> – 30<sup>th</sup>

## Chicago Bike Week Rally

- Friday, June 16<sup>th</sup>
- 7:00am – 9:00am
- At Daley Plaza

## Rock the Rooftop Party

- Friday, June 23<sup>rd</sup>
- 5:30pm – 8:00pm
- At 1K Fulton



# How it works



- Recruit your team
  - One person – you! – at each competing workplace serves as a volunteer team leader, but each participant registers and participates
- Bike!
  - At least one trip by bike either all or part of your commute at least once during Chicago Bike Week (June 16-30)...that's it!
- Log your trips
  - All participants, including you, need to log your trips at [www.bikecommuterchallenge.org](http://www.bikecommuterchallenge.org) or via our App
  - Teams are ranked on the percentage of company size (team size as reported by team leader) who record at least one bike trip
  - Learn all about how the Bike Commuter Challenge works by clicking the "How Does it Work?" link under the "Why BCC?" navigation
- Win

# New for this year: Point System

Registration and trip tracking has remained the same for the past 2 years and will remain the same in 2017!

Why are we changing how you win?

- Other cities are implementing a point based system with good results (more participants)
- Easier to understand and calculate





# How you win...

Win within your designated category, who ever has the highest point total

- Riders will have their points totaled as they log them
- Individual riders will be compiled together to get **Team Total**
- Team with the most points = **WINNER!**
- **ALL** points must be from between June 16<sup>th</sup> – 30<sup>th</sup>

For your own reference...Employee Participation %

*Employee Participation Percentage = total company points \ total number of employees*



# Point System

ACTION	POINT VALUE
New Rider	25 Points
1 Mile	1 Point
Use the app	2 Points
Per Trip	5 Points
5 Days out of the week	50 Points

# Tiers (Same as 2016)

Tiers	1	2	3	4	5	6	7
Public Agency	< 5	5 – 24	25 – 99	100 – 499	500 – 2,499	2,500 – 4, 999	5,000 +
For Profit	< 5	5 – 24	25 – 99	100 – 499	500 – 2,499	2,500 – 4, 999	5,000 +
Non-Profit/NGO	< 5	5 – 24	25 – 99	100 – 499	500 – 2,499	2,500 – 4, 999	5,000 +
Education	< 5	5 – 24	25 – 99	100 – 499	500 – 2,499	2,500 – 4, 999	5,000 +
Bike Related Business	< 5	5 – 24	25 – 99	100 – 499	500 – 2,499	2,500 – 4, 999	5,000 +

# Team Leader Swag Bag





# Communication

New this year:

- Email your participants through the BCC website

Let us know if you would like more posters and flyers!

[Bikecommuterchallenge.org](http://Bikecommuterchallenge.org)

#bcc17fklaw

#bikechi



# Pit Stops

\*These dates are subject to change

Monday, June 19 <sup>th</sup>	Tuesday, June 20 <sup>th</sup>	Wednesday, June 21 <sup>st</sup>	Thursday, June 22 <sup>nd</sup>
Promontory Point	Lake Front Trail	Polish Triangle	Museum Campus
Ogilvie Transportation Center	Timbuk2 ( <i>Bike Away</i> )	REI	Ogilvie Transportation Center
		Revolution Brewing Tap Room ( <i>Bike Away</i> )	



# Prizes you can win!

Daily raffles to encourage trip logging

- Kryptonite locks
- Clif Bar swag
- Arc'teryx gear
- Dark Matter Coffee items
- Timbuk2 Bags
- Active Trans Cycling Caps
- Dero Bike Stand & Air Station



# FAQs

- [“You and Your Bike”](#)
- [“Who can do it?”](#)
- [“What counts as a trip?”](#)
- [“What’s in it for me?”](#)
- [“Plan your route”](#)







# Thank you!

Ami Schwartz – [ami.schwartz@activetrans.org](mailto:ami.schwartz@activetrans.org)

Bike Week & BCC Manager

Clare McDermott – [clare@activetrans.org](mailto:clare@activetrans.org)

Director of Marketing & Special Events

