



Team Leader Training

Presented by Active Transportation Alliance and Freeman Kevenides Law Firm on June 1st, 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 16th – 30th

Chicago Bike Week Rally

- Friday, June 16th
- 7:00am – 9:00am
- At Daley Plaza

Rock the Rooftop Party

- Friday, June 23rd
- 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 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 16th – 30th

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

#bcc17fklaw

#bikechi



Pit Stops

*These dates are subject to change

Monday, June 19 th	Tuesday, June 20 th	Wednesday, June 21 st	Thursday, June 22 nd
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

Bike Week & BCC Manager

Clare McDermott – clare@activetrans.org

Director of Marketing & Special Events

