

rideamigos

# Challenge Guidebook 2018



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# General suggestions for all challenge types

## One month prior to the challenge

- **Marketing and promotions**
  - Posters - suggest physical posters in office common areas (kitchens, lunch-room, gym/locker rooms); also at entrances/exits to parking garages where possible;
  - E-mail messaging - at least two weeks prior to challenge launch;
  - Pop-up station - if possible, a table in a common space where users can register and ask questions;
- **Set-up**
  - Create challenge in RideAmigos platform;
  - Identify challenge ambassadors if using;
  - Create twitter and instagram hashtags.



# Use of Social Media

- Encourage employees to use twitter and instagram during the challenge
  - Periodically select random winners from participants posting on social media using the challenge hashtag. Reward with small prizes.



# A note on prizes/rewards

- Offer a large reward for challenge winners - these prizes spark interest in participating
  - Suggested metrics:
    - Most diverse commutes
    - Most alternative commutes total
  - Suggested prizes:
    - New bike
    - Large value giftcard (Amazon, bikeshop, etc.)
- Offer small rewards throughout the challenge to users selected at random (noted on each weekly slide)
  - These prizes help maintain participation levels
  - These may be donated by local merchants - bikeshop that does onsite maintenance work, coffeeshops that are meeting points for walkers, restaurants that cater onsite breakfast/lunch, etc.



# Multi-mode Challenge



# Timeline

- Month before the challenge
  - Marketing and promotions
  - Development and set-up
- Week 1 - Transit week
- Week 2 - Bike to work week
- Week 3 - Carpool week
- Week 4 - Walk to work week



# Week 1 - Transit Week

- Encourage employees to take transit
- Ask transit ambassadors to share with your employees their favorite things about taking transit (time to read a book, save money, etc.)
- Provide information about transit routes, provide reduced fare transit passes, etc.
- Draw five random winners from employees that took transit during the week and reward them with a local transit pass (set amount, monthly, annual)





# Week 2 - Bike to Work Week

- Identify common bike routes into your office
- Ask bike ambassadors along those routes to lead bikepools into the office
- Post the bikepools in the RideAmigos platform and advertise common starting locations (coffeeshops, etc)
- Select five random winners from weekly bikers and reward them with small prizes (giftcards to the bikeshop, bike gear, etc.)



# Week 3 - Carpool Week

- Ask carpoolers if you can advertise any available seats in their cars
- Post info about existing carpools...create drive 'profiles' and send out email announcements
- Offer lunch vouchers for carpools - "Go to lunch with your carpool - it's on us!"
- Draw five random winners from weekly carpoolers and give them small prizes (Starbucks giftcards, Amazon, etc.)



# Week 4 - Walk to Work Week

- “Get a workout and get some fresh air - walk to work!”
- Carpool? Bikepool? Why not walk in with your neighbors...group employees that live in similar areas and invite them to meet-up at a local coffeeshop. Ambassadors can lead the group into the office.
- Select five random winners and reward them with small prizes (giftcards to the shoe store, coffeeshop, etc.)



# Bike to Work Challenges



# Bike to work challenge overview

- Bike to work challenges can last from a week to a month
- Scheduling bike to work challenges at the same time or in a similar time frame to local bike to work events can elevate your challenge by adding unpaid marketing efforts
- Team challenges are generally the most effective



# Suggested activities for a bike to work challenge

- Invite a local bikeshop to set-up shop and your offices and provide free tune-ups
  - Can also solicit bike shops for small giveaways
- Ask bike ambassadors to establish a bikepool for one day of the bike to work week  
(<https://rideamigos.com/blog/4-easy-steps-start-bikepool-program/>)
- Provide healthy breakfast on Fridays to bikers
- Draw five random winners from pool of bikers for the week or weeks and give away bike related gifts (lights, fenders, bike lock, etc.)



# New Year, New You, New Commute Challenge



# Suggestions

- Pledge based challenge (like a resolution!) - ask your users to fill out a short survey and pledge to try a new mode for a certain number of days in January
- Survey should ask what their primary mode is/has been and how many days in January they pledge to try a new mode
- Give away small prizes to users that are actively logging trips
- Perform a raffle for a 'Grand Prize' or a few larger prizes to those users that meet their pledge





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