

Team Leader Guide

This is the downloadable Team Leader Guide. It contains information to help you promote and manage your workplace team. The Team Leader guide includes:

- Social media – spread the word
- Team Leader duties
- Prize information
- How to record and report results
- Past Results
- Messaging to send to employees
- Resources

Additional resources on the GoByBikeBC website that accompany this guide include:

- Printable Poster
- Team sign-up/tracking sheet
- Event Schedule

You will receive a Team Leader Kit to encourage and reward your teammates for cycling. Available for pick up Sept 20-25 at 104-346 Lawrence Ave, Kelowna between 8am - 4pm. Your kits include:

- Free T-shirt
- 11x17 Poster
- Prizes (water bottle, reflector band, Clif bars, stickers, etc.)

Social Media

Spread the word about GoByBike Week by letting everyone know how much fun you're having at the events, or how great your morning commute to work was! After all, you did get to bypass the a.m. traffic, and is that an extra spring in your step from all the fresh air? Whether you're an avid tweeter or an occasional status updater, we want you to talk about this!



Does your company engage in social media? The more people know your organization participates in GoByBike Week, the better your community engagement.

We love to hear what you're doing during GoByBike Week, but what we love even more is to see what you're doing! Post your photos along with your status updates on Facebook, Twitter, or Instagram.

FACEBOOK

Post your GoByBike stories and photos on your company's Facebook page and link your post to GoByBike BC Society, and your municipality.

City of Kelowna: Like the City of Kelowna on Facebook to see updates on smartTRIPS and GoByBike Week:

www.facebook.com/cityofkelowna

Other areas: Not located in the City of Kelowna? Like your community's Facebook page to see updates in your area.

www.facebook.com/cityofwestkelowna

www.facebook.com/lakecountry.gov

www.facebook.com/PeachlandBC

www.facebook.com/regionaldistrict

www.facebook.com/westbankfn

GoByBikeBC Society: Their Facebook page is

www.facebook.com/gobybikebc

Photos and updates from around the province are posted here regularly.

Example posts:

We are participating in GoByBike Week! Lots of fun and prizes! Register at gobybikebc.ca @City of Kelowna

Next week is GoByBike Week! Our team is ready to ride... are you?
gobybikebc.ca

TWITTER

When posting on your Twitter account, connect to the following accounts and hashtags. Don't forget to add #GoByBikeBC, so everyone can follow the conversation



Accounts

@CityofKelowna
@GoByBikeBC

Hashtags

#gobybike
#bike2work
#bike2school
#GBBW

INSTAGRAM

Follow gobybikebc for Instagram updates.

Team Leader

As a Team Leader, you provide inspiration and motivation, and are vital to the success of GoByBike Week! To get your team started, you need to decide who your team will be. Let everyone in your area know about GoByBike Week, as teams are made up of everyone in the organization, not just those who already cycle. You are there to motivate and support your friends who already cycle, and to encourage friends new to cycling to give it a try.

What you need to do as a Team Leader:

Post sign-up sheet(s), poster(s), and event schedule in a place where all your potential teammates will see.

Encourage friends to ride to go for rides. Boost your participation by getting as many people to ride as possible. Send an informational email that entices potential participants. Build up the idea of a fun competition or the benefits of cycling. Make sure to mention the great team prizes that can be won! Wear your GBBW shirt and show your enthusiasm for cycling!

Give away small prizes found in your Team Leader kit.

Attend one or more of the Event Activator Stations. Local business host Event Activator Stations all around the city with refreshments, prizes, bike checks and services. There are lots of prizes to be won during the week. Check out the events posted [here](#) to see whats happening around town.

Report your results. Log your commutes at www.gobybikebc.ca. Each team member can log their commutes, or the Team Leader can



do it for them. Track as the week goes on, or use our team tracking sheet during the week (available [here](#)) and enter the results online all at once at the end of the week.

Enter to grand prize draw! And help your team to get entered too. See details below.

Prizes

The items in your Team Leader kit are for you to give away at your discretion.

Team Prizes

Teams with the highest participation rates in each size category (small, medium, and large) can win Movewell subscriptions and free fitness class passes from [Orthoquest](#), wine tastings, and bottles of wine from [Tantalus Vineyards](#).

The highest participation is determined using the number of riders that logged trips and the number of trips logged per team. This provides more incentive for new riders to join in the fun too!

Individual Rider Prize

The Individual rider with the best participation will win a \$500 [Urban Harvest](#) Credit.

Draw Prizes

There will be random prize draws. Any one that is registered for GoByBike Week will be automatically entered in this draw. The prizes include:

- \$50 gift cards to [Orthoquest](#)
- 10 punch pass to [Modo Yoga Kelwona](#)
- Free wine tastings at [The Vibrant Vine](#)
- \$10 [Orchar Park Shopping Centre](#) gift cards



Provincial Prizes

Check out this years [Provincial Prizes](#). Including:

- 2-Night Stay at the Horsethief Getaway in Panorama, BC, donated by KEA Canada.
- \$30 eGift Card donated by Endur Apparel
- Set of 3 Cycling Art Greeting Cards by Mia Lulu Montague
- Win a \$250 eGift Card donated by SUGOI
- Visa Gift Cards, 7mesh Apparel, Axiom Cycling Gear, and more..

Check out the [gobybikebc](#) website for rules on how to enter for each prize.

Grand Prize! – Provincial Draw

Cycling Adventure for 2 in France, sponsored by Exodus Travels.

To Qualify for the Grand Prize Trip Draw (& other Provincial Prizes):

You must log kilometers for at least one trip that you choose to ride your bike instead of drive a motor vehicle to during GBBW, Sept 27 - Oct 10, 2021 (for example, if you choose to ride a bike instead of drive a motor vehicle to work, school, the gym, run errands, meet a friend for coffee, etc.).

After you have registered and logged a trip, **you MUST enter the Exodus Prize Draw here:**

<https://www.exodustravels.com/ca/GoByBike-fall-registration>. Please read the sponsor's terms and conditions located in the Exodus Prize Draw Entry page.

This grand prize trip package includes economy class round-trip airfare from the nearest international airport, hotel accommodations, a local leader and planned routes and itineraries with support vehicles to follow. Prize winner must be 19 years of age or older.

Click here: [to learn more about the Grand Prize Trip](#)

Reporting Results

As the Team Leader you are responsible for making sure that your team's results are reported at www.gobybikebc.ca. This task can be done by you, or each team member can enter his/her own results.

1. Login, then click on "Log a Trip" (on the left side of the page). You can begin entering your team's results daily starting Sept 27. You can enter them daily or all at once at the end of the week.
2. Select the rider, ride date, and kilometers for that day. You can log several trips at once by clicking the "Add another rider" button and filling out each row for each trip taken.
3. Get your teammates to record their commute on the Team Sign-up Sheet during the week. If you'd prefer you can have them check in with you daily and record it yourself. If you're offering a prize or a treat, all the more reason for them to report to you.
4. At the end of the week, sign in and check your Trip Log to determine whether your teammates have entered their own results or not. You can then cross-reference with the Team Sign-up Sheet and enter any missing results.
5. To enter results quickly, simply add up the kilometers travelled on the Team Sign-up sheet, then select "My entire team" under the rider drop-down menu. Select the date, enter the total kilometers cycled by your team, and click "Log now".

6. Results deadline: **Oct 10, 2021**

Please note: entering your results online helps us keep the event going! This helps us keep track and report on how many people rode, how far they rode, and how much greenhouse gases we saved by not driving. This shows our sponsors that GoByBike Week is a great event making a positive difference in our communities!

If you have any reporting issues, please contact terri-lynn@gobybikebc.ca

Past Results

Results	2015	2016	2017	2018
Total km cycled	69,709	77,804	70,106	86,123
Total teams/individuals registered	454	651	657	761
Total cycling trips (round trip)	7,433	8,581	8,180	9,962
Total number new cyclists	375	458	393	557
Total number of cyclists	1,579	1,842	2,134	2,330
Total tons of GHG Emissions saved	16.2	18.1	16.3	18.7
Overall participation rate	34%	43%	38%	43%

Messaging to send to potential teammates

Copy some or the entire message to entice more people to participate.

We are participating in GoByBike Week, Sept 27 to Oct 10, 2021. This means that throughout the week, we will be competing against other teams in the Central Okanagan to see which team can get the highest percentage of people out cycling. Think you can join in the fun?

Teams with the highest participation rates win great prizes! But the best part is that everyone has a chance to be a winner. Everyone is eligible to **WIN** gift certificates, free food, and more!

Cycle to one of the Event Activator Stations for free snack, coffee, and even more chances to win. See me for details. The event schedule is posted _____
 Why get involved? Bike commuting is a great way to incorporate exercise into your daily routine and studies show that people who bike to work are happier and healthier, plus:

- It's fun
- You can win great prizes
- It's a great way to get in shape
- It's cheaper than going to the gym
- It's good for your heart and lungs

- You'll feel like a kid again
- You can eat more
- It's good for the environment
- You'll arrive home de-stressed after work
- You'll have more energy

So get out your bicycle, try cycling to work, and be sure to put your name on the sign-up sheet located _____.

Cycling Resources

www.gobybikebc.ca - ProvincialGoByBike Week website – Where you register and log trips.

www.bikesense.bc.ca – Greater Victoria Cycling Coalition cycling safety/rules of the road

www.bicycleparkingonline.org – bicycle parking best practices guide

www.bccc.bc.ca – The British Columbia Cycling Coalition

www.kelownacycling.org – The Kelowna and Area Cycling Coalition

www.nacto.org/cities-for-cycling/design-guide - Cities for Cycling Design Guide