

# Bike Month Challenge Employer & Team Captain Communications Toolkit

**Join us for the Bike Month Challenge May 1-31 to boost employee engagement and retention, meet sustainability goals, and more!**

The Bike Month Challenge is an annual competition to encourage people who live or work in the Portland region to bike more often. The Challenge is a helpful tool to help improve your employees' commute and work experience by providing them with fun team-building activities and easy-to-access information on how to bike to work. Participants can win prizes by logging any bike trip on the Get There Oregon website- whether for commuting or just getting around.

Starting May 1, Get There users can join or start a team and log bike trips to qualify for random individual weekly and grand prize drawings, or to hold the title of Team Bike Month Champions for their part of the region. Qualifying for prizes is easy by logging at least two bike trips a week. Trips can be to work, school, or to run errands using a conventional bike or e-bike.

Participants can join an existing community or worksite team, or they can create their own team with co-workers, friends, or neighbors. **We encourage worksites to set up a team (or multiple!) in advance for employees to join.** See below for details. If you do not want to create pre-set worksite teams, you can encourage employees to create their own teams or join a team.

Employer-specific FAQs about participating in the 2026 Bike Month Challenge can be found below. FAQs about general participation can be found [here](#).

## How to win prizes:

Anyone who is 18 years of age or older and lives or works in Oregon is eligible to participate and win.

- To qualify for weekly prizes you must log 2 bike trips, which may be a round trip.
- To qualify for the monthly grand prize, you must log 2 bike trips every full week in May (from May 5 to May 31).
- To qualify for one of FIVE regional top trip-tracking team awards; **your team captain must fill out the survey sent to their Get There user email on April 11**. The survey will help us identify which regional track you will be competing in.

Any trip that requires travel from one location to a second location using a manual bike or e-bike counts as a trip, and can include travel for any purpose (work or personal) during May.

Get There and partners are excited to offer a suite of fun Challenges this spring - including the first Oregon Get There Commute Challenge this April, and June's Transit Month. Find the Challenge that fits you, or join all three! Learn about all of the Challenges [here](#).

## How to find the link to your team:

1. From the Bike Month [Challenge page](#) click on the Leaderboards tab (it's about mid-page)
2. Click on your team
3. At the top of your team page, click on the Leaderboard tab (there are only two tabs – Overview and Leaderboard)
4. Click on the blue "Invite Users" button to get your link

## TEAM CAPTAIN CALENDAR

### APRIL – Build Your Team

Week of April 13

- Accept your team captain role and log into Get There at [\[link\]](#)

- Set up your team name and confirm your team is visible
- Send a personal invite to colleagues to join your team – a direct ask works better than a mass email
- Encourage teammates to download the [Get There Connect app](#) and familiarize themselves with logging trips before May. Teammates can also integrate their Strava account to log trips.
- Encourage anyone on the fence to get their bike tuned up this month
- Submit recruitment message to internal newsletters and communications

#### Week of April 22

- Check your team roster in Get There – who's signed up?
- Follow up with anyone who hasn't joined yet
- Send a light "Bike Month is almost here!" message to your team with a preview of [events happening in May](#)
- Earth Day is April 22 – mention it as a biking moment and invite to the [City Bike Bus](#)
- Do a final team check: is everyone registered? Any last recruits to add?
- Send a "one week to go!" message to your team in the last few days of April

### **MAY – Keep the Momentum**

#### May 1 – Bike Month Starts

- Send a kickoff message to your team: Bike Month is here, start logging trips today
- Remind them what counts: commutes, errands, recreational rides – anything on a bike
- Our overarching message is “bike a little more” - not about going from 0 to 100 but 0 to 1 and 1 to 2
- Share the community events list so teammates can plan ahead
- Week of May 5
- Check Get There: who has logged trips and who hasn't?
- Send a friendly nudge to anyone who hasn't logged yet – keep it light, not guilt-trippy

- Highlight the New to Portland Ride on May 6 and Bike to Books on May 9 to your team
- Week of May 12
- Mid-month check-in message to your whole team – celebrate progress, share trip counts if morale-boosting
- Check for non-loggers again and send one more personal nudge
- Mention Southwest Sunday Parkways on May 17

#### Week of May 19

- Send a "final stretch" message – remind the team how many days are left and encourage a push
- Highlight the City Bike Bus on May 27 and Centennial Bike Fair on May 29
- Week of May 26 – Final Push
- Send a nudge at the start of the week: last week to log trips!
- Mid-week reminder (Wednesday or Thursday): last few days – every ride counts
- Thank your team regardless of outcome – participation is a win

#### Early June

- Send one final message in the first week of June reminding anyone who forgot to log trips retroactively. Participants have until June 8 to log trips!
- Celebrate your team's participation and share results when available

## Communications Resources

Let your employees know about the Challenge with this pre-written content. Just copy and paste, or tailor to fit your use. We recommend sending or posting starting April 20. Below you will find:

- Email/newsletter content
- Intranet/website content
- Worksite print materials

### **Email/newsletter content:**

YOU CAN BIKE THERE! Portland's Regional Bike Month Challenge returns this May!

Ready to win prizes, save money, move more, and reduce your carbon footprint by improving your commute? Join the Bike Month Challenge from May 1-31!

You can join our worksite team here ([link to your unique team](#)) or create a team of your own with coworkers, friends, or neighbors.

Teams will compete for recognition and prizes by logging trips taken by bike - manual or e-bike - for any trip, whether commuting to work or wherever you need to go. Challenge top honors and Bike Month awards will go to the teams - one in each part of the Metro region; Portland, Multnomah, Clackamas and Washington County, with the most trips at the end of May. [View full prize details here.](#)

Plus, you can win individual weekly prizes, including:

- \$50 River City Cycles gift cards
- Bike light sets
- Bike lock sets

And grand prizes of a:

- Cleverhood Rain Cape
- Faro Smart Helmet

Don't miss your chance to come out on top and win prizes! Learn more at [GetThereOregon.org/BikeMonth2026](https://GetThereOregon.org/BikeMonth2026).

## Website/Intranet content

### You CAN Bike There this May for the Bike Month Challenge!!

May is National Bike Month and ([your workplace](#)) is excited to partner with [Get There Oregon](#) to announce the 2026 Bike Month Challenge. The month-long challenge is open to anyone living or working in the Metro region. Participants can win prizes by logging **any** bike trip on the Get There Oregon website- whether for commuting or just getting around.

Starting May 1, Get There users can log bike trips to qualify for random weekly prize drawings, and grand prize drawings, or to hold the title of area Team Bike Month Champions. Join your work team or form your own team to compete, have fun, and win prizes.

Throughout the month there will be events and pop-up kiosks with free giveaways to encourage and support bike riding all year. Visit [The Shift calendar](#) to find a Bike Month Challenge event or pop-up near you.

**Visit the [Challenge webpage](#) for updates on prizes, events and more!**

### **How to participate**

1. If you are not already a Get There user – registration is quick and easy. Visit [GetThereOregon.org](#) to get started.
2. To find the Challenge, just click the Challenges button on your dashboard, and find the 2026 Bike Month Challenge.
3. Join our team here: [insert your team link here](#)

### **Worksite materials: spread the word through a printable poster/flyer.**

Portland artist Lisa Congdon has created a custom poster for Bike Month this year, which we've made available as a pdf for Team Captains and others to print and display in breakrooms, hallways, locker-rooms and other places at your worksite where employees get information about events and happenings.

[Download the poster here!](#)

### **Get There Connect Resources**

Looking to encourage and track employee participation and metrics? Set up a dedicated employer network in Get There Connect with a unique URL your employees can use to join. Network managers can use Get There Connect to directly communicate with employees and track organization-wide metrics. Questions or have support needs/need help?

Contact us at [info@GetThereOregon.org](mailto:info@GetThereOregon.org)

## Employer and Team Captain FAQ

### **My worksite doesn't have an employer network in Get There. How do I get one?**

Email [info@GetThereOregon.org](mailto:info@GetThereOregon.org) and our team will help you set one up.

### **How can I create Bike Month Challenge worksite teams for my employees to join?**

We encourage employers or team captains to create worksite teams for employees to join before the start of the Bike Month Challenge. If you would like multiple teams at a worksite, each worksite team needs to be created by a different designated team captain (see steps below) and all teams need a unique name.

**If you do not want to create pre-set worksite teams**, you can encourage employees to create their own teams or join any team. Here are the steps for team captains to use in creating a team:

1. **Create an account** for free in Get There Connect or log into an existing account [here](#)
2. **Create** your team and get a unique team link to use to invite others to join at the [Bike Month Challenge](#) page
3. Encourage coworkers and others to join your team and log commute option trips/remote work days during the Bike Month Challenge, May 1-31

### **How do prizes work?**

Weekly and grand prize drawings are made randomly from a selection of Get There users in the Portland regional network who log **at least two trips per week** during May. The "Top Trip-Taking Team" awards are a recognition prize given to teams with the most trips logged in their designated area. Team captains will be contacted and asked to self identify where their team is located in the region - city of Portland, Multnomah, Clackamas and Washington County. Top team rankings will be normalized using a formula based on participation percentage to remove the size advantage of larger teams.

**Can we keep worksite teams private/hidden so not just anyone can join?**

No, but team captains can edit their team rosters at any time.

**How do our employees join our dedicated employer network in Get there Connect?**

When signing up for a Get There account, employees should search for the dedicated employer network upon registration. Or once they're logged in, they can click on Account in the left side bar > Networks > if they see they are not in the correct employer network, click on the Join Network and search for their employer.

**Can my organization offer internal recognition or prizes to our worksite teams?**

If you already have a dedicated employer network in Get There Connect, you can offer additional recognition and prizes to your worksite teams. Email **info@GetThereOregon.org** to set up a dedicated employer network and/or for help administering internal prizes.

Other questions or have support needs? Contact us at **info@GetThereOregon.org**.