



GEORGIA **COMMUTE** OPTIONS

BIKET**Ø**BER

# Biketober Update

October 2021



## How to take part

1. Register online
2. Ride – anywhere, anytime during the Challenge
3. Record rides manually or sync your riding app
4. Encourage friends & colleagues
5. Qualify for prizes





## 3 ways to participate

1. As a social team
2. As a workplace team
3. As an individual

# Challenge Format

- Individual Points - Earned for mileage, number of days ridden, and number of people encouraged.
- Team/Workplace Points - Sum of all the points earned by the members.

## Points for riding

1	=	1
mile		point

1	=	20
day		points

## Points for encouraging

1	=	50
existing rider		points

1	=	100
new rider		points

# BIKET<sup>🚲</sup>BER

# ROLL WITH IT



## This year's themes

- **Flexibility**- cycling the way that fits your life and schedule
- **Self-care**- cycling as a way to decompress and find “me time”
- **Reconnecting** with friends and colleagues after spending time a part
- Sprinkling in **commute** or SOV trip replacement message a little, but still keeping it loose



A man in a dark suit and light-colored trousers is riding a blue and white road bicycle. He is leaning forward in a racing posture, and a brown bag is attached to the back of the bike. The background is a blurred, light blue sky with several horizontal, rounded rectangular bars in yellow, orange, red, and teal scattered across the upper half of the image. The text "Midpoint results" is written in white, bold, sans-serif font on the right side of the image.

**Midpoint results**

# Off to a strong start- need a strong finish

## Midpoint observations

- High on miles- It appears that we are still seeing fewer overall trips but for longer distance.
- Lots of workplaces represented!
- Good participation rate – two weeks to continue to drive it up

### BIKETOBER ATLANTA 2021 REGISTRATIONS

 **324** WORKPLACES

 **4,124** PEOPLE

### BIKETOBER ATLANTA 2021

 **338** WORKPLACES

 **2,389** PARTICIPANTS

 **282** NEW RIDERS

 **199,293** MILES

 **15,950** TRIPS

 **16,522** LBS CO2

# Help us spread the word

We have assets to help you share the info with your teams and followers.





The background is a solid dark blue. On the left side, there are numerous horizontal bars of varying lengths and colors, including yellow, orange, red, and teal. These bars are scattered across the left half of the image, creating a dynamic, abstract pattern.

**Visit [Biketober.com](https://Biketober.com) to  
sign up and ride!**