



shifting gears

may | 2018 transportation for your bottom(line)

for

community partners

a how-to for community groups, athletic groups and facilities

Shifting Gears is a month-long challenge providing prizes and awards to people who walk, cycle, take transit, carpool, and telecommute. The goal of challenge is to motivate a shift in daily commutes to more active and sustainable forms of transportation. It's good for your health, your wallet, your community and your environment.

As a coordinator, you can help promote and share information with your friends and teammates. You know your group and have a better sense of how to spread the word and motivate them. But don't worry, you're not alone! We are here to help with promotion, workshops and services. Your coordinator tools are detailed on the next few pages, along with key features and dates for Shifting Gears.

If you have questions, would like more promo materials, or are interested in scheduling a workshop, event or visit, please don't hesitate to get in touch by phone at 705.745.3238 x209 or by e-mail at lindsay.stroud@greenup.on.ca.

This year, we will be posting information on Facebook, Twitter, and Instagram, so be sure to share how your workplace and staff are #shiftinggearsptbo.

We look forward to working with you to make this year's challenge our most successful yet!



Lindsay Stroud | Shifting Gears Coordinator | GreenUP

shifting gears basics

- + Participants log their trips on-line to keep track of how they are doing.
- + All sustainable *transportation* trips count! Participants can log their trips to work, appointments, shopping, or soccer practice. Recreational trips (walks, or bike rides) do not count, though.
- + Participants register individually for the program and are eligible to win prizes based on logged trips, including First 500 to 15 prizes and draw prizes!! (See full contest details at peterboroughmoves.com).
- + If a participant identifies their workplace at registration, their trips will also be used towards the workplace standings. Workplaces compete, too, for Travel Wise Awards in the following categories:
 - Micro (1-10 employees)
 - Small (11-25 employees)
 - Medium (26 - 250 employees)
 - Large (251+ employees)
 - Master's Class

shifting gears support

Shifting Gears Support

- + Lindsay, our Shifting Gears Coordinator, is here to help! Do you have questions about registration, promotion, services, or prizes? Contact Lindsay at (705)745-3238 x209 or lindsay.stroud@greenup.on.ca.

Promotional Materials

- + Posters, flyers, and e-newsletter inserts are available on-line.
- + Let us know if there is an event you would like Shifting Gears to attend.

Social Media

- + Follow us, share, like, and re-Tweet. Tag us and we'll do the same for you! We are on Facebook (@yourptbomoves), Twitter, and Instagram (@ptbomoves).
- + We encourage the use of hashtags, #shiftinggearsptbo and #lifebybikeptbo, on social media to build support, encouragement, and maybe even a little competition leading up to and during Shifting Gears.
- + Download our Social Media Guide for more tips and tweets!

workshops & services

Wondering how to fix a flat? Need some help finding a bike or bus route? Would you like to set up a carpool system for your team? Can we help your group find a few more ways to be bike-friendly?

During Shifting Gears, we offer free workshops. We can accommodate groups of 4 to 20. Many of these workshops can be modified to the time available.

Cyclist in the City

+ Learn strategies to be visible, comfortable, and safe when cycling on the road. This workshop is for newbies and experienced cyclists alike. (time required = 45 minutes).

ABC's of Bicycle Maintenance

+ Address common bike repair needs and learn the ABC's of bike maintenance. (time required = 60 minutes)

Bicycle Therapy

+ Trouble-shoot tricky commute challenges with local bicycle experts. Gear choices, route planning, and tackling tough intersections are among our expertise (time required = 45 minutes).

Beautiful Commutes

+ Are you dissatisfied with your commute? This workshop will provide advice on finding the most beautiful route from A to B. Your ride/walk to work has never been better! (time required = 45 minutes)

Peterborough by Bike Presentation

+ Get the inside scoop on upcoming bike-friendly projects from the City of Peterborough's TDM Planner and members of the Peterborough Bicycle Advisory Committee.

We also offer the following free services to employers and workplace coordinators,

Bike-Friendly Business Audit

+ We can help you conduct a bike-friendly business audit. Find ways to make it easier for employees to bike to and from work. Answer all your questions about bike racks, fix-it kits, Bike-to-Work Day, and workplace bike share programs.

Incentivize your Smart Commute

+ Learn from the best practices of others to find ways of encouraging your group to go car-free, if only once in a while. We can help you find the policies and programs that are a perfect match for your group.

shifting gears time line

April

- + Register yourself for this year's challenge at peterboroughmoves.com
- + Register your workplace if it is not listed already.
- + Download and print program materials, or email Lindsay to have them delivered to you. Program materials include: flyers, posters, and an e-newsletter insert.
- + Put up posters, send out the e-newsletter insert, and encourage others to register.
- + Schedule a workshop or service visit for your group.

May

- + Attend the Shifting Gears Launch (Tuesday, May 1 - 7:30-9:30am - GreenUP - 378 Aylmer)
- + Talk up Shifting Gears and encourage friends to participate.
- + Shifting Gears will have a booth at the Farmer's Market on Charlotte Street every Wednesday in May from 8:30 - 2 p.m. We are offering free bike check-ups, route information, maps, giveaways, and smiles. Stop by and say hi!

June

- + Monday, June 4: Deadline to submit paper tracker sheets. Email scanned copies to Lindsay Stroud, fax to 705-745-4413, or drop off at GreenUP, 378 Aylmer Street.
- + Attend the Shifting Gears Wrap-Up Celebration & Awards Ceremony to accept Travel Wise Awards on Thursday, June 14 (details TBA).

good luck, and thanks again!