

Coordinator guide



Welcome to Shifting Gears 2019!

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.

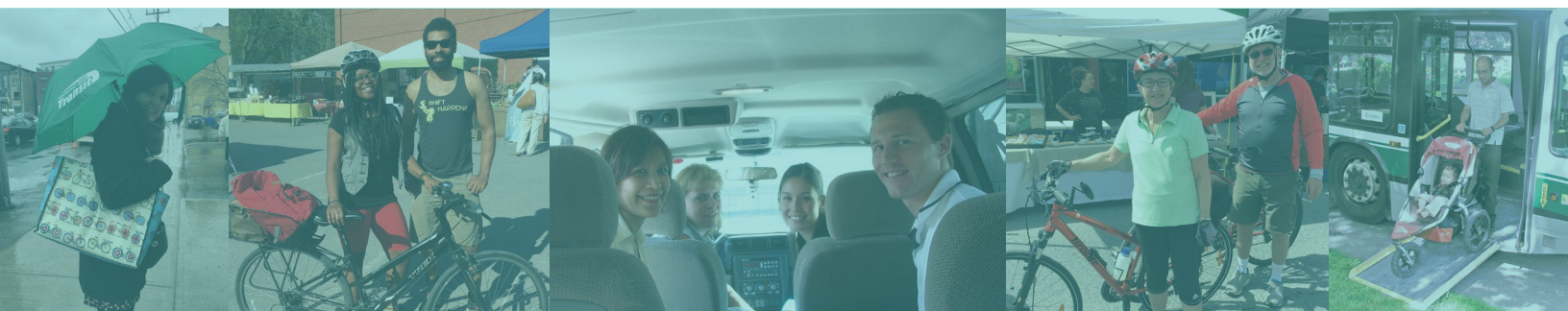
As a coordinator, you can help promote and share information with your colleagues. You know your workplace or school, and have a better sense of how to spread the word and motivate your community. But don't worry, you're not alone! We are here to help with [promotion, workshops, rides, and more](#). On the next page you will find key features and dates for Shifting Gears, as well as how to get promotional materials and engage in social media.

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 you, 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



the basics

- + Participants log trips on-line to track progress.
 - + All sustainable *transportation* trips count towards prizes and awards! Log trips to work, appointments, shopping, or soccer practice. They all count!
 - + Participants register individually for the program and are eligible to win prizes based on logged trips!
 - + If a participant identifies their workplace at registration, their trips will also be used towards the workplace standings. Workplaces compete for Travel Wise Awards.
- *See full contest details at peterboroughmoves.com



time line

April

- + Register 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.
- + Put up posters, send out the e-newsletter insert, and encourage others to register.

May

- + Talk up Shifting Gears and encourage new participants to sign up for a workshop
- + Log your trips on-line to track your progress and be eligible for prizes!
- + Post on social media. Share how you are making the shift! #shiftinggearsptbo
- + If your workplace is participating using paper tracking sheets:
 - + Ensure there are enough tracker sheets posted - print additional tracking sheets
 - + Submit the names for of all people that recorded a walking, cycling, carpooling, telecommuting, or transit trip each week to qualify for weekly prizes. Names must be provided by noon the Monday following the week being reported.
- + Visit Shifting Gears at the Farmer's Market! May 1st on Charlotte Street, May 4th at Charlotte Towers and May 11th at the Morrow Building. We are offering free bike check-ups, route information, maps, giveaways, and smiles. Stop by and say hi!
- + Invite us in for a visit. We'd be happy to arrange a presentation or workshop for your staff or students!



June

- + Tuesday, 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 (details TBA).

good luck, and thanks again!