

COMMUNITY LEAGUE BIKE MONTH CHALLENGE

JUNE 1-30, 2025

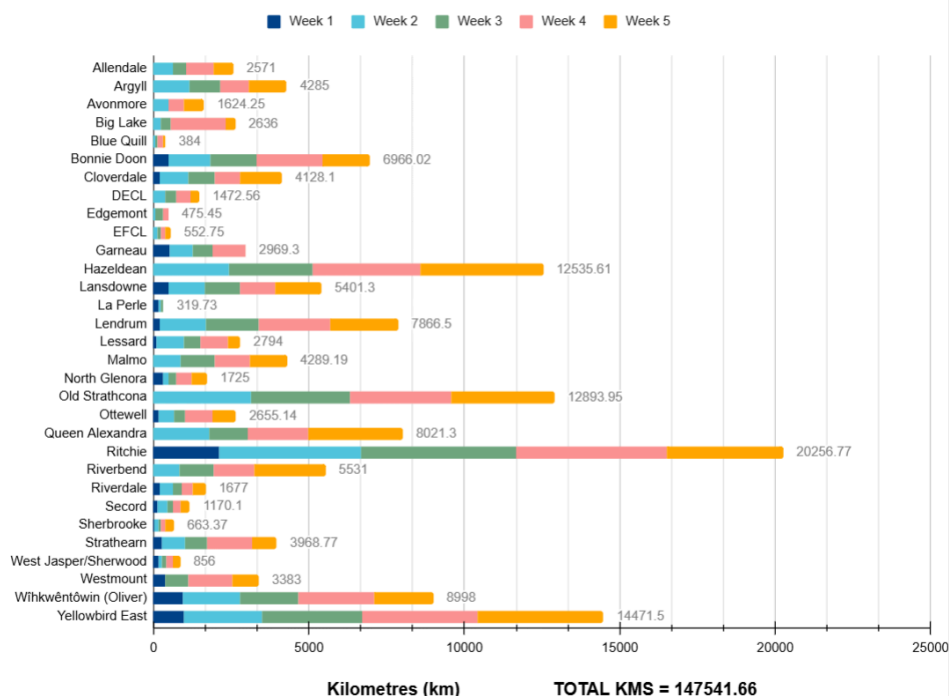


HOW TO: Participate in the Community League Bike Month Challenge in June

The **Community League Bike Month Challenge** is your community's chance to take the bike lane to glory! The intra-League challenge runs between June 1 and June 30.

We've updated the challenge a bit this year — more on that below — but the premise remains the same: ride all you can through June! Leagues across the city have adopted the challenge as a fun way to promote active transportation and recreation in their neighbourhoods through a little friendly competition. Last year, Leagues rode over 147,000km, and we hope to do even more this year — this tool kit will help you prepare your League to participate starting on June 1!

Total Kilometres (km) by Community League



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WHAT YOU'LL NEED

1. A **Strava** account and club (we'll explain below)
2. An advertising and sharing plan
3. A data-gathering plan

TASKS

1. Step one is the most important task – creating your Strava group.

[Strava](#) is an app that allows people to track their physical exercise using GPS data features on their smartphones. Strava is free to use (though has paid premium options you don't need for this challenge) and has different tools based on if you use it on the web or your phone. For this challenge, you're going to use the web platform. You'll either use a membership of a League member already on Strava, or create a membership for your League here:

<https://www.strava.com/register/free>.

Once you're up and running on Strava, go to your Strava dashboard (again, this is on the web) and click [Find or Create a Club on Strava](#). Once you do, click [Create a Club](#).

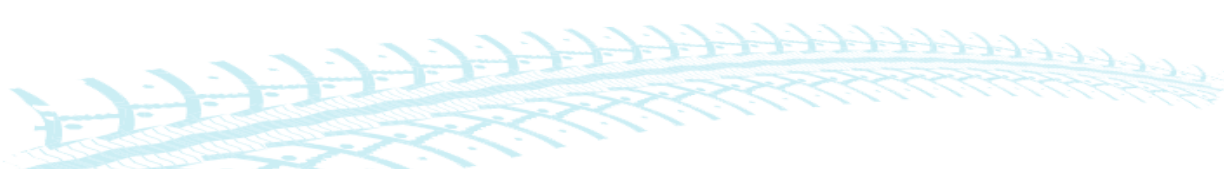
We're going to create a club for the June challenge step by step.

- ☐ Create a name for your club – have fun with this one
- ☐ Provide a website (not required – we suggest you skip)
- ☐ Pick your sport (select Cycling)
- ☐ Pick your club type (select Club)
- ☐ Provide a description (we suggest explaining that this is the 2023 Community Bike Month Challenge club for your neighbourhood. Keep it simple)
- ☐ Make your club invite only (we suggest you click this)
- ☐ Click 'Create Club'

Strava will next show you your club's dashboard. Here you can invite athletes, create events and track activity. You also suggest you add your League's logo and a photo.

RESOURCES:

[Strava's clubs advice page](#)



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[Video on how to create a Strava club](#)

2. Next, you need to create your advertising and sharing plan.

Getting members of your community on board and on your League team is essential — after all, the more people you have riding, the more kilometers you can track. We suggest letting people know sooner rather than later through your newsletter and social media channels, so they can be prepared for when June 1 comes around.

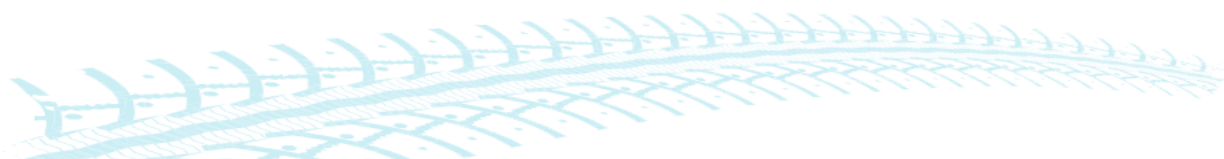
One big thing you need to communicate is that everyone will need to either download the Strava app and join your League's club, or to track their own kilometres and share them weekly with your designated data gatherer and sharer. How you do this is up to you. (Using Strava is the least work for you, though.)

How can your members find your Strava club and join it? Great question! Strava has a [how to find a club page](#) and there's also [this video](#) on how to do it. Share these how-to tips with your League members as they'll need to make this work.

3. Create a data gathering plan.

This advice comes from Ritchie Community League, the original Bike Challenge organizer:

*"One person from each League should tally kilometers every week and report them. How you tally is up to you but we suggest using the Strava app and creating a club that your members can join. Once you have tallied your weekly total, **report them each Sunday evening by 11:59 pm at the latest.** Entries after this time will not be counted until the following week."*



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REPORTING

The EFCL has created a kilometre-tracking portal for the entire Bike Month Challenge. [Submit your kilometres here.](#)

The last thing to remember: Strava erases each week's mileage Sundays at midnight. That means you MUST look at your mileage on Sunday evening before 12. It's a bit like Cinderella, if instead of glass slippers it was bicycles.

THE CHALLENGES

Previously, the Bike Month Challenge only had one category: which League rides the most kilometers. This year, we've decided to add two more categories: one that takes into account number of kilometers per rider, and an individual category. Find out more about each below:

The Classic Challenge

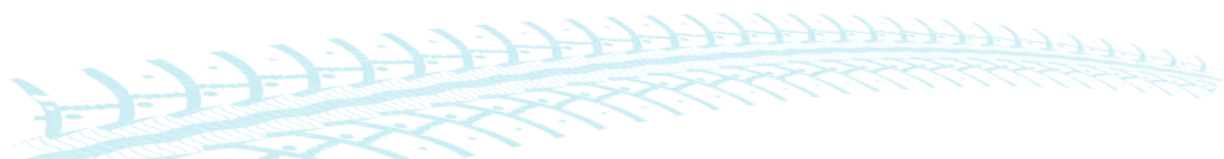
Whichever League rides the furthest, wins! Gather as big a group as you can and let them go wild, because it's all about that big bar graph.

The Go the Distance Challenge

This one is for our weekend warriors, committed commuters and River Valley ramblers! To give the Leagues with smaller but still committed groups a chance, this year, we'll be tracking each League's kilometers ridden per rider. So whether you've got 300 people or just 30, you still have an opportunity to put the mettle to your pedal and score a great prize.

The Bike Scavenger Hunt

This one is for our city explorers! The EFCL is creating a Bike Scavenger Hunt, featuring businesses, landmarks and League facilities all across the city. Whoever snaps a pic of themselves and their bike in front of the most, wins! The full list of locations is still to come, so stay tuned!



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