



IMEU-MWD

20 April 2020

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Memorandum of Instruction (MOI), 2020 Europe Wide 1K Cycling Challenge

1. References:

a. AER 215-1, Morale, Welfare, and Recreation Activities and Non-appropriated Fund Instrumentalities, 17 June 2019.

2. Purpose: This MOI contains guidance and administrative procedures for the conduct of the subject program.

3. Objectives: To provide a meaningful, safe, and enjoyable cycling program for all eligible military, civilian, family members, and retirees in order to promote physical fitness through the sport of cycling.

4. Scope: Participants will sign up with their local Outdoor Recreation (ODR), provide proof of eligibility and fill out the registration form. Upon completion of cycling 1000 kilometers and providing the mileage tracker to their local ODR, ODR director will request the cycling jersey for the participant from IMCOM-E G9.

5. Schedule:

a. The cycling challenge will start on May 1, 2020 and will run until the end of the calendar year 31 December, 2020

b. All submissions must be submitted to ODR NLT 31 December, 2020 in order to qualify to receive the jersey. Late submission will not be accepted.

6. Eligibility:

a. Military: All US active duty ID Card holders that are assigned, attached or on TDY for more than 29 days to units within the jurisdictions of the US Army ID-Europe footprint.

b. Civilians: All ID card holding Family members, civilian employees and contractors authorized to use ID-Europe garrison/community MWR facilities.

7. There are no categories for this challenge. All participants may ride either individually or in a group, regardless of the age or gender. Participants complete their individual goal of 1000 kilometers.

a. Local ODRs are highly encouraged to either start or continue conducting their group rides to motivate new riders, promote comradery and safety.

b. ODRs are also encouraged to promote their maintenance service through this program, to encourage participants to pay attention to safety and proper functioning of the bicycles.

c. This challenge is designed for adults, however, youth can participate and should expect to receive an adult sized jersey.

8. 1K Cycling Challenge distance tracking rules:

a. Each participant is responsible for their own distance tracking and record keeping. Participants are required to use any kind of electronic distance tracking device or App. These include but are not limited to Strava, Map My Ride, Komoot, CyclemeterGPS and others.

b. Each participant is required to submit their mileage weekly to the ODR staff to ensure the progress is documented.

c. ODR Director will verify the distance by adding all submissions and notifying the participant of any issues or discrepancies.

d. Once the distance is verified, the participant will be notified of completion of 1000 kilometers.

9. Conduct and Responsibilities.

**a. Participants will:**

(1) Registration. Those meeting eligibility requirements in paragraph 6 will complete the form (Enclosure 1) and submit to their local ODR representative. Participants may provide proof of mileage completed prior to registration, within the program period.

(2) Equipment. Participants are responsible for their own equipment. Each participant will be encouraged to use ODR bicycle check out program to help accomplish the distance goals and try new and different gear. In addition, ODRs are encouraged to promote their maintenance programs to ensure safe participation and promote the cycling community culture. Only traditional road, mountain, city/commuter bikes will be considered for this challenge. Trainer miles not accepted.

(3) Sportsmanship. Unsportsmanlike conduct will not be tolerated. This includes verbal abuse of other participants and fellow riders, either in person or online and social media, as well as profanity, threats, unwelcome physical contact, actions that endanger others, or the use of illegal drugs or alcohol prior to or during the rides. Violators will be disqualified from the challenge. Notification of any disqualification will be sent to commanders of subject individuals.

(4) Liability. By signing respective registration forms, each participant acknowledges that cycling can potentially be a risky activity and they accept full responsibility for their health, performance, and their equipment during challenge and group rides counting towards the 1K goal. ODR is not responsible for any injuries or damages occurred during participation in this cycling challenge.

**b. Local Outdoor Recreation Centers will:**

(1) Registration. Each ODR should accept the sample registration form (Enclosure 1) and keep it on file. No locally produced forms are accepted

(a) ODR Directors will verify information on the forms for accuracy and ensure sizing of the jersey is communicated to the participant.

(b) Each ODR will have a sample jersey display for participants to verify the proper sizing.

(2) Distance tracking. Each ODR should verify the type of tracking device or software used by the participants and confirm it is a valid tracking method.

(a) ODR will utilize the tracker to log mileage as reported by the participants (Enclosure 2).

(b) ODR will verify the final 1000 KM and notify the participants of completion.

(c) ODR will use weekly reporting to predict quantity of the jerseys required.

(3) Jersey distribution. Each ODR will be responsible for tracking and requesting the jerseys. Following completion of the 1K, ODR should request the correct size jersey within 5 business days from IMCOM-E G9 Team.

(4) Marketing. All ODRs will use the posters and marketing products created by the marketing office (Enclosure 3), however, additional promotional materials created by the local marketing offices may be utilized.

(a) ODRs are encouraged to utilize all marketing resources to cross promote the event to include Garrisons MWR websites, social media as well as Garrison PAO offices to increase participation.

**c. IMCOM-E G9 will:**

(1) Purchase completion jerseys if/when funding is available.

(2) Procure low cost promotional items to be distributed to support the overall cycling program as funding is available.

10. Points of contact.

Local Outdoor Recreation Directors and Programmers.

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AARON K. JONES  
SFA/ODR Recreation Specialist  
IMCOM Directorate-Europe, G9

3 Enclosures