



AMIM-EUR-WR-R

18 FEB 2021

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Memorandum of Instruction (MOI), 2021 IMCOM-Europe 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 ID cards holders in an effort to promote physical fitness through the sport of cycling.

4. Scope: Participants will sign up through their Army Outdoor Recreation (ODR) program, provide proof of eligibility and fill out the registration form. Upon completion of cycling 500, 1000 or 2000 km's the participant will receive their corresponding prize. Local garrison ODR directors will request additional supplies for the completing participants from IMCOM-E G9 as necessary. Top overall male and female with the most kilometers will be recognized with an additional prize.

5. Schedule:

a. The cycling challenge will start on 1 May 2021 and will finish 31 August 2021.

b. All distance trackers must be submitted to ODR NLT 3 September 2021 in order to qualify for the identifying memento. Late submission will not be accepted.

6. Eligibility:

a. All personnel who are 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 their age or gender. Participants must complete their kilometers individually.

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

b. ODR programs are also encouraged to promote their maintenance service through this program. Encouraging participants to pay attention to safety and proper functioning of their bicycles is of utmost importance.

c. This challenge is designed for adults. However, youth can participate and should expect to receive an adult sized jersey if/when they finish 1000 kms.

8. Cycling Challenge distance tracking rules:

a. Each participant is responsible for their own distance tracking and record keeping. Electronic tracking devices are highly encouraged. Recommended app programs are: Strava, Map My Ride, Komoot, CyclemeterGPS and others.

b. It is recommended that total kilometers be reported to the local ODR no less than one time per month. Garrison ODR directors reserve the right to vary the frequency of reporting due to program needs.

c. Garrison ODR directors reserve the right to determine the best ways to verify distances based off program personnel and capabilities.

d. Once the distance is verified, the participant will be notified of completion of each tier (500, 1000 or 2000 kilometers).

9. Conduct and Responsibilities.

a. Participants will:

(1) Registration. The registration process will be designated by each individual garrison ODR programs. Participants must register prior to 1 May in order for their distances to start accumulating on that date. Anyone registering after 1 May will not be able to backdate any previous kilometers that may have been completed.

(2) Equipment. Participants are responsible for their own equipment. Each participant is encouraged to use the ODR bicycle check out program to help accomplish the distance goals and try new/different gear. In addition, ODR programs are encouraged to promote their maintenance programs to ensure the functionality of participant's equipment and promote the cycling community culture. Only traditional road, mountain, city/commuter bikes and e-bikes will be considered for this challenge. Kilometers completed while using a training apparatus will not be 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 such 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 their cycling goals. ODR is not responsible for any injuries or damages occurred during participation in this cycling challenge.

b. Army Outdoor Recreation Centers will:

(1) Registration. Garrisons reserve the right to determine and use the registration mechanism that is most advantageous for their operation (i.e.: online, webtrac, paper copy, etc).

- (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 program should verify the type of tracking device or software used by the participants and confirm it is a verifiable tracking method.

- (a) ODR will utilize a tracker to log mileage as reported by the participants. A sample tracker will be provided but will not be the required method. (Enclosure 1)
- (b) ODR will verify the final distances and notify the participants of completion.
- (c) ODR will use monthly reporting to predict quantity of supplies that may be required.

(3) Supply distribution. Each ODR program will be responsible for tracking and requesting the coins, jerseys and tool kits. Following completion of the 500/1000/2000kms, ODR POCs should submit supply requests as needed to the IMCOM-Europe G9 Recreation Branch.

(4) Marketing. All ODR programs will use the posters and marketing products created by the marketing office (Enclosure 2). Additional promotional materials created by the local marketing offices are authorized.

- (a) In an effort to increase participation, ODR programs are encouraged to utilize all marketing resources to include Garrison's MWR websites, social media and PAO offices.

c. IMCOM-E G9 will:

(1) Purchase all supplies needed for participant completion of this program (i.e.: coins, bike jerseys and tool kits)

(2) Provide support and recommendations for program overview as requested.

10. Points of contact:

(1) Army Outdoor Recreation Directors and Programmers

(2) IMCOM-Europe G9 Recreation Branch

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Enclosures: 2