



Beat the
BAY STATE

900 MILES
NOV 1ST-30TH



MAKING MASSACHUSETTS MORE WALKABLE

Overview

- Month-long team challenge
- 900 mile route
- \$20 entry per person
- No limits on team size
- Walk/run wherever you are
- Honor system tracking: no need to sync a Garmin/Fitness tracker
- Earn badges as you go
- Team icons move along the route as miles are logged



walkBoston®



**Beat the
BAY STATE**

**900 MILES
NOV 1ST-30TH**

Log miles on foot to virtually trace the perimeter of Massachusetts in the **"Beat the Bay State" Team Challenge!**

Register:
walkboston.org/Baystate

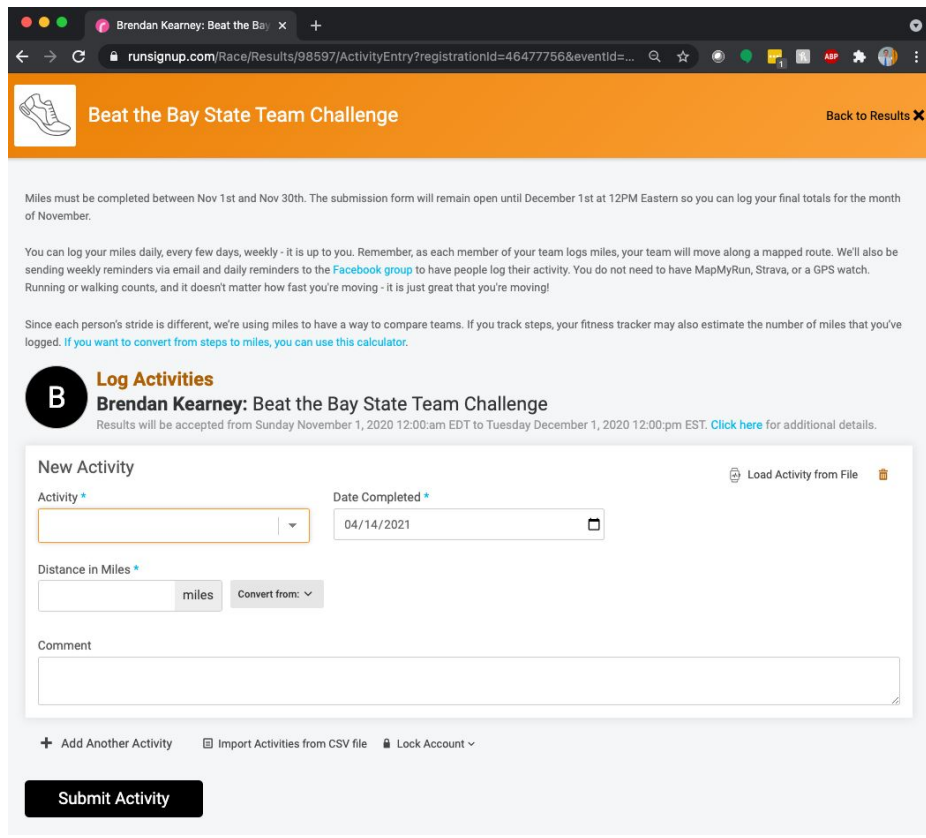
Sponsored by
 **TUFTS**
Health Plan
FOUNDATION

Pre-Event Outreach

- Late start: announced at 9/23 Annual Mtg (~5 weeks before event)
- Prioritized asking people to create teams
 - Reached out to existing supporters (individuals & corporate sponsors, partner organizations)
 - Separately, did outreach specifically to running clubs
- Not hard push for sponsorship or fundraising: just wanted participants

During Event: Logging Miles

- Used Virtual Challenge option through RunSignUp
- Honor system tracking: no need to sync a Garmin/Fitness tracker
- Could submit anytime throughout the month
- Could submit for someone else
- Individual results would roll up to your team; your team would advance along the route when you submitted your miles



Brendan Kearney: Beat the Bay

runsignup.com/Race/Results/98597/ActivityEntry?registrationId=46477756&eventId=...

Beat the Bay State Team Challenge

Back to Results

Miles must be completed between Nov 1st and Nov 30th. The submission form will remain open until December 1st at 12PM Eastern so you can log your final totals for the month of November.

You can log your miles daily, every few days, weekly - it is up to you. Remember, as each member of your team logs miles, your team will move along a mapped route. We'll also be sending weekly reminders via email and daily reminders to the [Facebook group](#) to have people log their activity. You do not need to have MapMyRun, Strava, or a GPS watch. Running or walking counts, and it doesn't matter how fast you're moving - it is just great that you're moving!

Since each person's stride is different, we're using miles to have a way to compare teams. If you track steps, your fitness tracker may also estimate the number of miles that you've logged. [If you want to convert from steps to miles, you can use this calculator.](#)

Log Activities

B **Brendan Kearney: Beat the Bay State Team Challenge**

Results will be accepted from Sunday November 1, 2020 12:00:am EDT to Tuesday December 1, 2020 12:00:pm EST. [Click here](#) for additional details.

New Activity

Activity *

Date Completed *

Distance in Miles * miles

Comment

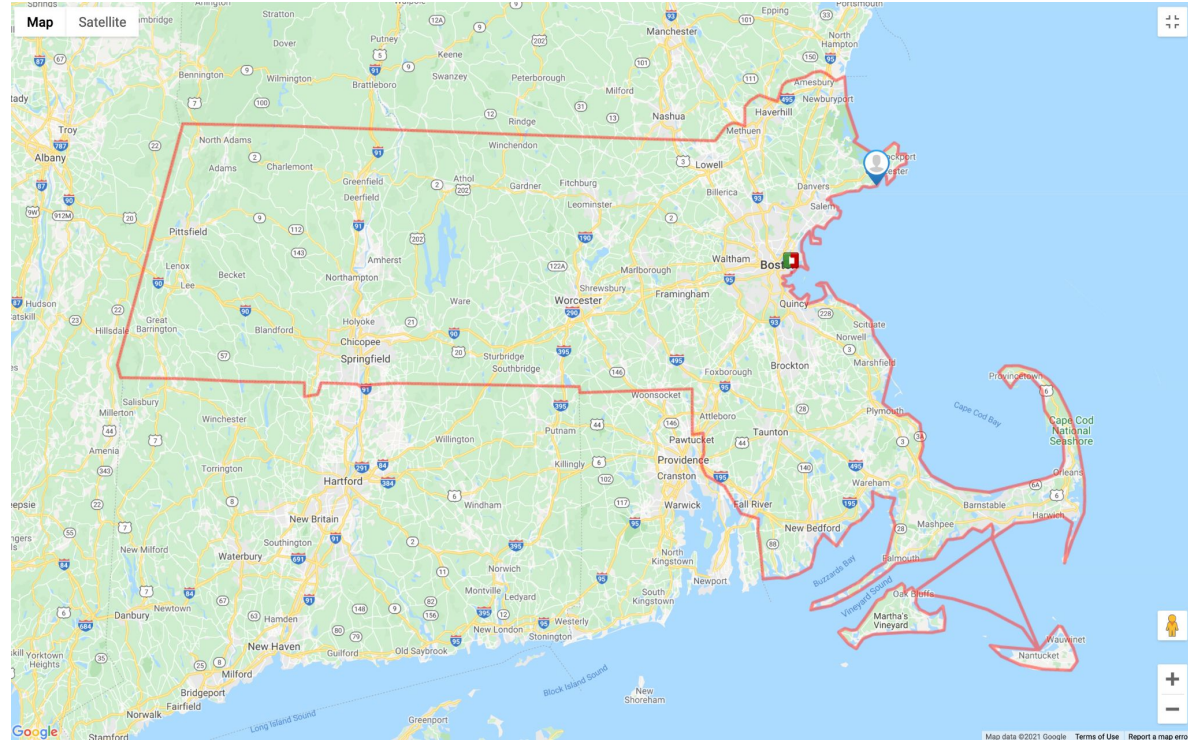
[+ Add Another Activity](#) [Import Activities from CSV file](#) [Lock Account](#)

Submit Activity

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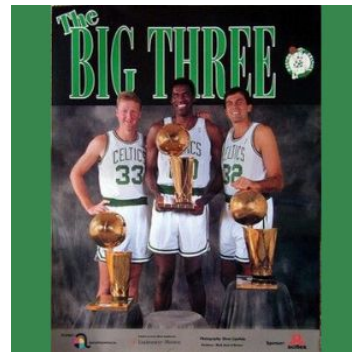
During Event: Team Route

- Created using My Maps on Google, exported map file to RunSignUp
- Played w/ route a bit to be exactly 900 miles
- To include Nantucket & Martha's Vineyard, created a "Ferry" badge as a landmark on the route



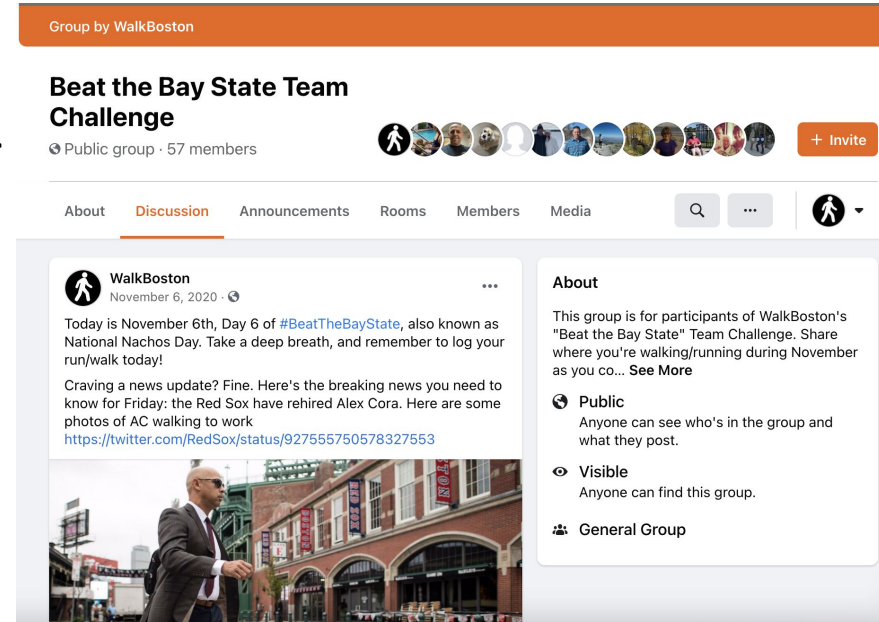
During Event: Badges

- Created using Canva
- # of activities completed
- Cumulative Distance
- Historic landmarks along route
- Official state symbols
- Recurring 30 mile individual badge with sponsor, THPF

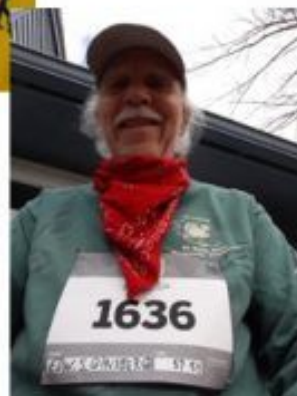


During Event: Communication w/ Participants

- Posted a daily reminder to a “Beat the Bay State” Facebook group; Retweeted any posts that used #BeatTheBayState or tagged WalkBoston
- Weekly email to captains (Wednesdays)
- Weekly email to all participants (Fridays)
- Encouraged people to share where they were going for walk/run
- Shared crowdsourced recommendations as well as WalkBoston maps, projects, trail finding apps, other helpful links



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Goals / Results

"My name is J.J. I am 6 years old and am in first grade. I don't like walking early in the morning because I watch TV when we don't go. For Beat the Bay State, I walked weekly with my mom, grandmother, and sister. This week, we walked to my old day care." — J.J./WalkBoston

"The MassDOT Team has developed new relationships, chatted about our kids and dogs, and even encouraged a few to walk more than they usually do! I hope you loved managing the competition!" —Lisa / MassDOT

"Beat the Bay State motivated me to get outside and get together with colleagues! I live in JP so it was also fun to see pictures of other places people went on their walks, like the Salem waterfront. Outside of the work group I joined the challenge with, it also motivated me to opt for walking to run errands, or to go on walks with friends!" —Jessie / Walkin' with the T

MAKING MASSACHUSETTS MORE WALKABLE

Goals / Results

- Set goal of 200-250 participants, doubled that (**451**)
- 31 teams: 18 completed 900+ miles (some multiple times!)
- 12 States represented (MA, RI, CT, NH, VT, PA, NJ, VA, GA, NC, FL, IL)
- Average age: 44; average age of top 20 individuals by mileage: 48
- 3 biggest teams? Running Clubs
 - **GFRC Growlers** – 47 team members
 - **North Medford Club** – 42 team members
 - **Wicked Running Club** – 32 team members
- Established new fall event; lots of excitement already for 2021.

Get an email when we open registration: [**walkboston.org/baystate**](https://walkboston.org/baystate)