Key messages coming into the checkpoints
“Unpaid riders, prepare to exit”
“Rider checkpoint ahead”
“Please slow down”
“Merge right, slow down”
“Show your rider number”

Key messages within the checkpoint area – as riders are passing through
“Slowdown”
“Have your rider number or eTicket available”
“If you are not registered, please stay to the right and exit the drive”

Key messages in the vetting area
“Fifth Third Bike the Drive is a fundraiser. Payment is required to participate in Fifth Third Bike the Drive”
“Your registration benefits the nonprofit Active Transportation Alliance, which advocates to make biking, walking, and transit safer, more accessible and fun for all of Chicagoland”
“Non-paid riders, you can opt to pay at the Active Trans tent or you’ll have to move off DuSable Lake Shore Drive and take the lakefront path”
“There are optional turn-around points at Oakwood and Fullerton.

Registration tent rider – options
“Please move to the lakefront trail if you refuse to pay for the event”
“You are welcome to pay at the Active Trans tent. We can register you at the tent and you can continue on”
“Sorry, you must pay the registration fee to continue”
“This event is not produced nor paid for by the City of Chicago”
“Adults is $70 day of event and youth is $18”
“Credit is accepted at the registration tent”