



Government Relations & Public Affairs Committee Information

July 30, 2009

May is Bike Month Campaign Summary

Issue: Summary of May is Bike Month Campaign.

Recommendation: None; this is information only.

Discussion: June 1 marked the end of another successful May is Bike Month campaign. This year 7,229 cyclists signed up at mayisbikemonth.com and 6,082 of them logged 1,288,317 miles. That represents 6 percent more participants and 4 percent more miles logged than in 2008. In 2009, a separate registration process for schools and classes was added to the website, which attracted 85 schools to register. In addition to the mayisbikemonth.com website, staff used the social media network Facebook and created a May is Bike Month page (facebook.com/mayisbikemonth), which attracted over 700 fans.

A notable increase occurred in vehicle replacement miles logged (i.e., commute, errand and work trips) increasing from 43 percent in 2008 to 53 percent in 2009. The increase occurred in the errand and work trip categories which reflects the campaign name change from Bike Commute Month to May is Bike Month two years ago. If the cyclists that bicycled to work, for errands and for work in May had chosen to make those trips by car instead of by bicycle, their collective 502,793 miles would have generated 455,613 pounds of greenhouse gases.

Increasing participation is an annual goal, but increasing bicycle education is an additional goal that has been stressed since 2008. In 2008, there were 30 Smart Cycling Clinics with 400 attendees and in 2009 there were 55 clinics in which 898 adults and 292 students received instruction on how to be safer, conspicuous, aware, legal, and predictable when they bicycle. In addition to clinics there were over 50 events posted to the website during May with thousands of attendees in total.

As in past years, a regionally diverse panel reviewed award nominees and selected the following for 2009 Bike Friendly Awards:

- Bike-Friendly Employer of the Year: Mercy General Hospital
- Bicycling Advocate of the Year: Bob Smart
- Cyclist of the Year: Ron Kampling
- Student Cyclist of the Year: Corey Hawkins
- Bicycle Program of the Year: Ed Cox, Bike Valet Parking

Awards were presented to honorees in their local communities by members of the Bike Month committee over the summer and will be featured in SACOG's newsletter, *Regional Report*.

Approved by:

Mike McKeever
Executive Director

MM:RS:MH:sb

Key Staff: Rebecca Sloan, Director of External Affairs and Member Services, (916) 340-6224
A.J. Tendick, Public Information Coordinator, (916) 340-6215