



Transportation Committee

Item #13-5-10
Information

April 25, 2013

May is Bike Month 2012 Recap and 2013 Campaign Update

Issue: What is the status of May Is Bike Month?

Recommendation: None; this item is for information only.

Discussion: The 2012 May is Bike Month campaign saw a large increase in participants and miles logged. Around the region, 8,900 cyclists participated at mayisbikemonth.com and logged 1.75 million miles—a 26 percent increase in miles from the previous year. Bicyclists represented 130 schools, 400 clubs/teams and 1,300 employers. In addition to the mayisbikemonth.com website, social media use increased with a unique page on the social media network Facebook ([facebook.com/mayisbikemonth](https://www.facebook.com/mayisbikemonth)), which grew from 2,300 “likes” in 2011 to 3,750 in 2012.

Promotional strategies from the 2012 campaign included more regular communications, promotion of additional cycling information, and the ability for users to more easily promote the campaign and their involvement via social media and e-mail. New website features and social media uses included:

- Simple, smartphone-friendly version of the website that allowed easier logging of miles.
- Safety tips and activity messages were integrated into social media and website messaging for education and encouragement.
- Friend challenges for mileage competitions via e-mail or Facebook.
- Participation badges on mayisbikemonth.com for specific activities.
- Daily participation of bicycle-friendly businesses on Facebook and Twitter. The business highlighted promoted Bike Month all month and had a special Bike Month prize for the first cyclist to visit their store.

The 2013 campaign will continue to utilize the successful website and social media features from the 2012 campaign. Additional strategies to reach two million miles logged and 15 percent more participants in 2013 include:

- Launching a Bicycle-Friendly Business District in Midtown with participating businesses offering discounts or hosting bike-related events.
- Increasing the ability for participants to sort miles by types of trips, individuals, employers, teams/clubs, and schools to allow users to easily compete with one another on many levels.
- Targeting high traffic pages for additional event and Facebook promotions.
- Increasing the number of schools participating through coordination with Safe Routes to School grant schools.
- Increasing the volume of unique content posted to the website and shared via social media.

Approved by:

Mike McKeever
Chief Executive Officer

MM:AT:sb
Attachment

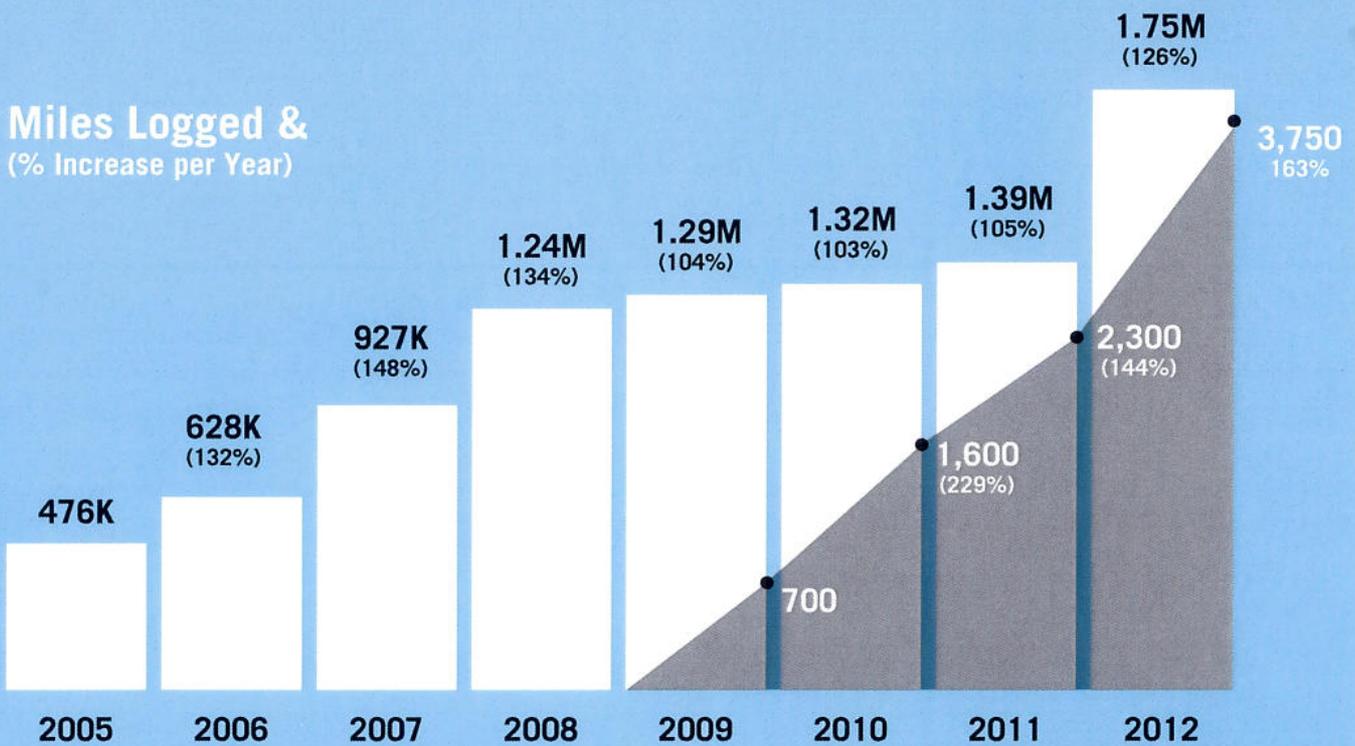
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BREAKING AWAY

Miles Logged &
(% Increase per Year)



Facebook Likes
(% Increase per Year)

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MAYISBIKEMONTH.COM

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