



## Item #12-5-10 Information

### Government Relations & Public Affairs Committee

April 30, 2012

#### May is Bike Month 2011 Recap and 2012 Campaign

**Issue:** Discuss May is Bike Month campaign.

**Recommendation:** None; this item is for information only.

**Discussion:** In 2011, around the region 5,932 cyclists participated at [mayisbikemonth.com](http://mayisbikemonth.com) and logged 1,393,844 miles—a 6 percent increase in miles from the previous year. Bicyclists represented 119 schools, 252 clubs/teams and 1,021 employers. In addition to the [mayisbikemonth.com](http://mayisbikemonth.com) website, staff used a page on the social media network Facebook ([facebook.com/mayisbikemonth](http://facebook.com/mayisbikemonth)), which grew from nearly 1,600 in 2010 to 2,324 in 2011.

New promotional strategies from the 2011 campaign included:

- Broader engagement of social media, expanded school age riders, and increased business promotion.
- Facebook user interaction was increased through broader post topics, additional posts and contests exclusive to Facebook fans. A Twitter account was also utilized but at a much reduced scale.
- The improved website and additional outreach materials provided by SACOG helped increase schools' mileage over 300 percent from 26,276 in 2010 to 107,215 in 2011.
- To encourage residents to try bicycling for everyday errands, SACOG piloted a Bike Month discount program where participating retailers offered a flat discount for customers that arrived by bicycle. The 24 businesses that participated in the promotion encouraged bicycle safety, distributed campaign materials, displayed a Bike Month poster in their window, and were featured on a discount program page on the website.

The 2012 campaign will continue to utilize social media. Strategies include more regular communications, promoting additional cycling information, and allowing users to more easily promote the campaign and their involvement. New website features and social media uses will include:

- Highlighting one bicycle activity that almost anyone can do, per day on Facebook and twitter; learn to fix a flat, ride for a work trip, share Bike Month on Facebook etc. Activities will be promoted weekly via email and daily on Facebook and Twitter.
- Challenge your friends to a mileage competition via email or Facebook.
- Refer your friends via email or Facebook and get entered into a prize drawing at the end of May.
- Earn badges on [mayisbikemonth.com](http://mayisbikemonth.com) for certain activities such as riding on a rainy day, beating your pledge, challenging a friend etc. and share them on Facebook.
- Promoting one bicycle friendly business per day on Facebook and twitter. The business highlighted that day will have a special Bike Month prize for the first cyclist to visit their store. Those businesses will also be promoting Bike Month all month.
- A simple smartphone friendly version of the website to allow easier logging of miles.
- Safety tips and messages will be intermingled into social media and website messaging to educate as well as encourage.

Approved by:

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Chief Executive Officer

RS:AT:sb

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