



SACOG Board of Directors

**Item #16-6-15
Information**

June 9, 2016

May is Bike Month 2016 Recap

Issue: What were campaign strategies and achievements for May is Bike Month in 2016?

Recommendation: None; this item is for information only.

Committee Action/Discussion: The 2016 May is Bike Month (MIBM) campaign saw robust participation from across the region. This year, MIBM participants logged 1.83 million miles, surpassing 2015 numbers, thanks to the help of residents that rode rain or shine representing 196 schools, 1,201 employers, and 726 teams. A total of 668,198 trip replacement miles were logged for 2016, which is a total of 36 percent of all miles logged. This is a slight decrease from last year when participants logged 686,175 trip replacement miles, which was 37 percent of total miles logged. While the overall campaign numbers have remained flat the last couple of years, there is an average of about 45 percent of users that are new registrants each year.

New records were set for number of registrants (10,263) and number of businesses participating in the Shop Dine Bike Day (71). Social media use also increased on the May is Bike Month Facebook page ([facebook.com/mayisbikemonth](https://www.facebook.com/mayisbikemonth)) and Twitter ([@mayisbikemonth](https://twitter.com/mayisbikemonth)) accounts.

Other highlights from the 2016 campaign included:

- Increased business participation in Shop Dine Bike Day by 39 percent (total of 71 businesses participated).
- Increased Facebook likes by 500 and Twitter followers by 136.
- Doubled the amount of new website content over 2015 by changing homepage feature stories at least 2 times per week.
- Integrated the popular STRAVA bicycle mileage tracking app into the campaign and continued to promote SACOG's CycleSac app for mileage logging. A total of 1,072 STRAVA users logged over 52,000 commute trip miles and 346,000 recreation trip miles. A total of 545 Cycle Sac users logged over 13,000 commute trip miles and over 6,700 recreation miles.

Additionally, staff is collecting data from participants about the impact of May is Bike Month on behavior change by doing additional post-campaign electronic survey work. For 2016 overall campaign performance and trip replacement performance by Jurisdiction, please see Attachments A and B respectively.

Approved by:

Mike McKeever
Chief Executive Officer

MM:SB:ds
Attachments

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
 Rebecca Sloan, Director of External Affairs & Member Services, (916) 340-6224
 Sabrina Bradbury, Associate Analyst, (916) 340-6211
 A.J. Tendick, Associate Analyst, (916) 340-6215



MONTH IN REVIEW

PARTICIPANTS

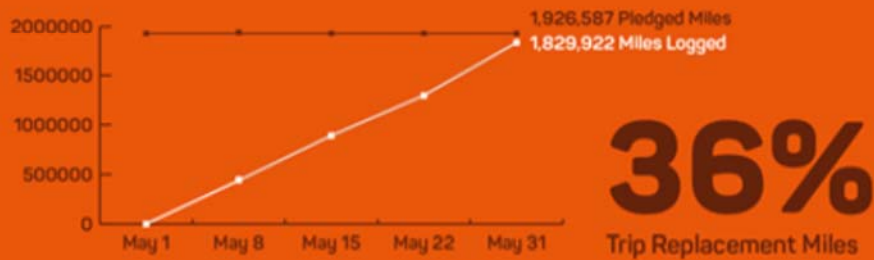
10,263	196	1,201	726
REGISTRANTS	SCHOOLS	EMPLOYERS	TEAMS

PARTICIPANTS

I got exercise and saved money—and it was fun. I plan to continue riding regularly; it's a habit now. I've also starting running errands by bike and encouraging my family members to ride.

Alana Golden, MIBM Participant, State Employee and Mother of Five

MAY MILEAGE



KEEP GOING

Although May has come to an end, it's not too late to get out of the car and keep riding.

Sabrina Bradbury, Campaign Manager for May is Bike Month



MAYISBIKEMONTH.COM

Trip Reduction Rank	Jurisdiction	Total Miles	Trip Replacement Miles	Average/ Capita Trip Replacement Miles	Average/ Capita Total Miles	Recreation Miles	Commute Miles	Multi-Purpose Miles	Errand Miles	Work Miles	Total Riders	Average/ Rider
1	Davis	128,584.30	71,966.10	1.10	1.96	56,618.20	55,716.90	3,888.30	9,868.30	2,492.60	841.00	152.89
2	Loomis	13,758.60	3,461.50	0.54	2.14	10,297.10	2,766.20	144.00	482.30	69.00	44.00	312.70
3	Sacramento	491,238.90	218,857.60	0.47	1.05	272,381.30	171,077.40	11,545.70	30,523.50	5,711.00	3,524.00	139.40
4	Folsom	125,196.50	31,795.70	0.44	1.73	93,400.80	25,830.50	1,818.70	3,276.00	870.50	535.00	234.01
5	West Sacramento	47,834.80	18,991.90	0.39	0.98	28,842.90	15,970.00	897.10	1,620.30	504.50	364.00	131.41
6	Auburn	35,744.70	5,048.10	0.38	2.68	30,696.60	4,312.20	194.20	516.40	25.30	133.00	268.76
7	Rancho Cordova	60,531.20	17,820.10	0.28	0.93	42,711.10	15,477.40	532.00	1,353.00	457.70	326.00	185.68
8	Colfax	2,691.30	510.90	0.26	1.37	2,180.40	371.80	91.60	47.50	-	6.00	448.55
9	Unincorporated Sacramento County	324,597.40	110,592.00	0.20	0.59	214,005.40	91,391.80	7,852.80	8,834.80	2,512.60	1,667.00	194.72
10	Rocklin	40,622.80	10,637.60	0.19	0.71	29,985.20	7,597.80	2,034.10	704.10	301.60	202.00	201.10
11	Roseville	88,240.80	19,019.40	0.16	0.74	69,221.40	15,729.50	930.60	1,850.30	509.00	543.00	162.51
12	Placerville	14,084.60	1,558.00	0.15	1.36	12,526.60	1,004.60	297.90	177.10	78.40	77.00	182.92
13	Elk Grove	91,690.20	21,961.00	0.14	0.60	69,729.20	18,848.20	1,117.40	1,694.40	301.00	559.00	164.03
14	Unincorporated El Dorado County	96,265.20	19,972.70	0.13	0.64	76,292.50	16,675.40	996.10	1,547.00	754.20	404.00	238.28
15	Citrus Heights	27,064.90	6,947.60	0.08	0.32	20,117.30	5,719.40	223.70	783.50	221.00	169.00	160.15
16	Woodland	12,236.30	4,468.90	0.08	0.22	7,767.40	2,652.60	941.30	552.00	323.00	92.00	133.00
17	Marysville	4,747.50	886.20	0.07	0.39	3,861.30	575.10	212.10	97.00	2.00	23.00	206.41
18	Unincorporated Placer County	27,843.20	5,429.00	0.05	0.26	22,414.20	3,853.60	1,080.00	397.40	98.00	143.00	194.71
19	Lincoln	34,562.80	2,093.20	0.05	0.81	32,469.60	1,324.50	77.20	688.50	3.00	127.00	272.15
20	Yuba City	12,678.20	2,590.50	0.04	0.20	10,087.70	1,904.50	99.20	297.20	289.60	71.00	178.57
21	Galt	2,986.00	818.00	0.03	0.13	2,168.00	748.80	5.10	64.10	-	16.00	186.63
22	Winters	1,110.90	149.70	0.02	0.17	961.20	50.70	-	45.60	53.40	11.00	100.99
23	Unincorporated Yuba County	4,010.20	724.30	0.01	0.07	3,285.90	573.50	-	150.80	-	29.00	138.28
24	Unincorporated Yolo County	2,646.00	74.00	0.00	0.11	2,572.00	36.80	11.80	21.80	3.60	13.00	203.54
25	Unincorporated Sutter County	546.70	63.00	0.00	0.03	483.70	40.00	-	23.00	-	6.00	91.12
26	Live Oak	459.90	-	-	0.05	459.90	-	-	-	-	2.00	229.95
27	Wheatland	611.30	-	-	0.18	611.30	-	-	-	-	1.00	611.30