



## SACOG Board of Directors

Item #17-6-20  
Receive & File

June 8, 2017

### May is Bike Month 2017 Recap

**Issue:** What were campaign strategies and achievements for May is Bike Month in 2017?

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

**Committee Action/Discussion:** The 2017 May is Bike Month (MIBM) campaign saw robust participation from across the region. MIBM participants logged over 267,000 trips adding up to a total of 1.6 million miles. This year, participants were asked to log trips in addition to miles, moving the focus of the campaign away from distance and more toward replacing a vehicle trip with a bicycle trip. While the percentage of trip replacement miles logged was roughly the same as last year (35 percent), we are now able to see that 62 percent of those trips replaced a car trip.

Another new aspect of the campaign this year included geocoding the locations of over 7,000 businesses to encourage participants to ride to those businesses and check-in via their mobile phones instead of scanning a QR code to earn a badge. Last year, staff signed up 71 businesses so this feature greatly increased the number of businesses people were encouraged to ride to without requiring any extra work from staff or businesses.

Other highlights from the 2017 campaign include:

- Increased social media presence by adding a Snapchat account and continuing to grow Facebook (7000 fans), Twitter (1488 followers), and Instagram (1,250 followers);
- Ten RT bus tails featured trip-chaining messages to encourage bicycling as a first/last mile connection;
- Reached over 13,000 people on Facebook with our Bike to Work Day virtual button;
- Added badge multipliers allowing participants to be rewarded for repeat behaviors like riding in the rain, riding to businesses and visiting energizer stations;
- Streamlined registration process to include Facebook login feature and eliminated the need to re-register; and
- Reached out to participants from prior years all the way back to 2010.

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 2017 trip replacement performance by Jurisdiction, please see Attachment A.

JC:SB:rh  
Attachment

Key Staff: Kirk Trost, Chief Operating Officer/General Counsel, (916) 340-6210  
Matt Carpenter, Director of Transportation Services, (916) 340-6276  
Sabrina Bradbury, Associate Analyst, (916) 340-6211

Rank	Jurisdiction	Total Trips	Trips Replaced	Avg/Capita Trip Replaced	Avg/Capita Trips	Rec Trips	Commute Trips	Errand Trips	Work Trips	Riders	Avg/Rider
1	Sacramento	57,467	43,529	0.09	0.12	13,938	31,553	10,206	1,770	3206	17.92
2	Davis	19,810	16,111	0.03	0.29	3,699	11,314	3,755	1,042	913	21.7
3	Unincorporated Sacramento County	18,177	9,948	0.15	0.03	8,229	7,939	1,695	314	1531	11.87
4	Folsom	6,202	2,572	0.04	0.08	3,630	1,934	535	103	515	12.04
5	Elk Grove	5,646	2,362	0.02	0.03	3,284	1,778	507	77	514	10.98
6	Roseville	5,601	2,539	0.02	0.04	3,062	1,984	493	62	455	12.31
7	West Sacramento	5,208	3,744	0.03	0.1	1,464	3,063	507	174	383	13.6
8	Rancho Cordova	4,046	2,169	0.03	0.06	1,877	1,849	295	25	329	12.3
9	Unincorporated El Dorado County	3,785	1,047	0.02	0.02	2,738	844	159	44	339	11.17
10	Rocklin	2,259	1,048	0.02	0.04	1,211	891	111	46	189	11.95
11	Auburn	1,532	559	0.01	0.11	973	442	104	13	113	13.56
12	Lincoln	1,405	192	0.01	0.03	1,213	166	26	0	113	12.43
13	Woodland	1,271	878	0.01	0.02	393	566	156	156	97	13.1
14	Unincorporated Placer County	1,182	315	0.00	0.01	867	224	85	6	125	9.46
15	Yuba City	1,148	579	0.01	0.02	569	442	117	20	90	12.76
16	Citrus Heights	1,136	409	0.06	0.01	727	329	56	24	132	8.61
17	Placerville	754	216	0.02	0.07	538	114	69	33	76	9.92
18	Loomis	490	131	0.00	0.07	359	97	27	7	33	14.85
19	Unincorporated Yuba County	276	98	0.05	0	178	68	28	2	22	12.55
20	Marysville	247	146	0.00	0.02	101	92	40	14	19	13
21	Winters	178	135	0.01	0.02	43	105	18	12	9	19.78
22	Galt	139	52	0.01	0.01	87	33	14	5	17	8.18
23	Unincorporated Sutter County	134	63	0.00	0.01	71	34	22	7	13	10.31
24	Colfax	122	11	0.00	0.06	111	6	5	0	7	17.43
25	Unincorporated Yolo County	56	8	0.00	0	48	0	8	0	8	7
26	Live Oak	6	1	0.00	0	5	1	0	0	3	2