



## Regional Planning Partnership

April 15, 2013

### May is Bike Month 2012 Recap and 2013 Campaign Update

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

**Discussion:** The 2012 May is Bike Month campaign saw a large increase in number of participants and miles logged. Around the region 8,900 cyclists participated at [mayisbikemonth.com](http://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](http://mayisbikemonth.com) website, staff increased use of a 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 email. New website features and social media uses included:

- Challenge your friends to a mileage competition via email or Facebook.
- Refer your friends via email or Facebook and to be entered into a prize drawing at the end of May.
- Earn badges on [mayisbikemonth.com](http://mayisbikemonth.com) for specific activities such as riding on a rainy day, beating your pledge, challenging a friend etc. with the ability to share them on Facebook.
- Promoting one bicycle friendly business per day on Facebook and twitter. The business highlighted that day had a special Bike Month prize for the first cyclist to visit their store. Those businesses also promoted Bike Month all month.
- A simple smartphone friendly version of the website that allowed easier logging of miles.
- Safety tips and messages were intermingled into social media and website messaging to educate as well as encourage.

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% more participants in 2013 include:

- Launching a Bicycle-Friendly Business District in Midtown where participating businesses will offer discounts or host bike related events to encourage local residents to visit businesses via bicycle.
- 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.
- Used website analytics to determine high traffic pages and then placed additional event and Facebook information on those pages.
- Increasing the number of schools participating by working with partners already working with schools through Safe Routes to School grants.
- Increasing the amount of unique content posted to the website and shared via social media.

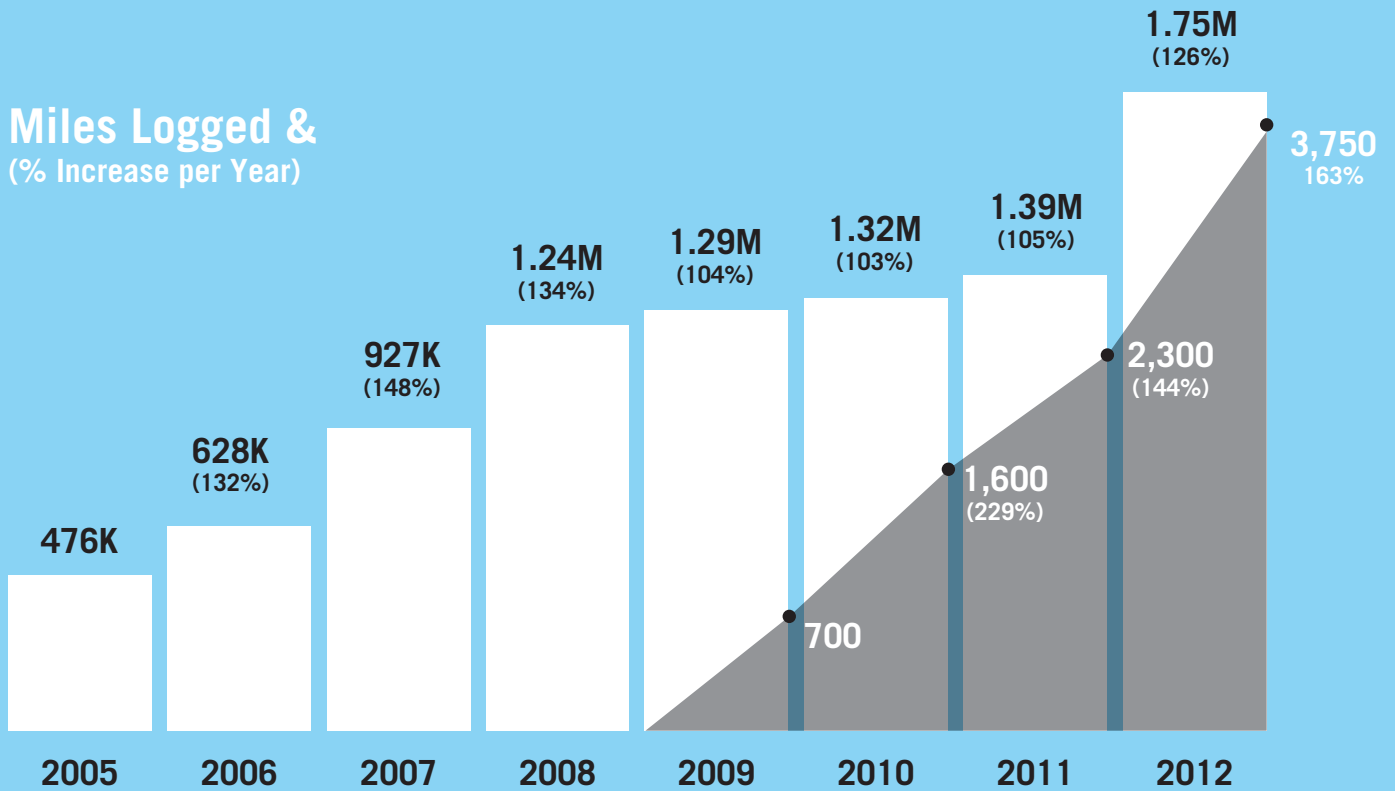
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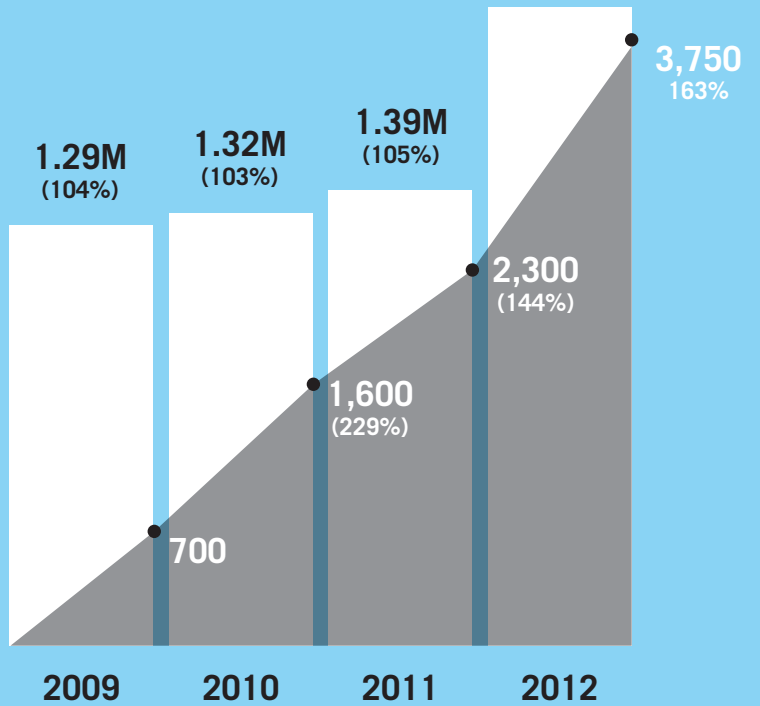


# BREAKING AWAY

Miles Logged &  
(% Increase per Year)



Facebook Likes  
(% Increase per Year)



LOG YOUR COMMUTE, ERRAND AND RECREATION MILES AT

**MAYISBIKEMONTH.COM**

RIDE YOUR  DURING THE MONTH OF MAY



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