



Bicycle & Pedestrian Advisory Committee

January 18, 2017

Title 2017 May is Bike Month Campaign Update

Issue: The 2017 May Is Bike Month campaign incorporates incremental changes that encourages trip-based participation.

Recommendation: None, this is for information only.

Discussion: The 2016 May is Bike Month campaign saw robust participation from across the region. Over 10,264 bicyclists participated by registering at mayisbikemonth.com and logging 1.82 million miles for the region. Bicyclists represented 726 clubs and teams, 1,200 employers, and 196 schools. The campaign also made strides in trips replaced by bike with participants riding 668,198 miles for errands, work or commute which would have otherwise been taken by car.

The 2017 campaign will continue to utilize the successful website and social media features from 2016 while incorporating incremental strategies to encourage participants to replace car trips with bike trips. Participants will have the opportunity to pledge and log both miles and trips and will see trip-replacement statistics and virtual badges featured on the May is Bike Month website. Trip-focused educational content will be used heavily on the website, social media and through email. While the campaign will continue to celebrate any type of bicycling, the intent of featuring trips is to engage new and existing bicyclists by highlighting vehicle-reducing trips. Staff plans to collect data from participants about the impact of May is Bike Month on behavior change by doing additional post-campaign electronic survey work.

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