



Land Use & Natural Resources Committee

March 27, 2014

May is Bike Month 2013 Recap and 2014 Campaign Update

Issue: What were campaign strategies for May is Bike Month in 2013 and what will be added in 2014?

Recommendation: None; this item is for information only.

Discussion: The 2013 May is Bike Month campaign saw the same enthusiastic participation that it has in past years. Around the region, 8,947 cyclists registered at mayisbikemonth.com with participants logging 1.74 million miles for the region. While total miles were about the same as the past year, trip replacement miles (commute, multimodal, work and errand miles) increased slightly from 36 percent to 38 percent of total miles logged. Bicyclists represented 145 schools (a 10 percent increase), 490 clubs/teams (an 18 percent increase) and 1,498 employers (a 13 percent increase). In addition to increased participation from these groups, social media use increased with a unique page on the social media network Facebook ([facebook.com/mayisbikemonth](https://www.facebook.com/mayisbikemonth)), which grew from 3,750 “likes” in 2012 to 4,798 in 2013 (a 22 percent increase).

Promotional strategies for the 2013 campaign included continued use of successful website and social media features from the 2012 campaign. Additional strategies used to increase participation in 2013 included:

- Launching a Bicycle-Friendly Business District in Midtown with participating businesses offering discounts or hosting bike-related events.
- 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.
- Targeting high traffic pages for additional event and Facebook promotions.
- Increasing the number of schools participating through coordination with Safe Routes to School grant schools.
- Increasing the volume of unique content posted to the website and shared via social media including safety and family-friendly bicycling messages.

The 2014 campaign will continue to utilize the successful website and social media features from the 2013 campaign.

Additional strategies to reach two million miles logged and more participants in 2014 include:

- Expanding the ability for users to sort data, for example to sort top businesses by city so they can compete at a more local level and regionally.
- Expanding the Bicycle-Friendly Business District program to Arden Arcade, Cameron Park, Davis, El Dorado Hills, Folsom, and Rancho Cordova.
- Increasing the number of schools participating by working with partners working with schools through Safe Routes to School grants.
- Coordinating more Bike-to-Work rides on May 1 (Kick Off) and May 15 (Bike to Work Day) with outreach partners.
- Focusing website, email and social media content on encouraging participants to replace more vehicle trips with bike trips.

Approved by:

Mike McKeever
Chief Executive Officer

MM:AT:ts

Key Staff: Kacey Lizon, Senior Planner, (916) 340-6265
A.J. Tendick, Public Information Coordinator, (916) 340-6215
Sabrina Bradbury, Public Information Coordinator (916) 340-6211