



Land Use & Natural Resources Committee

Item #16-4-6 Information

March 25, 2016

May is Bike Month 2015 Recap and 2016 Campaign Update

Issue: What were campaign strategies for May is Bike Month in 2015 and what will be added in 2016?

Recommendation: None; this item is for information only.

Discussion: The 2015 May is Bike Month campaign saw robust participation from across the region. Over 8,200 bicyclists participated by registering at mayisbikemonth.com and logging 1.81 million miles for the region. Bicyclists represented 730 clubs and teams, 1,300 employers, and 170 schools. In addition to participation from these groups, social media use increased on the May is Bike Month Facebook page (facebook.com/mayisbikemonth), which grew from 5,600 “likes” in 2014 to 6,200 in 2015 (an 11 percent increase).

Highlights from the 2015 campaign included:

- Integration of the CycleSac mobile app (550 CycleSac app users logging 5,550 trips in May).
- Schools logging nearly 120,000 miles, with three of the top five schools from Natomas.
- Commuters logging 29,000 miles on Bike to Work Day.
- Website registrants earning over 84,000 electronic badges (up from 76,000 in 2014).
- Auburn repeating as the jurisdiction with the most miles logged per capita (2.55), with Loomis (1.98) and Davis (1.95) rounding out the top three. Folsom, Placerville, and the cities of Sacramento and West Sacramento all also had ratios of over one mile per capita.

The 2016 campaign will continue to utilize the successful website and social media features from the 2015 campaign. Additional strategies and goals for the 2016 campaign include:

- Increase number of trip replacement miles by 50,000 miles over 2015 by focusing the majority of messaging on encouraging trip replacement.
- Increase business participation in Shop Dine Bike Day by 25 percent.
- Increase Facebook likes by 800, Twitter followers by 200, Instagram followers by 100.
- Double the amount of new website content over 2015 by changing homepage feature stories at least 2 times per week.
- Integrate the popular STRAVA bicycle mileage tracking app into the campaign and continue to promote SACOG’s CycleSac app for mileage logging.

Additionally, staff will collect data from participants about the impact of May is Bike Month on behavior change by doing additional post-campaign electronic survey work. For 2005 – 2015 overall campaign performance and 2015 performance by Jurisdiction, please see Attachments A and B respectively.

Approved by:

Mike McKeever
Chief Executive Officer

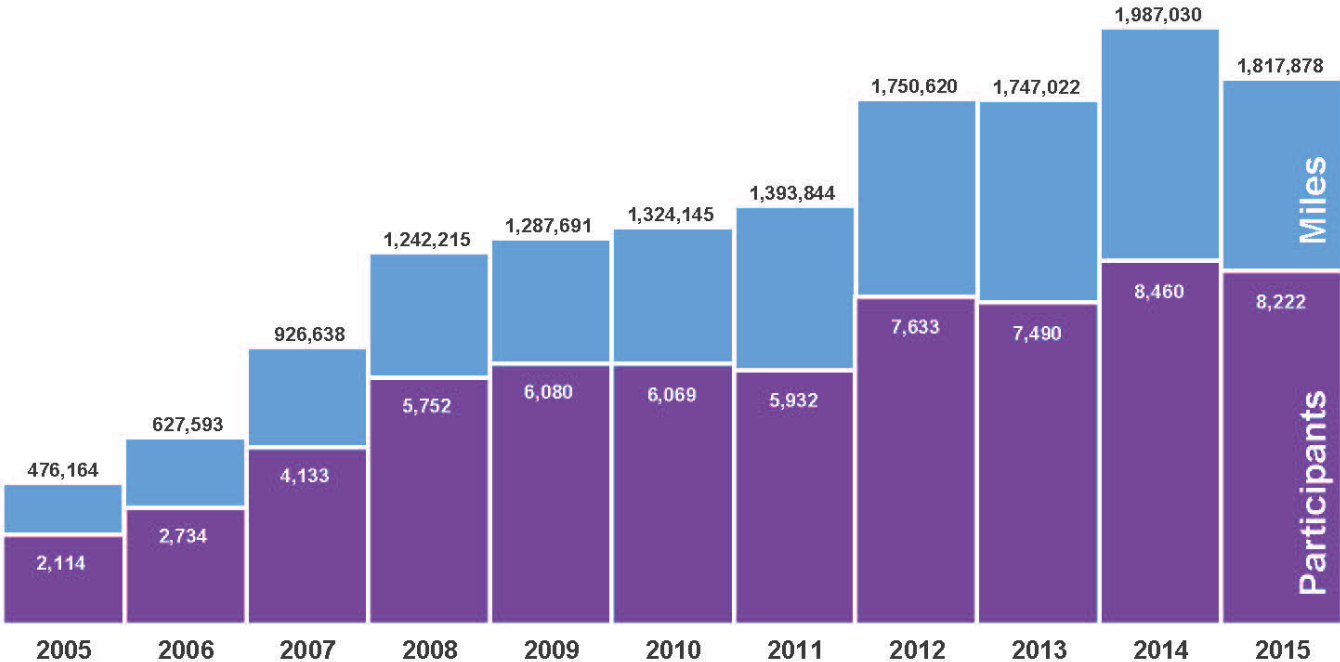
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Attachments

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May is Bike Month

Participants and Miles Logged

2005 - 2015



May is Bike Month

Participation by Jurisdiction

2015

	Jurisdiction	Total Miles	Trip				Work Miles	Riders	Average / Rider	Average / Capita
			Replacement Miles	Recreation Miles	Commute Miles	Errand Miles				
1	Sacramento	495,414.60	222,743.40	272,671.20	167,441.60	33,743.20	6,277.00	3429	144.5	1.06
2	Unincorporated Sacramento County	324,514.70	112,247.90	212,266.80	95,697.00	9,510.70	2,459.40	1597	203.2	0.59
3	Davis	127,924.20	68,538.70	59,385.50	52,758.90	10,303.90	2,112.00	794	161.1	1.95
4	Folsom	126,114.00	35,597.70	90,516.30	29,561.40	2,910.90	629	529	238.4	1.75
5	Roseville	86,457.10	18,478.60	67,978.50	15,301.10	2,006.10	524.4	529	163.4	0.73
6	Elk Grove	81,885.60	18,506.30	63,379.30	15,616.70	1,981.70	333.5	533	153.6	0.54
7	Unincorporated El Dorado County	79,513.30	17,562.20	61,951.10	15,005.00	1,038.30	661.7	363	219	0.53
8	Rancho	51,060.90	16,164.20	34,896.70	14,217.80	1,005.60	220	311	164.2	0.79
9	West Sacramento	50,839.10	23,901.40	26,937.70	19,511.40	2,098.00	677.7	362	140.4	1.04
10	Rocklin	36,870.70	9,773.90	27,096.80	8,130.30	890.8	251.4	212	173.9	0.65
11	Auburn	33,952.00	5,138.90	28,813.10	4,141.90	518.3	82.5	135	251.5	2.55
12	Unincorporated Placer County	31,231.40	4,705.30	26,526.10	3,537.30	346.9	94.8	146	213.9	0.29
13	Citrus Heights	27,209.00	5,781.00	21,428.00	4,901.40	422.1	75.7	172	158.2	0.33
14	Lincoln	27,009.10	2,228.60	24,780.50	1,556.80	395	67.2	123	219.6	0.63
15	Yuba City	19,211.10	4,050.50	15,160.60	3,058.80	653.9	197.6	113	170	0.3
16	Loomis	12,761.10	3,662.50	9,098.60	2,881.80	319.9	143	38	335.8	1.98
17	Placerville	12,465.70	1,472.20	10,993.50	1,262.30	147.6	34.6	65	191.8	1.2
18	Woodland	12,252.40	3,954.90	8,297.50	3,242.60	572.6	58.4	73	167.8	0.22
19	Marysville	4,470.30	937.9	3,532.40	588.1	229.6	46.6	26	171.9	0.37
20	Unincorporated Yuba County	3,832.10	657.9	3,174.20	599.6	58.3	0	22	174.2	0.07
21	Galt	2,414.00	554.2	1,859.80	549.2	5	0	12	201.2	0.1
22	Colfax	1,841.80	308.1	1,533.70	285.1	3	3	13	141.7	0.94
23	Winters	1,316.40	67.3	1,249.10	3.4	17.2	46.7	9	146.3	0.2
24	Unincorporated Yolo County	945.8	67.1	878.7	60.7	6.4	0	6	157.6	0.04
25	Unincorporated Sutter County	906.9	67.8	839.1	19	48.8	0	10	90.7	0.04
26	Live Oak	143	4	139	0	4	0	5	28.6	0.02
27	Wheatland	63	3	60	0	3	0	2	31.5	0.02