



Land Use & Natural Resources Committee

Item #13-8-7
Information

July 25, 2013

May is Bike Month 2013 Recap

Issue: Results of the May is Bike Month 2013 Campaign.

Recommendation: None; this item is for information only.

Discussion: May is Bike Month is a regional campaign to encourage residents to try bicycling as a replacement for car trips and for recreation. As we know from findings in the MTP/SCS, residents need to reduce the amount of car trips in order to reduce congestion and greenhouse gas emissions. The campaign encourages new and existing riders through a variety of activities and incentives.

With a focus on safe and frequent bicycle trips, 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 last year, trip replacement miles (commute, multimodal, work and errand miles) increased slightly from 36 percent to 38 percent of total miles logged.

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.

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), which grew from 3,750 “likes” in 2012 to 4,798 in 2013 (a 22 percent increase).

By partnering with the Midtown Business Association to create a Bicycle Friendly Business District in Midtown, the campaign recruited participation from over 35 midtown businesses, making the business district a successful pilot program. The midtown businesses and 10 additional businesses from across the region participated in the Shop Dine Bike program by offering discounts or hosting events for bicyclists. In 2014, the campaign plans to expand the business program by partnering with other business associations and chambers in other parts of the region.

Approved by:

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