



Land Use & Natural Resources Committee

Item #17-4-7
Information

March 30, 2017

May is Bike Month 2016 Recap and 2017 Campaign Update

Issue: What were campaign strategies for May is Bike Month in 2016 and what will be added in 2017?

Recommendation: None; this item is for information only.

Discussion: The 2016 May is Bike Month (MIBM) campaign saw robust participation from across the region. Last year, MIBM participants logged 1.83 million miles, surpassing 2015 numbers. Residents rode rain or shine representing 196 schools, 1,201 employers, and 726 teams. A total of 668,198 trip replacement miles were logged, which was 36 percent of all miles logged. Total miles logged in 2016 increased one percent over 2015 total miles. While trip replacement miles decreased 2.6 percent, we did see a 4.6 percent increase in the number of participants over 2015. Additionally, we have seen that about 45 percent of the registrants are new to the campaign each year, which means we are increasing regional awareness of May is Bike Month.

New records were set for number of registrants (10,263) and number of businesses participating in the Shop Dine Bike Day (71). Social media engagement increased on the MIBM Facebook page ([facebook.com/mayisbikemonth](https://www.facebook.com/mayisbikemonth)) and Twitter (@[@mayisbikemonth](https://twitter.com/mayisbikemonth)) accounts. There will continue to be cross posting to SACOG's primary social media accounts.

Staff sent a survey to the 2016 MIBM participants to get feedback regarding the impact the campaign has on changing travel behavior. A total of 1,925 participants took the survey 50 percent responded that they were somewhat likely or very likely to try bicycling instead of driving for a trip because of the campaign. See Attachment A for full survey results.

Highlights from the 2016 campaign include:

- Increased business participation in Shop Dine Bike Day by 39 percent (total of 71 businesses participated);
- Increased Facebook likes by 500 and Twitter followers by 136;
- Doubled the amount of new website content over 2015 by changing homepage feature stories at least 2 times per week; and
- Integrated the STRAVA bicycle mileage tracking app into the campaign and continued to promote SACOG's CycleSac app for mileage logging; a total of 1,072 STRAVA users logged over 52,000 commute trip miles and 346,000 recreation trip miles; a total of 545 Cycle Sac users logged over 13,000 commute trip miles and over 6,700 recreation miles.

The 2017 campaign will continue to utilize the successful website and social media features from the 2016 campaign. New strategies and goals for the 2017 campaign include:

- Increase participants' awareness of bicycling as a mode of transportation by shifting from a focus on miles to a focus on trips;
- Offer campaign material toolkits to partners to make it easier for more partners to promote the campaign;
- Increase the number of registrants participating in the Shop Dine Bike Day by 25 percent by using geocoding technology to allow participants to earn badges by checking in at various businesses;
- Increase social media exposure by joining Snapchat and continuing to increase likes and followers on existing Facebook, Instagram and Twitter account; and
- Focus website content on reducing car trips by replacing them with bicycle trips.

Staff will again collect data from participants about the impact of May is Bike Month on behavior change by doing post-campaign electronic survey work.

Approved by:

Kirk E. Trost
Interim Chief Executive Officer

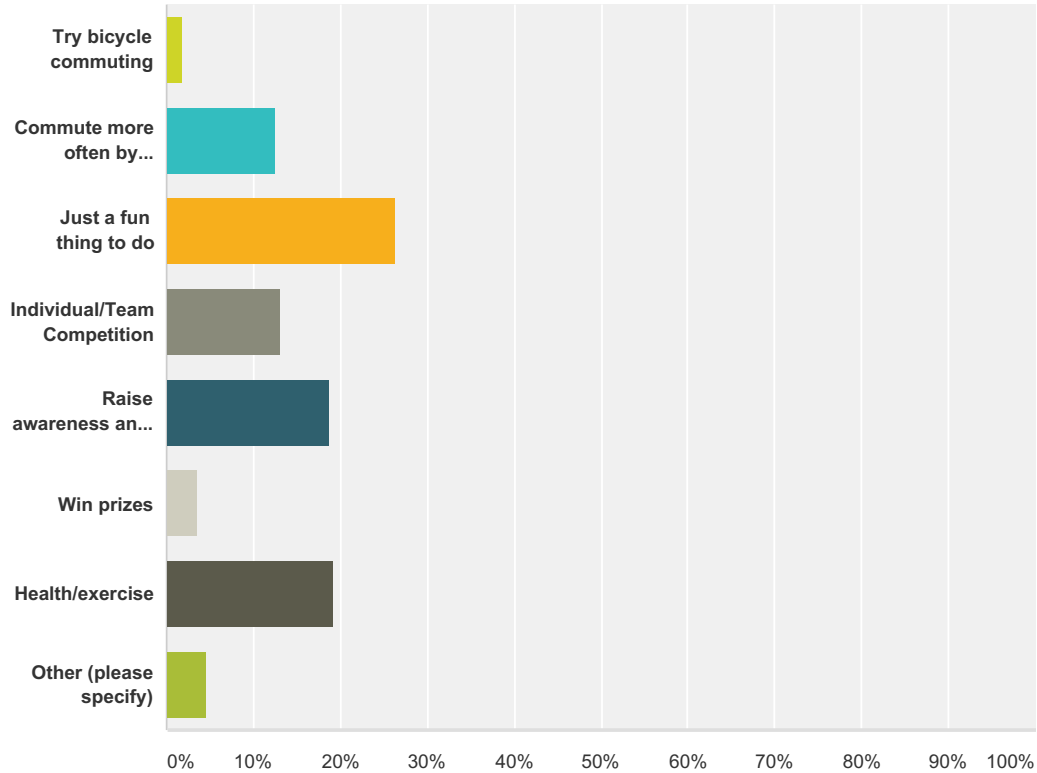
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Attachment

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May is Bike Month Follow-Up Survey

Q1 Which ONE of the statements below best describes why you decided to register for May is Bike Month this year?

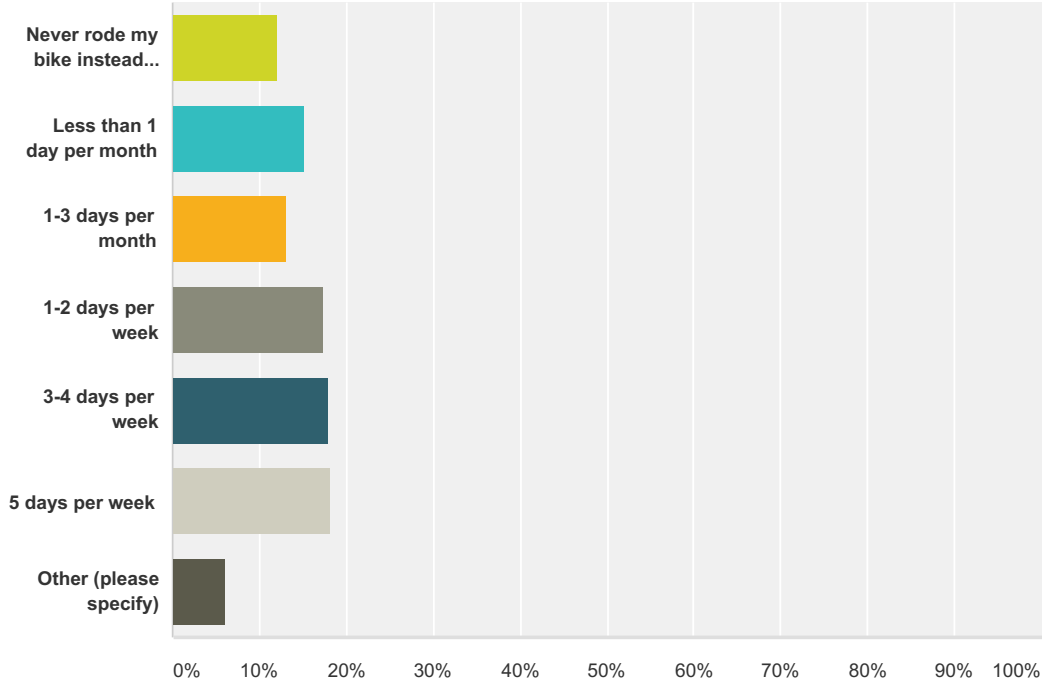
Answered: 1,924 Skipped: 1



Answer Choices	Responses
Try bicycle commuting	1.98% 38
Commute more often by bicycle	12.47% 240
Just a fun thing to do	26.25% 505
Individual/Team Competition	13.20% 254
Raise awareness and support bicycle commuting	18.71% 360
Win prizes	3.64% 70
Health/exercise	19.13% 368
Other (please specify)	4.63% 89
Total	1,924

Q2 Before May is Bike Month, how often did you ride your bicycle instead of driving, on average?

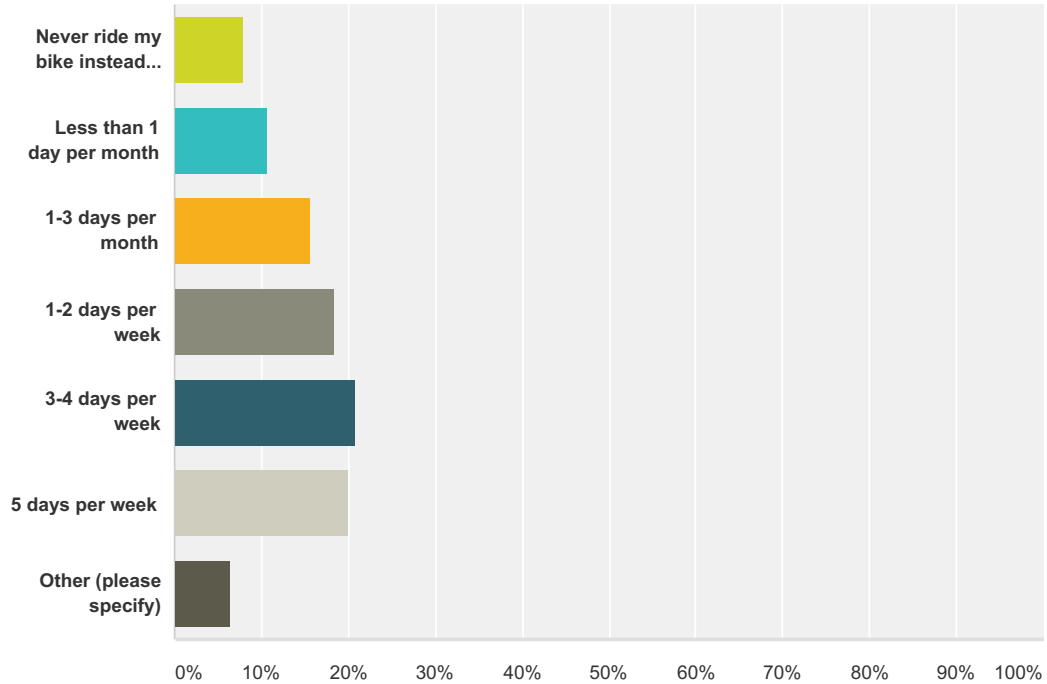
Answered: 1,913 Skipped: 12



Answer Choices	Responses
Never rode my bike instead of driving before MIBM	12.13% 232
Less than 1 day per month	15.32% 293
1-3 days per month	13.07% 250
1-2 days per week	17.35% 332
3-4 days per week	17.93% 343
5 days per week	18.14% 347
Other (please specify)	6.06% 116
Total	1,913

Q3 Since May is Bike Month, how often do you ride your bicycle instead of driving, on average?

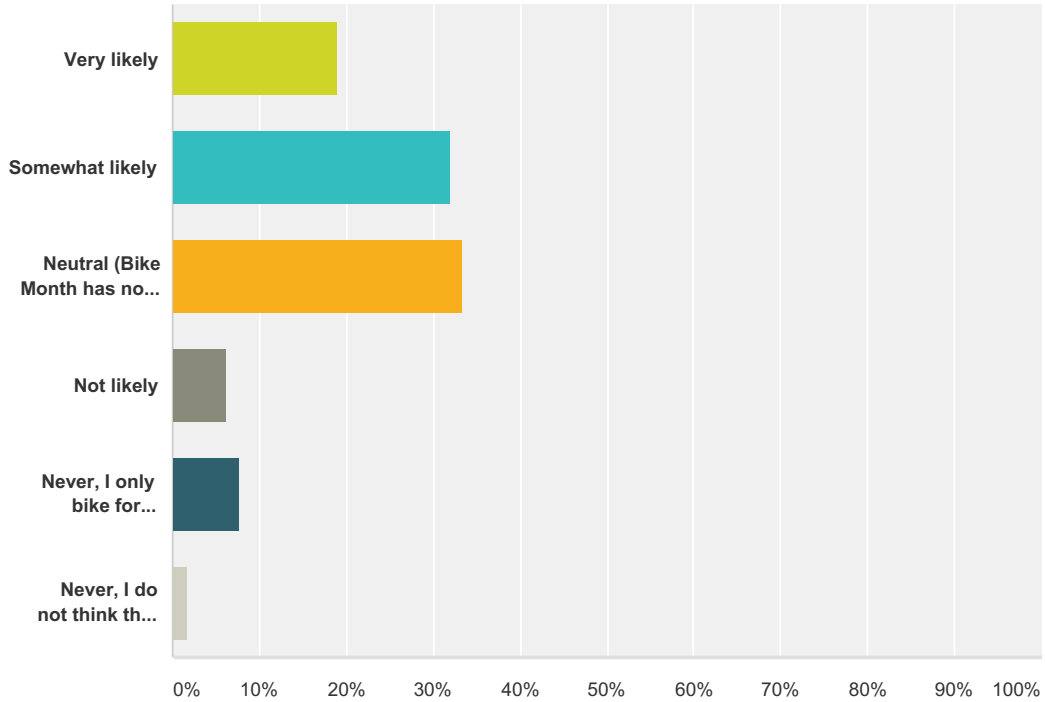
Answered: 1,918 Skipped: 7



Answer Choices	Responses	Count
Never ride my bike instead of driving	7.92%	152
Less than 1 day per month	10.74%	206
1-3 days per month	15.64%	300
1-2 days per week	18.30%	351
3-4 days per week	20.80%	399
5 days per week	20.07%	385
Other (please specify)	6.52%	125
Total		1,918

Q4 How likely are you to bicycle instead of drive for any type of trip (to school, the store, a restaurant, to work, etc.) as a result of May is Bike Month?

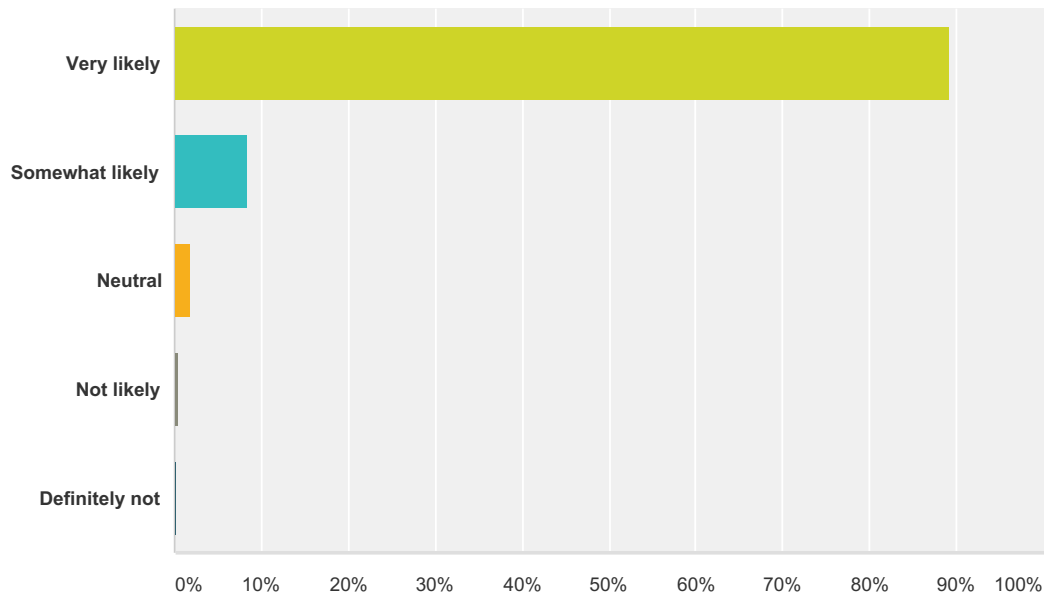
Answered: 1,919 Skipped: 6



Answer Choices	Responses
Very likely	18.97% 364
Somewhat likely	31.89% 612
Neutral (Bike Month has no effect)	33.45% 642
Not likely	6.20% 119
Never, I only bike for recreation and/or exercise	7.71% 148
Never, I do not think the routes are safe	1.77% 34
Total	1,919

Q5 How likely are you to participate in May is Bike Month again next year?

Answered: 1,924 Skipped: 1



Answer Choices	Responses	Count
Very likely	89.14%	1,715
Somewhat likely	8.32%	160
Neutral	1.92%	37
Not likely	0.47%	9
Definitely not	0.16%	3
Total		1,924