



## Government Relations & Public Affairs Committee Information

March 27, 2015

### May is Bike Month 2014 Recap and 2015 Campaign Update

**Issue:** What were campaign strategies for May is Bike Month in 2014 and what will be added in 2015?

**Recommendation:** None; this item is for information only.

**Discussion:** The 2014 May is Bike Month campaign saw a surge of increased participation but fell just short of logging two million miles. Around the region, nearly 10,000 cyclists registered at [mayisbikemonth.com](http://mayisbikemonth.com) with participants logging 1.99 million miles for the region. Total miles increased 14 percent over 2013 and, importantly, trip replacement miles (commute, multimodal, work, and errand miles) increased slightly from 38 percent to 41 percent of total miles logged. Bicyclists represented 600 clubs/teams (a 22 percent increase), 1,498 employers (a 13 percent decrease), and 300 schools (a 200 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 4,800 “likes” in 2013 to 5,600 in 2014 (a 17 percent increase).

Promotional strategies for the 2014 campaign included continued use of successful website and social media features from the 2013 campaign. Additional strategies used to increase participation in 2014 included:

- 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.
- 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 (day of Kick Off) and May 15 (Bike to Work Day) with outreach partners.
- Coordinating outreach with the Fix 50 construction work.

The 2015 campaign will continue to utilize the successful website and social media features from the 2014 campaign. Additional strategies to surpass two million miles logged and more participants in 2015 include:

- Integrating into the campaign the CycleSac mobile app for mileage logging.
- Increasing the number of schools participating, with increased funding dedicated towards school outreach materials.
- Introducing a unique regional promotional campaign for Bike to Work Day (May 21).
- Focusing website, email and social media content on encouraging participants to replace more vehicle trips with bike trips.
- Increasing the use of game mechanics and game design techniques (“gamification”) on the website to drive deeper engagement and motivation of past and new participants.

Approved by:

Mike McKeever  
Chief Executive Officer

MM:AT:ds

Key Staff: Erik Johnson, Manager of Policy and Administration, (916) 340-6247  
A.J. Tendick, Public Information Coordinator, (916) 340-6215  
Sabrina Bradbury, Public Information Coordinator, (916) 340-6211