



MAY IS BIKE MONTH

FINAL REPORT

2022

Submitted by Shelley Yaun and Deb Banks, Sacramento Area Bicycle Advocates



Executive Summary

May is Bike Month is an annual campaign that has a mission to:

Encourage people to replace car trips with bike trips.



May is **BIKE MONTH**

Promoting cycling as a mode of transportation encompasses many benefits including improving air quality, reducing traffic congestion, improving health through exercise, and engaging the community.



3,987 PEOPLE



373 NEW RIDERS



294 WORKPLACES



39,735 TRIPS



552,441 MILES



59,979 LB CO2 SAVED

This year the Sacramento Area Council of Governments (SACOG) contracted with the Sacramento Area Bicycle Advocates (SABA) to lead the May is Bike Month (MiBM) campaign.

SABA with input from partners, chose to use the Love to Ride (L2R) website platform. The Love to Ride platform is designed specifically to motivate new riders and encourage existing riders during “challenges.” This web-based platform activates cyclists by providing a friendly, supportive, local cycling community through celebrating successes, sharing stories, and setting goals.

SABA, Love to Ride, and many of the MiBM Partners promoted the campaign at events, on their websites, through social media channels, media interviews, special events, and through printed materials.

This year, 2022, is the first year SABA lead the campaign. SABA’s strategy was to try many different options to promote the campaign and then evaluate which worked best for future years. This report highlights the activities and learning experiences during the 2022 campaign that could be applied to future campaigns.





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Participation

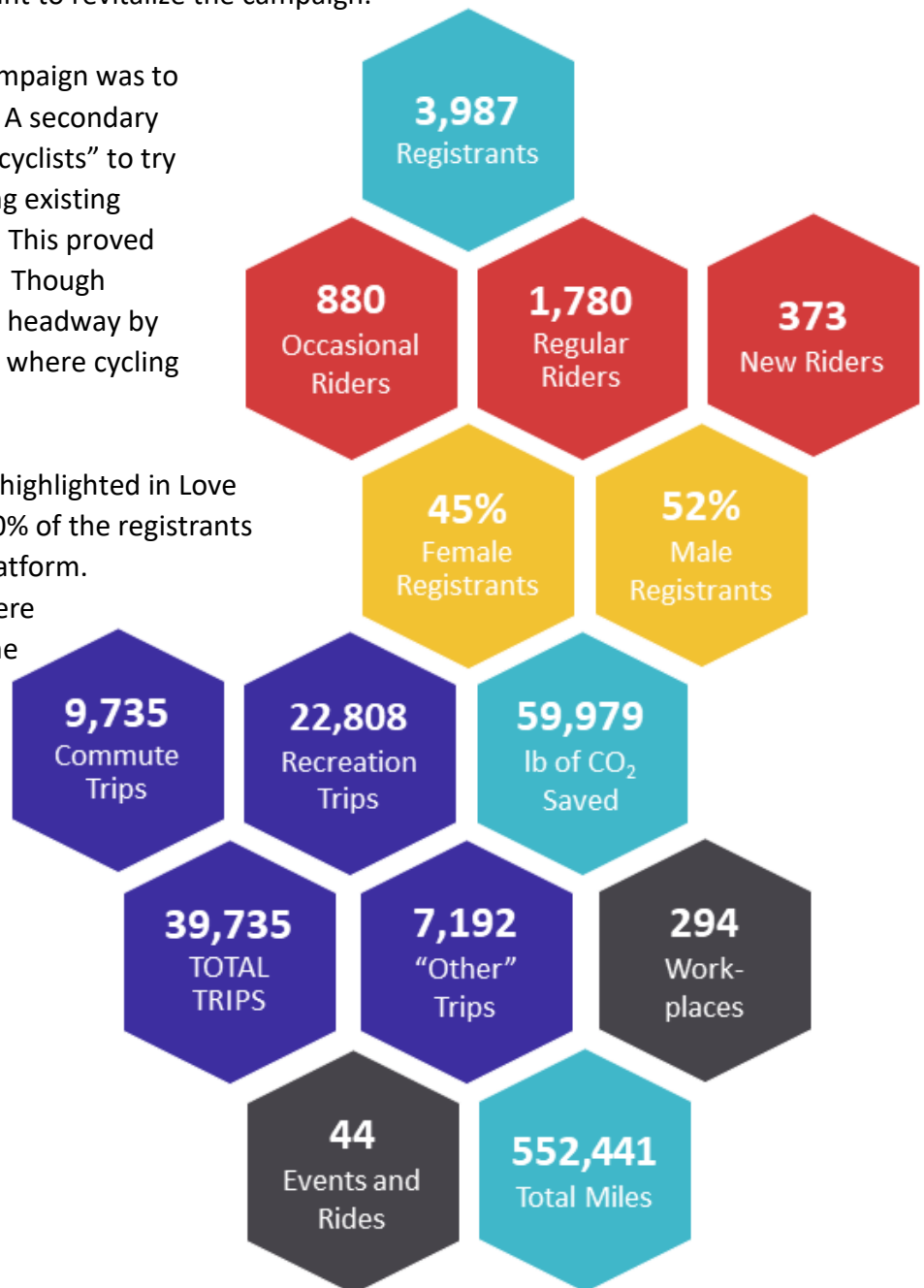
Participation Analysis

Given that the May is Bike Month campaign was largely halted in 2020 due to the COVID-19 pandemic, this year was important to revitalize the campaign.

SABA's mission for the MiBM campaign was to replace car trips with bike trips. A secondary mission was to encourage "non-cyclists" to try cycling in addition to encouraging existing cyclists to ride throughout May. This proved to be a difficult target audience. Though difficult to measure, SABA made headway by targeting events in communities where cycling isn't as prevalent.

Other participation success was highlighted in Love to Ride's report, showing that 90% of the registrants were new to the Love to Ride platform. This indicates that registrants were using the platform because of the efforts made during the overall campaign.

Love to Ride measured the number of participants who signed up to participate in May is Bike Month, and captured rides completed and logged on the website. 87% of registrants logged rides, up from what Love to Ride typically experiences, which is approximately 70%.



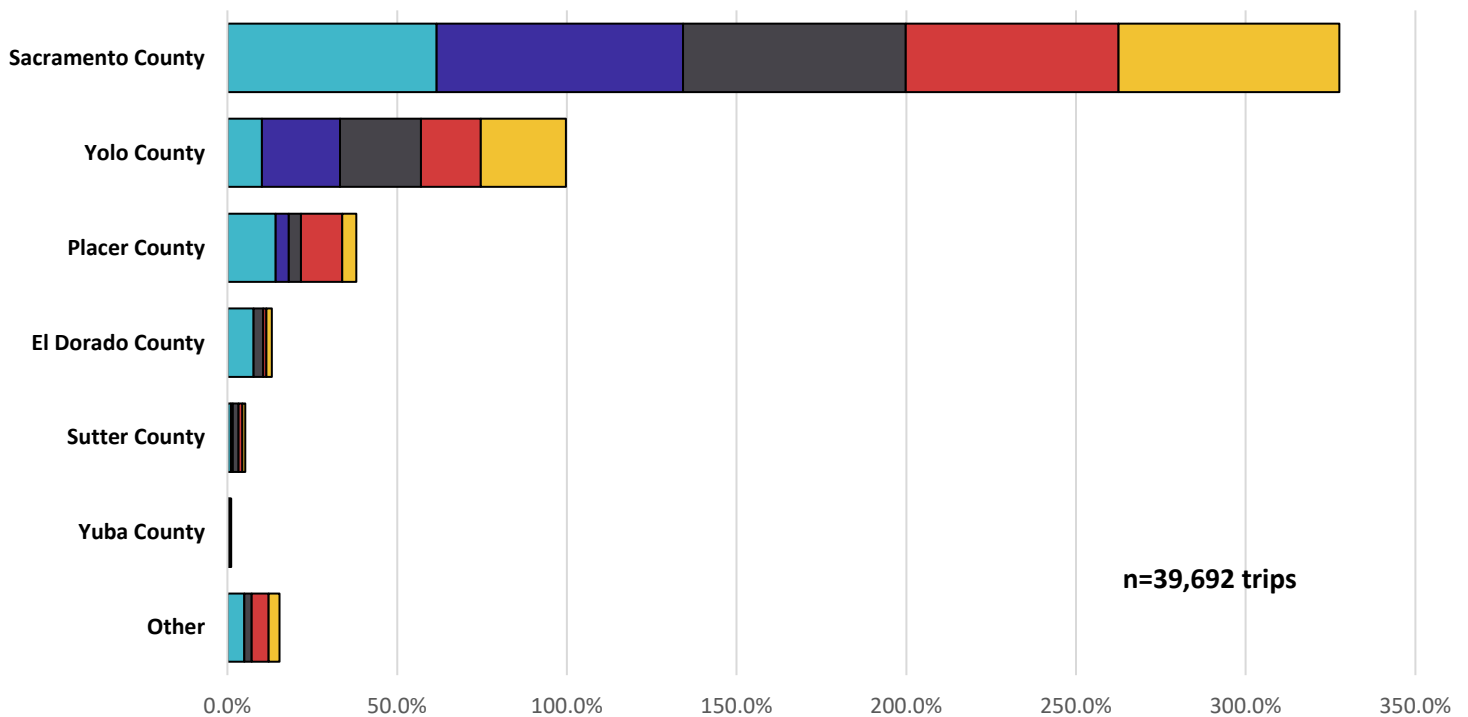


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SABA's Participation Analysis

SABA performed a more detailed data analysis to further break down participation in the region.

Trips by County

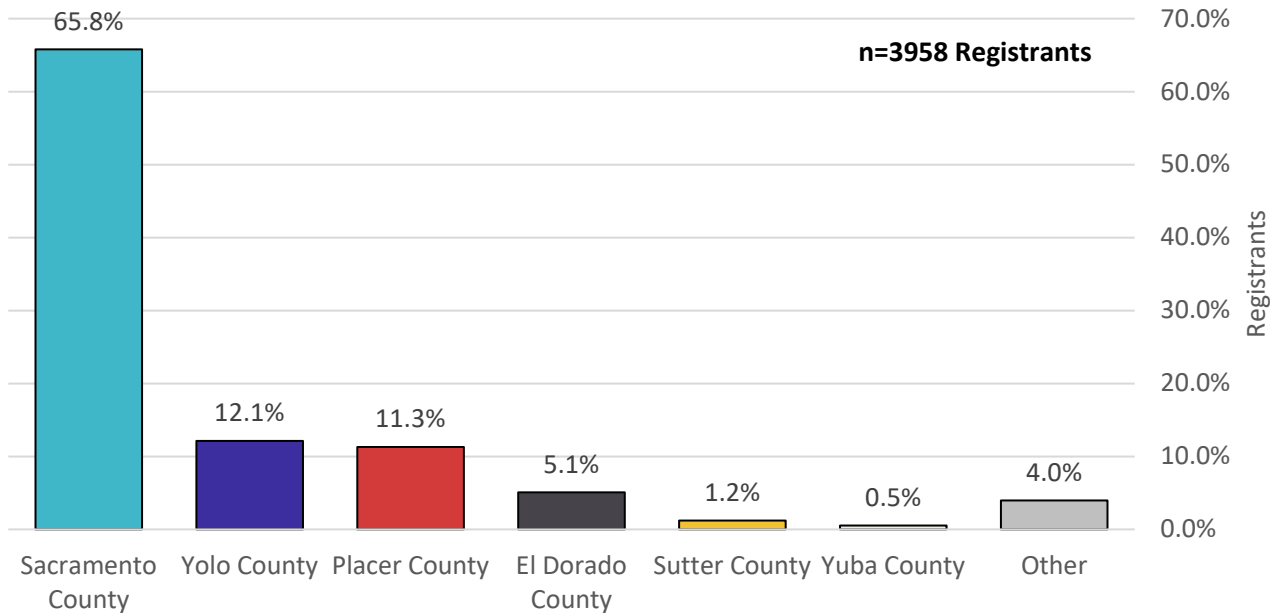


	Sacramento County	Yolo County	Placer County	El Dorado County	Sutter County	Yuba County	Other
Recreation Trips	61.6%	10.2%	14.2%	7.7%	1.0%	0.3%	5.0%
Meeting Trips	72.6%	23.0%	3.9%	0.0%	0.5%	0.0%	0.0%
Transport Trips	65.6%	23.9%	3.6%	2.9%	1.7%	0.2%	2.2%
Indoor Trips	62.7%	17.6%	12.2%	1.0%	1.2%	0.4%	5.0%
Other Destination Trips	65.0%	25.1%	4.1%	1.5%	0.8%	0.3%	3.2%



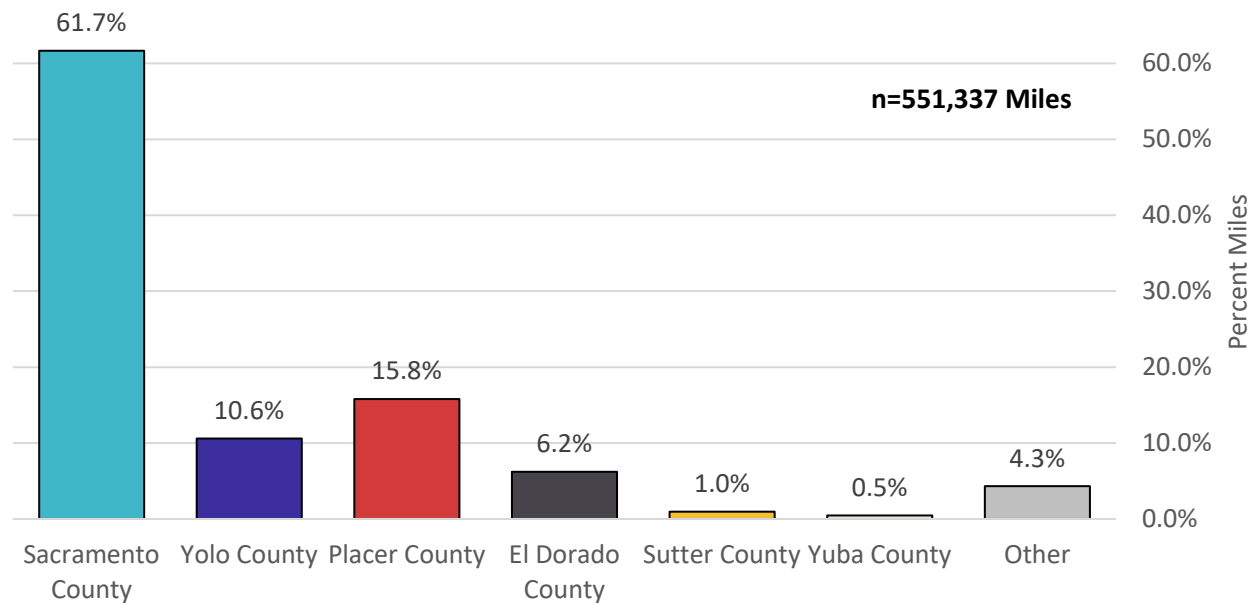
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Registrants by County



*"Other" includes registrants listed in a county outside of CA, in a state outside of CA or did not provide a work or home address.

Total Miles by County





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Participation by City

SABA analyzed participation by City and identified 137 cities around the world that participated in the Region's May is Bike Month campaign. The table below includes only Cities with at least 1% representation or 18 cities out of the 137 Cities represented in the challenge.

City	Number	% of Total*
Sacramento	1687	48.1%
Davis	272	7.8%
Elk Grove	203	5.8%
Roseville	178	5.1%
Folsom	178	5.1%
West Sacramento	149	4.3%
Rancho Cordova	109	3.1%
Carmichael	108	3.1%
South Lake Tahoe	87	2.5%
Fair Oaks	83	2.4%
Citrus Heights	66	1.9%
Rocklin	66	1.9%
Orangevale	64	1.8%
Lincoln	60	1.7%
Woodland	52	1.5%
Auburn	51	1.5%
El Dorado Hills	48	1.4%
Yuba City	43	1.2%
Grand Total	3504	100.0%

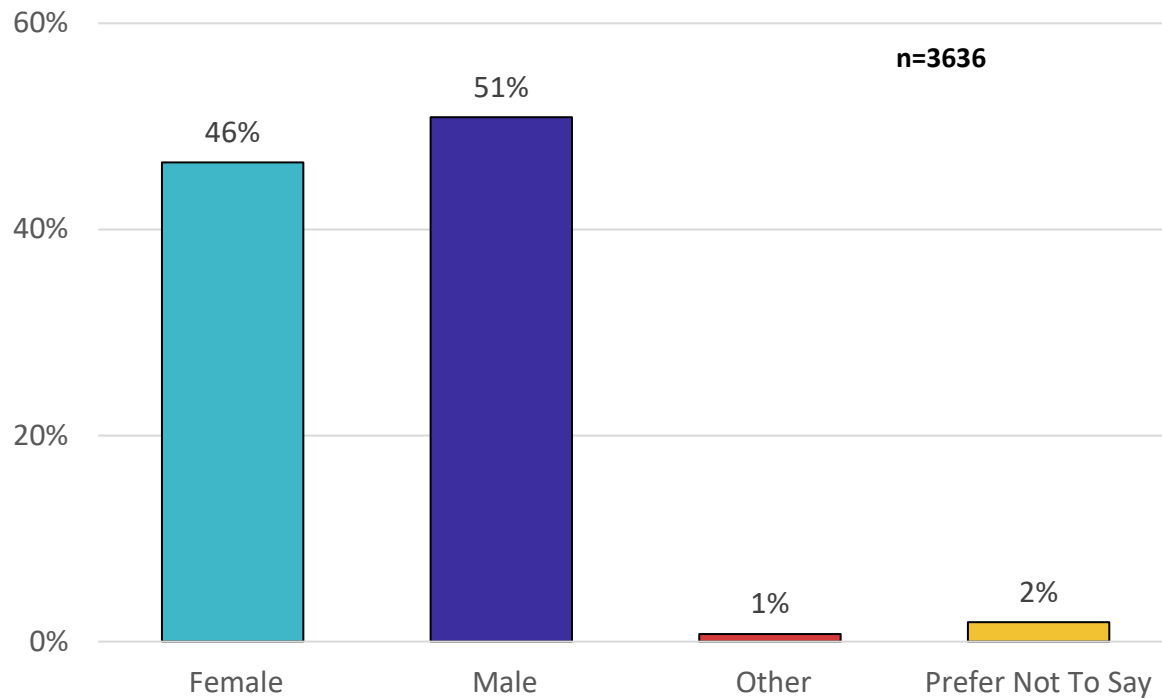
*Total includes all Cities with 1% or more representation.



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Participation by Gender

when participants registered on the Love to Ride website, they had the option to take a survey that included gender. The graph below indicates the results of the survey. Additional gender information is available in [Love to Ride's Interim Report](#) located in the appendix.

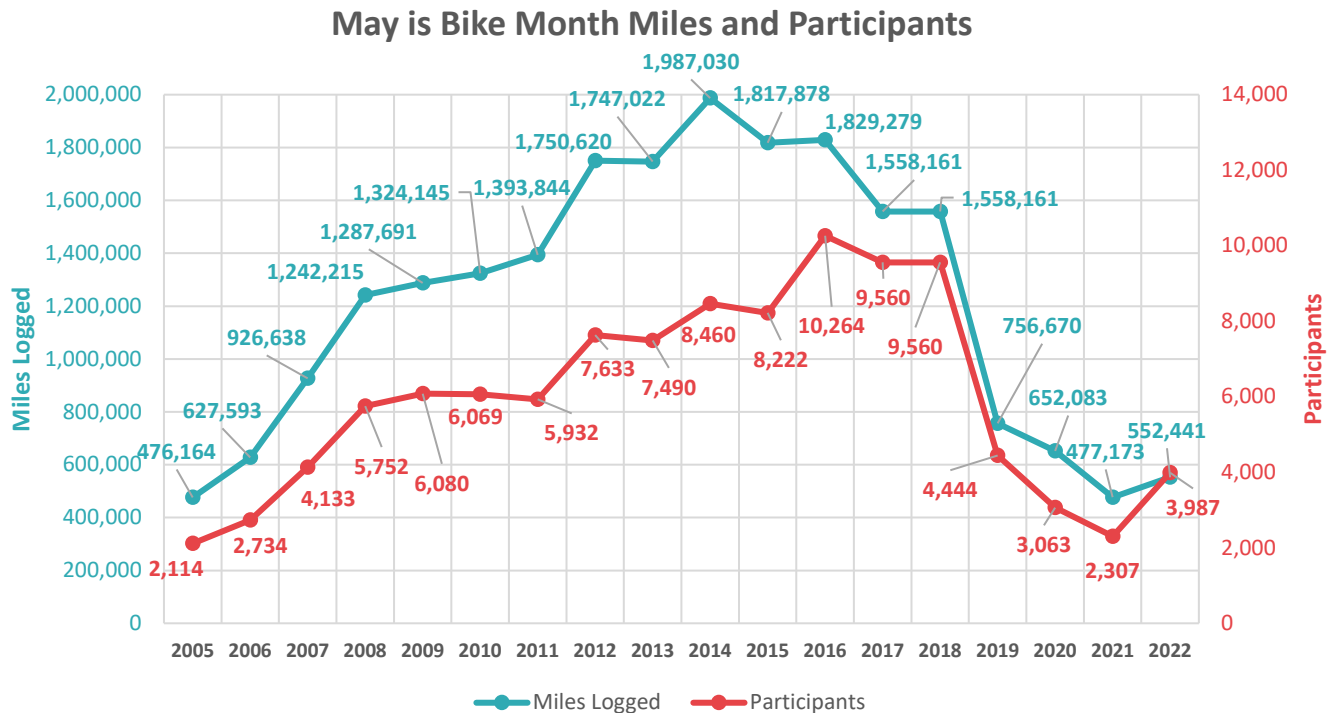




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May is Bike Month 2005-2022

The table below shows May is Bike Month participation for the last 17 years. The largest reduction in participation is attributed to COVID which began in early 2019. SABA is pleased to see an increase during the 2022 year and expects this trend to continue in future years.



Lessons Learned

- Start the entire campaign earlier – engage with partners in January to begin planning, fundraising for SWAG and event coordination.
- Participating in cycling events is an easy way to promote the campaign but the goal of reaching “non-cyclists” was a goal for SABA. Target communities and events that do not typically catered to cyclists could yield more benefits in the future.
- Traditionally May is Bike Month targeted workplaces to promote the campaign but in a post-COVID environment many employees are working from home. In the future, work on creative ways to tie May is Bike Month activities to people who are tele-working via their employer.
- A plethora of events occurred in May, which overwhelmed some riders (and organizers!). Choose key events and focus messaging on a smaller scope.



Partners

Partner List

SACOG provided SABA a [partner list](#) at the beginning of the campaign. Based on SACOG's guidance SABA made great efforts to provide a collaborative environment and seek input from all partners. SABA coordinated with all the partners on the list by hosting meetings, surveys, and direct emails to collect information. The partners were key to choosing the campaign's tag line, providing feedback throughout the month, and coordinating events within their geographic areas.

Partner Meetings and Participation

SABA held six (6) Partner meetings for the 2022 campaign beginning in mid-March and continuing throughout April and May. Partner participation varied. SABA recorded most of the meetings and placed them on YouTube for partners to view who were not able to attend to view later.

May is Bike Month 2022 Partner Meeting



May is Bike Month Goal: Encourage people to replace car trips with bike trips.

Meeting Goal: Share campaign progress, resolutions to questions, and seek input from Partners.



The partner meetings and participation are summarized below.

March 16, 2022 – Recording on [Google Drive](#) (not added to YouTube)

- Introductions
- Logo
- Introduction to Love to Ride website
- Ways to encourage their communities and get involved
- How we plan to communicate with Partners
- Recommended types of events for Partners
- Sponsors and swag
- What to expect and contact information

April 1, 2022 – [click here for the meeting on YouTube](#)

- Tag line
- Results from Partner input Google Form
- Swag update
- Big events scheduled for May is Bike Month
- Website data availability
- Responses to questions from the previous meeting
- Love to Ride terminology



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April 21, 2022 – [click here for the meeting on YouTube](#)

- Results from Partner input Google Form
- Swag update
- Request for social media help from partners
- Love to Ride's community engagement update
- Bike Index presentation and request for partner participation
- Kickoff event
- Request for assistance from partners
How SABA can help partners

May 19, 2022 – [click here for the meeting on YouTube](#)

- Website data availability update
- Love to Ride's community engagement update
- Bike Index reminder
- Prize updates – request for partners to use to motivate
- Discussion – what is working/not working

Partners – share significant events with team

May 4, 2022 – not recorded

- Swag update
- Website data availability update
- Bike Index – second push
- Love to Ride's community engagement update
- Request for partners to hold events and notify SABA

June 8, 2022 – Lessons Learned – not recorded

- 2022 Expectations and Challenges
- 2022 MiBM Budget overview
- Next Steps
- Collect Lessons Learned

Lessons Learned

- Begin Partner coordination much earlier.
- The partner list was substantial with varying levels of participation. Refine the list to a select group of committed partners in the future.
- Partners requested their logos on materials. Define what is considered a partner versus a sponsor and what each should expect from the next campaign.
- Some partners led their own May is Bike Month campaigns independent of the regional campaign. Work with all the partners earlier to try to reduce overlap and increase collaboration.





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Love to Ride

SABA contracted with Love to Ride to host the 2022 May is Bike Month campaign on their platform but their “hosting” included much more than just the website.

Love to Ride’s hosting responsibilities included:

- website specific to the campaign’s geographic area,
- web support,
- prize coordination,
- extensive outreach,
- project management,
- branding guidelines for consistency,
- marketing materials, and
- a promo pack which included the materials in Spanish and English.

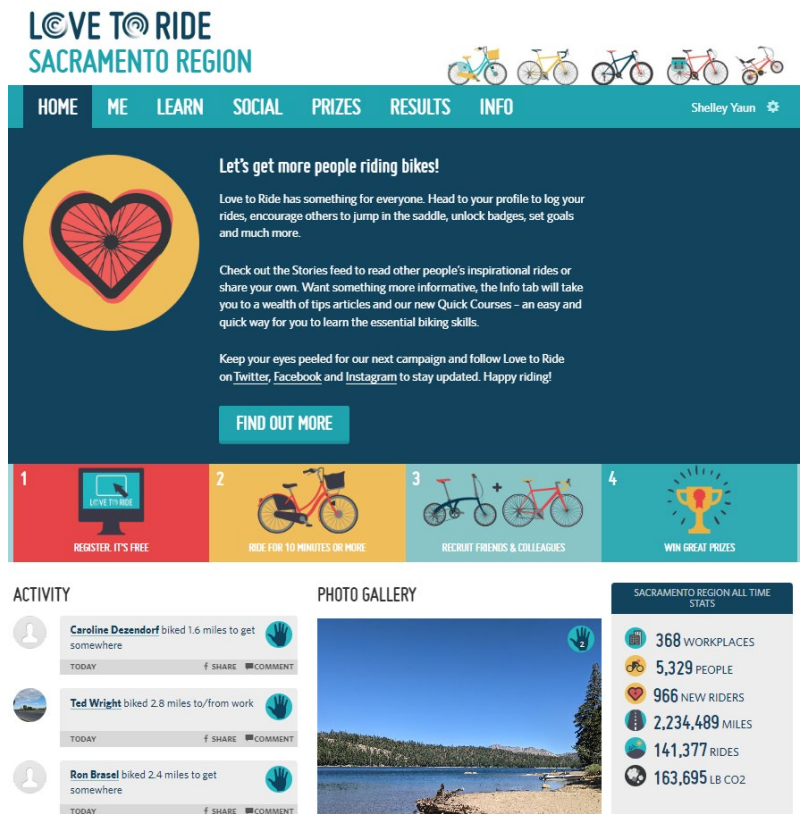
Love to Ride’s customer service was exceptional, quickly responding to SABA and the partner’s needs. They were an instrumental part of the campaign’s success.

Website

Participants accessed the Love to Ride website via the address used for all previous May is Bike Month campaigns – www.mayisbikemonth.com. SACOG assisted in a re-direct from the old website to the Love to Ride platform. The website includes everything needed to host a motivational campaign including registration, logging rides, recruiting other riders, and winning prizes. The website is accessible year-round, so the benefits of the site aren’t limited to May.

Events: The website has a built-in events calendar and event page which was regularly updated by the Love to Ride team and SABA throughout May. The events included all regional events provided by SABA and the partners. The events calendar included a web calendar and promotional flyers for each of the events.

Sac Region 511: The Love to Ride Team also linked the Sac Region 511 to the May is Bike Month (Love to Ride Sac Region) website so that rides added to Love to Ride would also populate the Sac Region 511 site.





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Outreach

In addition to the outreach performed by SABA, Love to Ride had an employee devoted to furthering the outreach efforts. Love to Ride reached out, personally, to every rider who registered a new organization on the website asking them if they had any questions, offering suggestions for encouraging their teams to ride, and asking for a central contact to get the entire workplace involved.

In addition, Love to Ride reached out to Sacramento's:

- Top bicycle friendly businesses
- Surrounding health care centers
- Large businesses
- Local non-profits (YMCA, Boy Scouts, etc.)

276 of the 447 organizations contacted registered as workplaces on the website.

Email Motivation

Love to Ride sent out weekly emails to all participants encouraging them to ride. Initially the emails were purely motivational providing reasons to ride and encouraging people to form teams. As we received feedback from participants during the campaign the emails were tailored to include local prizes, events, rides, and sponsors.

Promo Pack

MIBM 2022 RESOURCES

GET MORE PEOPLE RIDING BIKES DURING MAY

May is Bike Month kicks off on May 1 until 31. This Team's challenge is a great chance to get your friends, family, and co-workers involved and riding throughout the month. Want to invite people to join in on the fun? Click the buttons below.

[f INVITE VIA FACEBOOK](#)[t INVITE VIA TWITTER](#)[e INVITE VIA EMAIL](#)

If you want to spread the positive biking vibes in the Sacramento Region, download the Promo Pack for social media. It's full of short messages, emails, social media posts, and more. They're ready to go, you just need to copy and paste! Keep scrolling to preview some of the great images you'll find inside.

[DOWNLOAD THE TEAM CAPTAIN PROMO PACK](#)[DOWNLOAD THE PARTNER PROMO PACK](#)[DOWNLOAD THE TEAM CAPTAIN PROMO PACK IN SPANISH](#)[DOWNLOAD THE PARTNER PROMO PACK IN SPANISH](#)

Love to Ride provided four Promo Packs for Team Captains and Partners in both English and Spanish. The Promo Packs were easily accessible on the Love to Ride site. We received feedback from the Partners that the Promo Packs were extremely helpful.

OUTREACH 447 Total



31
Bike Clubs

24
Bike Shops



126
Businesses

25
Chambers



8
Community Groups

71
Government



18
Health Orgs

60
Media



49
Nonprofits

35
Schools





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Promo Pack Resources

The Promo Packs included all the files a Team Captain would need to motivate their team and the Partners would need to do their own May is Bike Month outreach. The files were included in both Mac and PC formats. The Promo Pack included:

- Email Banner
- Event Poster Template
- Flyer
- Logos in many sizes and types
- Poster
- Social Media Posts
- Detailed MiBM Explanation Document including:

- A May is Bike Month explanation where users could pull standard language including the benefits and an explanation of scoring;
- Email to businesses;
- Email to co-workers;
- Standard email signature line;
- Press release; and
- Social media posts and tips for Instagram, Facebook, and Twitter.

May is Bike Month Benefits



Example Social Media Posts





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Prizes

Prizes were an instrumental part of the Love to Ride's ability to motivate riders. SABA reached out to organizations requesting prize donations and received excellent support from local businesses. However, SABA purchased all the larger prizes, but at a significant discount.

SABA gave away 224 prizes during May including:

4 Bikes

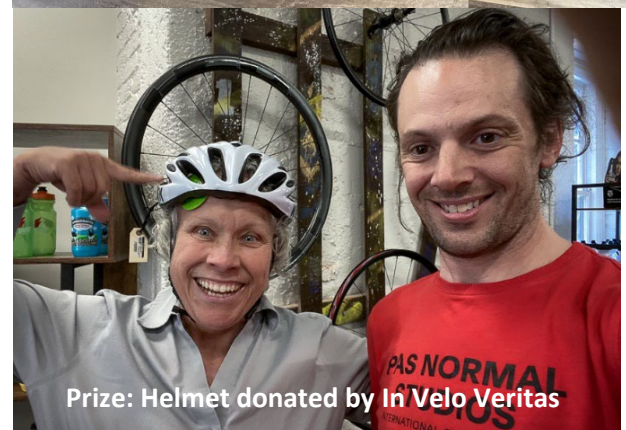
- 1 Yuba Kombi E5 Electric Cargo Bike – provided at a discount by Ken's, Bike, Ski, and Board
- 1 Retrospect Beaumont Bike – donated by Sutterville Bicycle Company
- 1 Fuji Adventure Mountain Bike – provided at cost by the Bicycle Business
- 1 Public Bicycle V7 – provided at cost by Mike's Bikes

Other miscellaneous prizes

- 5 Sacramento County Regional Park Passes – donated by Sac County
- 5 Free bike rides – donated by Lime
- 4 Bicycle tune ups – donated by the Bicycle Business and In Velo Veritas
- 2 Kask Rapido Helmets – donated by In Velo Veritas
- 6 Water Bottle Pairs – donated by In Velo Veritas
- 1 Chrome messenger bag – donated by Rivet Cycle Works
- 1 Leather handlebar bag – donated by Rivet Cycle Works
- 1 set of leather grips – donated by Rivet Cycle Works
- 10 Kids Bike Bells – donated by Rivet Cycle Works
- 4 Skully Solar Bike Lights – donated by Rivet Cycle Works
- 8 Bicycle Film Festival passes – donated by the Bicycle Film Festival
- 4 \$25 REI Gift Cards – donated by SABA
- 1 Nail Spa Gift Card – donated by Venus Nail Spa
- 82 Pairs of May is Bike Month socks
- 86 May is Bike Month Tote Bags.



Prize: Bike donated by SABA – purchased with a significant discount from Ken's Bike & Ski



Prize: Helmet donated by In Velo Veritas



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Lessons Learned

Our lessons combined into three main areas for improvement: Love to Ride and the website/platform, Issues within the workplace and Partner challenges.

Love to Ride

- Love to Ride emails were very general and many participants found it difficult to relate to them. In addition, many participants thought the emails were spam. Going forward, tailor emails specifically to the events and prizes available in the region.
- The Team Challenge did not work well. In 2023, we suggest returning to a Workplace Challenge for May is Bike Month.
- Participants were confused over the national website versus the regional site. In the future work with Love to Ride to ensure the regional site is the default site when signing onto the website.
- Mid May we moved the Events portion of the website to be more prominent. Plan to have the events page in a prominent location on both the desktop and mobile versions.
- Participants found it difficult to motivate families when the minimum age for participation is 13. Work with Love to Ride to reduce the age limit in the future.
- Work with Love to Ride to tie the data collected on the Sac511 website with the Love to Ride platform.

Workplace

- Workplace champions added their workplaces multiple times under different names. Better oversight of this would be beneficial.
- Participants didn't always include their employer, so it was difficult for the employer to see who was participating.

Partners

- Partners wanted to be able to send emails to the participants in their geographic areas. Partners who purchased a child site from Love to Ride were able to access their own data. There isn't a way to resolve the partner's concerns unless partners decide to purchase their own child sites.
- Partners requested more than one champion per workplace. This was important for larger organizations like Caltrans.



Prize: bike donated by Sutterville Bicycle Company



Media

Interviews

SABA participated in four interviews to promote May is Bike Month.

Interview 1 – KCRA in April: Interview was with SABA and Breathe, CA. This was a general interview where we communicated that May is Bike Month was coming and encouraged people to sign up on the website and get ready to ride.

Interview 2 – Cap Radio on May 4, 2022: promoted MiBM and explained why we are undertaking the challenge – to reduce car trips and increase trips by bicycle. The [CapRadio interview may be found here on their website](#). The interview starts at 32:30.

Interview 3 – KCRA on May 7th: focused on bike theft and ways to secure your bicycle.

Interview 4 – CBS13 Mornings: Deb Banks was interviewed with a winner of a bicycle who won a bike at Bikes on the Boulevard event. [The interview may be found here on the CBS News website](#).





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Press Releases

SABA sent two press releases during May. The first was for the Kickoff Event on May 2, 2022, and the second was for the Bikes on the Boulevard event on May 22nd. Press did not attend the Kickoff Event, but CBS did attend the Bikes on the Boulevard event where Deb Banks was interviewed (see above).

CapRadio also picked up the [Bicycle Film Festival on the Community Events Calendar](#)

May is Bike Month Sacramento Area Bicycle Advocates

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**SACRAMENTO AREA
BICYCLE ADVOCATES**



For Immediate Release

Ciclovía comes to Sacramento as SAClovía

Councilmember Sean Loloee, Del Paso Blvd Partnership, Sacramento Area Bicycle Advocates, and a host of neighborhood businesses are bringing Ciclovía, a worldwide open streets festival, to North Sacramento on Sunday, May 22nd from 11am-3pm as part of May is Bike Month.

Dubbed "SAClovía," people of all ages and abilities are invited to bike, skate, scoot or walk to the event. Del Paso Blvd will be closed from Oxford to Arden.

Enjoy a bike show with several categories including best bike decorations and best kid's bike decorations. Join the group ride from Southside Park (6th & T) to Del Paso Blvd with Bike Party starting at 10AM. Group mural rides and free yoga will be offered at the top of every hour. View and ride Peter Wagner's creative Whymcycles, check out the Hooligans' lowriders, listen to local musicians and watch Laotian dancers, and pick up free helmets for the kids. Bicycle mechanics will be on-site to provide free maintenance and repairs.

For more information, visit MayisBikeMonth.com.

####

May is Bike Month is a regional campaign managed by Sacramento Area Bicycle Advocates. The initiative encourages and inspires our citizens to ride for health, transportation, to improve the environment, and



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Social Media

Facebook

The table below shows the Facebook activity from February to May. Facebook likes, reaches, and visits all increased due to SABA's efforts to promote social media.

Facebook Activity				
Report Date	2/25/22	4/8/22	4/26/22	5/31/22
Period Measured	Baseline	3/8-4/7	4/8-4/26	4/26-5/31
Likes	6762	6773	6,780	6,820
Page Reach	58	972	4,180	14,325
Visits	7	112	488	1,296
New Likes	8	12	22	49
Women	54.3%	54.4%	54.3%	54.3%
18-24	0.2%	0.2%	0.2%	.2%
25-34	6.2%	6%	6%	5.9%
35-44	15.9%	16.1%	15.9%	15.8%
45-54	14.6%	14.5%	14.6%	14.5%
55-64	11.8%	11.9%	11.9%	12.1%
65+	5.6%	5.7%	5.7%	5.8%
Men	45.7%	45.6%	45.70%	45.7%
18-24	0.2%	0.2	0.2%	.2%
25-34	4.7%	4.5%	4.5%	4.4%
35-44	11.8%	11.8%	11.8%	11.8%
45-54	13.5%	13.5%	13.6%	13.7%
55-64	10.2%	10.2%	10.2%	10.1%
65+	5.3%	5.4%	5.4%	5.5%
Sacramento	32.8%	32.0%	32.0%	32.3%
Carmichael	3.2%	3.5%	3.5%	3.6%
Folsom	3.4%	3.5%	3.5%	3.5%
Davis	3.6%	3.5%	3.4%	3.4%
Roseville	3.4%	3.3%	3.3%	3.3%
Elk Grove	3.3%	3.2%	3.3%	3.3%
West Sac	2.5%	2.6%	2.6%	2.5%
Rancho	2.0%	2.1%	2.0%	2.2%
Citrus Heights	1.7%	1.6%	1.6%	1.5%
Rocklin	1.7%	1.8%	1.7%	1.6%
US	96.6%	96.4%	96.5%	96.6%

mayisbikemonth.com
Published by Shelby Sifers · May 16 ·

It's #BiketoWorkWeek! Some tips for commuting by bike:
-Test your route. Try your route to work on a weekend with plenty of time to make changes.
-Give yourself extra time. Building in extra commute time gives you an opportunity to go at a relaxed pace and be more prepared for the unexpected! ... See more

mayisbikemonth.com
Published by Shelby Sifers · May 4 ·

This week is FULL of awesome #MayisBikeMonth events!
Wednesday:
-Filmed By Bike Film Screening at Peak Adventures at Sac State... See more



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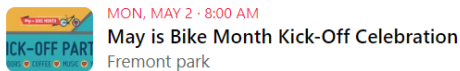
Facebook Events

Facebook events proved to be the most effective way to garner interest on Facebook.

Facebook Events Activity								
Event Name	Kick Off Event	BFF & Bike Swap	BFF Mother's Day	BFF Virtual	Midtown Neighborhood Ride	Kevin's Bike Ride	Bikes on the Boulevard	Folsom to Folsom
Event Date	5/2	5/7	5/8	5/8-5/22	5/11	5/14	5/22	5/29
Impressions	3,365	2,619	1,216	770	1,343	470	2,796	1,670
Responses	233	156	55	9	34	22	206	43
Co-Hosts	In Velo Veritas, SABA, Family FreeRide, Chocolate Fish, Bikehaus	Two Rivers Cider, SABA	Two Rivers, Bike Party, SABA	SABA	NA- FB co-host feature was broken	SABA, Civic Thread	Bike Party, Bikehaus, SABA, Councilmember Loloee	Chocolate Fish, SABA

Facebook: Most Popular Posts – events

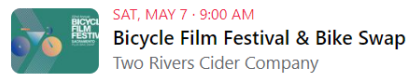
The three most popular posts were all events: Kick-Off Event, Bicycle Film Festival/Bike Swap, and Bikes on the Boulevard.



Event Performance

People Reached
3,365
+0 last 7 days

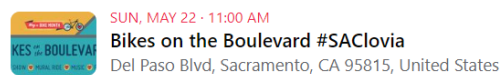
Responses
233
+0 last 7 days



Event Performance

People Reached
2,623
+0 last 7 days

Responses
156
+0 last 7 days



Event Performance

People Reached
2,823
+9 last 7 days

Responses
206
+0 last 7 days



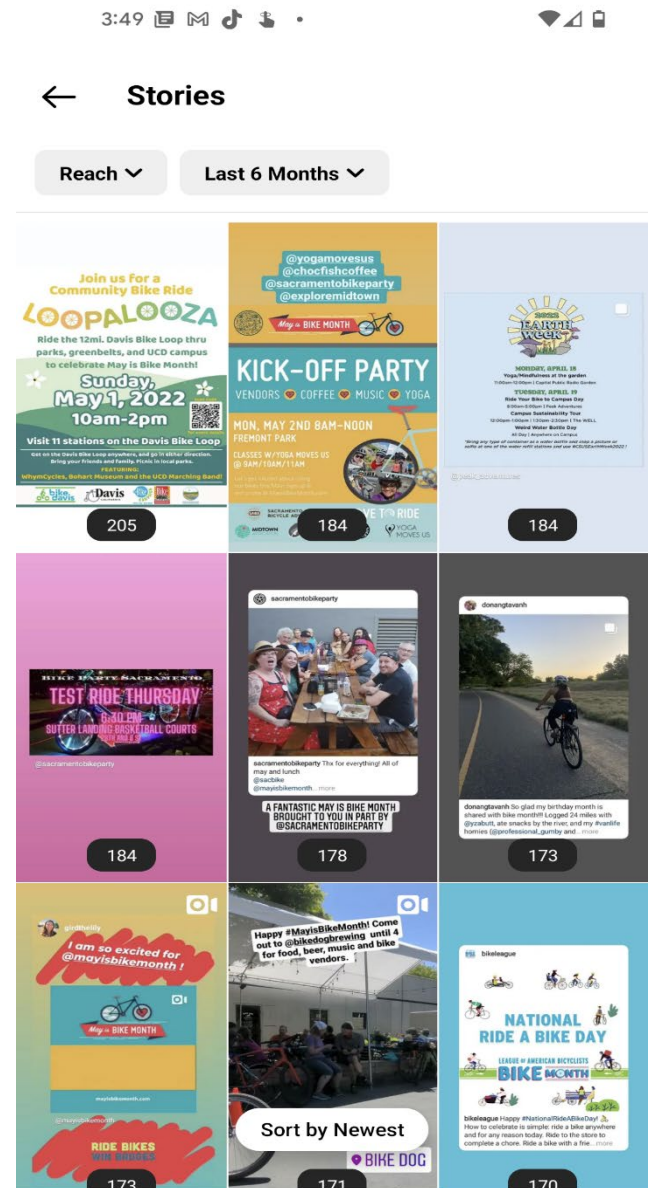
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Instagram

Instagram saw the largest increase in interest within the same age ranges as Facebook. Most of the interest was in Sacramento.

Instagram Activity			
Tracking Period	3/8-4/7	4/8-4/26	4/27-5/31
Impressions	40	13,281	53,574
Followers	1,806	1,836	1,939
Accounts reached	11	1,324	5,442
Accounts Engaged	3	218	35,300
Content Interactions	4	551	1,324
Profile Visits	32	227	835
Posts	11	1,747	2,401
Reels	9	533	2,116
Videos	-	17	1,148
Stories	-	-	696
Followers			
Women	56.8%	56.8%	56.4%
13-17	.2%	.2%	0.2%
18-24	.5%	.5%	0.9%
25-34	15.1%	15.1%	26%
35-44	19.8%	19.8%	35.7%
45-54	10.4%	10.4%	18.3%
55-64	7.8%	7.8%	13.3%
65+	3.2%	3.2%	5.2%
Men	43.2%	43.2%	43.5%
13-17%	0%	0%	0%
18-24	.6%	0.6%	1.8%
25-34	9%	9%	21.4%
35-44	13.7%	13.7%	32.7%
45-54	11.7%	11.7%	26%
55-64	6%	6%	13.1%
65+	2.2%	2.2%	4.7%
Sacramento	31%	31%	39.5%
Elk Grove	3.8%	3.8%	4.9%
West Sac	3.5%	3.5%	4.6%
Carmichael	2.7%	2.7%	4.1%
Davis	2.3%	2.3%	2.7%

Top Instagram Posts





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Twitter

SABA's Twitter account primarily held a steady number of followers, but the Tweet Impressions more than doubled in May with a significant increase in Tweet mentions. This shows clearly more interaction and reach within this social media channel.

Twitter Activity			
	March 2022	April 2022	May 2022
Followers	1,512	1,524	1,542
Tweet Impressions	770	4127	10,200
Page visits	38	1,795	2,275
Mentions		4	57

Top Twitter posts



May is Bike Month @mayisbikemonth
Looking for a new bike or bike parts, or have a bike you're not using anymore? @JibeWithUs Bike Swap is the event for you! Drop bikes off to donate or sell on consignment Friday and Saturday, and shop Sunday!

#mayisbikemonth #bikenorthnatomas
pic.twitter.com/OxCUPKWXU9

Impressions	2,161
Total engagements	47
Detail expands	14
Media engagements	12
Likes	8
Retweets	7
Profile clicks	4
Replies	2



May is Bike Month @mayisbikemonth
It's #BikeToWorkWeek! Do you ride to work? Even once a week is a great way to start a new habit that's good for you, for traffic congestion, & the planet.

Don't forget to log those miles to work for a chance to win awesome prizes:
<http://mayisbikemonth.com>

#MayisBikeMonth
pic.twitter.com/qQ947oROO8

Impressions	1,974
Total engagements	62
Detail expands	20
Media engagements	13
Likes	9
Retweets	8
Profile clicks	5
Replies	3
Link clicks	2
Hashtag clicks	2



May is Bike Month @mayisbikemonth
#MayisBikeMonth may be over, but it's just the beginning! By swapping cars for handlebars on our daily trips, we can change the world- 2 wheels at a time. THANK YOU to all the sponsors, supporters & volunteers who made this month possible.
pic.twitter.com/6xQG4BT33i

Impressions	1,078
Total engagements	25
Likes	12
Retweets	5
Profile clicks	5
Detail expands	3



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Lessons Learned

- Expand the May is Bike Month reach and target new audiences by increasing community outreach to areas outside of Sacramento through other forms of media like postal service flyers, articles in local publications (like Inside), and attending neighborhood association meetings.
- Consider methods of expanding the campaign to target a younger audience (13-24 years).
- Instagram and Facebook disconnected during the campaign requiring SABA to post on both. Before next year's campaign ensure they are reconnected.
- There are a limited number of users uploading photos to the May is Bike Month website. Find ways to incentivize users to use the platform more.
- May is Bike Month momentum slacks off when there are no social media posts during the off season. Try to find ways to keep the momentum going all year.
- Create more videos and reels on social media – they were the most viewed items.



Free bike repair at the Kickoff Event



Participant Stories

Participants uploaded some of their stories to the Love to Ride site. The stories below are only some of the posts.

Getting kids up and out

My kids are fairly attached to their electronics and like to hide in their rooms. I've tried a number of ways to get them up and out; some things work better than others. Yesterday it was dragging them off to lunch and the mall. Tonight it was an evening bike ride. Turns out riding at night was exciting for them. I even let them pick the route. Luckily we live in a place that has great trails - but it still got dark and I decided I will buy some lights for everyone's bikes and keep the night rides on reserve for the summer as a means for engaging the kids and involving them in our fitness efforts!



Topic: Ride with kids



My heart attack changed my life.

After having a near death experience (heart attack), I changed my eating habits and I started to ride my bike to work. Now I live my life to the fullest and encourage other with my new life style. I sleep better, I have more energy, I am happier, I feel less stressed at work and not to mention my amazing weigh loss. I am grateful. Cheers.



Topic: Encouraging others to ride



Tiny Human Time!!

So as we all know... covid seems to be a constant and with that my tiny human with a heart condition can't risk catching it. She's a toddler and at two isn't able to get vaccinated or do very much. As a single mom, I struggled to stay strong and sane while also sane. I needed an activity that would get us some safe sunshine and summer time memories. I looked and looked and learned there was little to no options for my dream of an adult tricycle, but alas! I found the Schwinn Meridian and made magic happen! Modified for my mini me to have a back seat that is secure and we were on our way! We have now been going out on ride 1-2 times a day! It has made for fabulous fun and we include friends and family into our rides. Whether it is riding with us or pit stopping at their homes, we are having a heck of a time being happy trike riders :)



Topic: Ride with kids



Mom hasn't rode a bike in years!

My mom had a stroke in 2018 and lost feeling in her right side, she has regained it and can now hold on to the handle bars :) We went on a short bike cruise to see how she does and she loves it! Now we need to get her a bike of her own.



Topic: Encouraging others to ride





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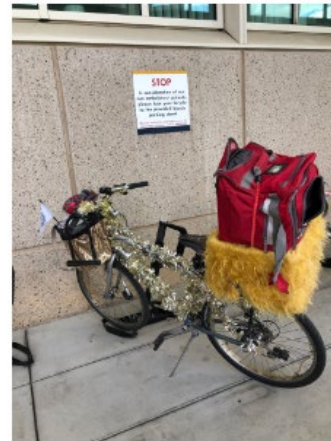


Getting out and riding a bike 🚲

My brother has cerebral palsy and was told he could never ride a bike, I got him an adult tricycle. We have been riding a few times a week in the warm months. He loves it!



Topic: Biking in the Coronavirus Era



Salty about paying hospital visitor parking

My husband is in the hospital and since I bike there I've saved hundreds of dollars in visitor parking just this month. I even brought his duffle bag to him on my bike. Plus the exercise and fresh air are awesome 😊



Topic: Carbon Crushers



Exploring Sacramento Murals by Bike

Today we took our bikes on the Capital Corridor train to Sacramento and biked around looking at murals. It was a fun adventure, with beautiful, thoughtful, and silly art throughout. The perfect Sunday jaunt.



Topic: A happy riding memory



Great view on my ride home!

Commuting to work on my bike lets me stop and enjoy this great view twice a day!

- Griff Ryan Roberts

Topic: My commute by bike





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Events

SABA worked with partners to consolidate all events on the May is Bike Month website. Partners created flyers, provided them to SABA, who then uploaded them to the site and added them to the event calendar. There were **48 events** and rides on the event calendar during the month of May. Many of the events had flyers which were also listed on the site.

EVENTS 2022

There are tons of events taking place this May in celebration of May is Bike Month!
Check out the calendar below for an overview and read on for more information.

May is Bike Month 2022

Today May 2022 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 1 10am Loopalooza - C	2 7am Ride to May is B	3	4 9am Bike to School 9:30am Find a New C 7:30pm Filmed by Bi	5 9:30am West Capitol 9:30am West Capitol	6 7pm May Bike Party-	7 9am Bicycle Film Fes 9am Midtown Farme 9am Bike Event at P 9am California Hone
8	9	10	11	12	13	14
(9:00am) Virtual Bicycle Film Festival						
9am Kidical Mass Ri 10am Bicycle Film Fe			5:15pm Community	5pm Laguna Creek T 5:30pm Thursday Ni	10am Donate Bikes I 10am Donate Bikes I 10am West Sacrame 10:30am BARC Fun R	
15	16	17	18	19	20	21
Virtual Bicycle Film Festival						
9am Jibe Bike Swap 9am Kids Bike Festiv 10am Kevin Yost Birt	(10:00am) ASUCD Bike Barn 50th Anniversary 9pm Community Ga 6:30pm Ride of Silen Bike to work day 7am Bike to Work D +2 more					9am The Davis Dout 9am El Dorado Trail 10am Community Fa
22	23	24	25	26	27	28
Virtual Bicycle Film Festival						
11am Bikes on the B Joy Ride Intermed			5:30pm Kids' Bike Pa	4pm Free Tireside Cl 5:30pm Thursday Ni		9:30am Fun Ride
29	30	31	Jun 1	2	3	4
Virtual Bicycle Film Festival						
9am Folsom to Fols 10:30am ARP Energiz 11am Cargo Bike Cai				5:30pm Thursday Ni		

Events shown in time zone: Pacific Time - Los Angeles

+ GoogleCalendar





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SABA Hosted Events

SABA also hosted events for May is Bike Month including:

- Kickoff Event
- Bicycle Film Festival and Bike Swap
- Bicycle Film Festival and Mother's Day Celebration
- Bicycle Film Festival Virtual (all month)
- Kevin's Bike Ride
- Bikes on the Boulevard #SAClovia
- Folsom to Folsom

Kickoff Event – Blender Bikes



SABA Attended Events

SABA provided tabling and bicycle repair for **seven (7)** events in May. SABA's attendance was prompted by Partner's requesting participation and organizations reaching out directly to SABA. In total SABA repaired around 60 bikes.

Bicycle Film Festival May is Bike Month Booth



West Sacramento Bike Rodeo Bicycle Repair





Bikes on the Boulevard #SAClovia – Bicycle Winner



Bike Party's Contributions

Bike Party attended all the SABA hosted events and hosted many of their own rides during May. They provided participants, music, MC, and an energy that would not have existed without them. Their volunteer team and the hundreds of volunteer hours they brought was an instrumental part of the May is Bike Month campaign.





Lessons Learned

- SABA held the Kickoff Event in the morning during work hours following the tradition of previous campaigns, but many key players could not attend and the attendees who did were an audience who could take off work. Recommend pursuing a kickoff event outside of work hours in the future.
- The Bikes on the Boulevard event was the most well attended and best targeted the “non-cycling” audience. However, it required a tremendous amount of work and strong support from Councilmember Loloee. If SABA pursues a closed street event in the future they will need strong elected official support, a well-planned budget, and to start much earlier.
- Hosting organization competitions worked well to motivate (ex: floor to floor or department to department).
- Kickoff events within organizations worked well.
- Kids’ bike demos at family events influenced parents to ride even though the campaign doesn’t include kids. If kids want to ride, then parents will ride too.
- The Bicycle Film Festival was not well attended.
- The Bike Swap and Mother’s Day events participation was low. If we pursue similar events in the future, focus more effort on publicizing the events well in advance to the appropriate audiences.
- SABA combined the Bicycle Film Festival with a Bike Swap and Mother’s Day (2-days). This was too much to promote and communicate effectively. Focus events on one key event to simplify.
- Overall, SABA hosted too many events. Going forward, a kick-off and a culminating event would be best, with perhaps one event that all six (6) counties participate in – Bike To Work Day.





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Swag

Swag Purchases

As a part of SABA’s “trying different options” approach to promote the campaign, SABA purchased different types of swag items to determine which were the most effective at furthering the MiBM campaign’s mission. The total cost for swag was covered by sponsorship dollars secured by SABA.

This year SABA purchased the following swag to use to encourage participation at events and for prizes on the website:

Swag Type	Quantity
Socks	2000
Tote Bags Cotton	3500
Slap Bands	3500
Stickers	5000
Buttons	3000
Spoke Cards	3000



Slap Bands



Spoke Cards



Stickers



Buttons

Tote Bags





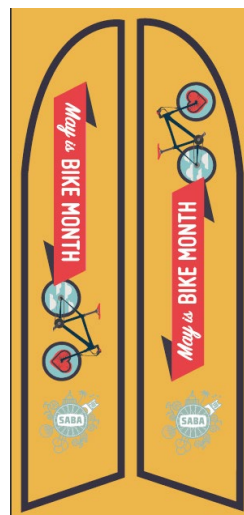
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Branding

The following items were purchased for branding and may be used for future years:

- Tent
- Feather Flags
- Tablecloths
- Sponsor Banners (will not be used for future years – included 2022 sponsors)

Tent



Feather Flag

Tablecloth



Sponsor Banner





Swag Distribution

SABA made great efforts to equitably distribute the swag to all Partners. SABA used past data provided by SACOG to understand the percentages of swag provided to partners in years past. We then used this data to extrapolate how much swag each Partners should receive.

We also sent out a Swag Request Google Sheet to the partners and asked them to populate the sheet with their swag request.

We then used the historical data and the requests to make an educated decision on how much swag each partner should receive and distributed accordingly. The final distribution list by partner is in [the Appendix](#).

Kickoff Event – Sock Giveaway





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Budget and Sponsorship

Budget

SABA made a conscious decision to pursue the Love to Ride platform for the 2022 May is Bike Month Campaign based on feedback from the Sacramento TMA who used the platform for a Biketober challenge and similar campaigns in Santa Cruz, Atlanta, and New Zealand.

Item	SACOG Contributed	Sac TMA Contributed	SABA Contributed
Love to Ride Platform & Team	\$59,000	\$15,000	\$0
Swag	\$0	\$0	\$32,000
Prizes	\$0	\$0	\$3,500
Expenses	\$1,500	\$0	\$2,600
Team	\$39,000	\$0	\$15,000
TOTAL	99,500	\$15,000	\$53,100





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Sponsorship

SABA's board did extensive fundraising for May is Bike Month and despite the late start, were able to raise monetary sponsorships to purchase swag for all the partners.

In addition SABA received in-kind sponsorships in the form of volunteer time from Sacramento Police Department, Sac RT, Councilmember Sean Loloee, Two Rivers Cidery and Bike Party Sacramento. This support greatly enhanced the overall campaign and enriched many of the events during the month.

The flyer below summarizes the benefits offered to the Sponsors for their participation. SABA carefully tracked the requirements below for each sponsor to confirm they were met.



This is a unique opportunity for your organization to directly engage with a wide audience, while demonstrating commitment to public health and sustainability and in doing so, help tackle the climate crisis.

For close to three decades, SABA has helped businesses and individuals in the Sacramento region become happier, healthier and greener. SABA is rebooting May is Bike Month, partnering with Love to Ride; a fun, engaging web-based platform that encourages and motivates people to choose their bicycle for daily trips. We are expecting a large turnout this year and we think you'll want to be a part of our campaign in May.

The Opportunity

Having attractive prizes and rewards is key to incentivizing new and regular riders to participate and log rides during the May is Bike Month challenge. This provides a great opportunity to gain fantastic exposure and increased brand awareness to our receptive participants as well as to help to get more people on bikes.

Reach and Exposure

Sponsors benefit from the widest possible reach with broad promotional opportunities across our dedicated May is Bike Month web platform, print and social media and communication channels. In 2019 the May is Bike Month Campaign reached:



56K people



1,500 people



29K impressions

May is Bike Month 2019 Stats

Active Participation: 4,869 riders

New Riders: 2,900

Male: 42%

Female: 57%



Let's bike our way out of this thing!

If the number of trips by bicycle doubled by 2050, we could cut CO₂ emissions from urban passenger transportation by 71%. This is an engagement opportunity like no other – exposure, and engagement with a desirable demographic, while supporting a campaign that addresses the negative impact of the climate crisis.

Don't miss this opportunity to build strong relationships with this diverse, enthusiastic audience. Get your organization/brand in on the ground floor by becoming a May is Bike Month sponsor.

Benefits of Sponsorship

Website Brand Awareness

Logo on following places on the May is Bike Month website:

- Right-hand side bar - listed as sponsor
- Footer on all pages
- Logo, images, and text on prize page

Email and Social Media Exposure & Mentions

Mentions and branding in multiple Campaign emails, including:

- Emails to all May is Bike Month registrants and participants promoting the Campaign
- Brand mentions or dedicated posts about your organization leading up to and/or during the Campaign across May is Bike Month social media platforms.

Merchandise and Swag

- Your logo placed on promotional merchandise and swag!

Discounts & Incentives

- From offering exclusive discounts, to tailored offers, there are a number of ways your brand/organization can get involved in and support May is Bike Month.

Sponsorship Levels

	Platinum	Gold	Silver	Bronze
	\$5000+	\$3000 - \$4999	\$1,000 - \$2999	\$500 - \$999
Your logo on the May is Bike Month (Ltr) website. Your logo will link to your site.	✓	✓	✓	✓
Prominent placement of your logo on banners at Energizer stations during the May campaign	✓	✓	✓	✓
Prominent placement of your logo on participant "swag"/merchandise & Volunteer shirts	✓	✓	✓	
Social media - mention of your organization/brand (and the prize you're offering) on social media - Instagram, Twitter and Facebook.	3+ posts	2 posts	1 post	
Mention your organization/brand (and the prize you are providing) at live events.	4+ emails	2 emails	1 email	
Side Bar Advertisement on every page of the website with image and mention of your brand.	✓			

Get Involved! Fill in the following to get in touch about becoming a sponsor:

Company Name: _____

Your contact details: Email: _____ Phone: _____

Level of Sponsorship: Platinum Gold Silver Bronze

Return this form to Deb Banks at deb@sacbike.org



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Thank Yous

At the end of May SABA posted a thank you to all the sponsors and other organizations who contributed to May's success on social media. SABA also sent handwritten thank you notes to the campaign's key volunteers and to the larger financial sponsors.





Recommendations

This year's campaign was intended to be a campaign designed around experimenting and learning. SABA collected recommendations from Partners, participants, and volunteers to further the learning and to be able to implement an even more effective campaign in future years. Some of the major take home messages are below.

Lessons learned are included in each relevant section of this report but some of the major take home messages are highlighted below.

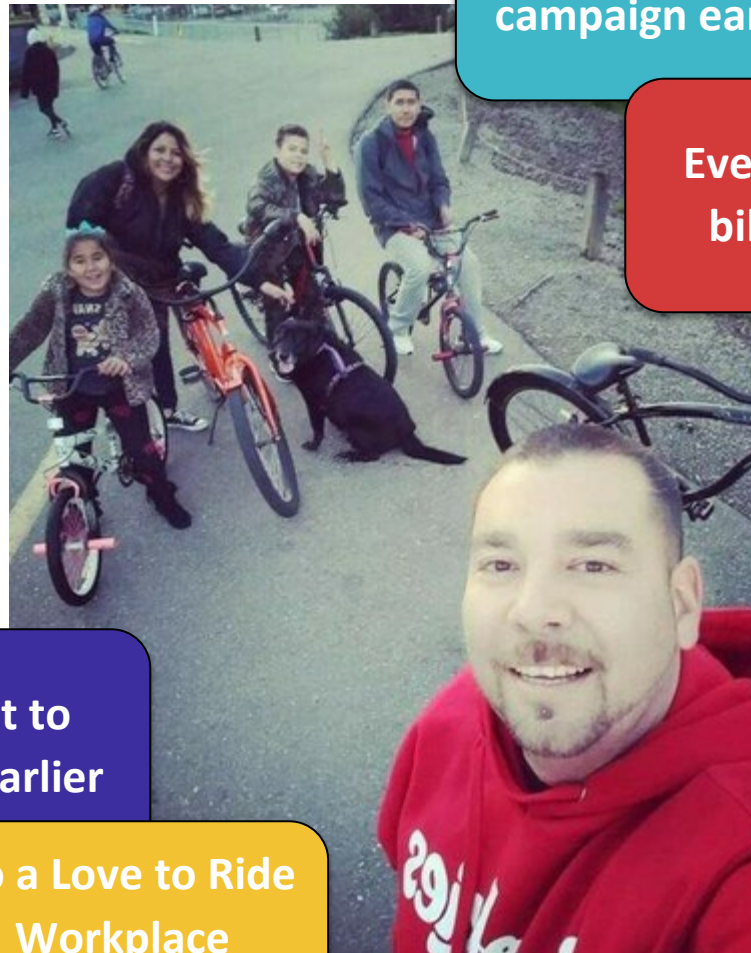
The full list of [Lessons Learned is in the Appendix](#) for reference.

**Start the
campaign earlier**

**Every month is
bike month!**

**Reach out to
sponsors earlier**

**Do a Love to Ride
Workplace
Challenge**





Appendix

Partner List

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Email	Organization
execdirector@50corridor.com	50 Corridor TMA
jberdugo@aarp.org	AARP
dangelo@aarp.org	AARP
heather.king@arb.ca.gov	ARB
pguild@sacbreathe.org	Breathe California
tleon@cadanet.org	CADA
DJacoby@CalSTRS.com	CALSTRS
HConway@CalSTRS.com	CALSTRS
GGandara@CalSTRS.com	CALSTRS
alexandra.doerr@dot.ca.gov	Caltrans
shannon.simonds@dot.ca.gov	Caltrans
ali.doerr@dot.ca.gov	Caltrans
elizabeth.hughes@tdmspecialists.com	Capital Yards
claudine.schneider@tdmspecialists.com	Capital Yards
Jeffery.rosenhall@cdph.ca.gov	CDPH
Marianne.Hernandez@cdph.ca.gov	CDPH
mpoole@citrusheights.net	City of Citrus Heights
JDonofrio@cityofdavis.org	City of Davis
dtavares@cityofdavis.org	City of Davis
cwhitlock@elkgrovecity.org	City of Elk Grove
mrackovan@folsom.ca.us	City of Folsom
sheisler@cityofranchocordova.org	City of Rancho Cordova
btang@cityofranchocordova.org	City of Rancho Cordova
aswanson@cityofranchocordova.org	City of Rancho Cordova
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mdour@roseville.ca.us	City of Roseville
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jbarton@edctc.org	EDCTC
bjames@eldoradotransit.com	El Dorado Transit
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cody@exploremidtown.org	Midtown Association
jazzy@exploremidtown.org	Midtown Association
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chris@northstatebia.org	North State BIA
Tiffanif@paratransit.org	Paratransit
louisef@paratransit.org	Paratransit
ahoyt@pctpa.net	PCTPA
mcosta@pctpa.net	PCTPA
kjackson@placer.ca.gov	Placer County
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samantha@powerinn.org	Power Inn Alliance TMA
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joshua@regionbusiness.org	Region Business
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klichty@sacrt.com	Sac RT
CFlores@sacrt.com	Sac RT
EReitz@sacrt.com	Sac RT
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stephanie@sntma.org	South Natomas TMA
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stjanus@ucdavis.edu	UC Davis
rgzavala@ucdavis.edu	UC Davis
JPBruchez@ucdavis.edu	UC Davis
opmcbain@ucdavis.edu	UC Davis
mnbarber@ucdavis.edu	UC Davis
agma@unitrans.com	Unitrans
babbanat@yctd.org	Yolo County Transit District
dromero@yctd.org	Yolo County Transit District
KMazur@Yctd.org	Yolo County Transit District
kbloesch@ysaqmd.org	Yolo Solano Air District
adam@yubasuttertransit.com	Yuba Sutter Transit
keith@yubasuttertransit.com	Yuba Sutter Transit
funmaria@sbcglobal.net	Woodland Bike Campaign
apotocnik@yubacity.net	Yuba City
ttaylor@cleancitiesacramento.org	Clean Cities
gin.mccormick@gmail.com	
swirl_girl@hotmail.com	
chelsea@lovetoride.net	Love to Ride
atendick@sacog.org	SACOG
sbradbury@sacog.org	SACOG
nzporter@sacog.org	SACOG
laura@lovetoride.net	Love to Ride
DMoore@civicthread.org	Civic Thread
KReed@civicthread.org	Civic Thread
dantonov@egusd.net	Elk Grove Unified School - Safe Routes to School Coordinator
ahoyt@pctpa.net	Placer County Transportation Planning Agency



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Swag Distribution List

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Partner's Org Name	Socks XL	Socks SM	Tote bags	Lights	Slap	Spoke Cards	Buttons	Stickers	Tablecloths	Banners
	1200	800	3500	450	3500	3000	3000	5000	10	10
SABA	170	114	479	48	340	335	255	345	2	1
SNTMA	36	24	100	27	100	100	0	0	0	1
Yuba City	30	20	50	20	30	30	100	200	1	1
Sacramento TMA	120	80	300	50	200	200	250	0	1	1
Yolo-Solano AQMD	30	20	150	15	100	0	0	150	0	0
City of Davis	42	28	100	0	100	0	100	300	0	0
Yolo TMA	120	80	100	50	100	50	100	100	0	0
City of Elk Grove	60	40	100	50	200	200	150	300	1	0
Elk Grove Unified School District	0	0	0	0	500	300	200	500	0	0
West Sacramento	24	16	20	0	50	0	50	100	1	0
50 Corridor TMA	60	40	200	20	200	100	180	200	1	1
City of Sacramento	84	56	200	30	0	200	180	200	0	0
Team City Sacramento	6	4	10	0	50	60	0	0	0	0
UC Davis	60	40	200	20	200	300	150	400	0	0
UC Davis Health	6	4	50	10	50	30	30	100	0	0
McClellan TMA	24	16	100	10	100	100	50	50	0	1
Capital Yards (TMD Specialists)	12	8	50	0	30	30	20	20	0	0
City of Woodland	24	16	100	10	50	30	50	50	0	0
Friends of El Dorado Trail	6	4	20	0	0	0	50	50	0	0
KPM Strategies (for W. Sac kickoff event)	4	2	6	0	50	50	50	50	0	0
North Natomas Jibe	30	20	50	0	0	0	0	100	0	0
BARC	12	8	35	0	50	30	30	100	0	0
County of Sacramento	60	40	260	20	175	150	150	300	0	0
City of Citrus Heights	12	8	50	15	100	0	100	200	0	0
Caltrans	30	20	200	20	150	150	150	200	1	1
CalSTRS	12	8	20	0	100	0	0	0	0	1
Civic Thread	12	8	200	0	180	200	300	500	1	0
Placer County	6	4	10	5	10	10	10	10	1	1
PCTPA	12	8	70	0	30	30	50	100	0	0
City of Roseville	78	52	200	30	200	270	200	300	0	1
CalRecycle	6	4	50	0	20	15	15	25	0	0
SACOG	12	8	20	0	35	30	30	50	0	0



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Lessons Learned from Partner Meeting

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#	What went well? Not well?	Category	Responsible	Ideas for Next Year
1	Hosting inter organization competitions (ex: floor to floor) worked well to motivate.	Motivators	All	Work directly with organizations starting earlier in the year.
2	Organizations hosting kickoff events internally worked well to inform and motivate.	Events	All	Work directly with organizations starting earlier in the year.
3	Kids Bike demos at family events influenced parents to ride even though the campaign doesn't specifically target kids.	Events	All	
4	Community subject based rides (ex: mural rides, garden tour) was a great way to attract people who wouldn't normally attend social rides.	Motivators	All	Host rides
5	Most people know about MiBM through their workplaces. Need to brainstorm ways to get MiBM into people's homes.	Strategy	All	
6	Attending existing events instead of creating our own events is a great way to reach more and a wider variety of people.	Strategy	All	Research local events and reach out to event organizers well before May.
7	The Team Challenge didn't work well for our users. Limiting 10 people/team was frustrating.	LTR	LTR	Next year do a workplace challenge.
8	Confusion over national website versus local. Unless you logged into account you could only see the "USA" site.	LTR	LTR	Check with LTR to see if removing the Sacramento Region from the larger national challenge would fix problem.
9	Events page too difficult to find.	LTR	LTR	Provide easy and visible access on the first page.
10	Partners held their own MiBM campaigns independent of the larger campaign.	Strategy	SABA	Meet with Partners to see what they think MiBM should look like in the future. We may be able to model this strategy for the larger region.
11	Large amount of swag purchased (and expensive) but when distributed some partners got very little and in some situations distribution many not further the May is Bike Month mission.	Swag	SABA	Refine swag to only the popular items so more can be purchased. Work with partners ahead of time to determine which want to hold their own MiBM campaigns. Define clear expectations for campaign for entire team early in the process. Reiterate this throughout campaign.



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12	Hosting our own events was high cost but low impact on mission.	Events	SABA	Do not host our own events next year (except possibly one for kickoff and one for close events). Instead reach out to community and attend existing events.
13	Difficult to motivate families to participate when minimum age is 13.	LTR	LTR	Remove age requirement.
14	Workplaces champions added their workplaces twice but under slightly different names.	LTR	LTR	Check with Love to Ride to see if the workplace challenge will address this. If not, work with them to develop another solution.
15	Love to Ride emails were general. Need to add region specific events and prizes.	LTR	SABA	Emails are reviewed very early in process before events and prizes were all figured out. Starting earlier will help but also consider reviewing emails closer to when they will be sent to ensure they have the latest information.
17	Kickoff event difficult to attend because during work hours.	Events	SABA	Consider evening event or a completely different event format. Tie kickoff to another event for larger audience (farmers market, concert in park?)
18	Swag order was rushed - needed more input on the items.	Swag	SABA	Start earlier...much much earlier
19	Buttons and stickers weren't as popular as the slap bands, bags, and socks.	Swag	SABA	Reevaluate what swag we should purchase next year.
20	Events page not visible on first page if using a phone. Only visible if using a computer.	LTR	LTR	
21	Instagram and Facebook disconnected and has to be reconnected by upper-level admin. SACOG staff unsuccessful.	Social	SACOG	Follow up with SACOG to see who can fix
22	Limited number of users uploading photos to mayisbikemonth.com	Social	LTR	Give points for photo uploads
23	MiBM momentum slacks off on social media with no posts in off season	Social	SABA	Post occasionally in off season and start posts earlier
24	Increase targeting to non-bike riding populations and communities	Strategy	SABA	Participating in a wide variety of events in different areas and preparing partners to do so
25	Too many activities in one event made it confusing i.e. BFF/bike swap	Events	SABA	Limiting the number of events should help fix this
26	Bike bingo released too late	Strategy	SABA	Release before or on the first day of May
27	Event idea from Carrboro, NC- Ride into Pride on the last day of the month to ride	Events	SABA	



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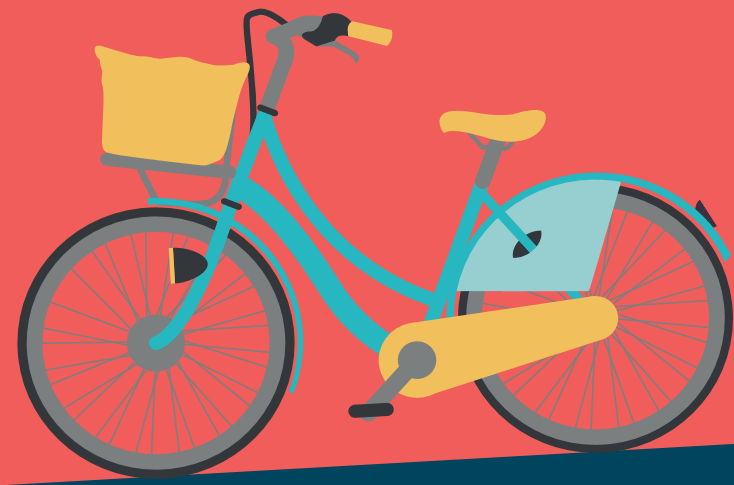
	out May is Bike Month and ring in Pride Month.			
28	Events happening in May: Davis Picnic Day, Sacramento County Fair, Concerts in the Park, Food Truck Mania	Events	SABA	
29	There was significant confusion over bike to work day. May 19 or may 20?	Events	SABA	Keep it on national bike to work day
30	Strengthen connections to Safe Routes to School, other youth-friendly activities and efforts	Strategy	SABA	Stronger partnerships in Vision Zero corridors, with school districts
31	Love to Ride offered fantastic customer service	LTR	None	Offered prompt and thorough responses to questions
32	Organizing started late	Strategy	SACOG	Get out ahead, coordinating with workplace and team champions so they're well versed on the website EARLY
33	Workplaces love to compete against others they know	Motivators	SABA	Is it possible to manually assign pools so that workplaces that want to compete against each other can see that front and center on their dashboards?
34	Hard to connect in-person events to online challenge. People knew of one or the other often.	Strategy	SABA	More advanced preparation and messaging. Bring back Capitol Bike Festival as iconic event for downtown workplaces.
35	Gas prices are so high.	Strategy	SABA	Capitalize on current events to promote mission. Could use in future messaging to encourage riding.
36	No Capitol Bike Festival this year - consider a similar event	Events	SABA	
37	There was too much going on in May so it was difficult to message everything at once.	Strategy	SABA	Consider holding events in April to prep for May ex: get your bike tuned up.
38	School related stuff opportunity is really in April, May is too late.	Strategy	SABA	
39	Sac 511 commute tracking app does not tie to the Love to Ride website	LTR	LTR	Check to see technical possibilities
40	Organizations users didn't update their employer so it is difficult for the employer to see how many are registered	LTR	LTR	Ex: Caltrans
41	Bikes on the Boulevard event went well	Events	None	
42	Many "asks" for MiBM T-shirts for each year	Swag	SABA	Add to swag discussion with the team
43	Partner Promo Pack was helpful	LTR	None	



MAY IS BIKE MONTH

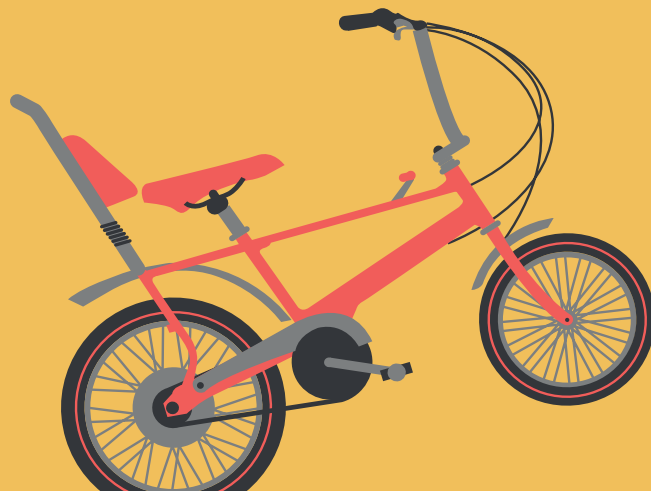
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44	Partners wanted to use the website to send out messages to the employer group.	LTR	None	ex: Sacramento county - departments within the county. The only way to do this is to host a child site
45	It looked like there was one Champion per workplace - is there the chance to have more?	LTR	LTR	Currently limited to one but can Love to Ride will check in to opening up to multiple or possibly a "sub champion".
46	Are there ways to join multiple Teams	LTR	LTR	Teams are set up for just an event and they are fixed. BUT groups are set up year round and can be set up for an organization.
47	Are there ways to include partners logos on materials.	Strategy	SABA	
48	Point system rewarded people for trips which was great but couldn't see individual's miles and trips. Leader boards always displayed points instead of miles and trips.	LTR	None	You can click on each person's profile to see their total miles and trips. Can also go to individual leader boards to see where people are. Love to Ride will check to see if it's possible to change what is seen (miles, not just points).
49	Focus on Regional days ex: Bike to wherever day. Look at seeing if we can add our region to their bags to build on their larger event.	Events	SABA	Consider holding energizer stations along the regional route to build on an existing regional event. Would need to make it clear where all the energizer stations were located. Ex: silicone valley bicycle coalition - they had an energizer station map on their site.
50	Social Media- Create more videos and reels	Social	SABA	



Love to Ride Sacramento Region

May is Bike Month
Interim Report



Introduction

This report summarizes the initial results of May is Bike Month in the Sacramento Region. It contains analysis of the baseline survey and the three-week follow up survey that measures riders' intention to continue riding.

About the Program

The May is Bike Month challenge was a team challenge which encouraged individuals to take part teams of up to 10. Teams competed in pools with other teams to climb the leaderboard, earning points by riding and encouraging others to ride. The challenge was run online on the Love to Ride platform and involved a marketing campaign, encouragement, leaderboards, prizes and incentives. The online challenge was part of a larger regional campaign which involved many in-person events, group rides, and the Bicycle Film Festival.

The challenge was designed to motivate new and regular riders who could confirm their participation with just one ride. Logging rides earned the riders points which would enter them into prize drawings. Leaderboards facilitated friendly competition between participants to see who could log the most rides, ride the greatest distance, commute by bike on the most days, and encourage the most people to take part. The Love to Ride platform fostered a friendly, supportive local cycling community by inviting participants to encourage each other by celebrating success, sharing stories and photos and setting and achieving goals.

Summary of Results 2022

Table 1: Headline results summary for May is Bike Month

Headline Results	Sacramento Region
Workplaces (Participated)	294
Registrants	3,987
Participants	3,112
• New riders	373
• Occasional riders	880
• Regular riders	1,708
Distance (miles)	552,441
Total trips	39,735
% trips for recreation	54%
% trips for commuting	23%
% trips to other destinations	17%
CO ₂ saved (kg)	27,206

Registrants

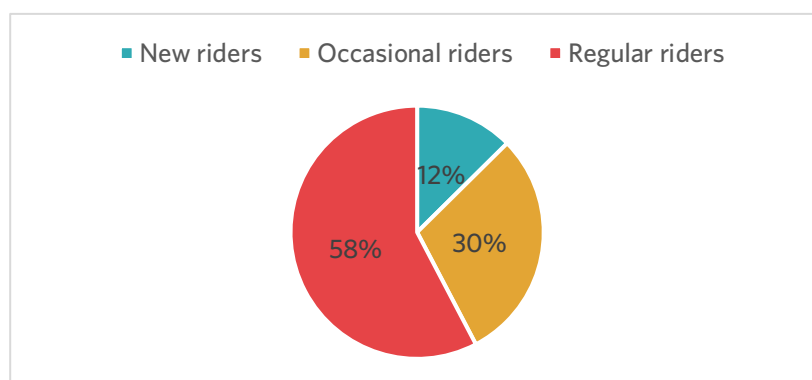
Figure 1: Age and gender of registrants (N=2,952)



- The largest group of registrants were aged 35-44 yrs (28%) followed by 45-54 yrs (27%) and 55-64 yrs (26%).
- 48% of registrants were female.

Participation – Baseline Behaviour

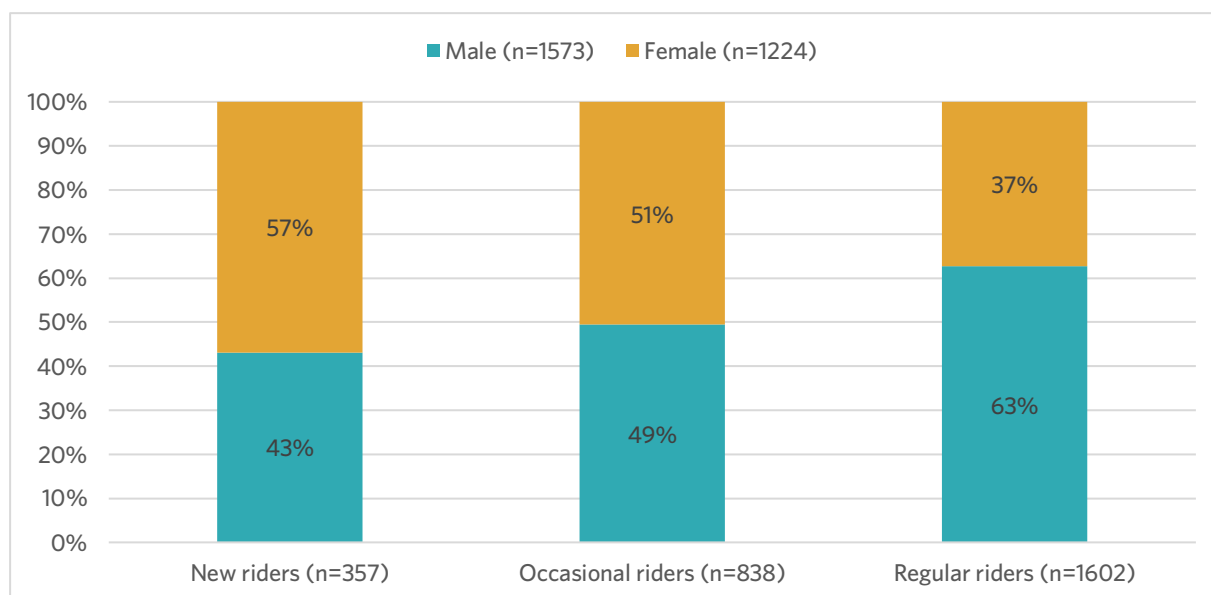
Figure 2: Before taking part in May is Bike Month, registrants are asked, 'Approximately how often have you ridden a bike in the last 12 months?' All participants (N=2,961¹)



- 13% of participants were classed as new riders, 30% as occasional riders and 58% as regular riders.

¹ This number is lower than the overall number of participants (n=3,112) as rider type data were missing for 151 individuals

Figure 3: Approximately how often have you ridden a bike in the last 12 months? All participants (N=2,797²)



- The differences in gender across the participating audience typically follow the expected pattern found amongst riders, with a higher proportion of males as regular riders. Given that 57% of new riders were women, this demographic could be targeted in the future to support them to ride more frequently.

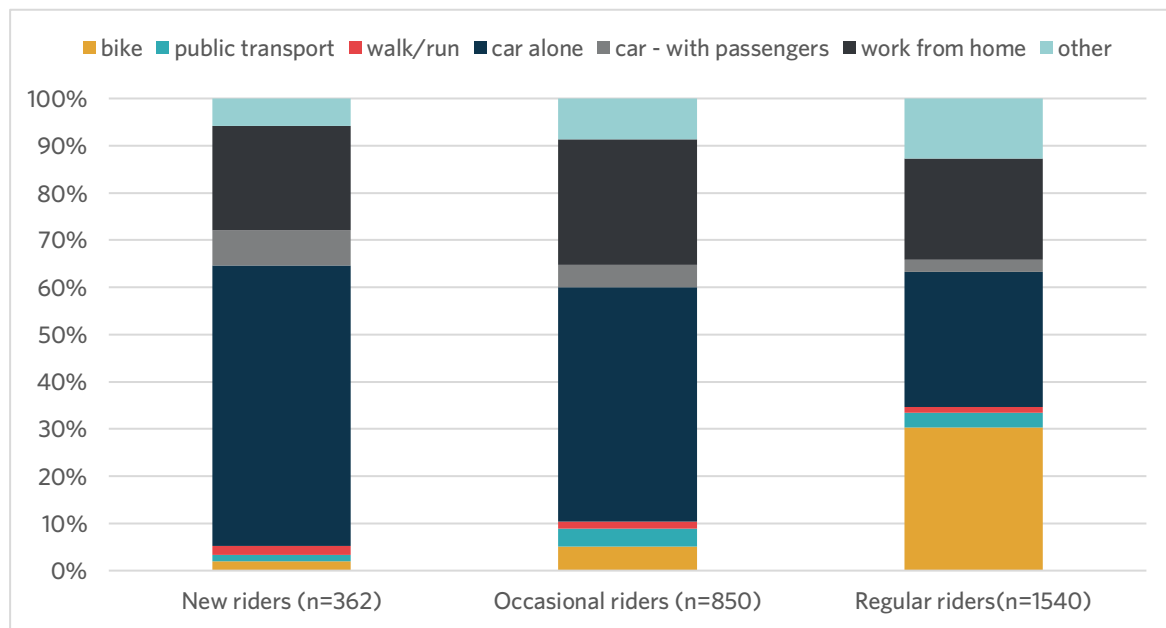
² The number is lower than the overall number of participants (n=3112) as gender data were missing for 315 individuals.

Table 3: How do you usually travel to work on most days? (N=2,752)

Mode of Transport	Audience
Bike	19%
Bus	1%
Train	1%
Train & Cycle	1%
Park & Ride	0%
Walk/Run	1%
Car alone	39%
Car - with passengers	4%
Work from home	23%
Do not work	7%
Other	4%

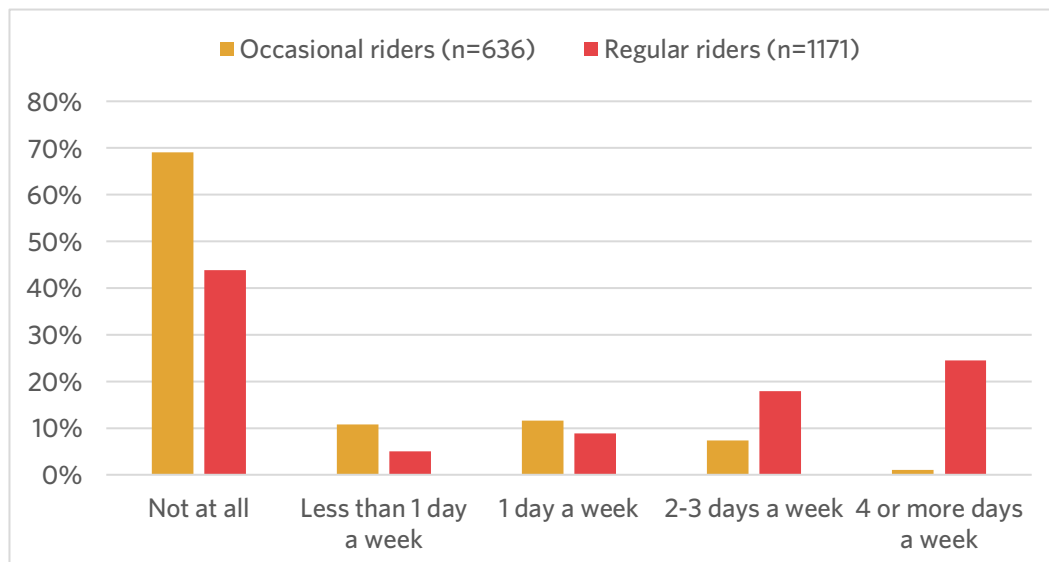
- Traveling by car alone was the most frequent method of commuting to work amongst participants (39%) followed by working from home (23%).

Figure 4: Participation breakdown by frequency of riding a bike and main mode of travel (N=2,752)



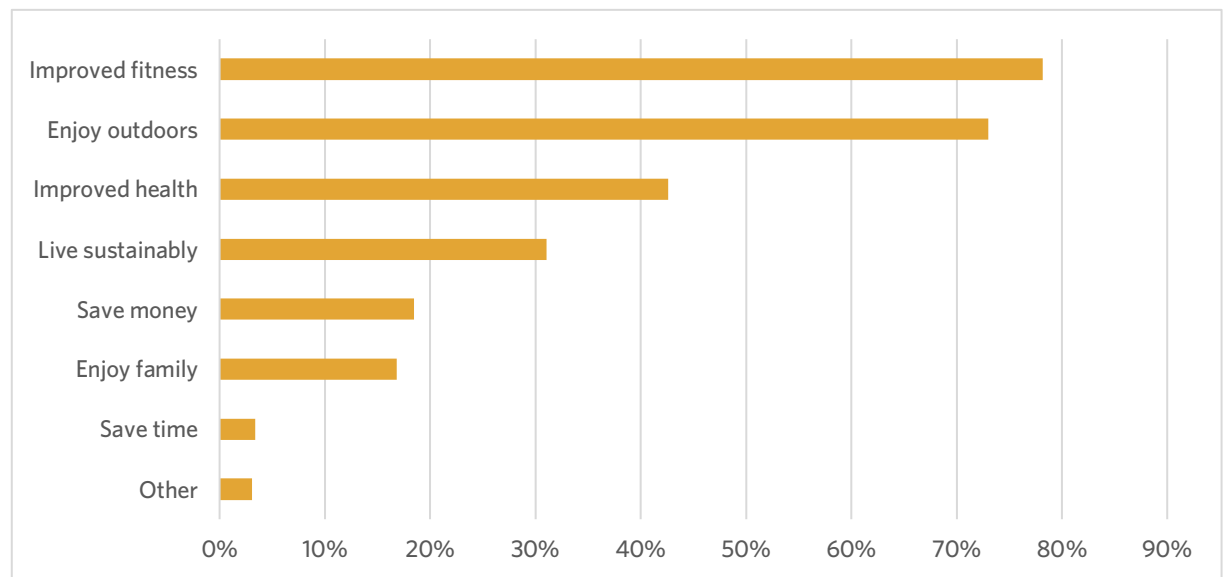
- Commuting by car alone was the most commonly cited method of transport amongst new riders (59%) and traveling by car alone was the most common method amongst occasional riders (50%). Occasional riders who commute by car could be targeted in future campaigns to support them to try riding for transportation.
- Amongst regular riders, commuting by bike was most common (30%) followed by car alone (29%).

Figure 5: In the last 4 weeks, how often have you cycled to work? (N=1,807)



- 8% of occasional riders reported riding to work 2 or more days a week, whilst 69% did not ride to work at all.
- 51% of regular riders reported riding to work at least 1 day a week, compared to 20% of occasional riders.

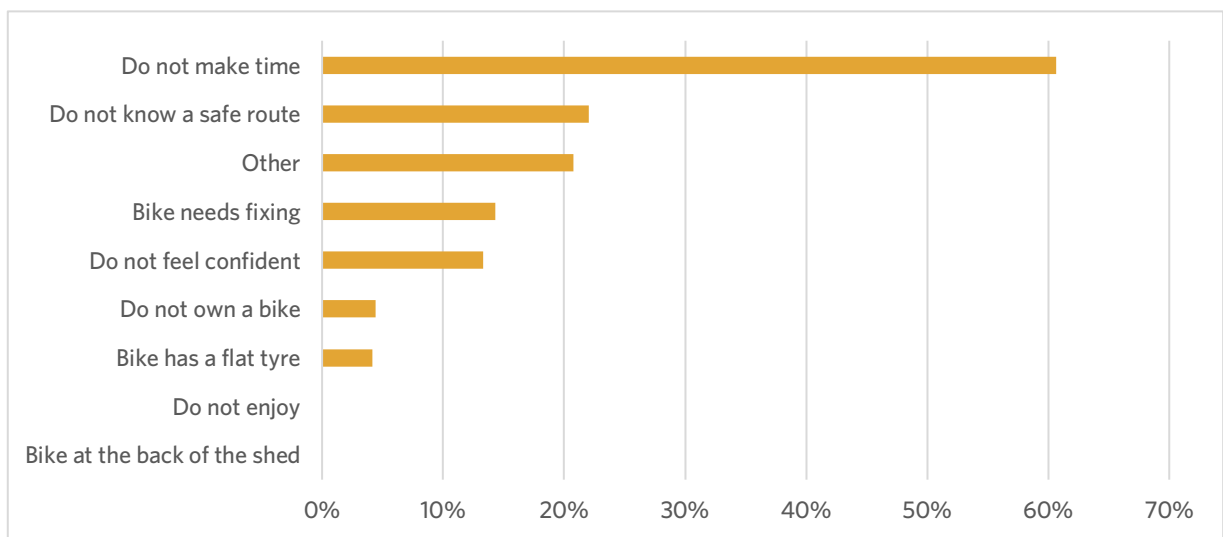
Figure 6: What are the main benefits you want to gain by riding a bike? (select up to 3) (N=2,903)



- The main benefits participants wanted to gain from riding a bike were improved fitness (78%), to enjoy the outdoors (73%) and improved health (43%).

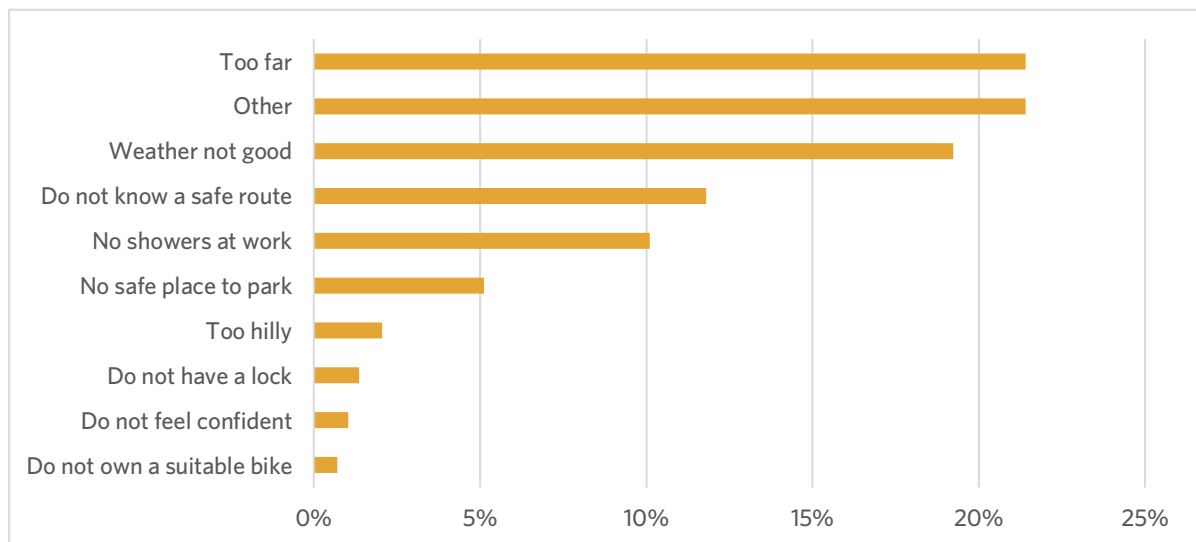
All registrants were asked about their barriers at baseline. Those who cycled less than once a week at baseline were asked about their barriers to riding more often, and those who cycled once a week or more were asked about their barriers to commuting by bike.

Figure 7: What barriers do you face to riding more often? (Less than once a week N=790)



- The main 3 barriers for riding more often cited prior to taking part in the challenge were do not make time (61%), do not know a safe route (22%) and bike needs fixing (14%).

Figure 8: What barriers do you face to riding to work? (Once a week or more N=1,840)



- The main 3 barriers for commuting by bike cited prior to taking part in the challenge were the distance is too far (21%), the weather is not good (19%) and do not know a safe route (12%).

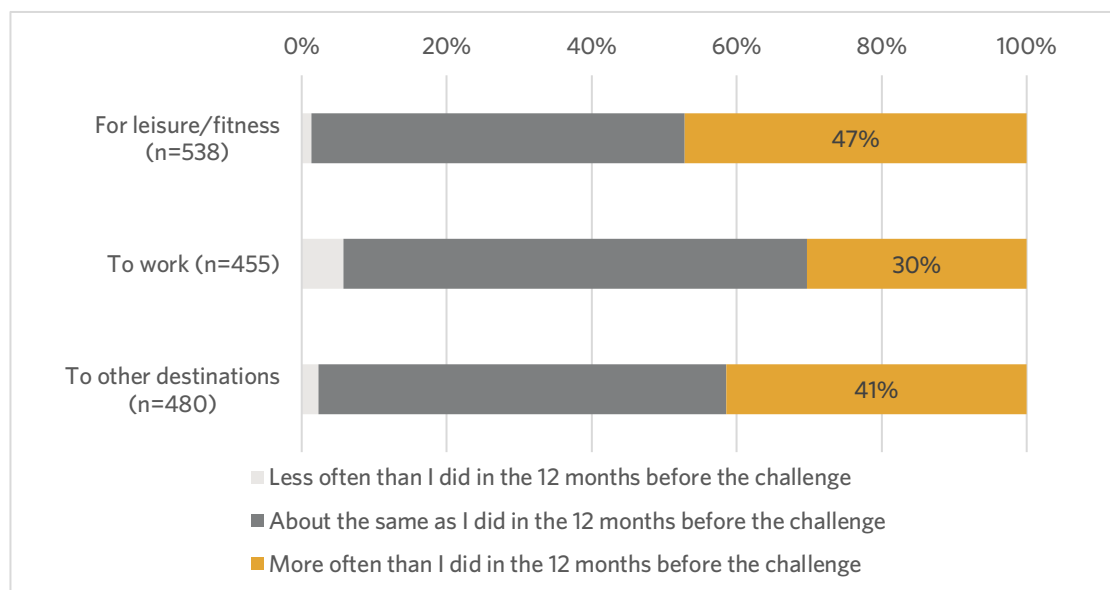
3-week Survey Findings

Table 4: How did the Challenge impact the amount you biked? (N=524)

Participant Segment	n	I biked a lot less often than I would normally	I biked less often than I would normally	I biked about the same as I would normally	I biked more often than I would normally	I biked a lot more often than I would normally
New rider	61	3%	0%	13%	48%	36%
Occasional rider	148	0%	3%	30%	42%	25%
Regular rider	315	0%	1%	52%	36%	10%
All riders	524	1%	1%	41%	39%	18%

- 84% of new riders, 67% of occasional riders and 47% of regular riders reported that the Challenge had positively impacted the amount they biked, noting they biked more often than they would normally.

Figure 9: Thinking ahead to the next 12 months, will you be riding your bike...?



- A higher proportion of respondents (47%) noted they would ride more often for leisure/fitness in the next 12 months compared to trips to other destinations (41%) or to work (30%).
- The responses have also been analyzed by rider type – see below.

Figure 10: New riders

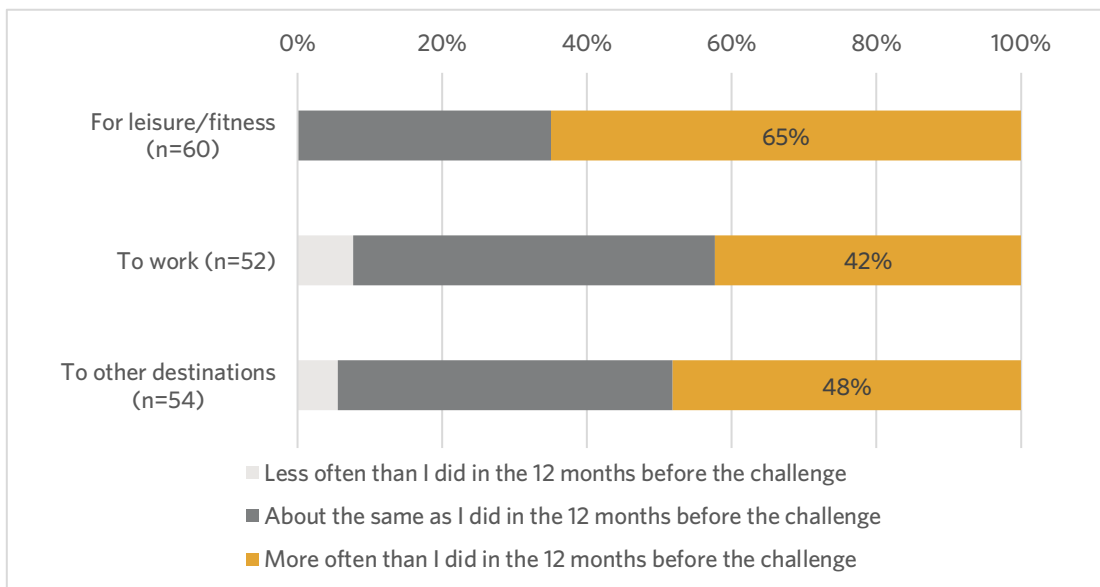


Figure 11: Occasional riders

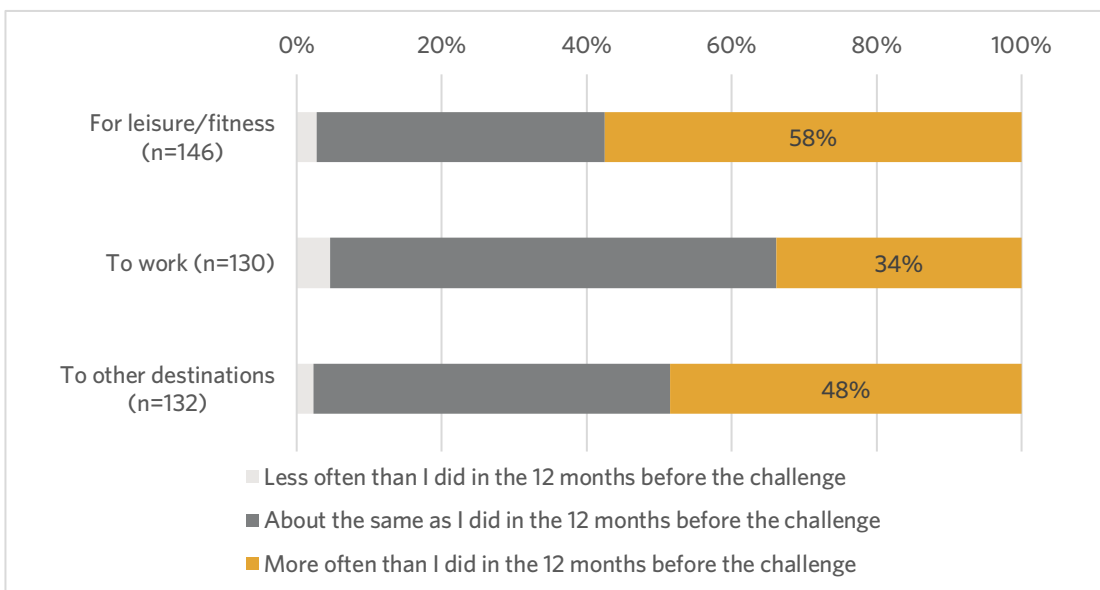


Figure 12: Regular riders

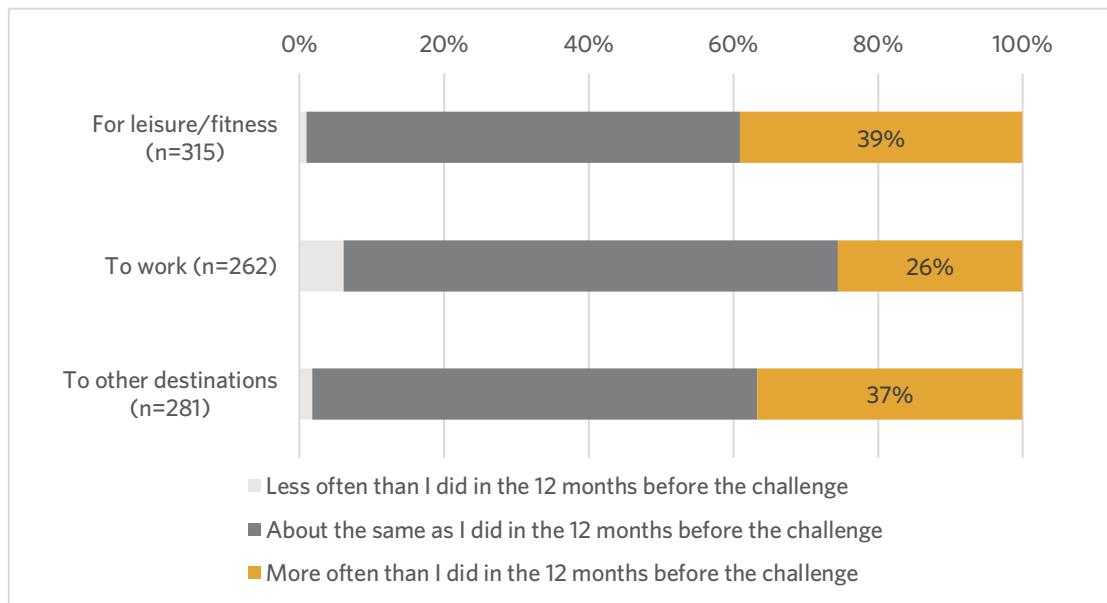
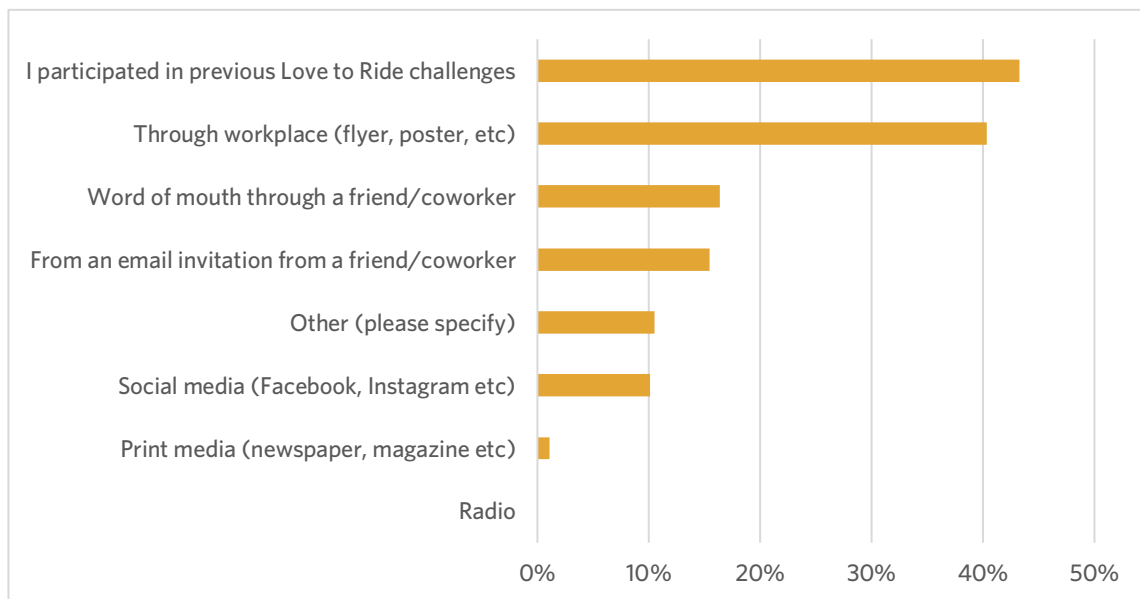
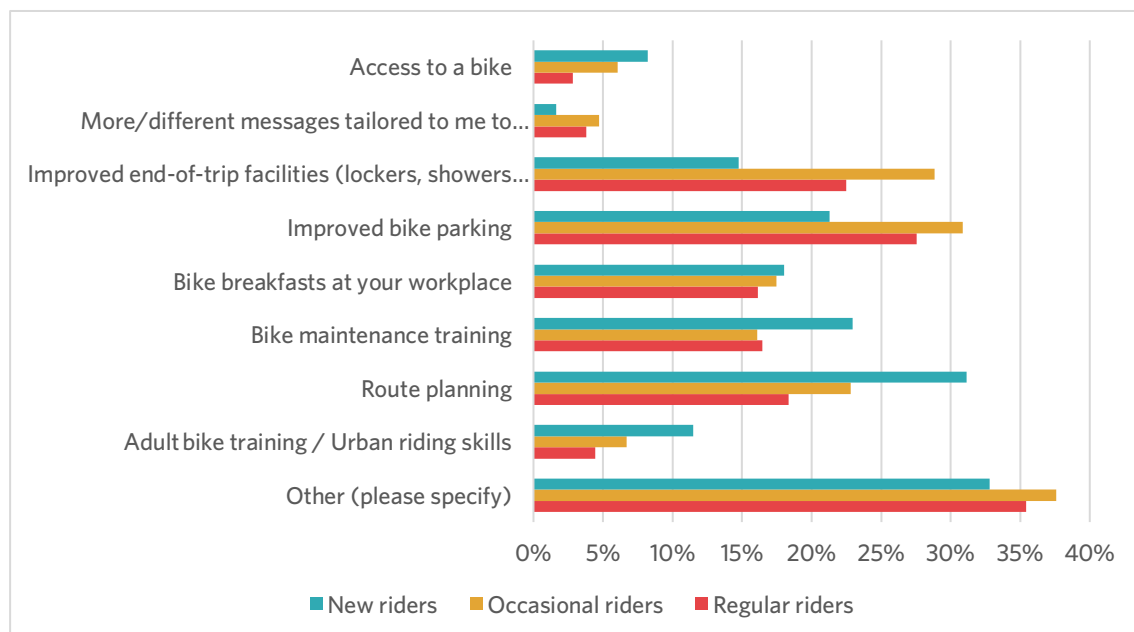


Figure 13: How did you hear about the Challenge? (N=543)



- 43% of participants heard about the Challenge through participating in previous Love to Ride challenges.

Figure 14: Which of these services would enable you to ride more often or to work? (N=526)



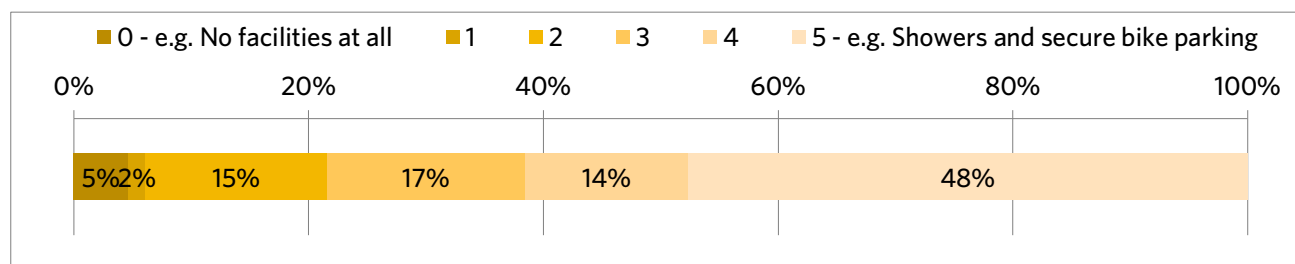
- Route planning was cited most frequently by new riders (31%) with improved bike parking cited by occasional riders (31%) as services which support individuals to ride more often or to work.
- The contact details of participants who would like to be contacted about these services locally can be found in Appendix 1 (attached spreadsheet).

Table 5: How has participating in the Challenge impacted your levels of physical activity? (N=426)

Days of Physical Activity at baseline	Total	Physical activity has decreased by 30+ minutes a day	Physical activity has decreased by 0-29 minutes a day	No change	Physical activity has increased by 0-29 minutes a day	Physical activity has increased by 30+ minutes a day	% increased
0	43	0%	0%	70%	5%	26%	30%
1	22	0%	0%	55%	0%	45%	45%
2	47	0%	2%	77%	2%	19%	21%
3	52	0%	0%	50%	13%	37%	50%
4	58	0%	0%	76%	3%	21%	24%
5	79	0%	1%	76%	1%	22%	23%
6	54	2%	0%	70%	0%	28%	28%
7	71	0%	0%	70%	0%	30%	30%
Total	426	0%	0%	69%	3%	27%	30%

- Of those who were not meeting the recommended levels of physical activity per week³ prior to taking part in the Challenge, 29% noted an increase in physical activity since participating in the Challenge.
- 30% of all respondents noted they had been more active as a result of taking part in the Challenge.

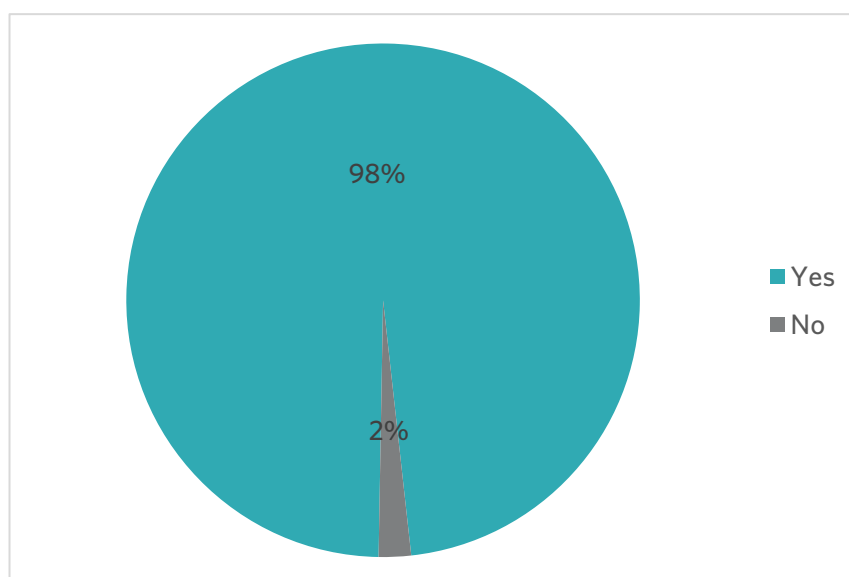
Figure 15: How bike-friendly would you rate your employer? (N=65) (Champs Only)



- 62% of participants rated their workplaces highly on end-of-trip facilities with a score of 4-5 out of 5.

³ The WHO recommend 150 minutes of physical activity per week. This analysis reasonably assumes 150 minutes of exercise is unlikely to be met for those who are active on 2 days or less.

Figure 16: Would you take part in the Challenge again next year? (N=542)



- 98% of participants would take part again next year.