

STAFF REPORT

SUBJECT: Bike Month 2018 Results

RECOMMENDED ACTION: Information Only

DISCUSSION:

SUMMARY:



Each year, the *dibs* team embarks on a mission to create the best Bike Month yet. With hopes to inspire, dreams of bigger numbers, and a desire to crush some goals, 2018 did not disappoint! With over **1,825 trips logged** and **688,027 calories burned**, San Joaquin, Stanislaus, and Merced county riders were the most ambitious individuals we've ever seen!

116+
more trips

34%
more miles

double
the calories

Not only did they set a new record, but also aided in our goal of improving air quality by saving almost **5 million pounds of carbon dioxide from being released** and keeping 1,053,326 cars off of the roads.

Averaging 7.3 miles (2.1 more than 2017) and armed with energy bars from local sponsor, Vicia, **61% of Dibsters logged at least 10 trips** each during the month of May. All of that logging earned 19 riders a killer prize, all thanks to *dibs*' incredibly faithful sponsor, the San Joaquin Valley Air Pollution Control District.



Just how amazing could one month be? Turn the page to find out... ➡ ➡ ➡

BACKGROUND:

Formerly known as Commute Connection, **dibs** was established in 1978 by SJCOG. The program was re-branded to *dibs* in 2016 to modernize the image, appeal to a wider audience and offer users a more engaging and convenient way to obtain information. Since inception, the program expanded to include the counties of Stanislaus and Merced through contracts with the transportation planning agencies. As a result, through extensive marketing and outreach, the program has registered over 9,000 commuters. The *dibs* team partners with cities, employers and community organizations to help improve air quality and reduce roadway congestion by encouraging commuters to use the bus, train, carpool, vanpool and bike to work or school.

ATTACHMENT(S):

1. Bike to Work Month 2018 Results Infographic

Prepared by: Lisa Donahue, Associate Program Specialist



dibs

SMART TRAVEL. YOUR WAY.

BIKE MONTH

Adventure, prizes, and crushing goals...
Could Bike Month get any better?



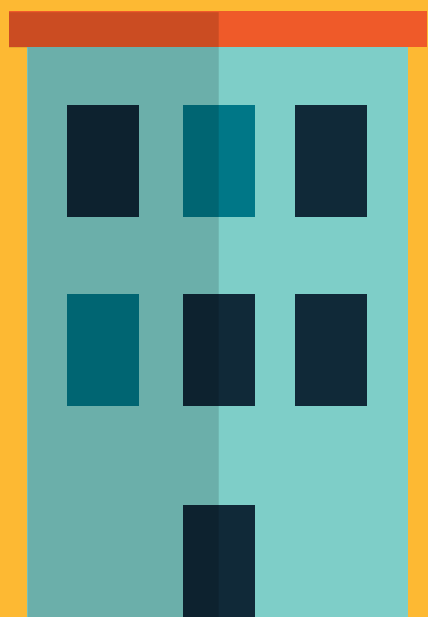
1,825

TRIPS LOGGED DURING
2018'S BIKE MONTH

87%

OF RIDERS HAVE KEPT
BIKING & WALKING SINCE
BIKE MONTH

Our Bike Month cyclers saved enough CO2 to remove
478 cars from the roads for one year!



WHAT DO YOU ENJOY MOST ABOUT BIKE MONTH?



"Getting to work with less stress"
- Anthony K...

"The freedom of riding"
- Jackie R..

"Less smelly cars on the road, a little
more fitness for me" - Dana S.

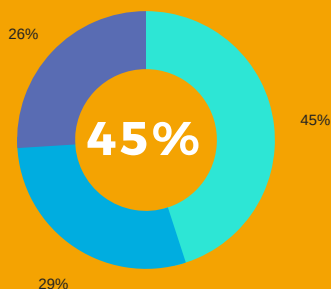
"Seeing other riders on the trail"
- Dave M.

"Activities around my city"

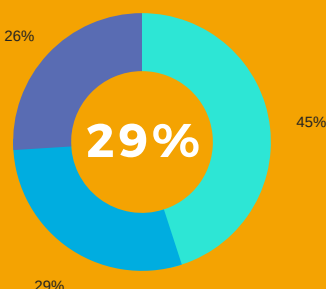
"Although I did not ride to work as many
times, I decided to ride to other places (yoga
classes) that I would normally drive to."
- Lisa C.



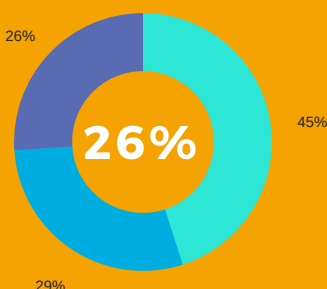
WHY BIKE?



HEALTH BENEFITS



THE ENVIRONMENT



SAVE MONEY

A Platinum Month



Our riders love a challenge! This year we upped the ante...

61%



20%



14%



5%



2018 UNVEILED AN ALL NEW "PLATINUM LEVEL" RESERVED FOR THOSE AMBITIOUS LOGGERS WHO PUT IN 10 OR MORE TRIPS DURING BIKE MONTH

17
events

calories burned
688,027

\$7,566
dollars in gas saved

2,695 lbs CO2 saved per trip

13,367

miles of
biking and
walking

13
of schools
participating
in Bike Month

average trip: **7.3 miles**



4,919,031

pounds of CO2 saved from being
released into the atmosphere

that's the same savings as 2,628 acres of forest

CHANGING THE CYCLE



"BIKE MONTH IS VERY IMPORTANT TO ME. IT IS A TIME WHERE I BUST OUT MY BIKE MONTH T-SHIRTS AND WEAR THEM EVERY DAY TO WORK. THIS BIKE MONTH I WAS ABLE TO GET THREE COLLEAGUES TO GET ON THEIR BIKES. TWO OF THEM STARTED RIDING TO WORK AT LEAST TWICE A WEEK AND THE THIRD ONE HAS TAKEN HER BIKE IN TO GET IT INTO SHAPE FOR RIDING."
-ANN S.

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VICIA

