

BIKE MONTH REPORT

2022



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Introduction

This report summarizes the Bike Month activities hosted by Smart Commute Durham, a program led by staff from the Planning and Economic Development Department, Transportation Planning Section, and its area municipal and community partners. It provides an overview of the purpose, goals, key statistics, events and key partners, as well as the successes of Bike Month in Durham Region.

About Bike Month

Bike Month is an annual month-long celebration of cycling that brings families, employers, commuters and community organizations together at hundreds of events across the Greater Toronto Hamilton Area.

Bike Month takes place annually from **June 1 to 30**. The Region of Durham has been hosting Bike Month activities since 2007.

Bike Month encourages people to....



Learn
new cycling
skills



Get Active
by cycling
more



Replace
car trips with
bike trips

Goals and Objectives

Bike Month helps support both short term and long term goals of Smart Commute Durham and the Region as a whole. Bike Month is a valuable initiative that promotes physical activity and sustainable commuting across the community. Bike Month resulted in having more people use active modes of transportation during the month of June. It also helped achieve the following Regional goals and objectives, as indicated below.

Regional Goals

- Promoting sustainable travel choices, including walking, cycling, transit and carpooling;
- Expanding the reach and effectiveness of Smart Commute Durham; and
- Enhancing the promotion to improve awareness and use of sustainable travel modes.

Bike Month also helps support annual goals for the Smart Commute Durham program including:

Smart Commute Program Goals

- Increase the number of participants in Bike Month activities since 2021
- Target goal of 250 participants across all events



increased awareness
of sustainable travel
choices



expanded the reach of Bike
Month events



doubled the amount
of **engagement** with
Bike Month

Summary of Activities

This year, Smart Commute Durham hosted four (4) activities from June 1st to 30th. This year marked the largest number of participants in Durham's Bike Month campaign history. The activities were a blend of in-person and virtual events that people could participate in all month long.



Region-Wide Cycling Challenge

Encouraged participants across the Region to get active and ride all month long by logging their cycling trips using the Smart Commute trip logging tool.



Ride and Seek!

Cycling photo contest that encouraged people to explore their communities by bike by completing missions across the Region and snapping a photo with their bike to win prizes.



Bike Month Pledge

Virtual initiative where participants shared how they planned to celebrate Bike Month through the Bike Month webpage to win prizes.



Bike Month Bingo

A variety of cycling themed activities were identified for people to participate in all month long by bike. Participants completed a minimum of 4 activities for entry into the contest.

Snapshot of Results

10,000
Social media post
views



2225
kms ridden



172
Pledges



1100
Bike Month
webpage visits



153
cycling trips
logged



95
Bike Bingo cards
downloaded



464
Bike Month
participants



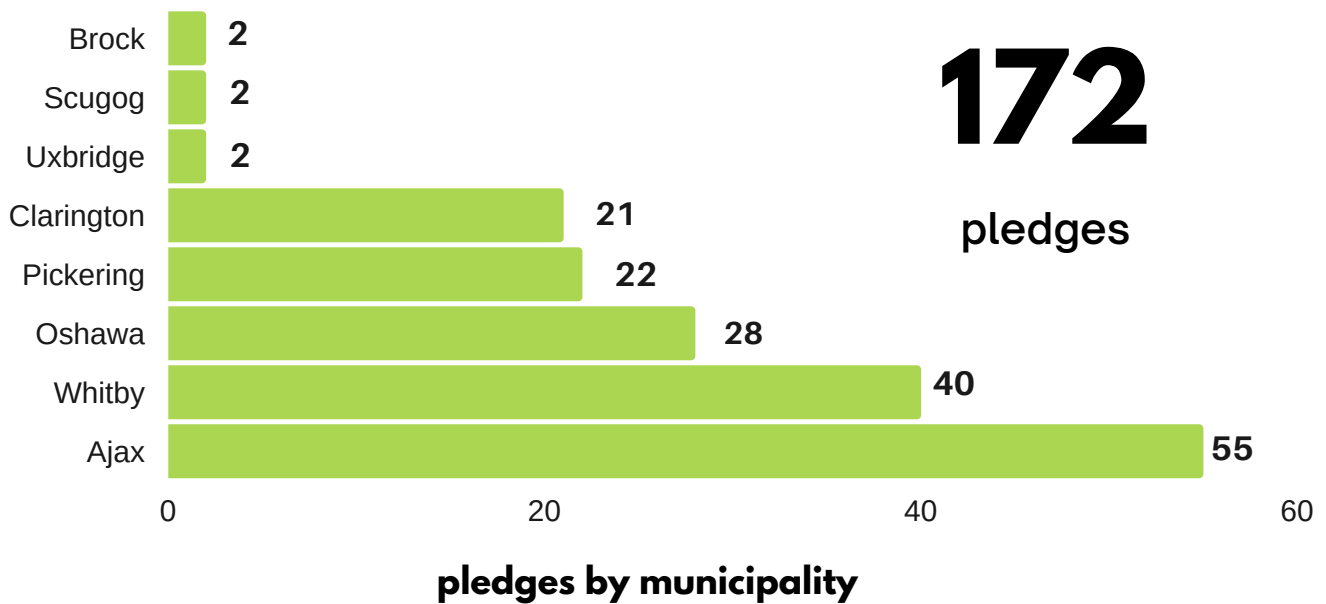
10
Bike Month
community events

Bike Month Pledge

The Bike Month Pledge took place virtually on the Region’s Bike Month webpage to promote cycling by encouraging people to pledge to ride their bike and share how they plan to celebrate Bike Month.

When: June 1st to 30th, 2022

Results: We received a wide range of pledges throughout the course of the month across all municipalities. The majority of pledge participants live in Ajax (32%). 24 percent of participants were members of Smart Commute Workplaces.



18%

pledged to bike for fun

37%

pledged that they would try a new cycling route

40%

pledged that they would ride their bike at 2 times per week

Pledge Stories

We heard from 172 people across Durham about how they planned to celebrate Bike Month. We have created a series of Bike Month Avatars that profile and showcase the variety of ways people pledged to celebrate Bike Month.



Graham, Whitby

"start riding my bike to work three times a week"



Tanya, Pickering

"learn to ride a bike so I can bike with my family"



Alison, Uxbridge

"ride 250 km on the trails throughout the month"



Tariq, Clarington

"riding my bike to the library and stores"



Joanna, Whitby

"bike to the GO station, instead of driving"



Samir, Oshawa

"ride my bike for 30 minutes after school"



Kaya, Ajax

"try biking to work"



Jordan, Brock

"teach my son how to bike safely and try new trails"



Irene, Scugog

"riding with my husband around our neighborhood"

Cycling Photo Scavenger Hunt

The Cycling Photo Scavenger Hunt included 30 missions to help educate people about safe cycling, encourage people to explore new cycling routes throughout Durham Region and learn more about their communities. A series of facts and clues were provided using the free GooseChase app which allowed participants to submit photos of their completed missions and earn points in real time.

When: The scavenger hunt took place all month long. This was an independent activity that participants could take part in at their leisure.

Results: We received 44 photo submissions of a variety of activities from people participating in the scavenger hunt throughout the month.

Bikes and Butterflies

500 Points

Connect with nature by bike! Check out a local pollinator garden to see butterflies, bees and other species!

Your Mission: Visit a pollinator garden like the Bowmanville Valley Trail Butterfly Garden (Bowmanville Creek Valley trail) or visit Whitby's Find your Park Map to see where pollinator gardens are located.



<https://geohub-whitby.hub.arcgis.com/apps/0efb1aef588c4b1ca868356bd8247acd/explore>

Light the way

600 Points

It is important to be visible when you are riding your bike. All bikes must have a white front light and a red rear light or reflector if you ride between 1/2 hour before sunset and 1/2 hour after sunrise and white reflective tape on the front forks and red reflective tape on rear forks.

Your Mission: upload a photo or video of you checking your bike lights or adding the necessary lights onto your bike.



SCAVENGER HUNT LEADERBOARD

USER NAME	POINTS	RANK
CH	5900	1 🏆
SKATIE	4400	2 🏆
SITTERM	4300	3 🏆
TEAM BATCHOY RELOADED	2700	4 🏆
RAY	2100	5 🏆
YOGA GIRL	600	6 🏆
DEE CEE	500	7 🏆
ELIZAWARNER	500	7 🏆



30

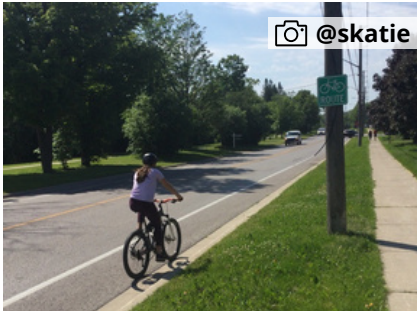
different missions to complete



44

scavenger hunt missions

Cycling Photo Scavenger Hunt Submission Highlights



@skatie

Mission:
"Find Your Cycling Route"



@Sitterm

Mission:
"Find Your Cycling Route"



@Batchoy Reloaded

Mission:
"Try a Trail"



@CH

Mission:
"Bikes and Butterflies"



@Batchoy Reloaded

Mission:
"Ride with a Friend"



@skatie

Mission:
"Vanier Park Photo Challenge"



@Sitterm

Mission:
"Millennium Mast Art Ride"



@skatie

Mission:
"Pump It Up"



@skatie

Mission:
"Bike Rack Selfie"

Region-Wide Cycling Challenge

The Region-wide cycling challenge encouraged participants across the Region to get active by logging trips they made by bike using the [SmartCommute.ca](https://www.smartcommute.ca) trip logging application. Every trip that participants logged entered them into a contest to win prizes.

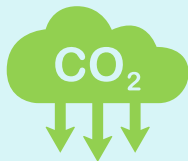
When: June 1 to June 31.

Results: 159 cycling trips were logged throughout the region and contributing to a total of 2225 kilometres travelled by bike collectively. The majority of trips were logged in the region's lakeshore communities, as shown in Figure 2. The municipality with the most trips logged was the Town of Ajax.

Together, participants logged **2,225** kilometres by bike!



that's the equivalent of cycling from **Belleville** to **Winnipeg!**



578

kilograms of GHGs saved



73,412

calories burned

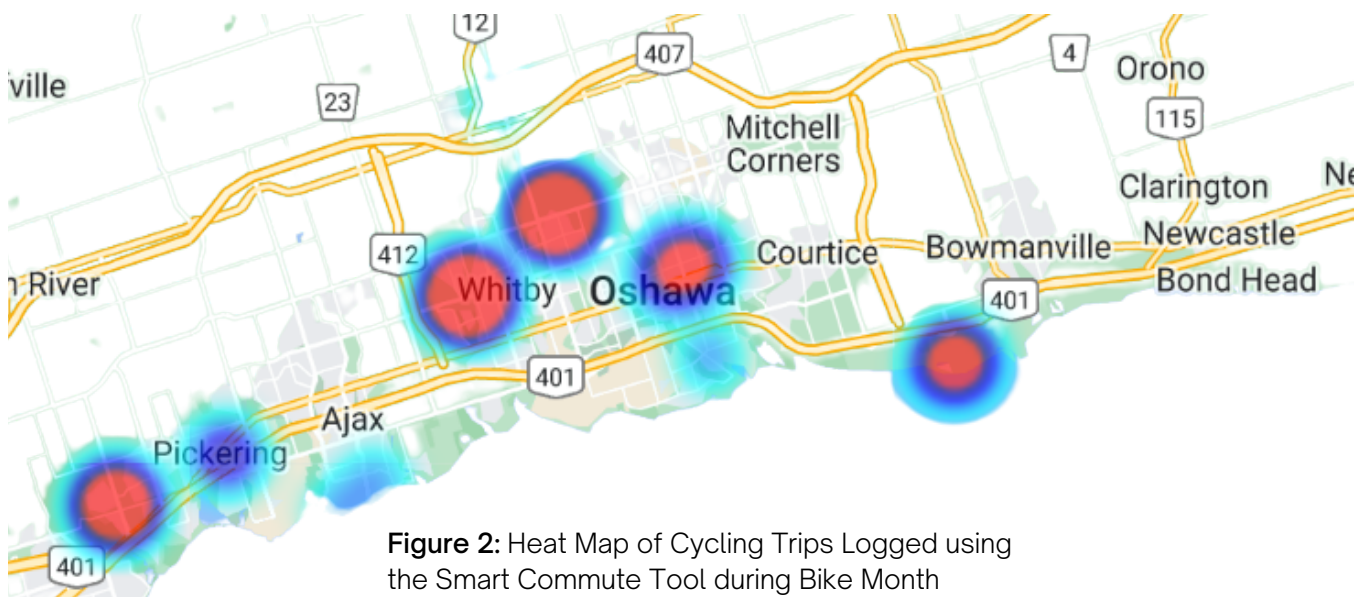


Figure 2: Heat Map of Cycling Trips Logged using the Smart Commute Tool during Bike Month

Bike Month Bingo

Bike Month Bingo provided participants with a variety of bike-related activities to complete to help them learn new skills and stay active all month long. Participants could choose between 16 different activities to participate in.

When: The scavenger hunt took place all month long. This was an independent activity that participants could take part in at their leisure.

Results: 95 Bike Month Bingo cards were downloaded through the month. The most popular activities completed included: riding a bike with someone new, using a crossride, riding 5 days in a row and riding to your favourite park.

Bike Month Bingo



Durham Region
Bike Month

Complete as many Bike Month bingo squares as you can for a chance to win!

Complete a minimum of one (1) line on the bingo card to be entered into the prize draw. Submit a photo to activetransportation@durham.ca of each action you complete! There's so much you can do on your bike during Bike Month!

Ride to your favourite park	Take the Bike Month Pledge	Tune up your bike at one of the bike repair stands in the Region	Borrow a book about cycling from your local library
Bike 5 days in a row	Bike to school or work	Read the Youth Cycling Guide to learn about safe cycling	Map out your favourite bike route
Go for a bike ride with your family or household	Complete an Air Brakes Chain (ABC) check on your bike	Visit a Bike Month event	Set a timer and see how long you can ride in one trip
Lock your bike up at a bike rack	Ride the Waterfront Trail	Ride your bike with someone new	Use a crossride

95
bingo cards downloaded

25
activities completed

100%
of participants completed more than one line of activities

Partnerships and Collaboration

Bike Month was hosted in collaboration with Durham's area municipalities. A Bike Month Planning Committee was established with representation from staff the the Region, Area Municipalities, Active Transportation Committees at the Regional and local level, and cycling advocacy groups.

The Committee met monthly between February and May to plan the various events and initiatives, share ideas about what events they are planning and review and develop campaign materials.

Throughout the month the Region and area municipalities each hosted a series of events that helped promote and encourage residents across the region to bike more.

The success of Bike Month 2022 would not have been made possible without the support and resources of all our partners!



Successes & Impact

There were a number of successful outcomes over the course of Bike Month. This year Smart Commute Durham saw one of the biggest increases in participation, reaching over 10,000 people through Bike Month events and messaging.

There are three primary factors that can be attributed with this increase in participation.

Multiple events and ways to participate



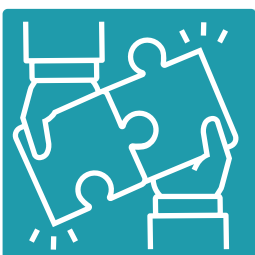
A key contributor to the increase in participants is the fact that multiple events were hosted this year and of the events hosted, there were both passive and active ways for people to participate in Bike Month, compared to previous years where fewer events were held and the only way to participate was in person.

Expanded Outreach to the public



This year events were open to the public, compared to previous years where events were primarily open to businesses that were members of Smart Commute Durham. This helped increase participation in events as well as build recognition of the Smart Commute Durham “brand”.

Enhanced partnerships



Partnering with different external organizations like United Way and circulating promotional emails and messages to active transportation champions in the community also helped increase our outreach and increase the number of people that participated in the Region’s Bike Month events.

Conclusions and Next Steps

Bike Month is Smart Commute Durham's most popular event and represents an important annual opportunity to raise awareness about the benefits of cycling and to encourage residents and employees to replace car trips with bicycle trips.

With over 10,000 social media post views and 464 activity participants, Bike Month 2022 was well-received by the community and helped Regional and area municipal staff build new connections with cycling-supportive organizations and individuals in the community.



Contact us!

To learn more about Smart Commute Durham and other Smart Mobility Durham programs and resources visit: https://www.durham.ca/en/living-here/transportation.aspx?_mid_=32209

Email: smartcommute@durham.ca




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