



**Durham Region
Bike Month**

**REPORT
2023**

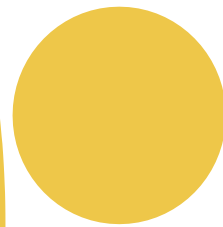


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Introduction

This snapshot report summarizes the Bike Month activities hosted throughout the month of June 2023. Bike Month is an annual campaign that is promoted by Cycle Durham, which is part of the Region's Smart Mobility Durham transportation demand management (TDM) program, that aims to promote the use of active and sustainable modes of transportation such as walking, cycling and transit. Cycle Durham is led by staff from the Planning and Economic Development Department, Transportation Planning Section, and involves all eight Durham area municipalities and a variety of community partners.

Bike Month encourages people to...



Learn
new cycling
skills



Get active
by cycling
more



Replace
car trips with
bike trips

Why Celebrate?



Bike Month celebrates biking as essential to our well-being and a key means of transportation and recreation. It also celebrates safety first when cycling.

Bike Month was established in 2007 and is promoted and recognized by Durham Region through month-long celebrations, prizes and Bike to Work campaigns.

Goals & Objectives

The 2021 Regional Cycling Plan (RCP) considers cycling a key mode of transportation and means of mobility by providing an opportunity to enhance community health, road and trail safety, and lessen environmental impacts. Bike Month celebrations help achieve the goals of this Plan by bringing cyclists together to ride.

Hosting events such as Bike Month also aligns with goal #41 of the Region's Transportation Master Plan, which states that the Region will continue to promote high quality walking and cycling facilities, in partnership with area municipalities. Many of the participants noted they would use cycling to connect to transit and try out new routes by bicycle.

Relationship to Strategic Plan

This report aligns with the Environmental Sustainability goal in the Durham Region Strategic Plan by:

- Reducing single-occupant vehicle trips to help protect the environment for the future and demonstrates leadership in sustainability and addressing climate change.

Snapshot of Bike Month Goals



Boost awareness around sustainable travel with a focus on commuters



Expand the reach of Bike Month on social media



Increase the amount of Bike Month pledges in 2023

Snapshot of Activities

Cyclists could take part in one or more activities during Bike Month in June. This year's events included a Region-wide Cycling Challenge, Bike Month Pledge and Bike Bingo.



Region-Wide Cycling Challenge

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

How Cyclists Responded to the Challenge

One of the goals of this challenge was to increase awareness around the benefits of choosing sustainable modes of transportation for work travel.

By incentivizing the use of the trip-planning tool to plan the route, the challenge helped to meet this goal as 90% of the logged trips were to or from workplaces in Durham.



Bike Month Pledge

A virtual campaign where participants shared how they they planned to cycle in June by submitting an online pledge.

Bike Pledges Highlight the Fun Aspects of Cycling

Building on last year's campaign, the Region of Durham and area municipal partners invited cyclists to (re)discover the joys of cycling by sharing how they will try new cycling activities.

The variety and number of pledges received this year indicated that cycling on trails and discovering new routes were popular activities this year.



Bike Month Bingo

A variety of cycling-themed activities were identified for people to participate in all month long by bike. Participants were required to complete a minimum of four activities to be eligible to enter the contest.

Results

40,627

Social media
post views



739
Km cycled



149

Pledges



996

Webpage
views



54

Cycling trips
logged



64

Bingo cards
downloaded



221

Bike Month
participants



10

Community
events

Pledge Stories

The Bike Month Pledge campaign took place throughout the month of June to encourage participants to share their cycling commitments at durham.ca/bikemonth. Region-wide, there was a total of 149 participants who took the pledge. Here are some of their stories:



Warren, Whitby

"Instead of taking the bus, I will ride my bike."



Alex, Clarington

"I plan to go mountain biking."



Rosara, Ajax

"I pledge to ride for fun, & discover new trails in Ajax."



Gina, Pickering

"I pledge to ride with my bike group every Saturday."



Lesley, Uxbridge

"I pledge to ride to the grocery store at least three times."



Eric, Oshawa

"I plan to explore areas further east of Oshawa."

Sample Pledge Themes by the Numbers

10

Pledged that they would try a new cycling route.

12

Pledged to bike for fun.

30

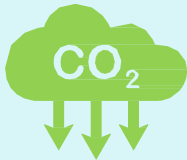
Pledged that they would ride at least two times per week.

Cycling Challenge

The Region-wide cycling challenge encouraged participants across Durham to get active by logging bike trips at SmartCommute.ca. Prizes were awarded to eight lucky participants through a random draw. The top prize was a \$100 Gift Certificate from Northern Cycle in Ajax followed by three runner-up prizes of \$50 retail gift cards.

Participants travelled a total of **739** Kilometres!

That's the equivalent of cycling from Uxbridge to Kapuskasing!



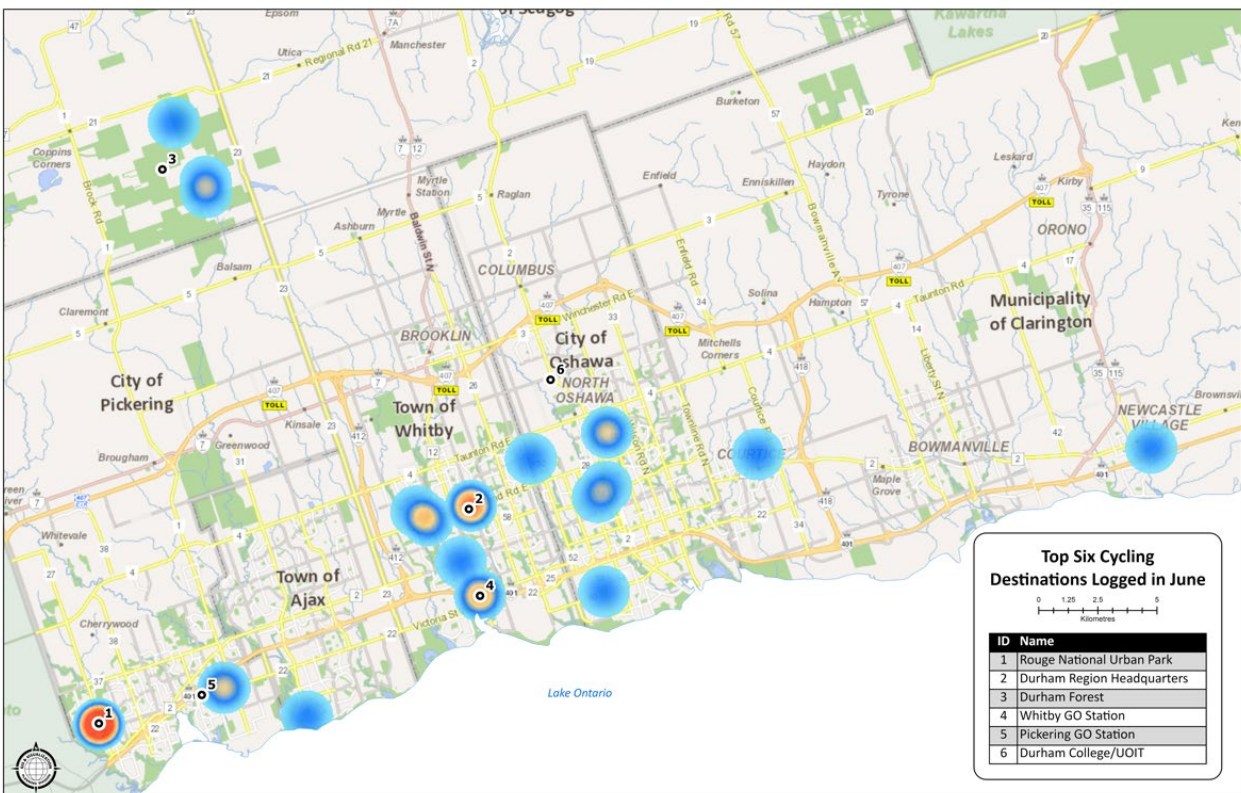
192 Kilograms of GHGs saved



24,373 Calories burned

Snapshot of Cycling Destinations

The heat map of bike trips logged during Bike Month highlights the most popular locations shared by participants.



Bike Month Bingo

Bike Month Bingo provided participants with a variety of bike-related activities to help them learn new skills and stay active all month long. Participants could choose between 24 different activities and be eligible to win the grand prize of a \$100 Gift Certificate to Northern Cycle. Northern Cycle in Ajax has been a Bike Month supporter since the Region began celebrating the event in 2007. This was an independent activity that participants could take part in at their leisure.

Bike Month Bingo



Durham Region

Bike an off-road trail	Take a photo of your bike at a parking rack	Ride for an hour	Ride your bike to a park	Share a bike photo on social media with the hashtag #CycleDurham
Put air in your tires	Ride your bike to a beautiful lake	Take the Bike Month Pledge	Visit a Bike Friendly business	Ride a trail you've never been on before
Ride your bike 2 days in a row	Go on a ride with someone new	Free Square!	Take a photo of your bike next to public art (e.g., a mural)	Check your ABCs (air, brakes and chain)
Ride your bike to work or school	Support your local bike store	Run an errand on your bike	Bike around your neighbourhood	Ride to a historical landmark
Learn to fix a flat tire	Ride the Waterfront Trail	Bike further than you ever have before!	Ride with a friend	Bike up a big hill

19

Activities Completed

64

Bingo cards downloaded

Partnerships & Collaboration

Bike Month takes place each June in collaboration with Durham's area municipalities and cycling advocates throughout the Region.

A Bike Month committee with representation from the Region, area municipal staff and members of cycling advocacy groups, contributes to the success of the campaign each year. The committee's collaboration work begins in February each year by identifying local events which can be promoted as part of Bike Month at the Regional level.

Through partnerships and collaboration, the aim is to boost participation at the local cycling events by promoting these in-person events Region-wide. This collaborative approach helps highlight local events on Durham's Bike Month webpage as well as leveraging local area social media channels to get the message out to the community.

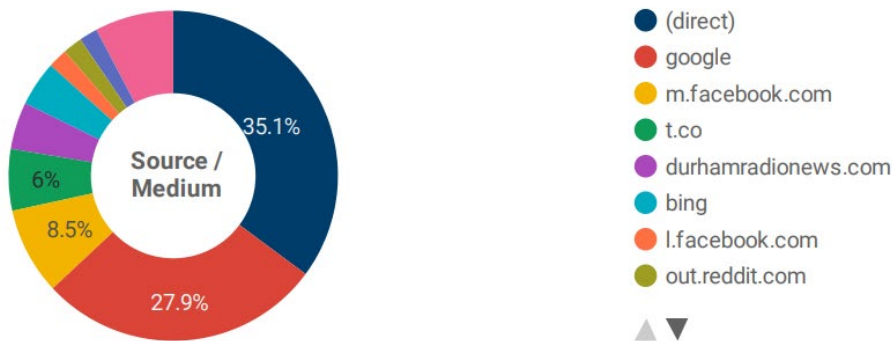
Bike Month would not be possible without the input and support of the area municipalities and volunteer committee members each year.



Successes & Impact

Social media messaging was used throughout June to help promote Bike Month. A total of 996 webpage views were captured with the majority engaging directly, followed by Google, Facebook (broken down as “m” for mobile & “l” for laptop users), and Twitter (t.co).


Views	Total users	New users	Sessions	Sessions per user
996.0	697.0	433.0	946.0	1.4



Enhanced Partnerships


This year, the Region of Durham partnered with Lakeridge Health to host the first Pedal for Patients charity ride. The funds raised will go directly to support cancer care at Lakeridge Health.

Area Municipal In-Person Bike Month Event Partnerships



Some of the in-person events in June included a mountain bike ride in Durham Forest (Uxbridge) and three community rides in Oshawa focused on its historical sites, such as the Old Tannery. The Town of Ajax also hosted its annual Trailfest bike ride event.

Increasing Bike Month Impacts Through Community Members



Partnering with multiple community partners, in particular, volunteer community members who helped organize Bike Month, helped to further promote the campaign this year. For example, there was a substantial increase in Bike Month pledges directly following the area municipal events.

Summary

Bike Month is one of Cycle Durham's most popular events and is part of the Region's Smart Mobility Durham transportation demand management (TDM) program, that aims to promote the use of active and sustainable modes of transportation.

With over 40,000 social media impressions and 221 participants this year, Bike Month 2023 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.



The success of Bike Month was achieved through the strong support of the event's many partners throughout the Region of Durham.



Contact us!

To learn more about Cycle Durham and Bike Month programming, visit:

<https://www.durham.ca/en/living-here/transportation.aspx? mid =32209>



If this information is required in an accessible format, please contact us.
Within Durham: 311 · Toll-Free: 1-800-372-1102