



A report on Central Ohio's 2009 Bike Month
Prepared by Yay Bikes!

Executive Summary

This report, which details the 2009 Bike Month activities of Central Ohio, has been compiled to demonstrate the impact of our region's annual commuter bicycling celebration. We hope the information in this report will illuminate our passion for bicycling in this community, evoke conversation about how to better support our cyclists in the workplace, and invite further contributions to the advancement of active transportation.

National Bike Month, of The League of American Bicyclists

The League of American Bicyclists is a national organization devoted to promoting bicycling for fun, fitness, and transportation and to working through advocacy and education for a bicycle-friendly America. With a current membership of 300,000, including 25,000 individuals and 700 affiliated organizations, the League represents the interests of our nation's 57 million cyclists. One of the League's key programs is National Bike Month, during which they support the Bike to Work Week and Bike to Work Day efforts in cities nationwide. Columbus's participation in Bike Month was among the reasons the League designated us a Bronze-level Bicycle Friendly Community in 2009.

Bike Month in Central Ohio

Columbus celebrated its first Bike to Work Week (B2WW) in 2008 when cycling advocates Matt Young, a Battelle employee, and Austin Kocher, an OSU student, organized a Commuter Challenge and two ancillary efforts – Outreach & Education programming and a Bicycle Friendly Business campaign – to provide a context for people to begin replacing their automobile trips with bicycle trips. The Commuter Challenge is a friendly competition among area employers to determine whose employees can record the largest percentage of total commutes by bicycle; Outreach & Education events showcased our bike culture and informed people how to commute by bicycle; and the Bicycle Friendly Business campaign rewarded cyclists with discounts and other special offers at their favorite destinations. These three program elements are described in this report.

Going Forward

The Challenge expanded from 4 days to 11 and went online for the first time in 2009, doubling the level of active participation and tripling the number of people who registered for the competition; each year marks substantial growth for B2WW in Central Ohio. As we broaden our campaign to get people bicycling for transportation, we are excited to contribute an increasingly sophisticated Bike to Work product to our community each May. Stay tuned for 2010...and beyond...!



The Commuter Challenge

In 2008, the Commuter Challenge lasted four days, during which 393 cyclists on 29 teams rode 10,115 miles on 1,738 bicycle trips. In 2009, the Challenge added several days and moved online, which allowed participants more time to get involved and required less effort to track their participation. Of the 1,279 people who registered on B2WW.org on 110 total teams, 734 became active Challenge participants. These 734 cyclists rode 5,817 trips for mileage totaling 34,296!

The Commuter Challenge

For an organization to have participated in the 2009 Commuter Challenge, a person affiliated with the organization simply registered it as a team on the B2WW website, solicited team members from the organization, and then encouraged team members to track their bicycle trips to and from work. With each bicycle trip team members scored one point, for a maximum of two points per day. At the end of the competition, points from each team were summed and plugged into a formula that revealed the percentage of possible commutes to and from their organization that were made by bicycle. The organization in each bracket with the highest percentage of such trips won the category. This year's Challenge formula was:

$$[\# \text{ team points}] \div [\# \text{ employees} * \# \text{ possible points}]$$

The individual cyclists who most embodied the spirit of B2WW and who logged the most miles were also acknowledge at the end of the Challenge.

Snapshot of Outcomes

B2WW Metric	2008	2009
Challenge Days	4	11
Challenge Teams	29	110
Challenge Participants	393	734
One-way Commutes	1,738	5,817*
Miles Biked	10,115	34,296
Average Mileage Per Trip	5.8	5.9
Pounds of CO2 Prevented	10,120	34,300
Gallons of Gasoline Saved	506	1,715
Fuel & Maintenance Savings**	\$5,100	\$17,320

*B2WW Survey respondents revealed that they had ridden, but not logged, 113 bicycle trips; this figure, then, may significantly under-represent total trips.

**Based on 2008 Standard Mileage Rate of 50.5 cents per mile.

B2WW 2009 Weather

Date	Low / High	Rainfall	Wind
May 4	56° / 71°	0.0"	8 mph
May 5	52° / 69°	0.0"	5 mph
May 6	51° / 62°	0.3"	6 mph
May 7	51° / 71°	trace	6 mph
May 8	56° / 72°	0.04"	4 mph
May 11	48° / 67°	0.0"	7 mph
May 12	40° / 68°	0.0"	3 mph
May 13	51° / 73°	0.27"	12 mph
May 14	51° / 74°	0.16"	11 mph

Source: <http://wunderground.com>

2009 Corporate Commuters

Abbott Labs	Grant Medical Center	Otterbein University
Alcatel-Lucent	Greater Columbus Convention Center	Paradise Garage
American Electric Power	Green Columbus	Pattycake Bakery
Anshen+Allen Architects	Green Light AG	Pocared Diagnostics Team
Athletic Club of Columbus	Hadassah	Porter Wright
Battelle	Hills Market	Public Utilities Company of Ohio
BikeSource Clintonville	Individual Development	Resource Interactive
Bricker & Eckler LLP	Jeni's Ice Cream	roll:
Bureau of Workman's Comp	JP Morgan Chase	Schools for the Deaf and Blind
Calfee Halter & Griswold LLP	Katzinger's Deli	Skreened
Central Ohio Restaurant Association	Kickstart Cafe	SOS Express
Chemical Abstracts Service	Kobolt Design Studios	Stanley Electric
City of Columbus Dept of Public Service	Lancaster Pollard	Stantec
City Year Columbus	Liebert	Starbucks
Clintonville Outfitters	Lazarus Government Center	State Auto
Coexist	Manley Deas Kochalski LLC	State Teachers Retirement System
Columbus Athenaeum	MORPC	Sterling Commerce
Columbus City Schools	Nida's Thai on High	The Enrichment Association
Columbus Development Dept	Nationwide Children's Hospital	The Ohio State University
Columbus Metropolitan Library	Nationwide Insurance	The Salvation Army
Columbus Metro Parks	Navigator Management Partners	Time Warner Cable
Columbus State Community College	Northstar Cafe	Trek Store Dublin
COSI	OCLC	Trek Store East
COTA	Octopus Caps	UBX Book Exchange
Cyclist Connection	Ohio Department of Health	United McGill Corporation
DSW, Inc.	Ohio Dominican University	United Way of Central Ohio
Economic & Community Development Institute	OhioHealth	Upper Arlington
EWI	Ohio Tuition Trust Authority	Webbed Marketing
Goodwill Columbus	Ologie	Worthington Hills
Grange Insurance	OSU Medical Center	Young Professional of Columbus

Challenge Brackets & Winners

Heavyweight Bracket (5000+ employees)

Rank	Team	Riders (Active/Total)	Trips Recorded	Mileage
1	THE OHIO STATE UNIVERSITY	138/240	1261	5852.32
2	Nationwide Children's Hospital	32/46	248	1484.9
3	Columbus City Schools	4/4	46	266.6
4	American Electric Power	7/8	75	619.4
5	Nationwide Insurance	9/13	81	492.6
6	Department of Public Service	0/1	0	0
7	JP Morgan Chase	2/2	4	66

Cruiserweight Bracket (1000–4999 employees)

Rank	Team	Riders (Active/Total)	Trips Recorded	Mileage
1	LAZARUS GOVERNMENT CENTER	39/43	395	2255.8
2	Battelle	65/78	483	2867.73
3	Ohio Department of Health	7/7	77	633.28
4	OSU Medical Center	5/5	44	157.9
5	Abbott Labs	6/7	56	416.72
6	Ohio Bureau of Worker's Compensation	5/6	37	385.75
7	Grange Insurance	2/7	18	42.5
8	Chemical Abstracts Service	2/2	12	51
9	Grant Medical Center	1/8	6	23.4
10	Liebert	1/1	6	48

Lightweight Bracket (400–999 employees)

Rank	Team	Riders Active/Total	Trips Recorded	Mileage
1	EWI	17/17	105	660.6
2	Manley Deas Kochalski LLC	21/23	160	811.98
3	Schools for the Deaf & Blind	17/19	184	583.34
4	COSI	14/17	74	426.4
5	Otterbein University	20/23	217	478.8
6	Stantec	6/8	68	324.42
7	Porter Wright	12/14	84	537.8
8	Central Ohio Restaurant Association	6/12	69	131
9	Public Utilities Commission of Ohio	7/11	66	461
10	Columbus Development Department	4/4	48	259.4

Featherweight Bracket (100–499 employees)

Rank	Team	Riders Active/Total	Trips Recorded	Mileage
1	COLUMBUS STATE	13/15	125	605.3
2	State Teachers Retirement System	12/14	72	958.2
3	Goodwill Columbus	5/5	55	359.75
4	Ohio Attorney General's Office	6/11	42	154.4
5	OCLC	5/8	40	405.98
6	State Auto	6/9	32	213.7
7	Athletic Club of Columbus	2/4	26	167.4
8	Worthington Hills	4/5	33	443.5
9	Time-Warner Cable	4/5	24	178.55
10	Columbus Metropolitan Library	1/1	12	61.45

Bantamweight Bracket (20–99 employees)

Rank	Team / Company	Riders (Active/Total)	Trips Recorded	Mileage
1	ROLL: BICYCLE SHOP	17/24	131	1121.22
2	City Year Columbus	6/6	77	217.7
3	Second Shifters*	6/6	66	326.3
4	ECDI	3/4	28	320
5	Lancaster Pollard	8/10	56	349.14
6	Jeni's Ice Creams	7/9	47	316.5
7	Ologie	5/5	41	178.3
8	Gahanna Get Moving*	4/4	25	168.5
9	MORPC	8/9	35	217
10	Navigator Management Partners LLC	3/3	22	166

Flyweight Bracket (1–19 employees)

Rank	Team / Company	Riders (Active/Total)	Trips Recorded	Mileage
1	THE HILLS MARKET	3/3	32	163.4
2	Cubicle Dwellers Local 442*	2/2	22	113
3	Columbus Foodcast	2/2	22	201.41
4	BikeSource Clintonville	11/11	109	475.5
5	The Enrichment Association	6/6	73	283.2
6	kobolt studios	4/5	44	311
7	Skreened	3/4	28	63
8	Clintonville Outfitters	2/3	15	72
9	Green Columbus	3/3	11	81.1
10	Starbucks	5/8	46	192.1

*Denotes a team not associated with an organization.

Challenge Participants

Of the 1,279 B2WW registrants, 734 (57.4%) input bicycle trips during the Challenge. A post-Challenge survey yielded responses from 139 of these active participants, whose demographic profile reflects the Challenge's emphasis on commuter cycling among employed professionals in Central Ohio.

Gender

The 2008 American Community Survey reveals that men in Columbus bike their work commute at a rate two and a half times higher than women—1.0% of men use a bicycle as their primary means of transportation to work, while only 0.4% of women do the same. B2WW had far higher rates of cycling among women, however, with 42% of B2WW Survey respondents (N=132) identifying as female.

Age

The 2000 U.S. Census shows that the significant majority of cyclists are between the ages of 5 and 15; B2WW attracts a more “mature” subset of the population! Twenty-one percent of B2WW Survey respondents (N=135) were between the ages of 35 and 39, but otherwise the age distribution is even, with approximately 13% in the 25–29, 40–44, 45–49, and 50–54 age groups and 11% in the 30–34 age group. Fewer participants were under the age of 25 or over the age of 55.

Race

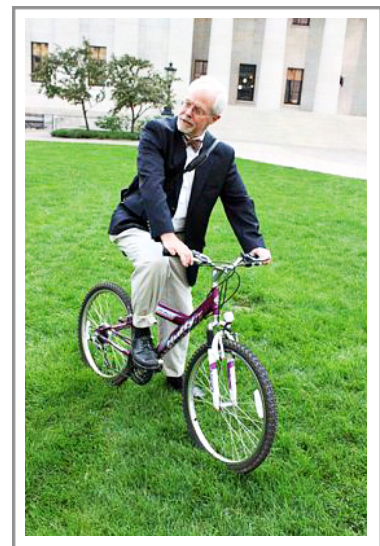
The 2000 U.S. Census revealed that Whites and Hispanics make almost a third more bicycle trips than African Americans or Asians. Yet 93%—the overwhelming majority of 2009 B2WW Survey respondents (N=136)—were White. The remaining 7% identified as Hispanic (3%), African American (3%), and Asian (1%).

Household Income

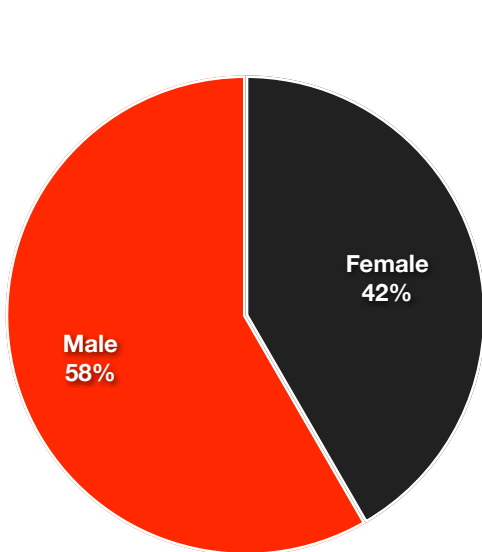
The 2000 U.S. Census shows that more cyclists have a household income less than \$40,000 (37.6%) than above \$75,000 (29.6%). B2WW Survey respondents (N=131) report being more affluent than the typical cyclist, with more than half earning a household income above \$75,000; more than three-quarters earned at least \$50,000.



Ray George, organizer of the “Bike the C-bus” neighborhood ride, spends most of his waking hours on a bike.

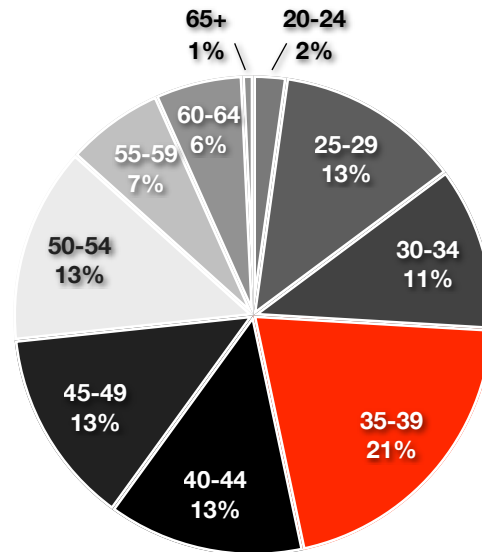


Cleve Ricksecker, Executive Director of Capital Crossroads SID, is a major supporter of B2WW's downtown festivities.



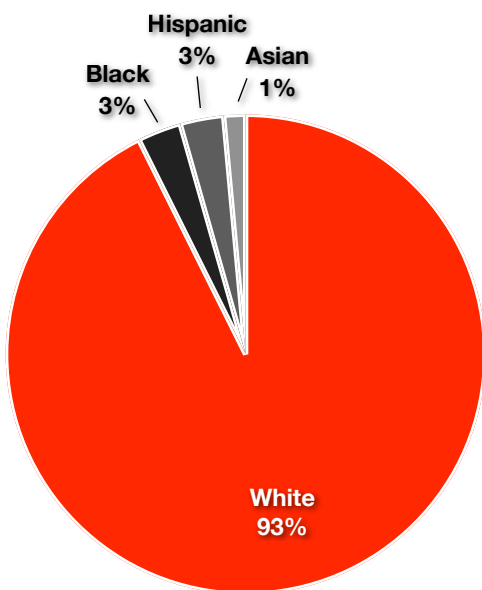
Participants' Gender

Source: B2WW Survey, June 2009. N=132



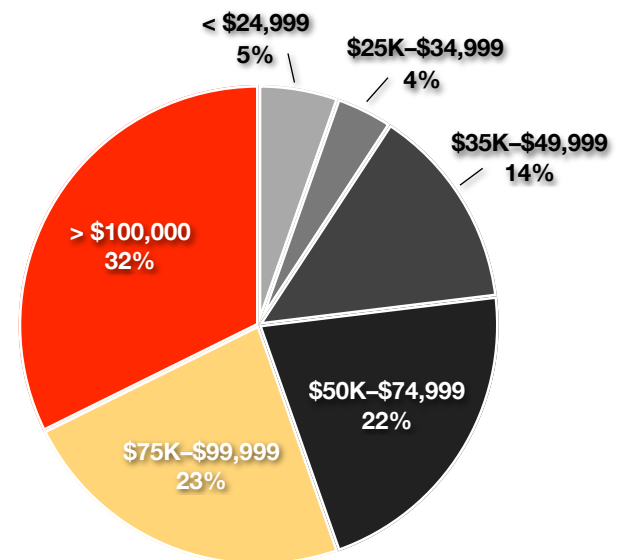
Participants' Age

Source: B2WW Survey, June 2009. N=135



Participants' Race

Source: B2WW Survey, June 2009. N=136



Participants' Household Income

Source: B2WW Survey, June 2009. N=131

Challenge Impact

"Signing on with a team to bike to work inspired me to ride more than I would have and kept me riding (on fair weather days) into November."

Julie Hart, Team Member, Ohio Dominican University

Challenge Experience

Of the Challenge participants who responded to the post-competition survey (136 of 734), 63% were seasoned cyclists who had been biking their commute for several years. Another group (21%) were relatively new cyclists who had begun riding in 2008 or early 2009. Fully 16% were biking to work for the first time during B2WW 2009! The experiences of these Challenge cyclists are detailed below and in the charts on the following page.

Motivation for Participating

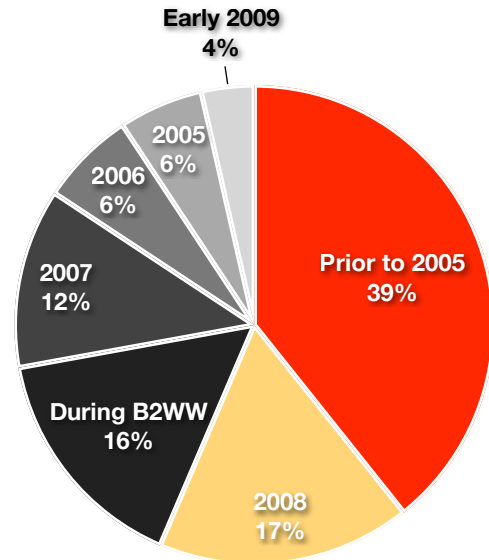
Most of those who shared their reasons for participating in the Challenge were already bicycle commuters (62%), and many revealed a desire to make their organizations more bicycle friendly (43%). A smaller number (18%) liked the competitive nature of the Challenge, and, for some (20%), the Challenge gave them an excuse to begin cycling to work. Approximately one-third of respondents (34%) registered because they were invited by their colleagues to do so.

Experience of Participation

Most participants (64%)—presumably those who were already bicycle commuters—experienced their commutes no differently than usual. Almost half (46%) had fun during the Challenge. A smaller number (15%) found cycling to work easier than they expected, while some (10%) experienced riding to work as a major personal victory. A smaller number (9%) expressed that commuting to work was challenging to plan and execute; a few (3%) said it was "terrifying".

Feeling About Participation

A majority of Challenge participants who responded to the survey (61%) reported that the experience left them feeling more connected to the cycling community. Many said it would make them more likely to bike to more places (38%), that it left them feeling more confident as a cyclist (21%), or that it made them more aware of how cycling could be supported at their workplace (29%). Some cyclists (24%) felt no differently after the Challenge.

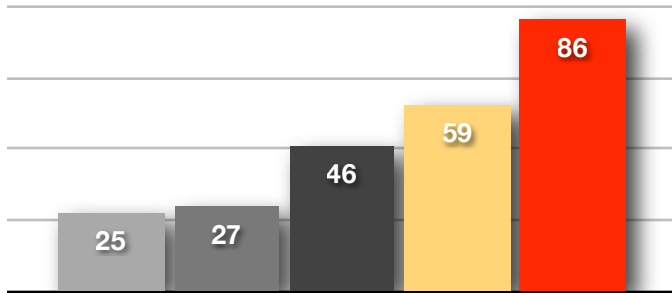


The first time I ever rode my bike to work was:

Source: B2WW Survey, June 2009. N=139

Reason for signing up for the Challenge

Source: B2WW Survey, June 2009. N=136*

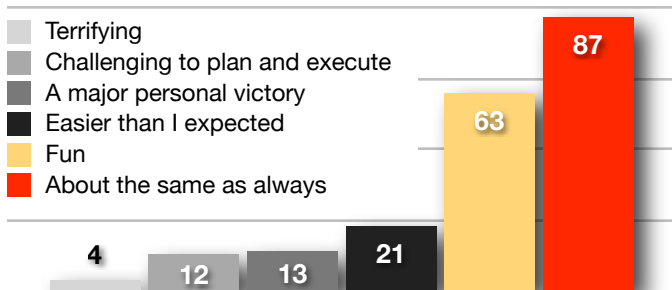


- I like the competitive part of the Challenge.
- It gave me the excuse to do what I'd already planned to do.
- Someone from my company invited me.
- I wanted to help make our organization more bike friendly.
- I already bike to work.



Experience riding to/from work during the Challenge

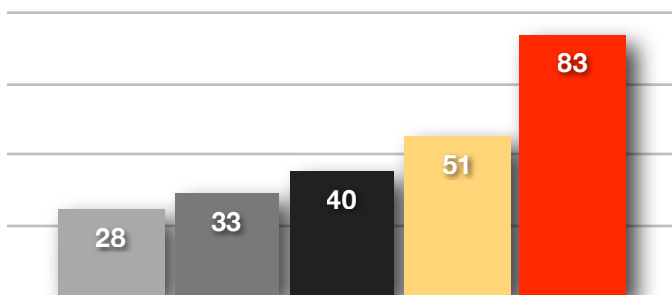
Source: B2WW Survey, June 2009. N=136*



- Terrifying
- Challenging to plan and execute
- A major personal victory
- Easier than I expected
- Fun
- About the same as always

Feeling regarding my participation in B2WW '09

Source: B2WW Survey, June 2009. N=136*



- More confident as a cyclist
- No different
- More aware of how cycling can be supported at my workplace
- More likely to ride my bike to more places
- More connected to the cycling community

"At Nationwide Children's Hospital [B2WW] has led to a dialogue with fellow employees and administrators as to how we can better accommodate and encourage cycling as a healthy and sustainable means of transportation. Overall, the 2009 Bike to Work Week was much more than just a two-week event; it was the start of a larger cycling movement in Columbus."

Josh Manley, Team Captain,
Nationwide Children's Hospital

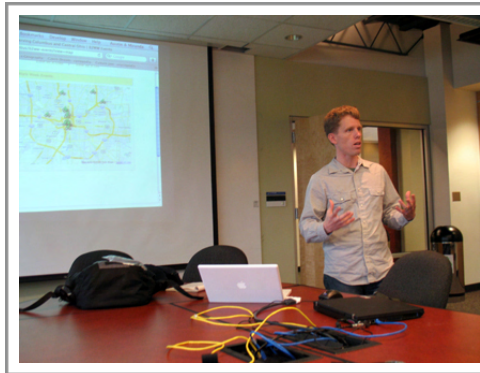
*Respondents could check all that applied to them.

Bike Month Events

Cycling Events May 2009
Vehicular Cycling Workshop > Stantec <
Cycling & the Law > Yay Bikes! <
Tour Of the Scioto River Valley > Columbus Outdoor Pursuits <
Share the Road Launch > City of Columbus & OSU <
B2WW Kick-Off Event, 6th Annual Ride of Silence > Consider Biking <
Stay-at-Home Mama's Ride > BayingHound.com <
Short North Block Party! > Kickstart Cafe & Paradise Garage <
Bicycle & Pedestrian Count, Sunday Parkways Webinar > MORPC <
Shop Open House > Third Hand Bicycle Co-op <
Commuting Basics Clinic, Biking Basics for Women > roll: Easton <
Green Drinks Bike Hop > Yay Bikes! & Green Columbus <
Commuter Challenge Award Lunch > B2WW Planning Team <
Bike OSU Tour of Columbus > Bike OSU <
Critical Manners Ride > Westerville Bike Club & Yay Bikes! <
Vehicular Cycling Workshop > City of Gahanna <
Bike Part Swap & Meet > Ray George <
Bike Columbus Ride > Institute for Active Living <

Outreach & Education

Bike Month outreach events serve to educate the community and inspire positive associations with our local bicycle culture. Events range from ceremonial launches of major cycling initiatives to rides and workshops on urban riding. B2WW Planning Team members also visit organizations in advance of the Challenge to share with them how their employees can be involved.



Austin Kocher delivers a Brown Bag Lunch presentation on B2WW at OSU's Super Computing Center.



Cyclists travel down High Street from OSU to the Statehouse Lawn, led by Mayor Michael Coleman.



Cyclists compete in a Slow Race at the Short North's Block Party.

Major Milestones Celebrated

Bike Month provides a convenient occasion, at the beginning of the spring cycling season, for our community to celebrate how far we've come along the path to bicycle friendliness. During B2WW 2008, Mayor Coleman announced the completion of Columbus's Bicentennial Bikeways Master Plan. In 2009, City officials announced several milestones towards the realization of that plan: the installation of Share the Road signage and roadway sharrows along High Street, the first run of a Columbus Metro Bike Users Map, and the acknowledgement of Columbus as a Bronze-Level Bicycle Friendly Community by the League of American Bicyclists. Read more about these initiatives below:

Sharing the Road

Mayor Michael B. Coleman's 'Share the Road Columbus' public awareness campaign announced the upcoming installation of two types of facilities along High Street between Morse Road and Nationwide Boulevard – Share the Road signage and on-road sharrows to guide bicycle traffic, both of which are to be in place by spring 2010. These signs affirm cyclists' rights to the road and remind motorists to be vigilant.



Mapping our Routes

At the urging of Consider Biking, MORPC and the City of Columbus collaborated to create our city's first bicycle map, which includes streets color-coded for the level of cycling expertise they demand and images that demonstrate lawful riding practices. The maps help people select routes that are comfortable for them, and they've proved extremely popular. A reprint of the bike map in 2010 is eagerly anticipated.



Being Bicycle Friendly

The League of American Bicyclists' Bicycle Friendly Community application is an audit of a community's efforts to create a bicycling culture. The 2008 audit of Columbus reviewed our engineering, education, encouragement, enforcement, and evaluation and planning efforts for bicycling. In 2009, Columbus was awarded a Bronze Award for our impressive work towards being Bicycle Friendly.



Bicycle Friendly Businesses

Local businesses were invited to support cyclists during the month of May with “2-wheeled discounts” for riding to their location wearing helmets. Deals were promoted with downloadable posters and links on the B2WW website. The following businesses (and places of worship) participated:

Bike >> Eat

Tip Top Kitchen & Cocktails, Betty's Fine Food & Spirits, and Surly Girl Saloon offered \$1 PBRs and food specials.



Bike >> Worship

The *Columbus Mennonite Church* offered free breakfast to those who rode to worship on May 17, while *Summit on 16th* showed their sense of humor by offering “50% off tithing all month long!”.



Bike >> Volunteer

The Enrichment Association promised to “double the personal satisfaction” of bicycling volunteers!



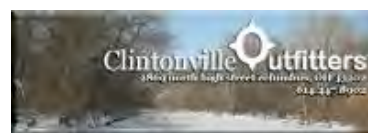
Bike >> Java

Global Gallery in Clintonville offered \$2 mochas.



Bike >> Shop

Paradise Garage offered 5% off bikes, 15% off accessories and \$10 off of a bike tune-up during the Challenge. *Cyclist Connection* gave cyclists a free water and B2WW button, plus a 10% discount to Challenge participants. *Clintonville Outfitters* offered a 20% discount on any single item (excluding kayaks). And *Baying Hound* offered a 5% discount and free shipping within Columbus.



B2WW Supporters

Without the support of the following businesses, Bike to Work Week 2009 could not have been a success. We thank them profusely for their generosity in supporting the work of Yay Bikes! and a bicycle friendly Central Ohio.



Stantec



Discussion

By all accounts, Central Ohio's 2009 Bike to Work Week was a resounding success. But there is always room for improvement! Below are some ways that B2WW will grow and develop in coming years.

Website

Although our website was among the best in the country – and a vast improvement over 2008's method of having teams tally bicycle commutes on spreadsheets and email them to the Challenge coordinator! – there were reports of confusion and difficulty using the site's registration and trip-entering processes. The site will be tightened up for future B2WW Challenges, and redeveloped such that communities beyond Central Ohio can use it to conduct their own Challenges. More resources about commuting to work will be written or linked to from the site.

B2WW Program

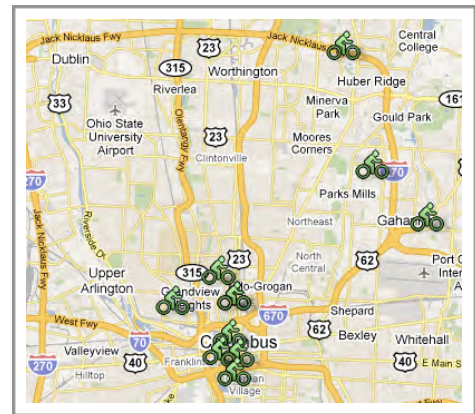
The Challenge

An encouraging level of participation in the Challenge suggests the program is well situated for growth. For greater impact, there could be more coherence regarding the competition's dates and rules. There was general confusion about dates because the Challenge was two weeks, but it was part of the Bike to Work Week celebration and there were Bike Month events throughout May. Also, some people seemed surprised by the rules of the game when it came time to award winners.

Because so many Challenge participants seemed already to be regular bicycle commuters, it would make sense to engage in more focused, intensive pre- and post-Challenge outreach and education. This could help newcomers be more prepared and more likely to ride, and lead to longer-term "bicycle friendly" outcomes within participating organizations.

Bike Month Events

Bike Month events were uniformly informative and entertaining, if somewhat poorly attended (with the exception of the Share the Road launch). The Challenge Planning Committee will decentralize planning of events in the future, to reach more communities and secure more widespread support.



Some B2WW 09 events occurred on the outskirts of Columbus, but most took place along the North-South corridor from Clintonville to Downtown.

Bicycle Friendly Businesses

To be a truly successful program element, there would have to be far more effort and resource devoted to securing Bicycle Friendly Businesses. Given this and the fact that these discounts are tangential to the mission of the Challenge, this element should be discontinued in future years.

Demographics & Geography

Unsurprisingly, given the Challenge's focus on corporate participation, the majority of participants (at least, of the 19% who responded to the survey) were affluent white professionals. Although participants originated from zip codes throughout Columbus and the surrounding areas, most events were focused in inner-city Columbus along the North-South corridor from Clintonville to Downtown, with just a handful occurring in the Northeast suburbs. There is an obvious need for the Challenge to engage in outreach to communities of color, neighborhoods along the East-West axis of the city, and other municipalities within Central Ohio.

Funding

A few thousand dollars were raised to provide a free lunch to Challenge participants at Buca di Beppo on Bike to Work Day, but otherwise the budget was \$0. Several product sponsors donated goods for distribution at Bike Month events, and there were countless hours of in-kind volunteer time donated. The Challenge has demonstrated its value as a sponsorship vehicle, and more substantial corporate support could be secured in future years.

