

## STAFF REPORT

**SUBJECT:** 2006 Team Bike Challenge Report

**MEETING DATE:** July 20, 2006

**AGENDA ITEM:** 6C

**STAFF CONTACT:** Kent Epperson, Erika Lindemann

**RECOMMENDATION:**

Receive report on the results from the 2006 Team Bike Challenge.

**SUMMARY:**

The second annual Team Bike Challenge event, organized by SBCAG Traffic Solutions, was a month long bicycle competition during June 2006, in which teams of five individuals tracked the number of days they made trips by bicycle instead of by car. Each day team members made a trip by bike they earn points for their team. As the team earned points, members became eligible for fun prizes such as movie tickets, T-shirts and bike shop gift certificates. The Team Bike Challenge, designed to encourage more utilitarian bicycling in Santa Barbara County, was not only fun, but motivated both novice and experienced bicyclists to establish new transportation routines. The competition was a marked success with 230 teams and over 1,100 participants. **A total of 41,318 one-way bike trips and 129,685 miles were logged by participants during the month-long event.** This year's Team Bike Challenge Grand Prize winner was awarded to the *Raytheon Vision Systems (RVS) Chain Gang*, which earned a total of 236 points. Each team member wins a \$100 bike shop gift certificate for the bike shop of his/her choice.

**DISCUSSION:**

**Background:**

Last year, SBCAG Traffic Solutions recognized the need to improve the effectiveness of its bicycle promotions. Staff decided to use the resources budgeted for Bike to Work Day to create a new event that would broaden the use of bicycling for transportation in the county. **The primary goal is to get more people bicycling to more places more often.** Moving away from a solely bike commuting event, the Team Bike Challenge encourages all types of bicycle transportation trips, including to work, to the mall, to the movies, to school or any other trip that is usually made by car. The unique requirement for each team to be comprised of at least two "Infrequent Riders" also ensures that new bicyclists are recruited to bicycle more. Because the event is web-based, the event can easily be duplicated in future years without major staff resources. The web-based event also enables a more accurate tracking of the promotion's success and effectiveness than was possible with Bike to Work Day.

In 2006 Traffic Solutions established several goals for the 2006 Team Bike Challenge:

- To increase participation numbers from 2005 by 50%, from 476 to over 700
  - More than doubled participation from 2005 (475 to over 1,100 in 2006)
- To allow participants to track multiple daily trips and mileage
  - Successfully tracked multiple trips and miles
- To increase the profile of bicycling through a concerted public outreach campaign, that includes advertising and interviews on television, radio and in print.
  - Produced television advertisements as well as video PSAs for the first time and implemented successful public outreach campaign via television, print and radio
- To increase outreach and participation to Santa Barbara County employers
  - Mailed publicity packets to over 200 employers in Santa Barbara county and significantly increased the number of employer-based teams
- To increase participation by North County residents and employers
  - 60 North County participants joined up with 29 teams

**Rules:** The Team Bike Challenge was a friendly, team-based competition held during the month of June, whereby teams of five individuals competed against each other for fun, prizes and glory. In order to encourage novice bicyclists to bicycle more, each qualifying team was required to have at least two infrequent riders (defined as anyone that generally rides a bicycle less than three times in the month). By making the event team-based rather than individual-based, the event fostered friendly competition, positive peer pressure and team spirit. Points were awarded for each day participants rode a bike for a utilitarian trip (ie., a trip that would otherwise be taken by vehicle). The point structure was designed to encourage more bicycling by “infrequent bicyclists”. Infrequent riders were awarded double points for each day they rode. This added an incentive for teams to recruit more infrequent riders and encouraged these participants to ride more often during the event.

**The Website:** The Team Bike Challenge was web-based and each participant tracked bicycle trips on-line. The website, **TeamBikeChallenge.com**, was designed to highlight the competing teams, to feed the competitive frenzy, to foster team creativity and to track each team’s progress during the event. The website featured team photos and personal challenges to other teams.

**Performance Measures:** For the second year of this event, the success of Team Bike Challenge far surpassed staff’s goal of increasing participation from 2005 by 50%. A total of 230 teams comprised of over 1,100 participants competed against each other during the event. The 1,102 individuals made a total of 41,318 one-way bike trips during June and logged 120,709 miles. One of the primary goals of this contest was to encourage and reward infrequent bicyclists. There were 615 infrequent riders that participated in the promotion. The following table indicates the level of participation by the different types of bicyclists.

Type of Participant	# of Participants	# of Rides (one way)	# of Miles	Average Ride Per Participant
Frequent Bicyclists	487	26,818	78,248	55
Infrequent Bicyclists	615	14,500	51,461	23
Elected officials	7	202	392	28
<b>Total*</b>	<b>1,102</b>	<b>41,318</b>	<b>129,709</b>	<b>37</b>

\*The total is not a sum of all types of participants because the infrequent and frequent bicyclists include elected officials.

Performance Measure	Savings
<b>Total Bike Trips</b>	41,318
<b>Vehicle Miles Traveled reduced</b>	129,709
<b>Pollutants reduced:</b>	
<b>ROG (Lbs)</b>	256
<b>Nox (Lbs)</b>	295
<b>CO (Lbs)</b>	2,601
<b>PM10 (Grams)</b>	4,559
<b>CO2/Green House Gas (Lbs)</b>	109,201
<b>Gallons of gasoline saved</b>	5,188

**Prizes:** The Grand Prize winning team was awarded to the *RVS Chain Gang*, whose members work for Raytheon Vision Systems in Goleta. All team members were infrequent riders at the beginning of June. In honor of their outstanding performance, earning a total of 236 points (a 16 point lead over the next best competing team), each team member wins a \$100 gift certificate for the bike shop of his/her choice. Smaller prizes were also awarded to members of the almost 150 teams who reached certain point thresholds. Individual prizes were awarded to the infrequent rider who logged the most trips (133 round trips) and to the participant who logged the most miles (1,113 miles). Finally, a plaque was awarded to SBCAG board member Jonny Wallis, as the elected official who logged the most trips during June. Most prizes were donated by sponsors.

**A special thank-you goes to our major sponsors:**

Cox Business Services	Cottage Health System
NBC-KSBY	Finestra Café
County of Santa Barbara	Goleta Valley Cycling Club
Open Air Bicycles	Commuter Bicycles
APCD	Santa Barbara City College
VeloPro Cyclery	Citrix On-line
UCSB	Marian Medical Center
Santa Barbara Independent	

**Special recognition to the elected officials that participated and marketed the event:**

Goleta Mayor, Jonny Wallis (Two-Wheeled Speed Demons)—Winner of Elected Official Prize  
Santa Barbara Mayor, Marty Blum (Second Floor Cyclists)  
Santa Barbara Mayor Pro-Tempore, Helene Schneider (Second Floor Cyclists)  
Santa Barbara Councilmember, Das Williams (Second Floor Cyclists)  
Santa Barbara Councilmember, Brian Barnwell (Second Floor Cyclists)  
Santa Barbara Councilmember, Grant House (Second Floor Cyclists)  
Carpinteria Councilmember, Donna Jordan (Carpinteria Sprocket Rockets)  
Carpinteria Former Mayor, Richard Weinberg (Carpinteria Sprocket Rockets)

**COMMITTEE REVIEW:** None