

STAFF REPORT

SUBJECT: CycleMAYnia

MEETING DATE: July 7, 2010

AGENDA ITEM: 4

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Receive report on the 2010 CycleMAYnia events that took place in the South Coast during the month of May.

SUMMARY:

For the first time in the Santa Barbara South Coast, a coalition of organizations and businesses planned a month of bicycling events and activities in May called CycleMAYnia. A total of twenty-eight CycleMAYnia rides and events were offered to kids, families, adults and employers, highlighting education, safety, competition, team building, commuting, and just plain fun! The primary goal for the events was increase enthusiasm for bicycling across a broader spectrum of the community. The increase in cycling translates to reduced traffic congestion, reduced parking demand, and reductions in toxic air pollutants and green house gas emissions.

CycleMAYnia is a result of a new model in organizing public/private community events, using community resources and seed money to leverage large numbers of volunteers to organize their own bicycle events for the community. Traffic Solutions and the Santa Barbara Bicycle Coalition then marketed this culmination of community organized bicycling events to the public at large. CycleMAYnia was very well received by the community, with thousands of people attending the events. CycleMAYnia also helped strengthen new partnerships with local non-profits and the business community. These new partnerships will help strengthen future Traffic Solutions programs in the South Coast.

DISCUSSION:

Since 1994, Traffic Solutions, the Santa Barbara Bicycle Coalition and the City of Santa Barbara have jointly organized and funded the annual Bike to Work Day in May. In 1999 Bike to Work Day was expanded to Bike Week and in 2005, Traffic Solutions created a new countywide month long team based friendly competition called the Team Bike Challenge. In 2008, the Team Bike Challenge was expanded to include all modes of sustainable transportation, and renamed the Commuter Challenge. In 2010, Traffic Solutions again partnered with the Santa Barbara Bicycle Coalition and the City of Santa Barbara to encourage more bicycling in the South Coast by expanding Bike Week to include a broad package of fun bicycling events in May marketed under the name CycleMAYnia.

CycleMAYnia represents a new model in organizing public/private community transportation events. A series of community brainstorming forums were held to develop new bicycling event ideas for the month of May. Hundreds of community members attended the forums, and in the

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end, twenty-eight CycleMAYnia events were identified and implemented. Traffic Solutions offered mini-grants from \$50 to \$500 to help fund the bicycling events that were organized by the community, for the community. The events were then marketed by Traffic Solutions and the Santa Barbara Bicycle Coalition. CycleMAYnia included stand alone events such as the countywide Bike Challenge (organized by Traffic Solutions), Bike From Work Day (organized by the City of Santa Barbara), Bike to the Bikestation, the Cycle Chic Fashion Show, and the CycleMAYnia Film Fest and Bachelors on Bikes Auction. CycleMAYnia also included organized bicycle rides such as Bike Moves, the Tweed Ride and Bike to the Spring Fest, as well as youth cycling events such as Bike to School Day and Kidical Mass. See the attached postcard for a more complete list of CycleMAYnia events.

CycleMAYnia was very well received by the community. Not only did thousands of people attend the events, but the bicycling community reached out to new organizations, businesses and cultural groups such as the arts and fashion community, farmers market community and local filmmakers. CycleMAYnia also attracted more young participants than previous Bike Week events. CycleMAYnia success can largely be attributed to the mobilization of a large group of enthusiastic bicycle volunteers that were willing and able to plan and launch their own events with the support and guidance offered by Traffic Solutions and the Santa Barbara Bicycle Coalition. Much was learned during this trial year of CycleMAYnia. Plans are already underway to organize a 2011 CycleMAYnia, building off of the great success in 2010.

CycleMAYnia was supported and sponsored by Traffic Solutions, the Santa Barbara Bicycle Coalition, the City of Santa Barbara, the County of Santa Barbara, Telegraph Brewing Co., Santa Barbara Pedicab, WheelHouse, the Independent, Noozhawk, Hotel Oceana, Santa Barbara Axxess, Eco Earth City Guide, Santa Barbara Athletic Club, Bicycle Bob's, Cranky's, Fastrack, VeloPro, Lezyne, Xtracycle, Killer B Fitness, Clean Bottle, and Santa Barbara Chicken Ranch.

ATTACHMENTS: CycleMAYnia Post Card





CATCH THE FEVER!

An entire month of bicycle events in May.

For a calendar of events go to: www.CycleMAYnia.org or call 805-963-SAVE

- 5/1-5/31 *Bike Challenge, 5-member teams compete for prizes, www.TrafficSolutions.info*
- 5/1 *Harvest Cycle - Deliver Farmers Market produce to those in need, WheelHouse, 528 Anacapa St.*
- 5/1 *Kidical Mass - Safe and fun kids group ride*
- 5/2 *Bike Tune-up and Ride Loop for Kids, Goleta Swap Meet*
- 5/4 *Lunch-n-Learn "How to Fix a Flat" - Bikestation, 1219 Anacapa St.*
- 5/6 *1st Thursday Bike Fashion Show - Santa Barbara Cycle Chic, Casa de la Guerra*
- 5/6 *Burner Bike Ride, Casa de la Guerra*
- 5/6 *Santa Barbara Bike Moves - Catwalk/Zoolander Theme, Casa de la Guerra*
- 5/8 *Bike to Farmers Market, Cota and Santa Barbara Streets*
- 5/8 *Tunnel Bike Tours - Shuttle to Camino Cielo for a downhill ride*
- 5/8 *Mesa Spring Festival Ride - meet at 528 Anacapa St*
- 5/12 *Bike to the Bikestation, 1219 Anacapa St.*
- 5/13 *UCSB Bike to Work Day Breakfast*
- 5/15 *Bike Bazaar - Expo, Swap, Entertainment & Food, Plaza del Mar Park*
- 5/16 *Tweed Ride*
- 5/18 *Bike from Work Day, Farmers Market at Cota and State St.*
- 5/18 *Bike to School Day, Schools throughout the South Coast*
- 5/18 *Goleta Bike to Work Day, Hosted by Yardi, 420 S. Fairview Ave.*
- 5/19 *Re-Cycled Jewelry Workshop - Turn bike parts into wearable art, UCSB*
- 5/19 *Bike Touring in France and California - Slide show and demo, Natural History Museum*
- 5/20 & 5/22 *Street Skills Class - Bikestation, 1219 Anacapa St.*
- 5/21 *Gran Reventón de Bici Centro - Live Music, Dancing & Food, Casa de la Raza*
- 5/22-5/23 *Tour de Tent - Overnight bike tour camp-out*
- 5/23 *Downtown Ice Cream Ride, UCSB to Yogurtland*
- 5/27 *Bachelors on Bikes Auction - Tandem bike dates w/ eligible bachelor/ettes, Victoria Hall Theater*
- 5/27 *CycleMAYnia Film Fest, Victoria Hall Theater*
- 5/27 *Insomnia Full Moon Ride, Victoria Hall Theater*
- 5/28 *Pedaleando Hacia las Estrellas - Family ride to the Planetarium, Natural History Museum*
- 5/29 *WheelHouse Cargo Cat - Produce delivery race, WheelHouse, 528 Anacapa St.*
- 5/30 *Scavenger Hunt and Bike Assembly Race*

Other innovative uses for this postcard – Mail to a friend or family member, use as a spoke card, pass it on to a co-worker, use as a coaster, post it on your fridge, tag a bike with it, fan yourself after a ride, gaze at it as you dream about all the great CycleMAYnia events you will be attending.

www.CycleMAYnia.org

963-SAVE

Place Stamp
Here

Post Office will
not mail
without postage

INITIAL SPONSORS:

Traffic Solutions, SB Bicycle Coalition, City of Santa Barbara, NoozHawk, SB Pedicab, County of Santa Barbara, Telegraph Brewing Company

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