



Active Transportation Update

Transportation Services Department

September 28, 2021

Public engagement (Part 2) for Rural Active Transportation Strategy is scheduled to start in October. As soon as more info is available, Dan will share it with the committee.

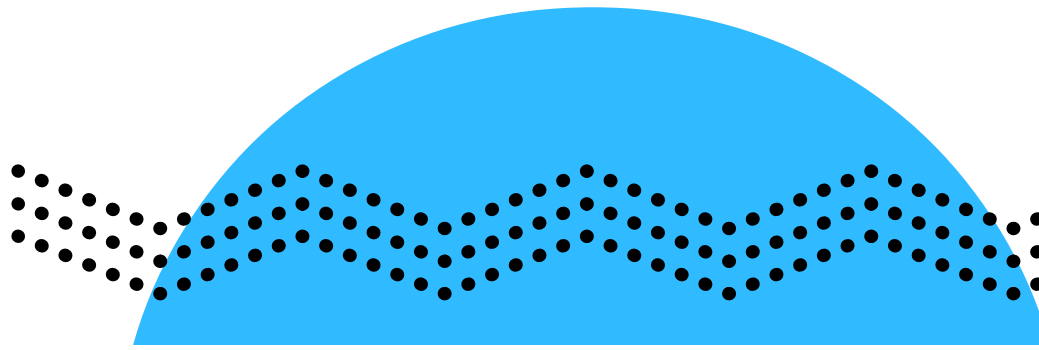
Reports for Bike Month 2021 are attached.

Working on ASST Plan for this school year. The ultimate goal is to get more students/parents choosing active transportation to and from school. For more info on this committee, please visit www.everymetrecounts.ca.

October is International Walk to School Month - [International Walk to School Month - Ontario Active School Travel](#) . City and ASST members will promote this event.

BIKE MONTH 2021

May 31 – June 30



Summary Report

Bike Month is a month-long celebration of cycling that takes place across the Greater Toronto Area and Guelph. Adapting to the COVID-19 pandemic, Bike Month 2021 was the first time a kilometre counter was deployed on BikeMonth.ca that enabled participants to log the trips they took by bike during Bike Month. The Bike Month event calendar continued to be an important place for community members to share their upcoming events. This year, participants engaged with Bike Month through webinars, virtual challenges, bike rides and more!

49,917

Kilometres ridden across the GTHA and Guelph during Bike Month, equal to the distance required to circumnavigate the earth over three times!



12,795

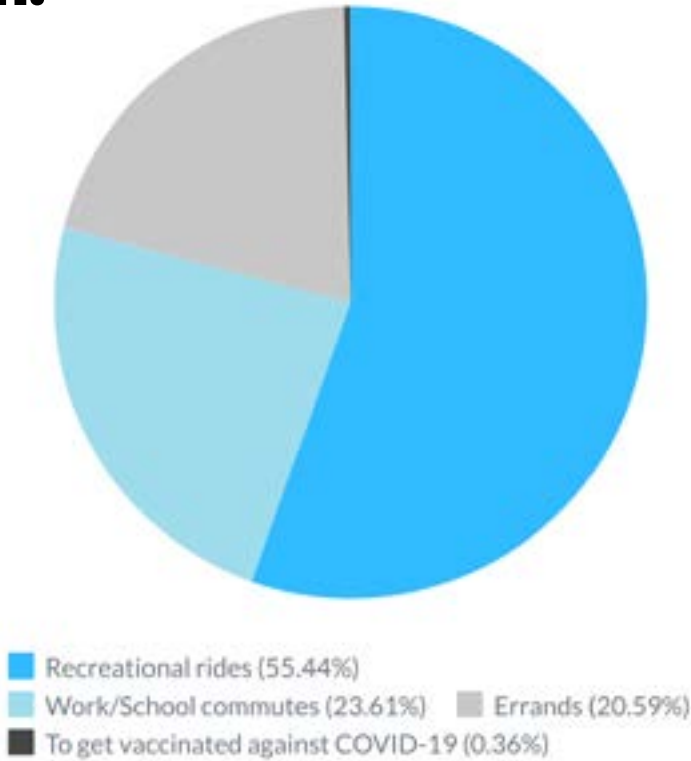
Kilograms of emissions avoided during Bike Month, thanks to people choosing to ride bikes instead of driving a motor vehicle.

2,253

Total trips logged on the Bike Month kilometre counter



Reasons to ride during Bike Month across the GTHA and Guelph:

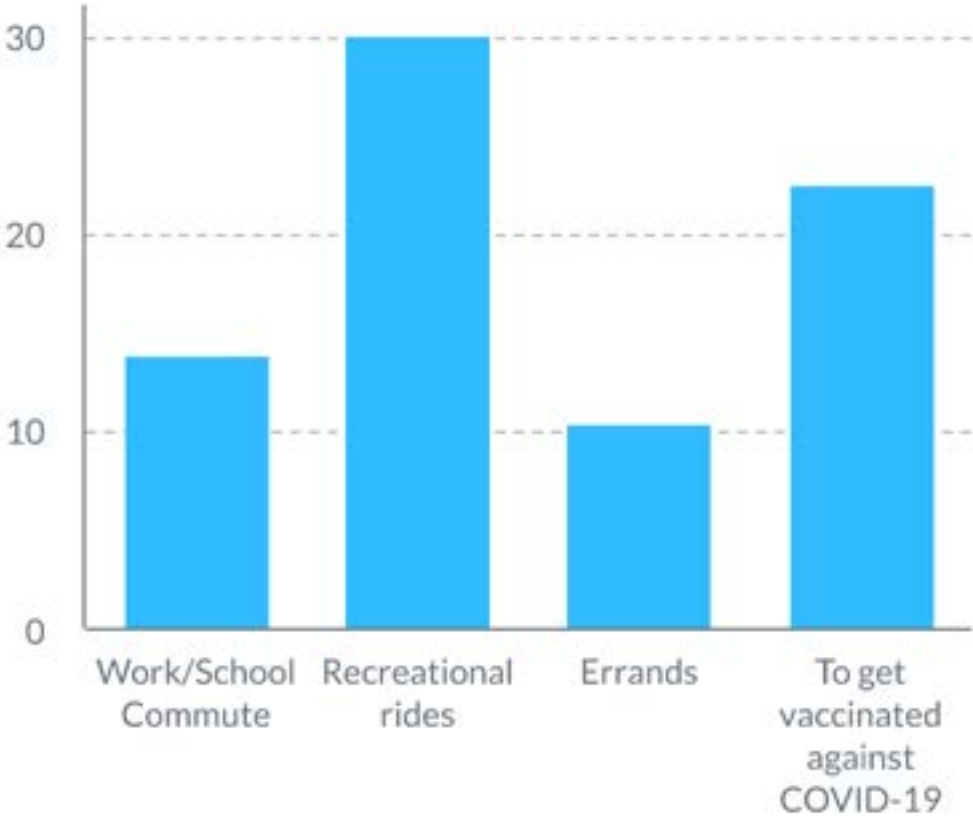


15 km
Median ride length per trip

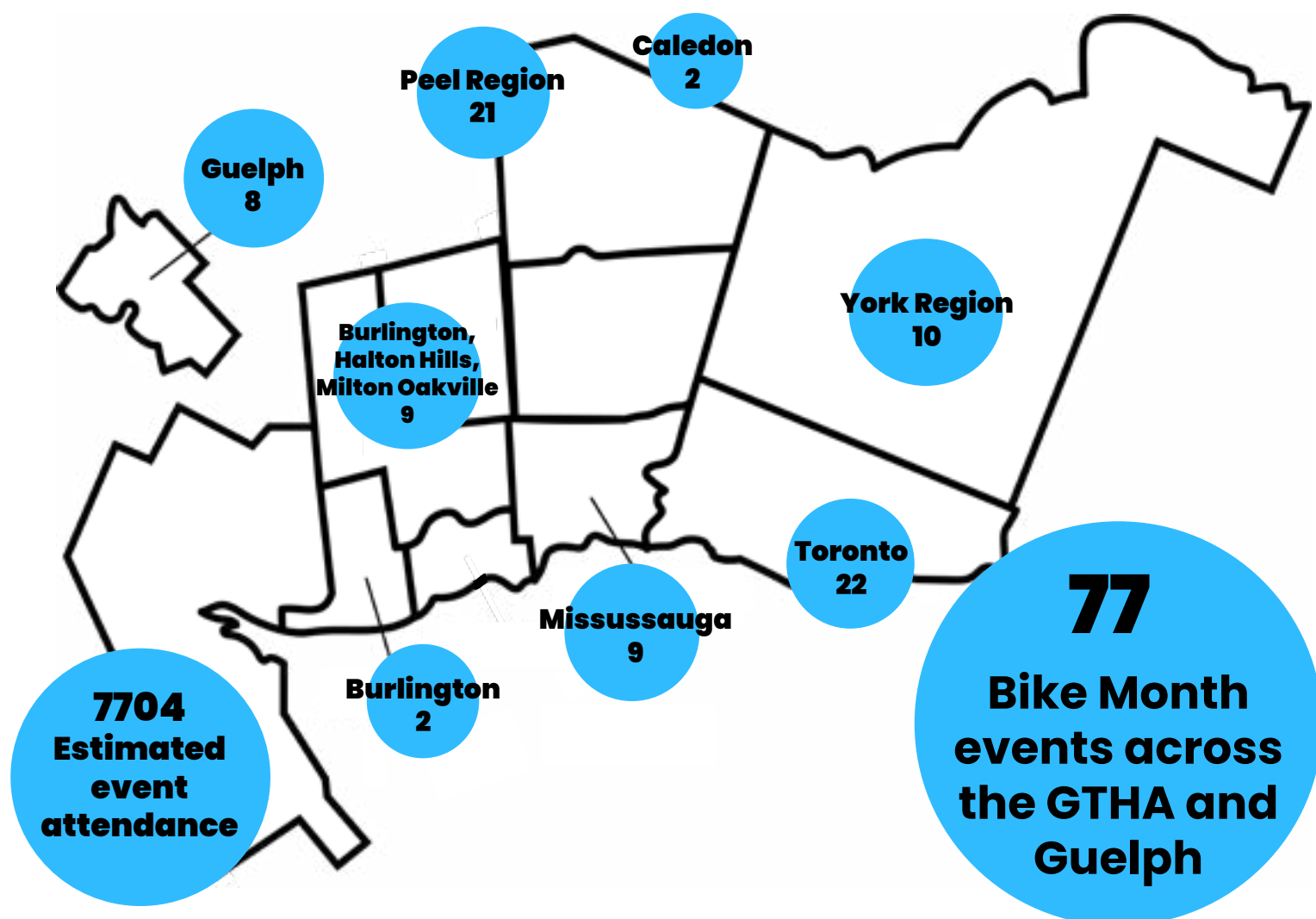
22 km
Average trip length

Average number of kilometres ridden per activity:

164 km
Average number of kilometres logged per person

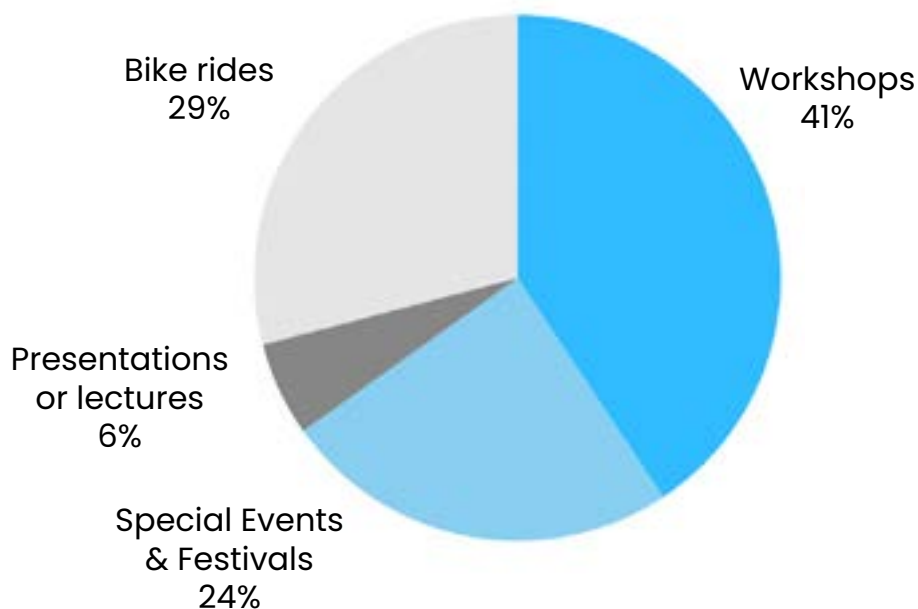


Bike Month events across the GTHA and Guelph:



*Virtual events made it possible for some events to take place in more than one municipality or region.

Event types:



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Bike Month in Burlington

1,249

Kilometres logged in Burlington



315

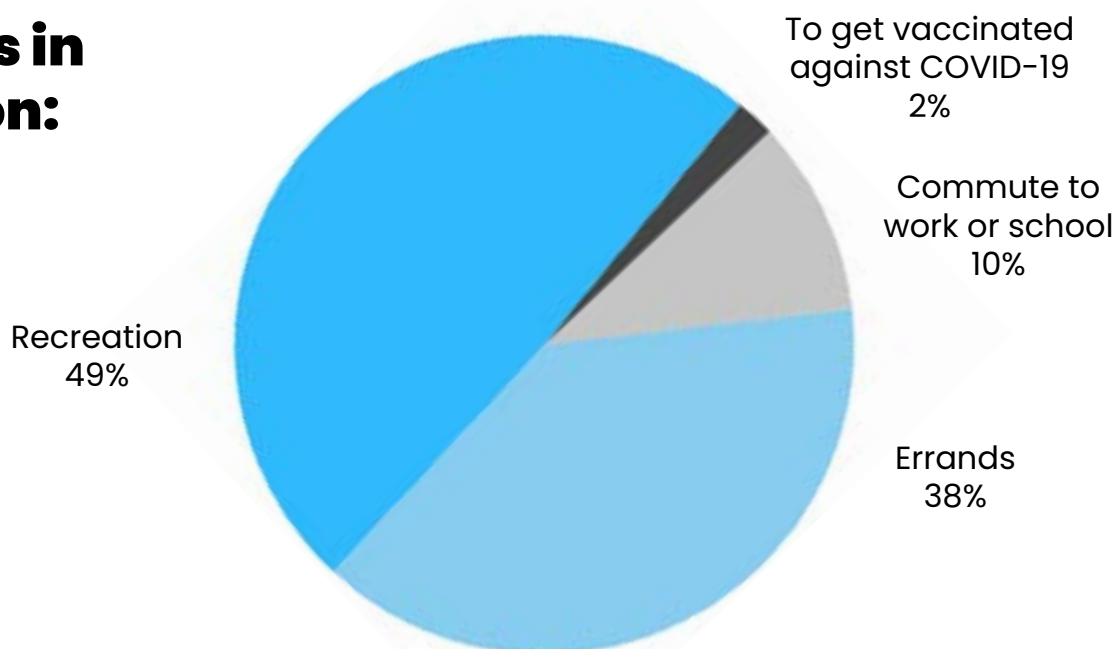
Kilograms of emissions avoided during Bike Month in Burlington

49

Trips in Burlington logged on the Bike Month kilometre counter



Trip types in Burlington:



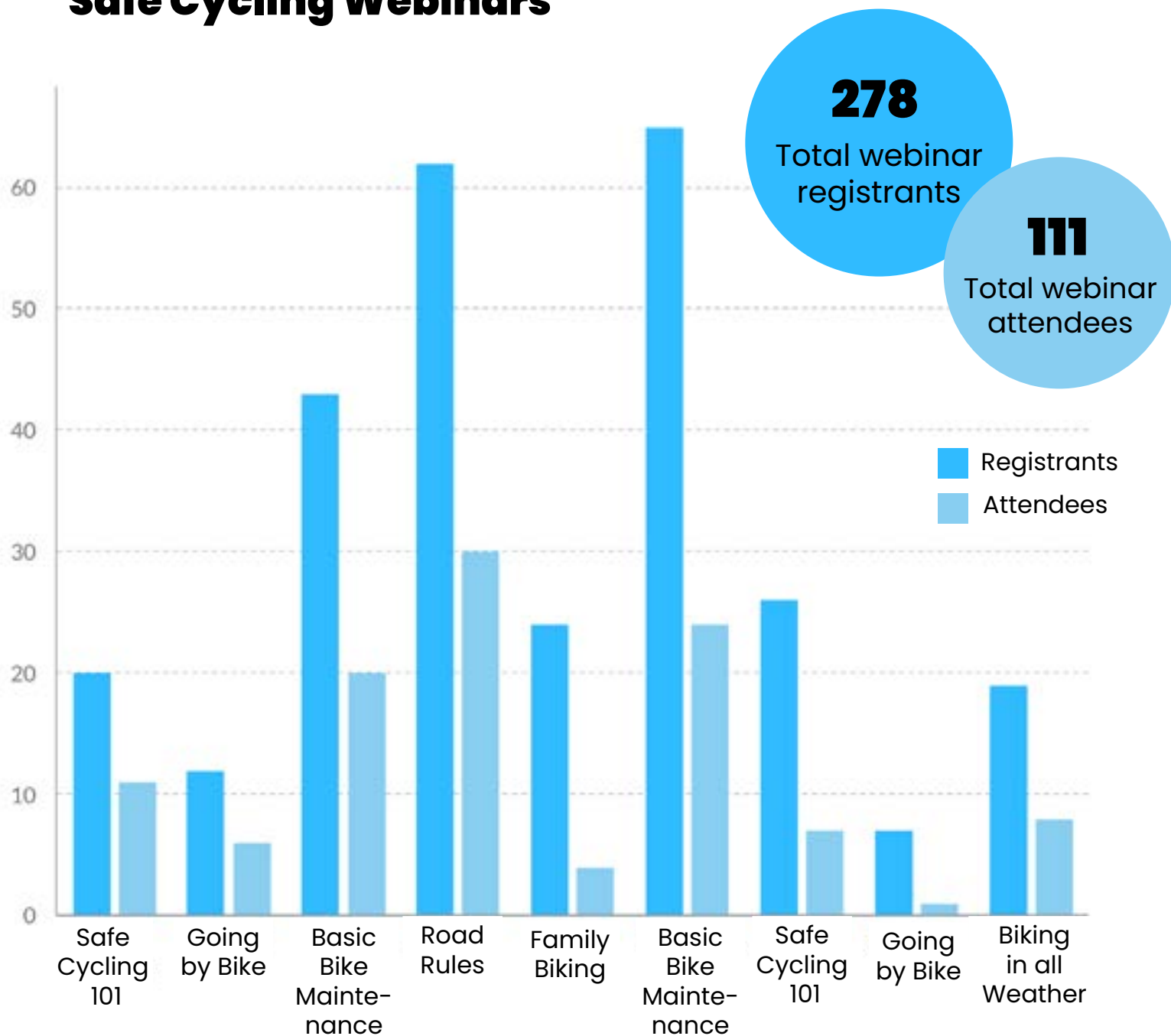
Bike Month in the media:

23

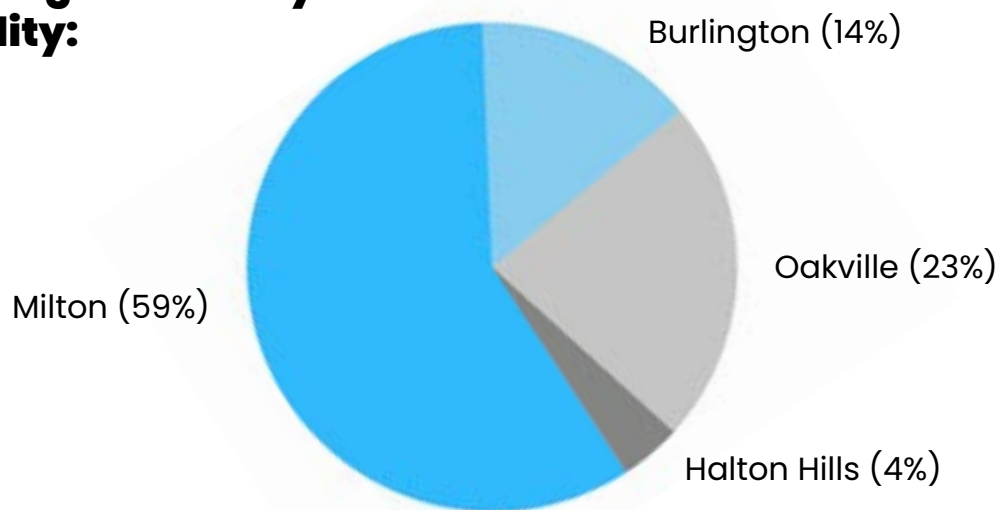
Total Bike Month media mentions across the GTHA including in the Toronto Star, City News and more! Those mentions reached an estimated 30,019,200 people.

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Safe Cycling Webinars



Webinar Registration by Municipality:





Twitter:

2,102 Followers

+74 from 2020

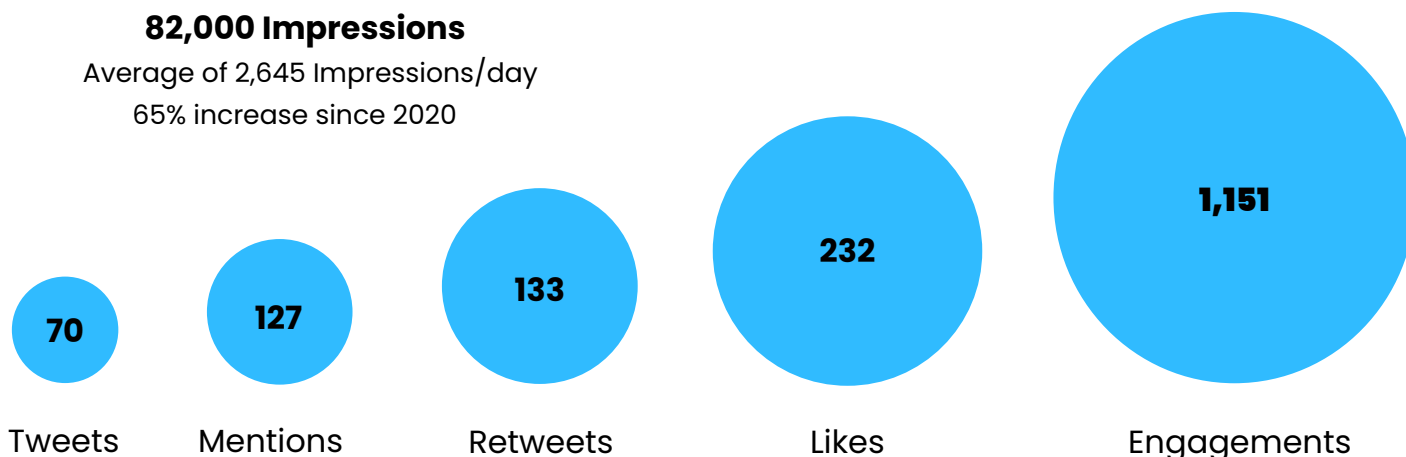
82,000 Impressions

Average of 2,645 Impressions/day

65% increase since 2020

Social Media Highlights

@BikeMonth



Among the Top Tweets:

"So, we set a goal of crossing Canada together (7,200km). It's just over halfway through #BikeMonth and you have absolutely crushed it. We're almost done with lap number 4! Can we make all the way around the Earth? That's 40,000km! Log your rides at BikeMonth.ca!"
4,636 impressions, 37 engagements



Facebook:

978 Likes

1,000 Followers

2,577

Average daily reach

36

Facebook posts

36,685

Total reach

240

Engagements

Top post:

"#BikeMonth is here!
Ride A Bike Day is here!
We're too excited to sleep!
Kick off #BikeMonth right
and get out and ride a
bike!"

Check out all the Bike
Month events:"

1,297 people reached
54 engagements

Instagram:

494

Followers

1.341

Total reach

360

Interactions

10

Total posts

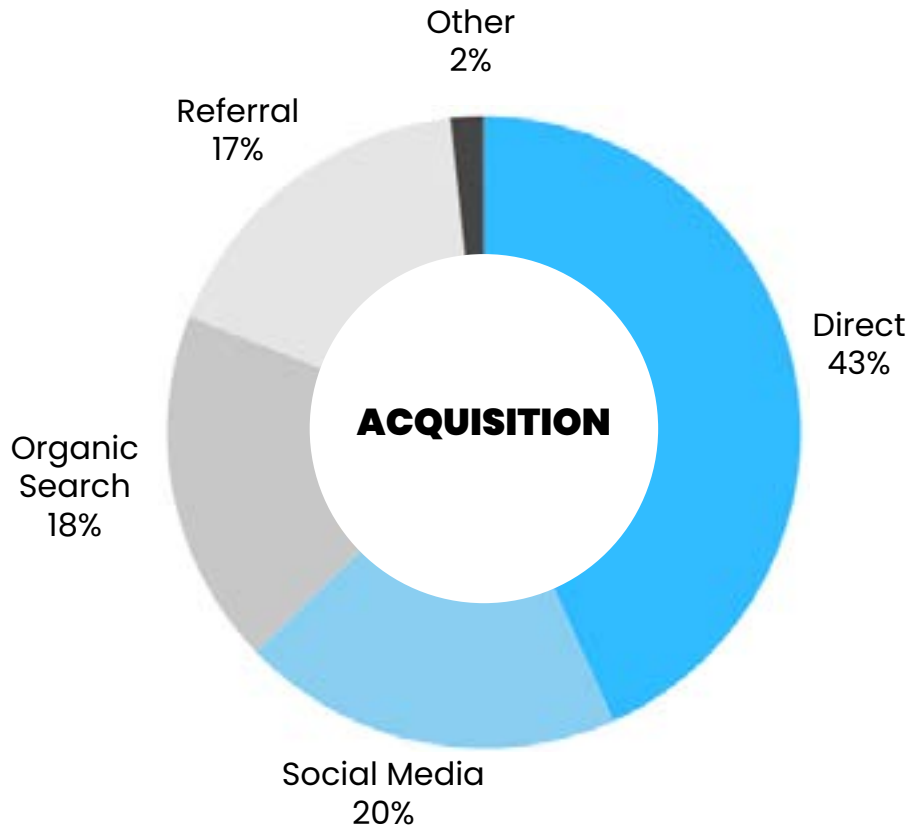
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Website

BikeMonth.ca Activity from
May 1 until July 7

Website Acquisition



49,256
Website hits
+ 139% since 2020

34,847
Unique Page Views
+ 116% over last year

11,982
Monthly Active Users
+ 233% since 2020

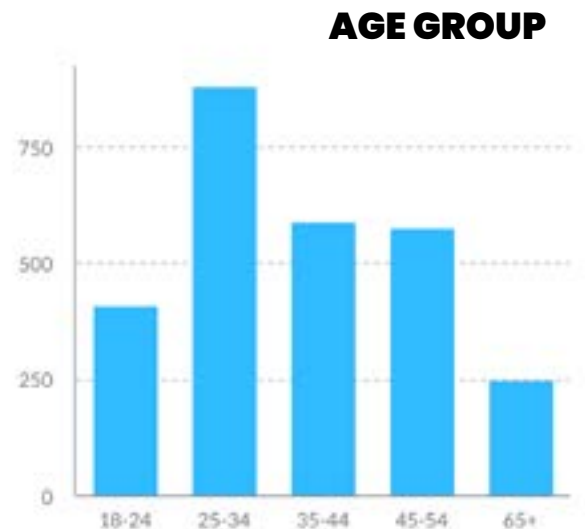
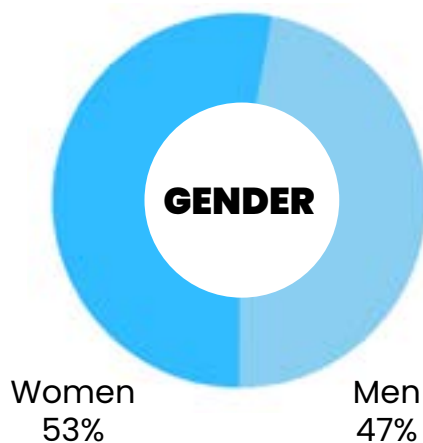
11,787
New Users
+ 158% since 2020

Top Pages

Home page: 18%
Log your trip: 10%
Events: 8%
Peel Region: 5%
Bike Bingo: 4%

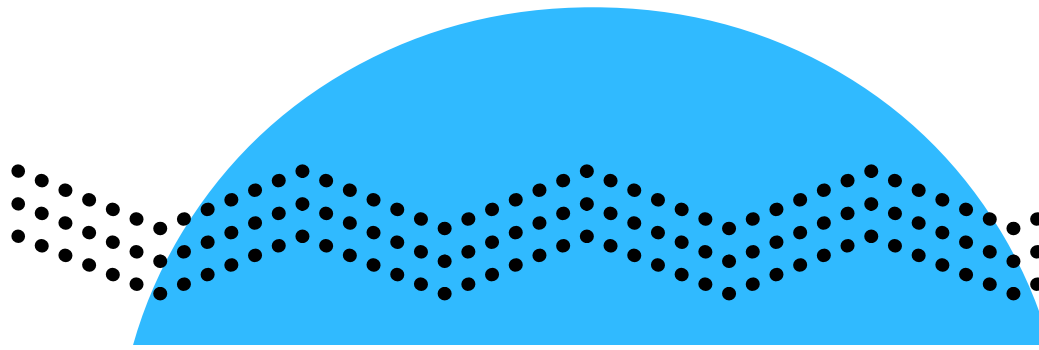
Audience Demographic

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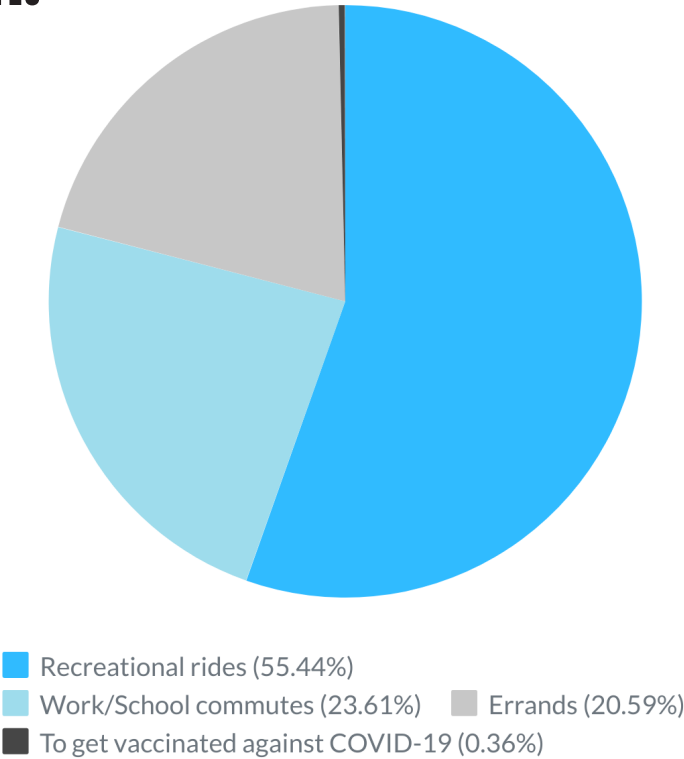
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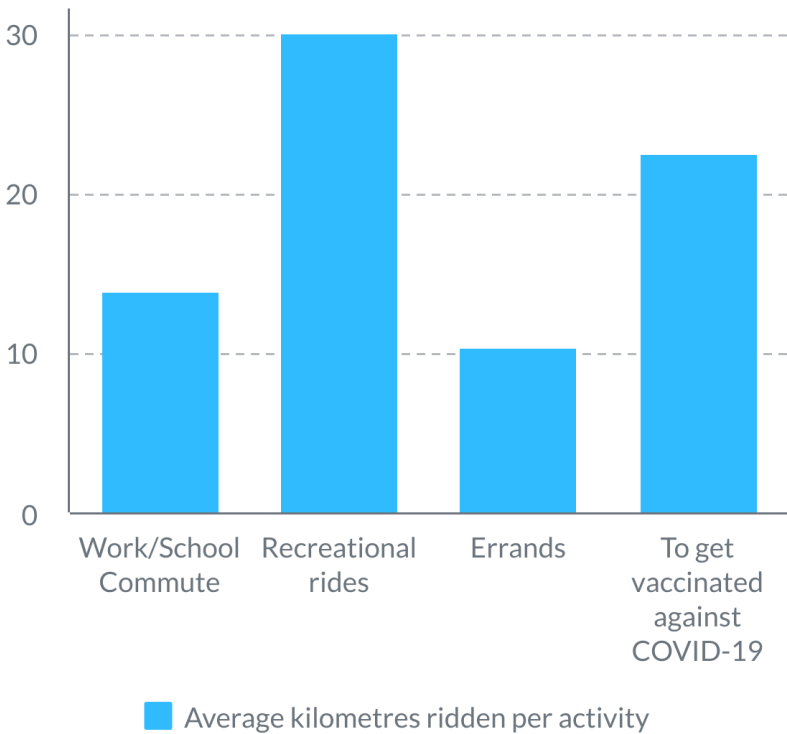


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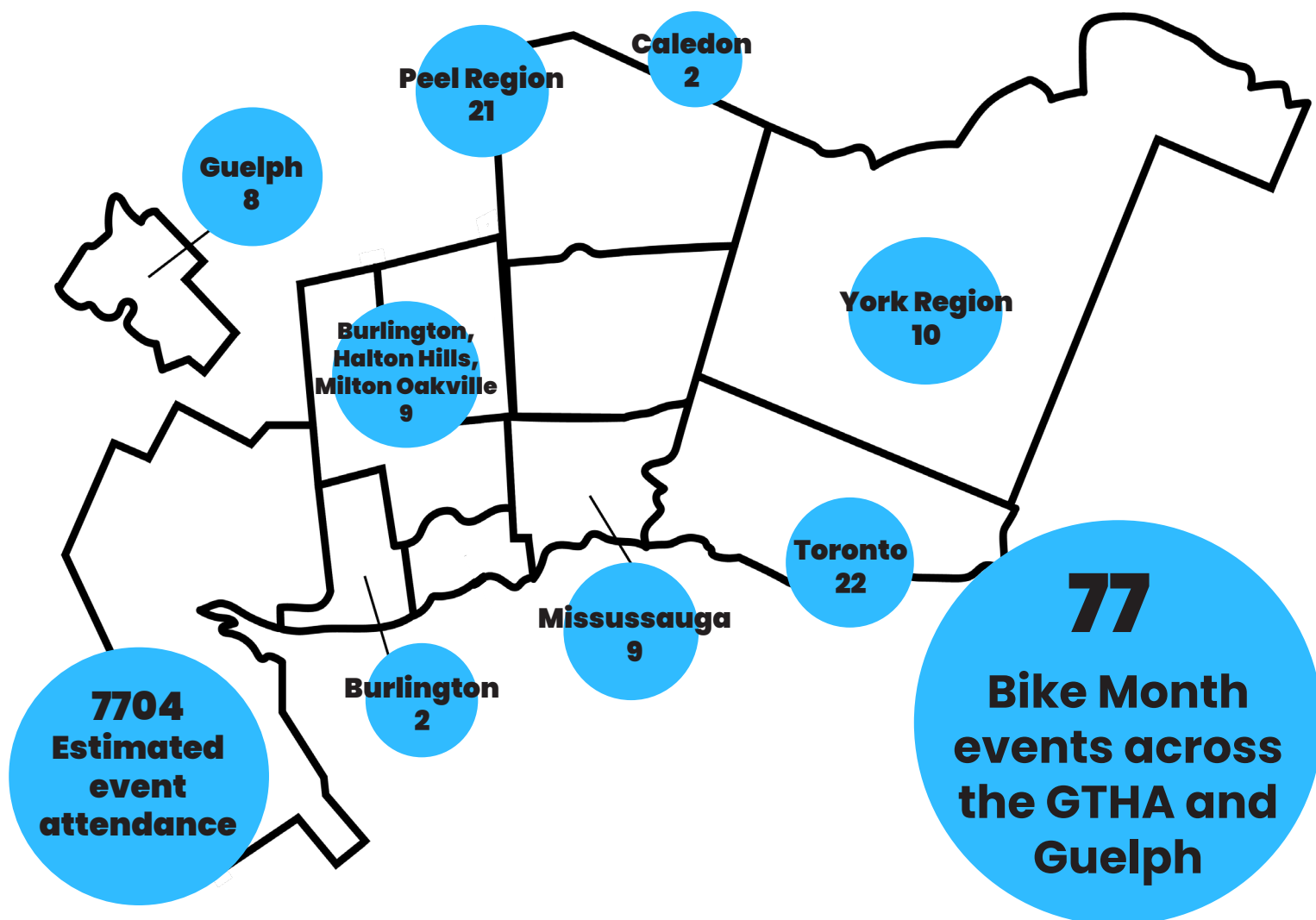
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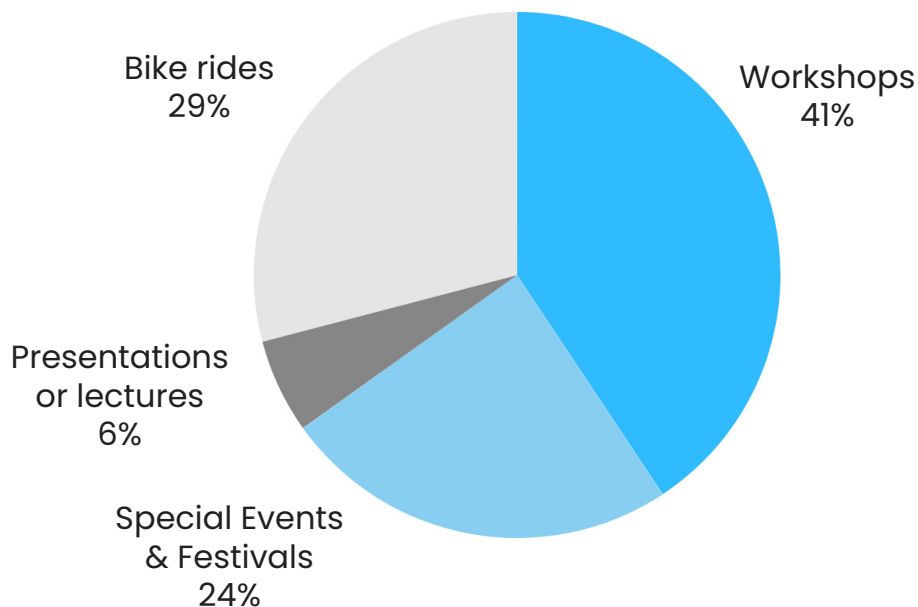


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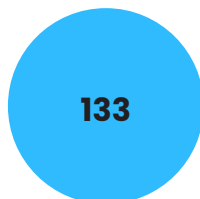
70

Tweets



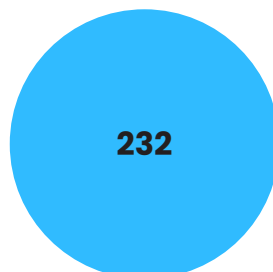
127

Mentions



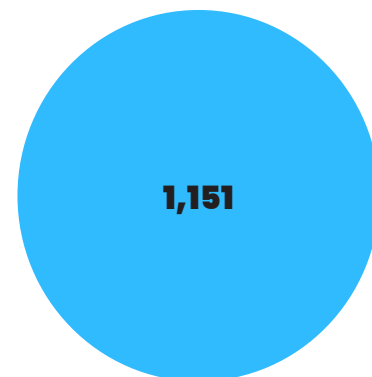
133

Retweets



232

Likes



1,151

Engagements

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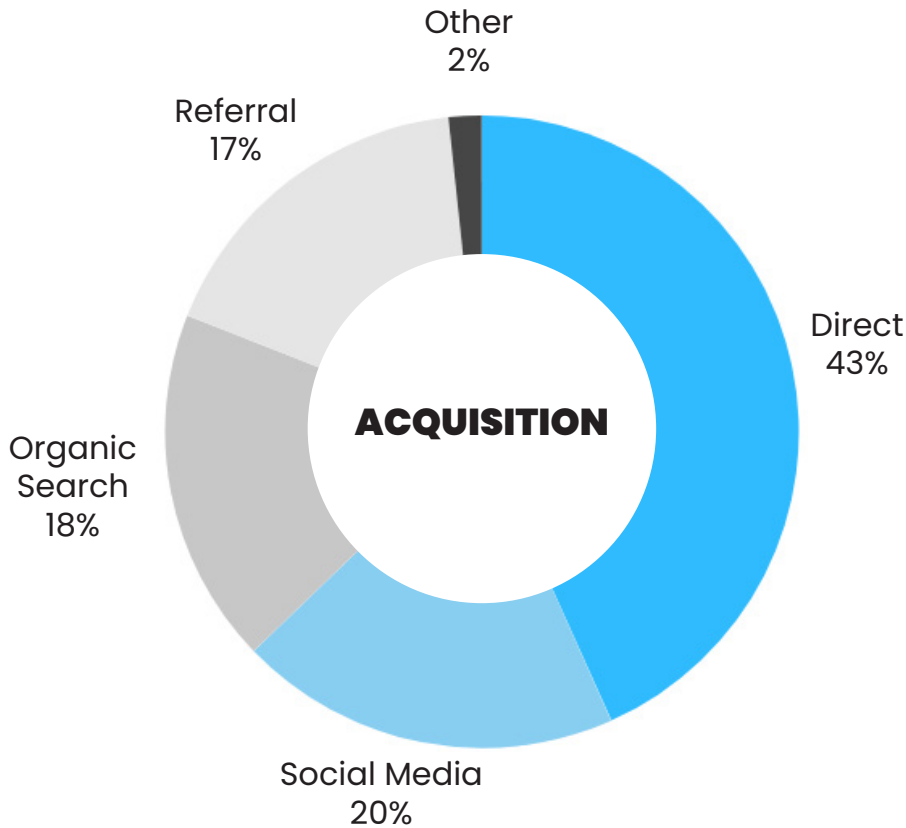
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