



**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.

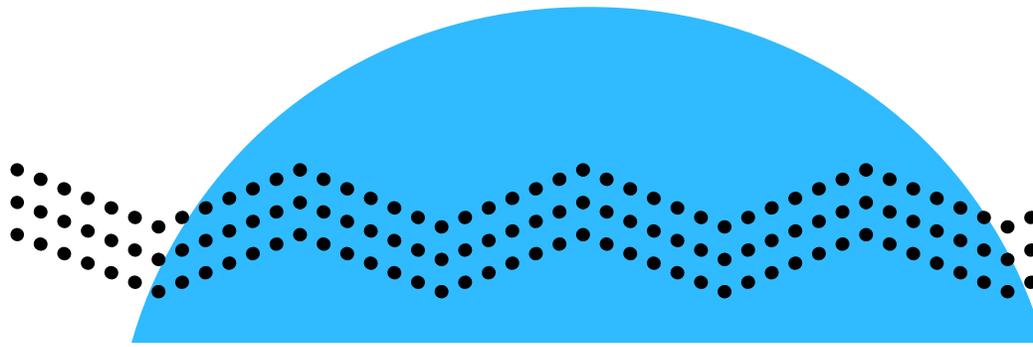
Reports for Bike Month 2021 are attached.

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](http://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!

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# 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

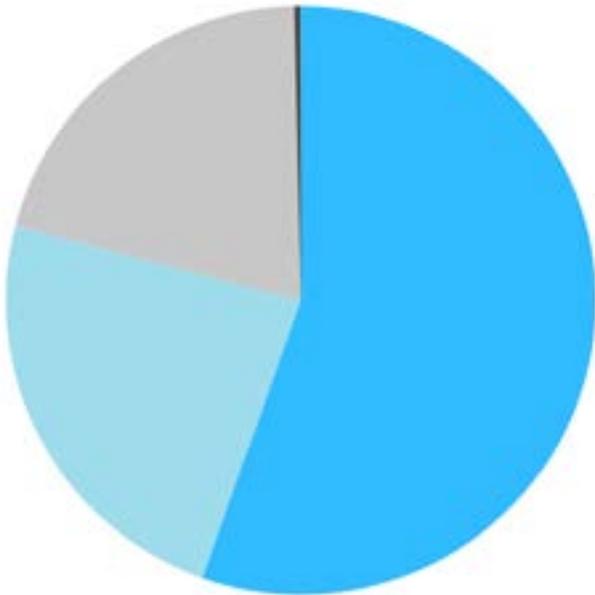
**Kilograms of emissions avoided during Bike Month**, thanks to people choosing to ride bikes instead of driving a motor vehicle.

# 2,253

**Total trips logged on the Bike Month kilometre counter**



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



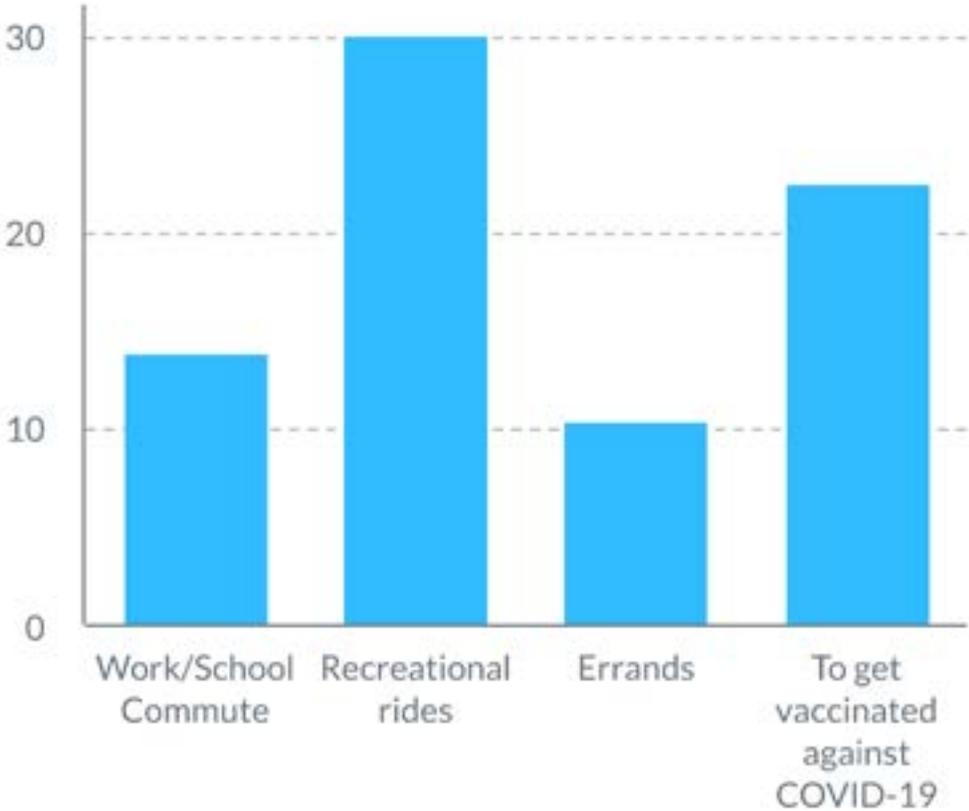
■ Recreational rides (55.44%)  
■ Work/School commutes (23.61%) ■ Errands (20.59%)  
■ To get vaccinated against COVID-19 (0.36%)

**15 km**  
Median ride length per trip

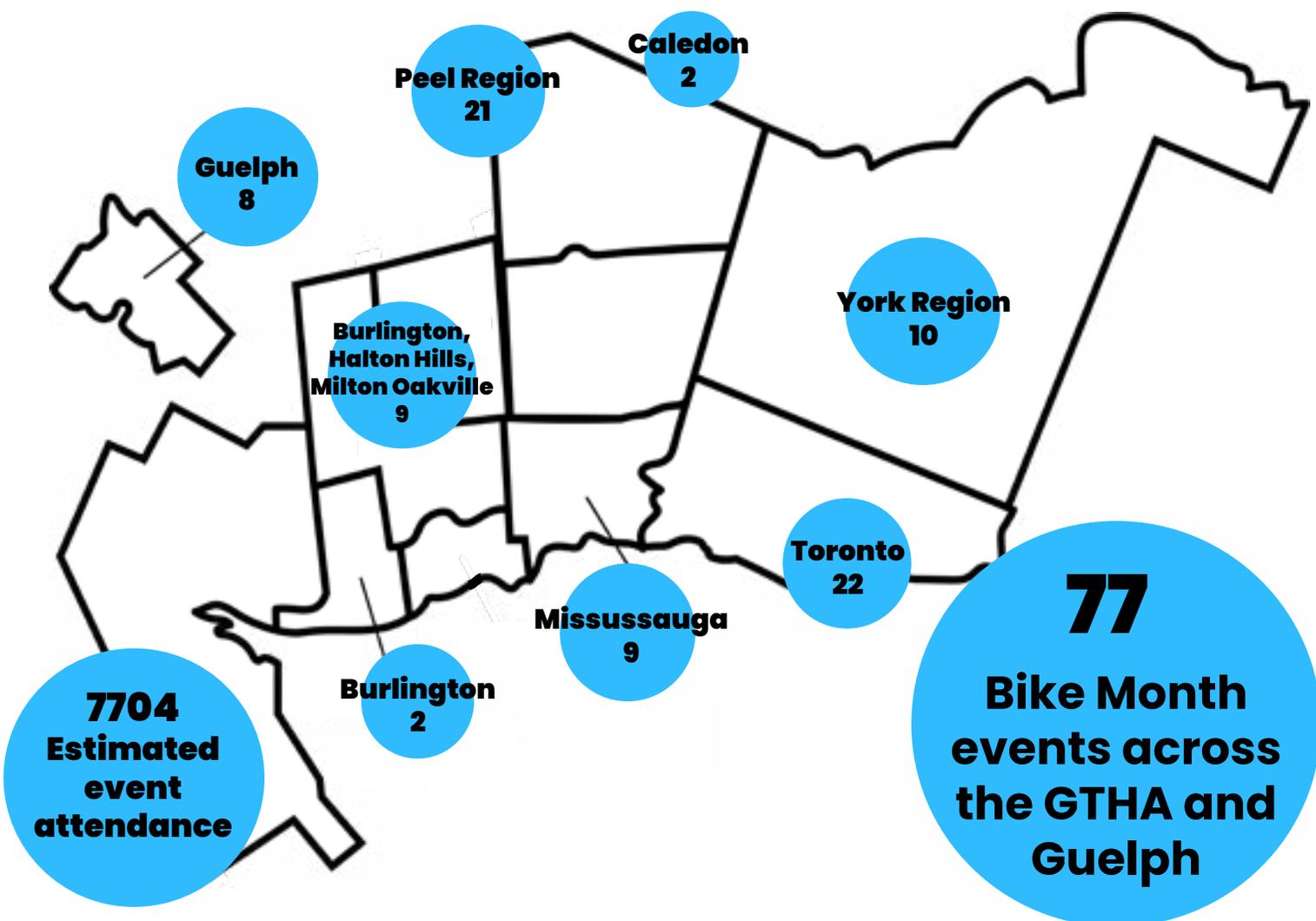
**22 km**  
Average trip length

## Average number of kilometres ridden per activity:

**164 km**  
Average number of kilometres logged per person

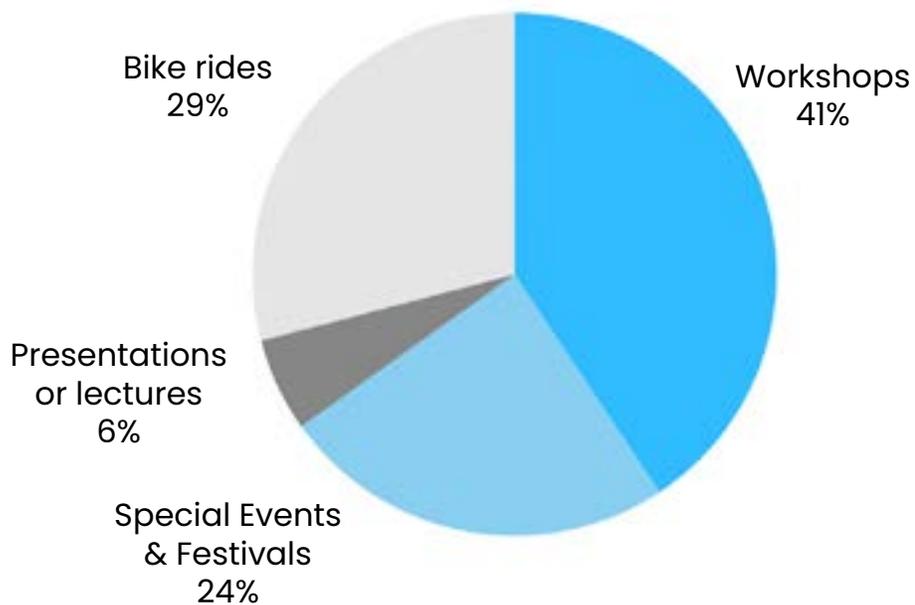


# Bike Month events across the GTHA and Guelph:



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

## Event types:



# Bike Month in Burlington

**1,249**

Kilometres logged in Burlington



**315**

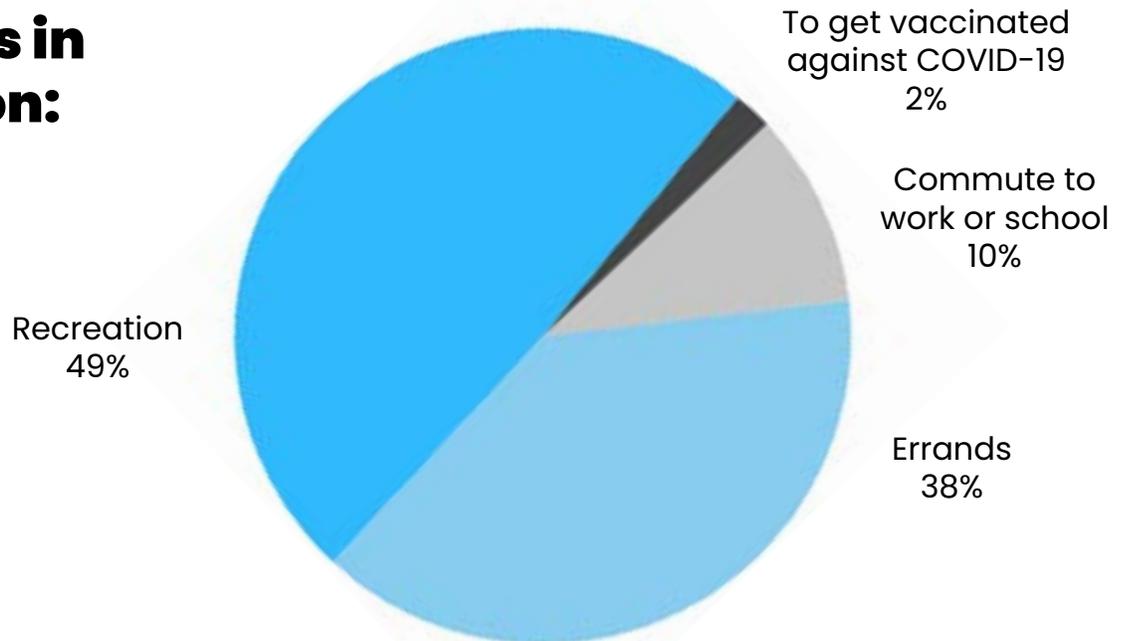
Kilograms of emissions avoided during Bike Month in Burlington

**49**

Trips in Burlington logged on the Bike Month kilometre counter



## Trip types in Burlington:



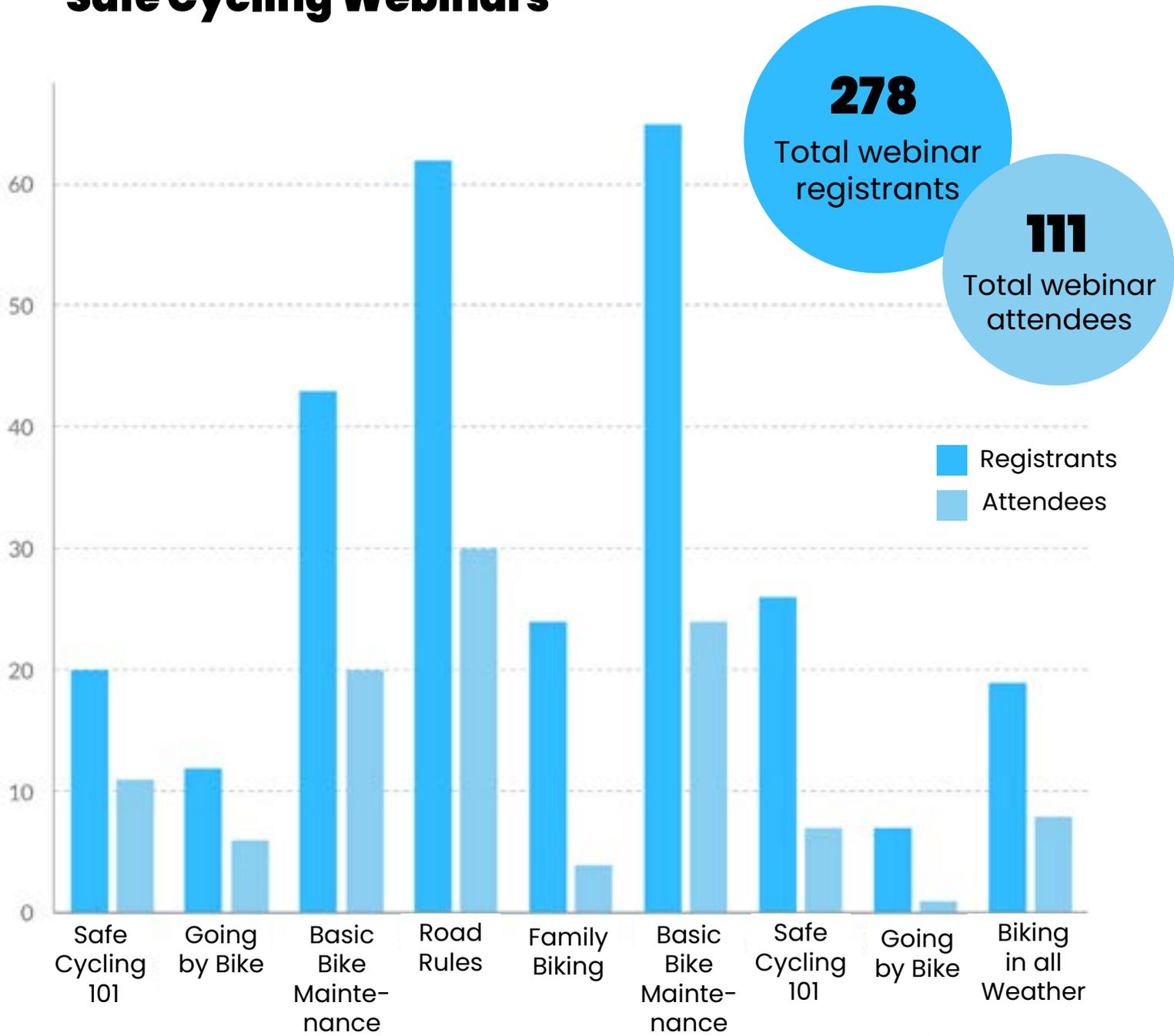
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## Bike Month in the media:

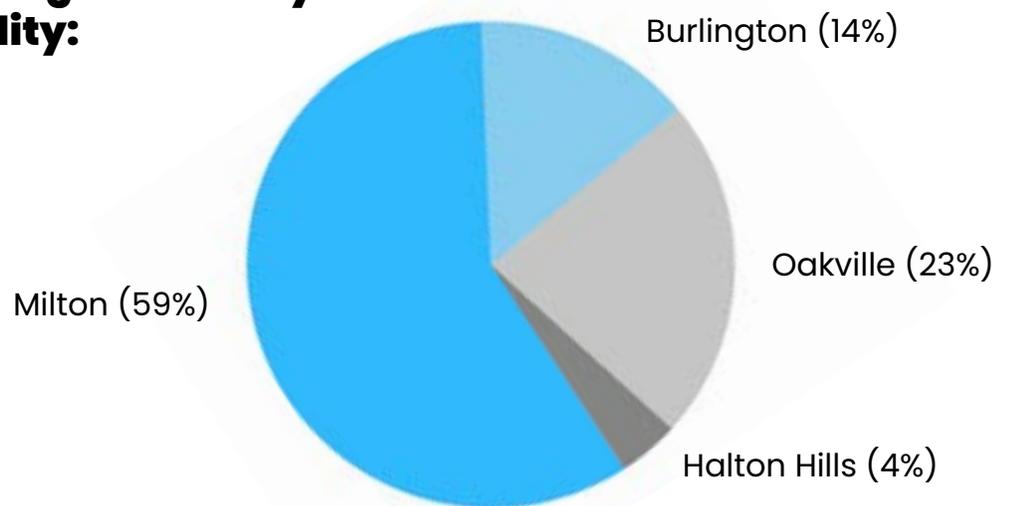
**23**

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.

# Safe Cycling Webinars



## Webinar Registration by Municipality:





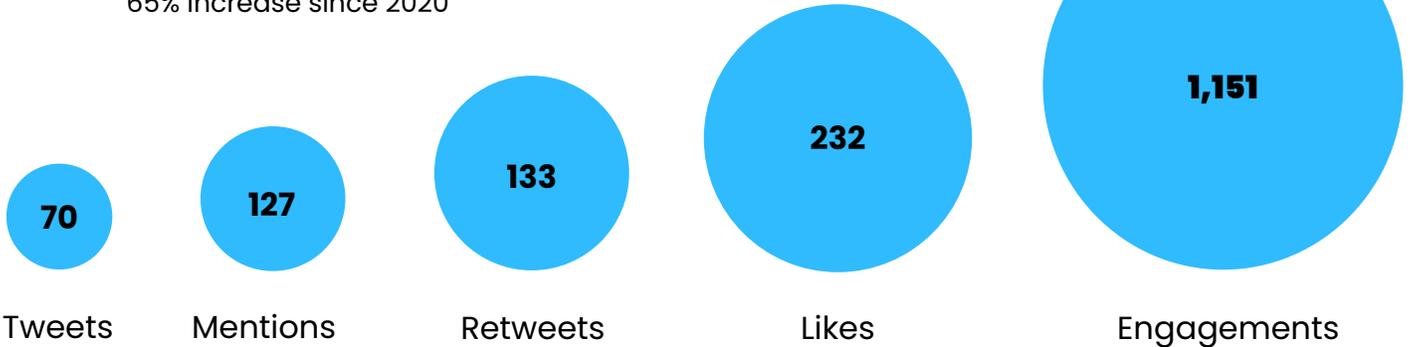
**Twitter:**  
**2,102 Followers**  
 +74 from 2020

# Social Media Highlights

@BikeMonth

**82,000 Impressions**

Average of 2,645 Impressions/day  
 65% increase since 2020



**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!  
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 We’re too excited to sleep!  
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 bike!  
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 Month events:”

**1,297 people reached**  
**54 engagements**

**Instagram:**

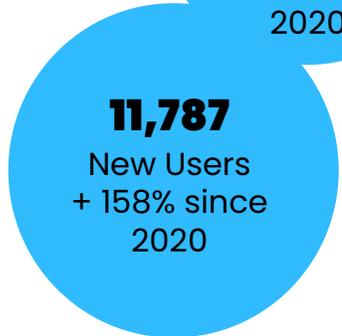
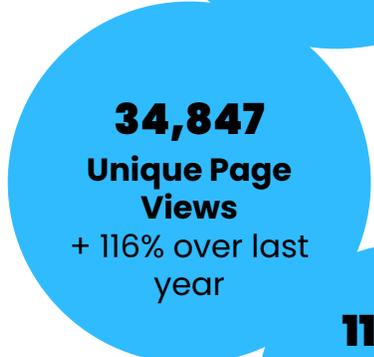
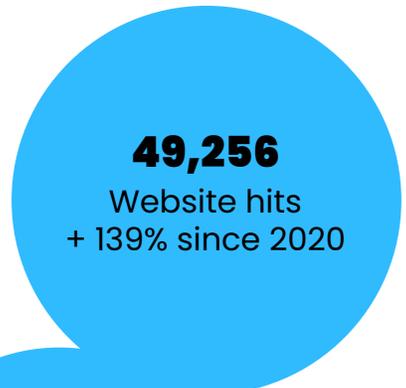
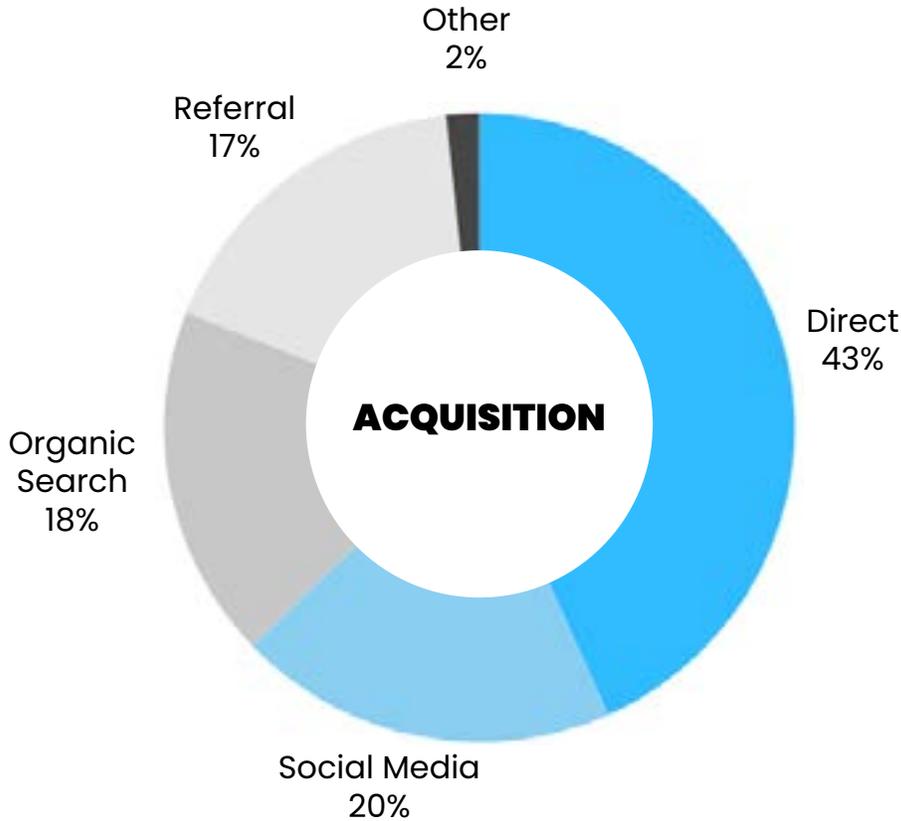
**494**  
 Followers  
**1.341**  
 Total reach  
**360**  
 Interactions  
**10**  
 Total posts



# Website

BikeMonth.ca Activity from  
May 1 until July 7

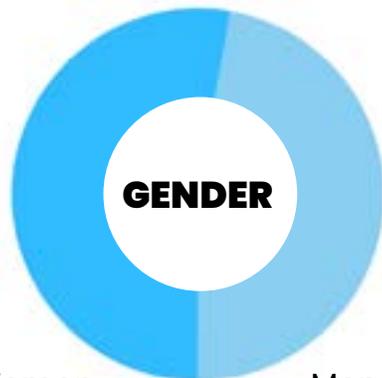
## Website Acquisition



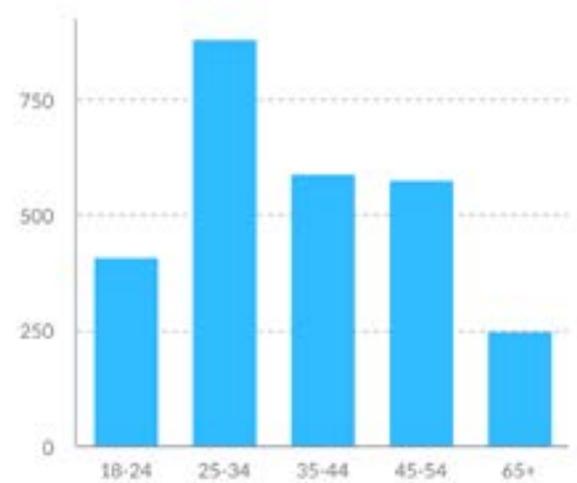
## Top Pages

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

## Audience Demographic

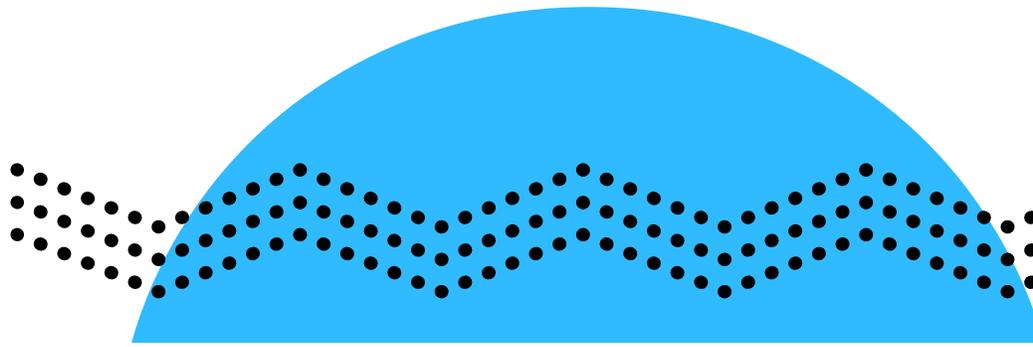


### AGE GROUP



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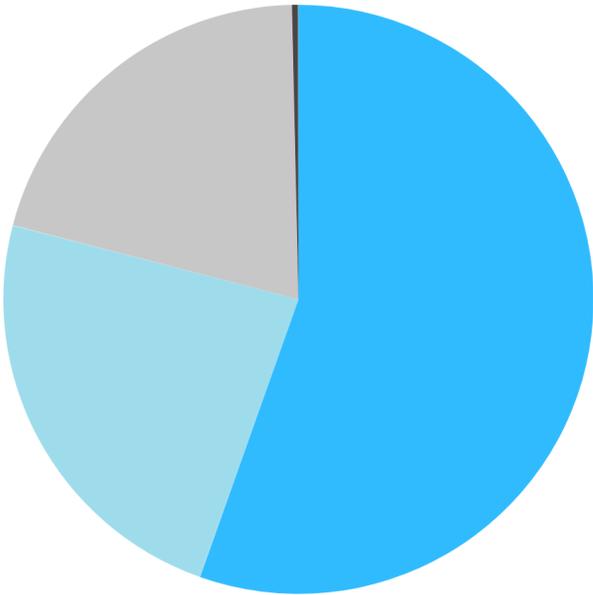
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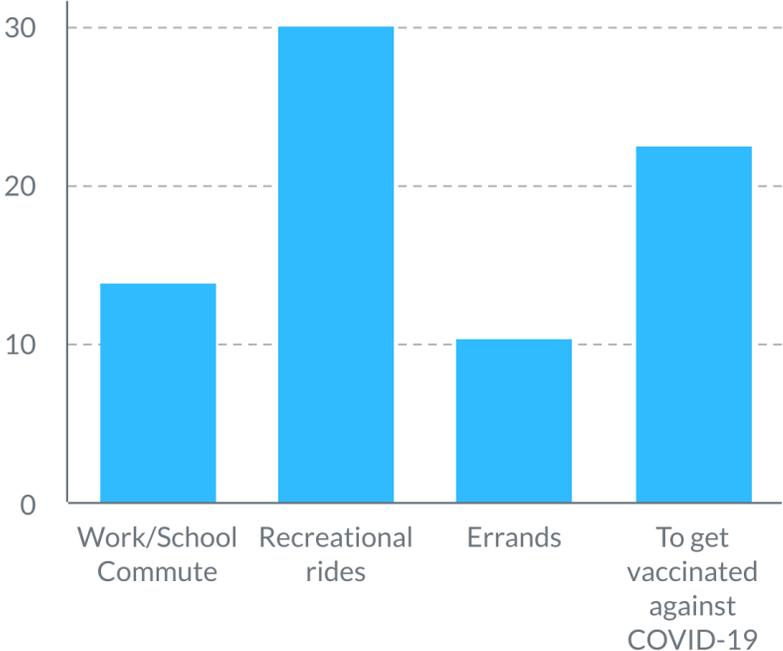
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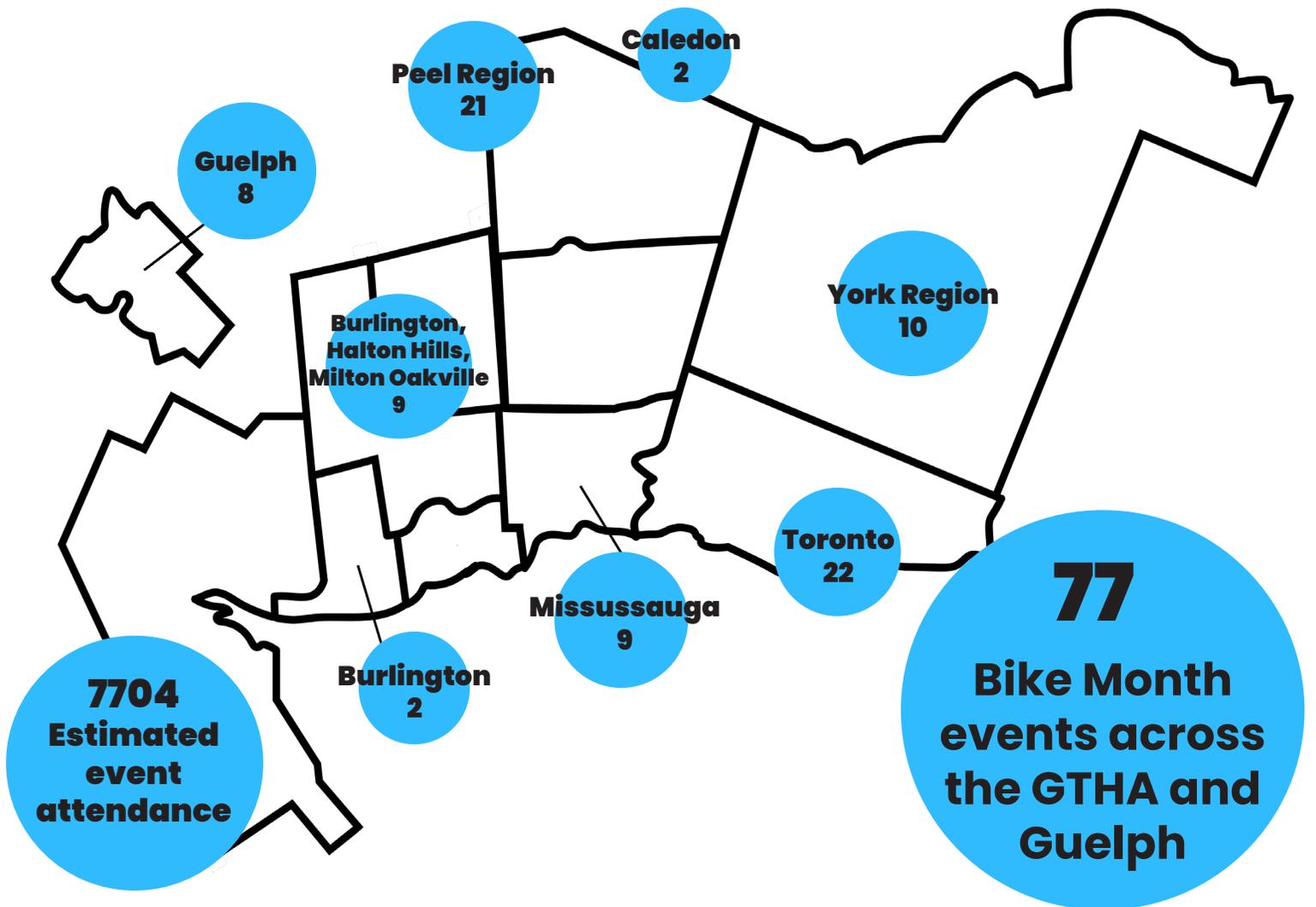
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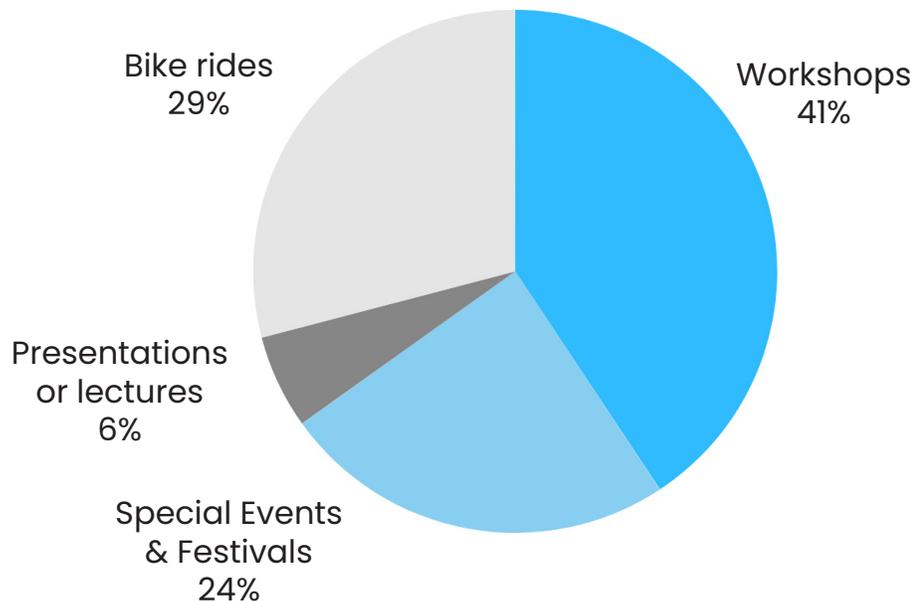


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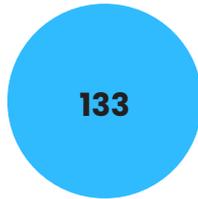
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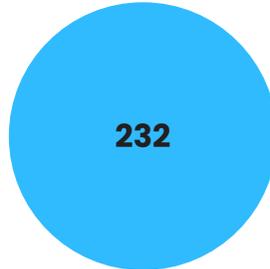
Tweets



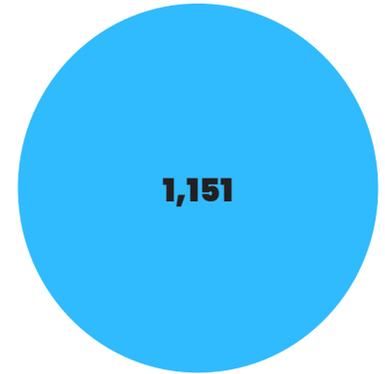
Mentions



Retweets



Likes



Engagements

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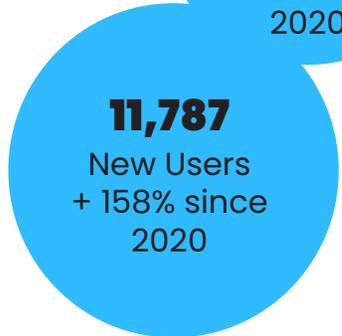
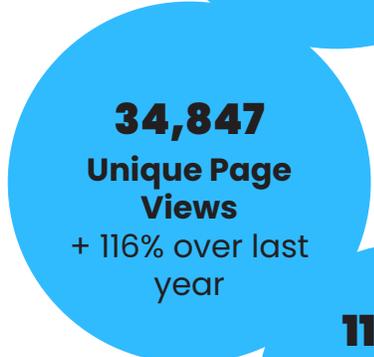
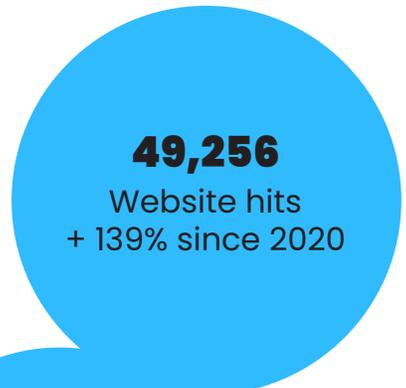
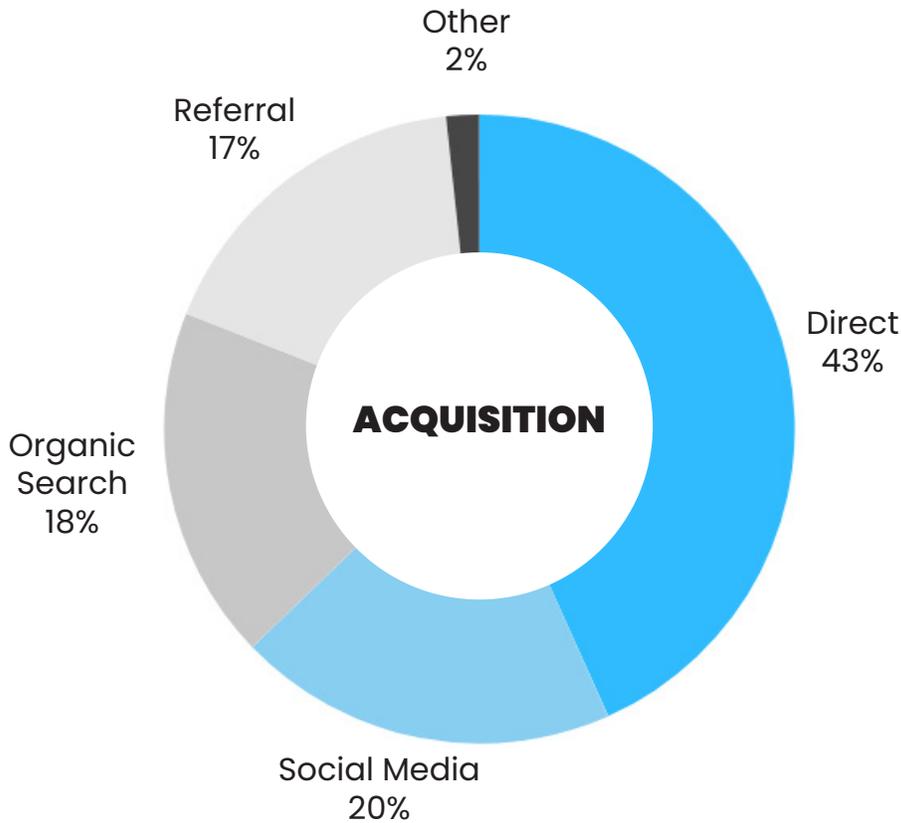
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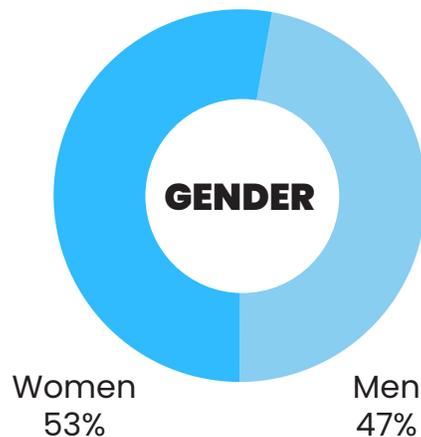
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