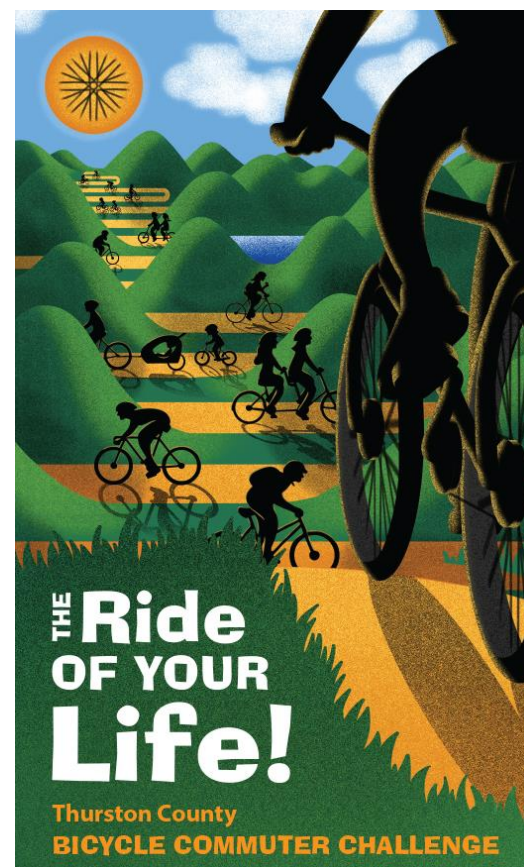


Thurston County

Bicycle Commuter Challenge

For 32 years, encouraging people to use their bicycles for transportation in Thurston County: to work, school or wherever they go!

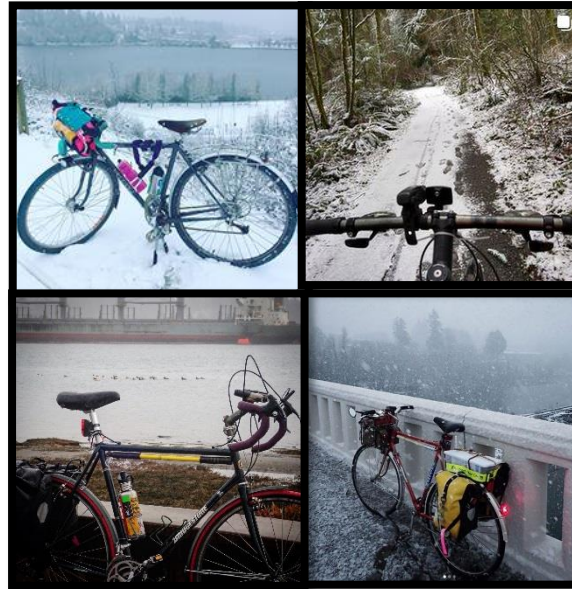
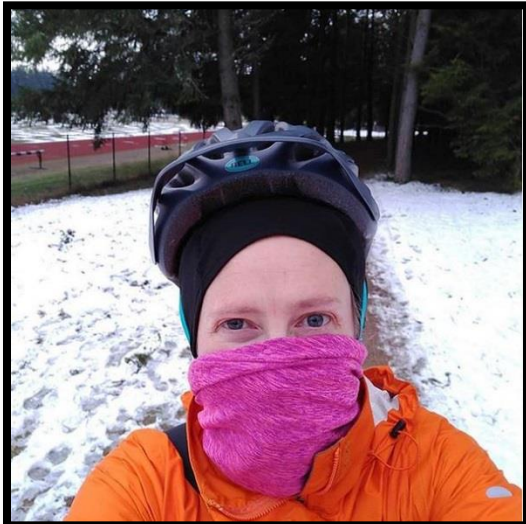


Supporting Intercity Transit's Mission

To provide and promote public transportation choices that support an accessible, sustainable, livable, healthy, prosperous community.



2019 Winter BCC & Winter Bike to Work Day



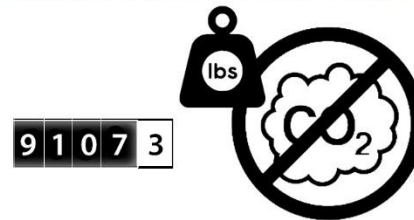
2019 WINTER BCC by the numbers:



152
Riders



1,095
Total Days



9107.3
Miles/lbs CO₂ Prevented

 **20 prizes**

INTERcity TRANSIT
Bicycle Commuter Challenge

Bicycle Commuter Challenge



Winter BCC



Earth Day Market Ride



Bike to Work Day



BCC Prize Hoopla

BIKE COMMUTING BASICS



Want to try biking to work or other destinations this spring but don't know how to get started?

Intercity Transit's hands-on workshop will prepare you to commute by bike. This class is helpful for new and current bicycle commuters who want to learn more. The class will cover:

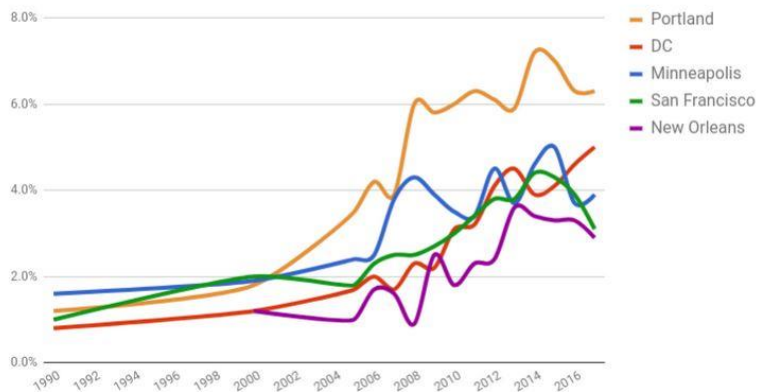
- Selecting gear for safety and comfort
- Planning your route
- Following rules of the road
- Taking the bus with your bike
- Fixing a flat
- Maintaining your chain

DATES, TIMES & LOCATION

- Saturday, March 23, 10 a.m. -12p.m. **or**
- Tuesday, April 23, 5:30 - 7:30 p.m.
- Intercity Transit Walk N Roll Youth Education Center, 215 N. Washington St., across from Olympia Transit Center
- Cost: \$10.00 per person

Visit bcc.intercitytransit.com/events for more information and registration

Share of workers commuting by bike



Bike-commuting estimates, which are averages calculated from rolling surveys taken throughout the year, **dipped noticeably last year** in several leading U.S. bike cities, this month's data revealed.

San Francisco reported a seven-year low of 3.1 percent biking; Oakland, a seven-year low of 1.8 percent; Seattle, a 10-year low of 2.8 percent.

(In Seattle's defense, mass transit use hit a modern high of almost 23 percent.)

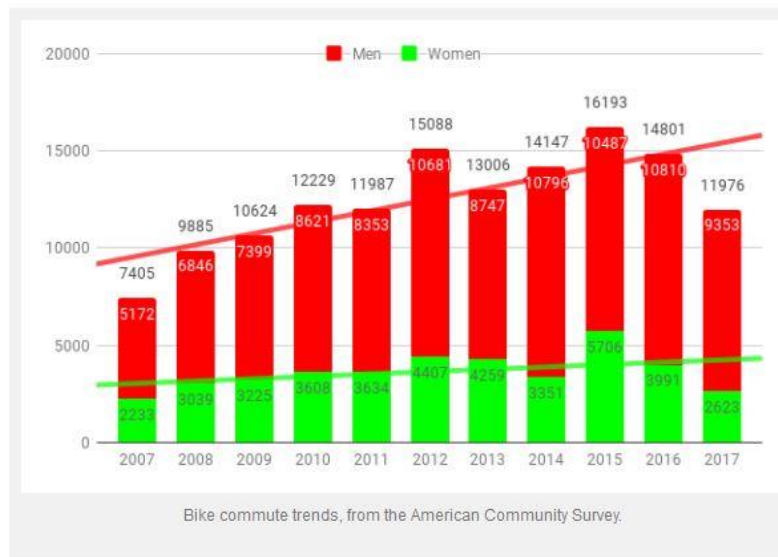
Minneapolis (3.9 percent), New Orleans (2.9 percent), Tucson (2.5 percent) and Chicago (1.7 percent) all continued statistical plateaus that may have dipped slightly over the last few years.

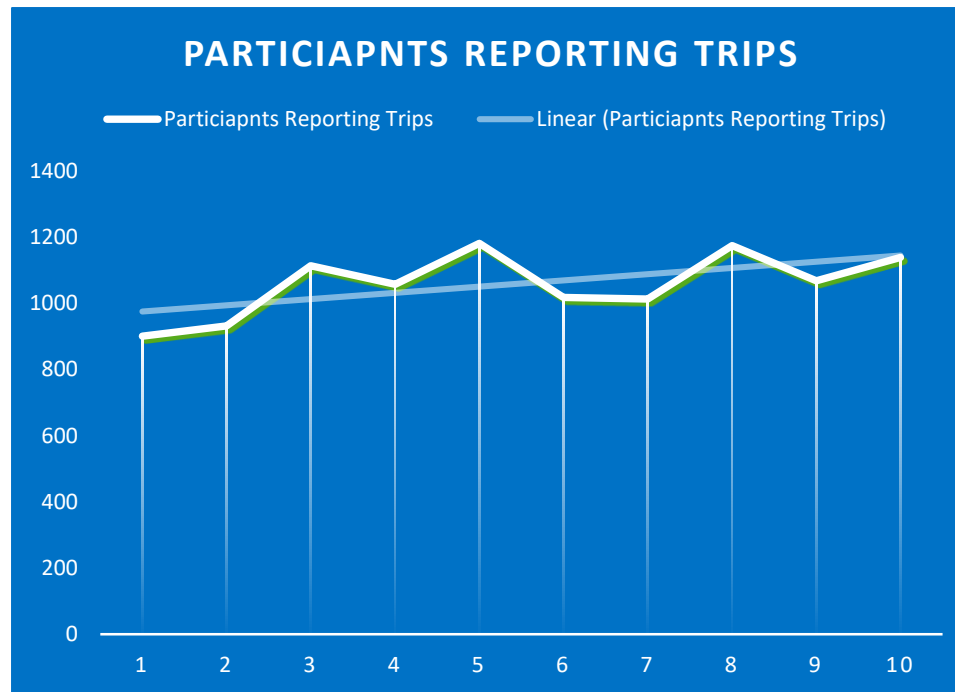
Showing upticks in biking were Washington, D.C. (5 percent), New York City (1.3 percent) and Philadelphia (2.6 percent). All three of those were all-time highs — but all three came amid significant subway issues that have driven transit commuting down faster than bike commuting in those places has risen.

Estimates for smaller cities are more volatile and less reliable, but this year's trend in the nation's college towns seems to be no better than in the cities. Eugene's bike-commuting estimate was just 4 percent, down from the 7 to 9 percent range a few years ago. Madison and Missoula also posted 4 percent, their lowest in years. In Davis, Calif., the nation's bikingest city, the 2017 estimate was 16 percent, down from a recent peak estimate of 25 percent in 2013.

Latest Census survey shows decline in Seattle bike commuting, especially by women

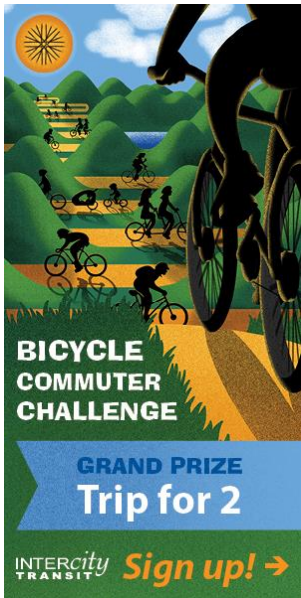
Posted on [September 26, 2018](#) by [Tom Fucoloro](#)





- Average 2.6% growth per year over past 10 years.
- Goal of 3 to 5% growth in participation for 2019

DIGITAL CAMPAIGN TO DATE: BREAKDOWN



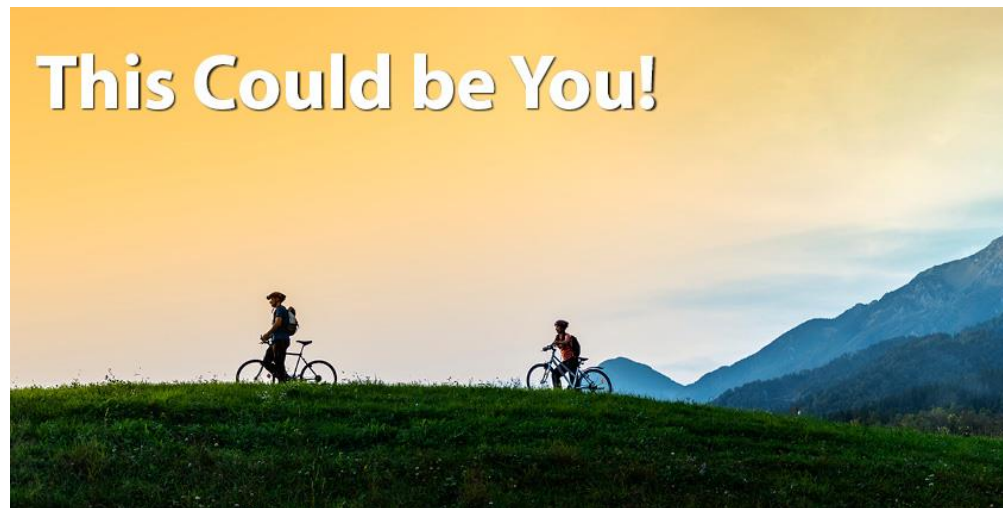
BCC	March 18	March 25	April 3	April 15	April 22
Programmatic Digital					
YouTube					

Programmatic Digital	Impressions won	Clicks	CTR
DISPLAY	377,477	208	.07%
YOUTUBE	Impressions won	Clicks	CTR
VIDEO	50,984	133	.26%

- Digital impressions gained to date are 428,461 in Thurston County.
- Digital ads have delivered 341 clicks to the website.
- Ads continue through the end of the week of April 22.

All Participants (whether on a team or not):

- Log at least one ride in May and receive 3 pages of valuable coupons.
- Log at least one ride in a given week and be entered in that week's prize drawing for bike gear.
- Log 10 days or more and be entered to win a new bike, plus, get an extra page of coupons.
- Log 15 days or more and be entered to win the Grand Prize bike vacation with Adventure Cycling.



Adventure Cycling Association

Teams:

Teams compete to win prizes in the following categories:

- Most total miles
- Most total days
- Greatest number of new riders
- Highest percentage of new riders
- Highest average miles per rider
- Highest average days per rider



Generous local sponsors donate prize items, offer discount coupons and free passes, and support our events with refreshments, event venues and staff time.

INTERcity TRANSIT 2019 Bicycle Commuter Challenge



Adventure Cycling Association



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