

RESOLUTION NO. 22-30

Resolution Of The City Council Of The City Of Emeryville Appropriating Two Thousand Five Hundred Dollars (\$2,500) From The Measure BB Bicycle/Pedestrian Fund 264 For 2022 Bike To Wherever Day (BTWD) Sponsorship

WHEREAS, the City of Emeryville has received funds from the Alameda County Transportation Commission (ACTC) for the improvement of Bicycle and Pedestrian programs and facilities in the City of Emeryville; and

WHEREAS, the City has received a request from Bike East Bay for sponsorship of the 2022 Bike To Wherever Day Campaign; and

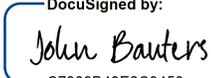
WHEREAS, the City of Emeryville Transportation Committee and Bicycle and Pedestrian Advisory Committee have both recommended support of Bike To Work/Wherever Day for at least 17 years, and this year both committees have again voted to support this campaign at the \$2,500 (Bronze) level; and

WHEREAS, the City has sufficient funds to cover a \$2,500 contribution to Bike East Bay in the ACTC Measure BB Bicycle/Pedestrian Fund 264 for these items; now, therefore, be it

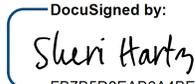
RESOLVED, by the City Council of the City of Emeryville that it hereby appropriates \$2,500 from the Measure BB Bicycle/Pedestrian Fund 264 for 2022 Bike To Wherever Day activities and purchases.

ADOPTED, by the City Council of the City of Emeryville at a regular meeting held Tuesday, March 15, 2022, by the following vote:

AYES:	<u>5</u>	Mayor Bauters, Vice Mayor Medina and Council Members Donahue, Martinez and Welch
NOES:	<u>0</u>	_____
ABSTAIN:	<u>0</u>	_____
ABSENT:	<u>0</u>	_____

DocuSigned by:

67388B48E2C9458...

 MAYOR

ATTEST:
 DocuSigned by:

F87B5D8EAB6A48E...

 CITY CLERK

APPROVED AS TO FORM:
 DocuSigned by:

2C934D02DB55467...

 CITY ATTORNEY

BIKE TO WHEREVER DAY 2021



FINAL REPORT



ABOUT BIKE TO WHEREVER DAY

Bike to Wherever Day is Bike East Bay's biggest community event of the year, with thousands of bicyclists from all ages and paths of life taking to the streets to show their support for two-wheeled transportation. Bike to Wherever Day is a regional Bay Area event that raises the visibility of bicycling and encourages more people to make healthy, active transportation choices. Representatives from the nine Bay Area counties collaborate to produce the event, with Bike East Bay and 511 Contra Costa coordinating efforts in Alameda and Contra Costa counties.

Bike East Bay thanks our generous sponsors for making Bike to Wherever Day possible. In its second year with the new name, Bike to Wherever Day is now an even more inclusive and welcoming event that celebrates the continued importance of bicycling for everyday transportation and our health and wellbeing—especially during the COVID-19 pandemic. The event is both a chance for seasoned riders to celebrate their community, and a gateway that encourages new riders to take up regular biking.

In 2021, Bike to Wherever Day expanded its reach in size and numbers from the last year by new partnerships with public libraries and strong digital engagement. Bike to Wherever Day's continued popularity is a tribute to the success and vitality of the growing bicycle movement. This Final Report provides a snapshot of what we have achieved together this year on Bike to Wherever Day and throughout Bike Month. Thank you for being a part of Bike to Wherever Day!



Ginger Jui
Executive Director
Bike East Bay

PRESENTED BY  METROPOLITAN TRANSPORTATION COMMISSION 



BIKE TO WHEREVER DAY 2021 BY THE *Numbers*

- 9,000  Bags Distributed
- 1,406  Pledged to Ride
- 81  Energizer Stations
- 40  Bike East Bay Volunteers

Bike East Bay brought safe, socially distanced celebrations again this year, including 81 contact-free energizer stations, digital goody bags, self-guided rides, and more. With a small but mighty crew, thousands of riders picked up bags at contact-free energizer stations, posted pictures, and went for a ride to celebrate. This year, Bike East Bay expanded the contact-free energizer stations to more communities in the East Bay through partnerships with local libraries. We also hosted 6 pop-up distribution sites on Saturday after the event at popular bike trails and parks in the East Bay to meet new riders and weekend riders.



WHERE YOU WERE SEEN

16,000



Email Contacts

115



Shared + Tagged Posts

48%



Average Email Open Rate

Bike to Wherever Day sponsors were seen on 9,000 Bike to Wherever Day bags, in sponsor shout-outs on social, and to 16,000+ email contacts. Bike to Wherever Day social posts and emails had especially high engagement rates this year.



Hello Friend,

Happy [Bike to Wherever Day!](#) We're dancing, high-fiving, and are all around stoked to see you today!

Your local Energizer Station has a free Bike to Wherever Day bag waiting for you today (while supplies last!). Find all the details below, plus local celebrations, tips for new riders, and more. Ride on!

Find Your Energizer Station

Nearly 80 energizer stations are ready for you across the East Bay today.

Ride your bike to your nearest location during business hours to snag your free Bike to Wherever Day bag (while supplies last!). Plus, join or renew your membership at [select locations](#) between 3-6pm for a BIGGER bag!

Find pickup locations and hours: [BikeEastBay.org/Energizer](#)



Get Energized

Get Your Digital Goodies

Loads of goodies inside your #BTWTD bag are going digital! Less waste + coupons at your fingertips = win-win.

Look inside for giveaways, discounts, and more!



Your Goodie Bag

Join for a BIGGER bag today!

Join as a Bike East Bay member by May 31 for your chance to win a bike from Decathlon! You'll speak up for comfortable, convenient, and well-connected bikeways all year long, plus you'll get a BIGGER bag when you renew at [select energizer stations today!](#)

Already a member? [Donate \\$35 or more](#) for your chance to win!



Join to Win

Thanks to our generous Bike to Wherever Day Sponsors!



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#BTWTD



BIKE EDUCATION ADAPTS

Bike East Bay's education program is still going strong in the midst of the global pandemic. Since the lockdown in 2020, Bike East Bay turned an entire catalog of award-winning classes into online workshops. Our in-person Learn-to-Ride workshops made a comeback with distancing and smaller class sizes, providing essential training for people ready to bike. This June, we are expected to hit our 100th bike education webinar.

Since the start of shelter in place:

2,075 Attendees

15 Different Class Topics

85+ Cities Represented
Participants attended from the Bay Area and around the world!



THANK YOU!

Your Support Goes a Long Way

The continued support of our sponsors keeps Bike to Wherever Day moving forward, and helps get thousands of new bicyclists on our East Bay streets every year.

Bike to Wherever Day's success would not be possible without your dedication.

Thank you and see you next year!



Bayer HealthCare



Alameda County Public Works
City of Dublin
City of Emeryville
City of Livermore

City of Newark
City of Pittsburg
City of Pleasanton
City of Richmond

City of San Leandro
City of San Pablo
Lyft Bay Wheels
Port of Oakland

Spin Scooters
Veo
Walkup, Melodia, Kelly & Schoenberger
Washington Hospital Healthcare System



BIKE TO WHEREVER DAY 2022



THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day is Bike East Bay's biggest community event of the year, with thousands of bicyclists of all ages and paths of life taking to the streets to show their support for two-wheeled transportation. The celebration remains popular, safe, inclusive, and welcoming despite the COVID-19 pandemic: a tribute to the success and vitality of the bicycle movement. Bike to Wherever Day is a regional Bay Area event that raises the visibility of bicycling and encourages more people to make healthy, active transportation choices.

BIKE TO WHEREVER DAY HIGHLIGHTS:



16,000

Email Subscribers



24,600

Followers Across Social



10,600

Custom Bags



SPONSORSHIP LEVELS

		Diamond \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Day of Event	Bike to Wherever Day Energizer Station Signs	Logo	Logo	Logo	Name
	Your Offer/Advertisement in Digital Goodie Bag				
	10,600 Custom Canvas Bags	Logo	Logo	Name	
Print	RideOn, Bike East Bay's Newsletter: 4,000 readers	Logo	Logo	Logo	Name
Web + Social Media	Bike to Wherever Day Special E-Newsletter: 16,000 subscribers	Logo	Logo	Logo	Name
	Event Page at BikeEastBay.org	Logo & Link	Logo & Link	Logo	Name
	Instagram: shout-out in Bike to Wherever Day stories				
	Bike to Wherever Day Digital Posters	Logo	Logo	Name	
	Twitter, Facebook, and Instagram: Posts to our 24,000+ Followers	Name & Link (2x)	Name & Link (1x)		
	Banner Ad or Sponsored Post in one e-Newsletter (sponsor provides content)				
More	Official Bike to Work Day Report	Report	Report	Report	Report

Name

Business/Organization

Address

Phone Number

Email

Sponsorship Level*: Diamond | Gold | Silver | Bronze

Deadline: February 28, 2022

Please send this form to
Events@BikeEastBay.org
or mail it to the address below.

Bike East Bay
PO Box 1736
Oakland, CA 94604

Contact: Hyeran Lee
Engagement Director
510-845-7433 x1007
Hyeran@BikeEastBay.org

*Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs. Contact us.