

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!



Copyright © 2021 Bike East Bay. All rights reserved.

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe from this list](#).



#BTWTD



BIKE EDUCATION ADAPTS

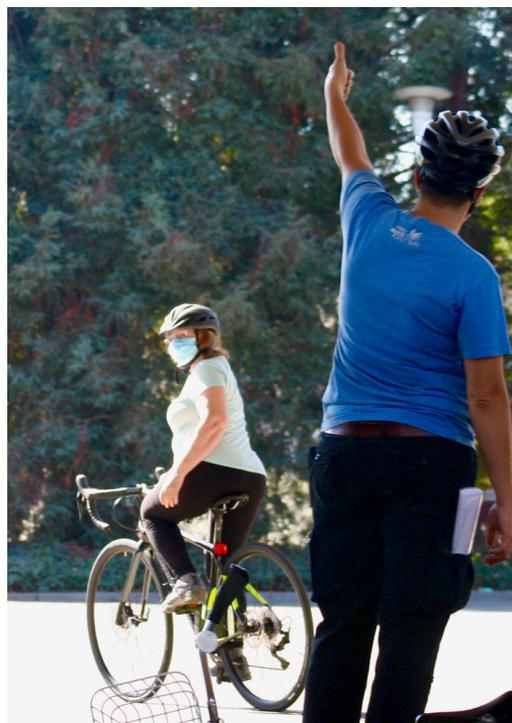
Bike East Bay's education program is still going strong in the midst of the global pandemic. Since the lockdown in 2020, Bike East Bay turned an entire catalog of award-winning classes into online workshops. Our in-person Learn-to-Ride workshops made a comeback with distancing and smaller class sizes, 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