

BIKE TO WHEREVER DAY 2020



FINAL REPORT



ABOUT BIKE TO WHEREVER DAY

In a year of big changes, Bike East Bay thanks our Bike to Wherever Day sponsors for making this event possible. You stuck with us with a date change from May to September and a name change to Bike to Wherever Day. The result was a more inclusive and welcoming event that met the challenges of the COVID-19 pandemic while celebrating the continued importance of bicycling for everyday transportation and our health and wellbeing in 2020.

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.

Now in its 26th year, Bike to Wherever Day had many features familiar to Bike to Work Days of years past—with some creative adaptations to meet the needs of 2020. Representatives from the nine Bay Area counties collaborated to produce the event, with Bike East Bay and 511 Contra Costa coordinating efforts in Alameda and Contra Costa counties.

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 event is both a chance for seasoned riders to celebrate their community and a gateway that encourages new riders to take up regular biking.

Bike to Wherever Day's popularity despite the COVID-19 pandemic is a tribute to the success and vitality of the 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  511  SF Bay & ALASKA AIRLINES



BIKE TO WHEREVER DAY 2020

BY THE *Numbers*

9,000  **Bags Distributed**

56  **Contact-Free
Energizer Stations**

30  **Bike East Bay Volunteers**

Bike East Bay brought safe, socially distanced celebrations this year, including 56 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.



WHERE YOU WERE SEEN

16,000



Email Contacts

104



Shared
+ Tagged Posts

41%



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 Eileen,

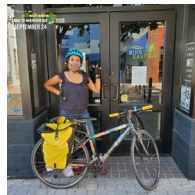
We're so excited to celebrate Bike to Wherever Day with you today! Grab your mask and read on below for all the ways you can celebrate.

Go on a self-guided ride, visit your nearest contact-free energizer station, and share your adventures with us. We'll be ready, in-person and online, with just about the most emphatic wave you can handle.

Snag Your Free Bag

Snag your free Bike to Wherever Day bag! Free totes are available during business hours, or stop by a [select number of stations](#) from 3-7pm today, renew your membership, and get a bigger bag (plus an emphatic wave from a Bike East Bay volunteer!)

Find your nearest station at: [BikeEastBay.org/Energizer](#). Pro-tip! Location hours vary. Click on the map icons for details on pickup hours.

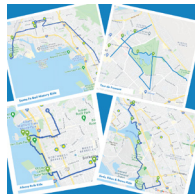


Contact-Free Stoke

Self-Guided Rides

We have family-friendly routes for you, perfect for celebrating today.

Explore state-of-the-art bike lanes in our Tour de Fremont. Meet the shorebirds and stop for a pint with our Birds, Bikes, and Brews ride. Travel back in time on our Santa Fe Rail History ride. And discover where nature meets art meets a former landfill on our Albany Bulb ride. Check out the routes and plan your ride today!

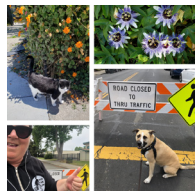


Go for a Ride

Share Your Photos

Bike to Wherever Day looks a little bit different this year, and we want to see how you're celebrating!

Share your photos by tagging [@BikeEastBay](#) #BTWD, or email your photos to [Media@BikeEastBay.org](#). Help us share the love!



Say Cheese

Get Your Digital Goodies

Loads of goodies inside your #BTWD bag have gone digital! Less waste + coupons at your fingertips = win-win.

Look inside for giveaways, photo contests and more!



Your Goodie Bag

Thank you to our generous Bike to Wherever Day sponsors!



BIKE EDUCATION ADAPTS

When the shelter in place order came down in mid-March, Bike East Bay Education Director Robert Prinz jumped into action. March is normally the bike education busy season: filled with people practicing bike skills in the spring sunshine, and upping their bike knowledge in interactive classroom workshops. This year, the shelter in place order meant turning an entire catalog of award-winning classes into online workshops at a moment's notice.

Since the start of shelter in place:

1,119 Attendees

59 Classes

79+ Cities

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!



Chinook Book



Alameda County Transportation Commission
Capitol Corridor
City of Dublin

City of El Cerrito
City of Emeryville
City of Livermore

City of Pleasanton
City of San Leandro
East Bay Regional Park District

OSI Soft
Sports Basement
UC Berkeley Parking and Transportation