

# BIKEWALK

EST 2015

## *macon*



## 2018 IMPACT REPORT





# THE YEAR IN REVIEW

From December 2017 to November 2018, Bike Walk Macon has seen incredible growth and impact on the community. Read on to learn how and see the numbers.

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## INTERNAL GROWTH

**501(c)3 Status** In September 2018, Bike Walk Macon was officially recognized as a 501(c)3 non-profit organization.

**Board Members** This year, we welcomed two new members to the Board of Directors and two new members to the Advisory Board.

**Interns** The organization hosted its first interns in 2018 with Sam Archbold (GCSU) for the spring semester and Erica Duncan (Mercer) for the fall semester.

## GRANT FUNDING

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In 2018, Bike Walk Macon received a total of **\$62,020** in funding from Downtown Challenge grants for **Macon Bike Party**, five miles of **pilot bike lanes**, and the addition of **traffic calming and bike facilities** to Columbus Street. Additional Downtown Challenge and On The Table grants were submitted in fall 2018, requesting a total of **\$33,486** for the creation of a **bike library**, purchase of a **bike vending machine**, and a **Macon Car Free Day**.



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# EVENTS *and* EDUCATION

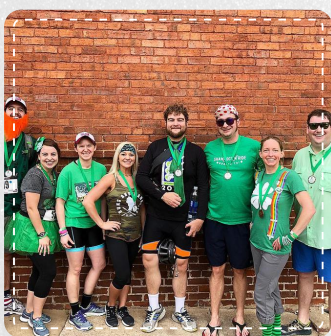


Every month, Bike Walk Macon has hosted events designed to build a more bikeable, walkable Macon, including a commuter breakfast series and Bike to Lunch days, as well as local rides & walks such as Walk About Wednesday. Other notable events included Ride to Work Day with Mayor Reichert in May and On The Table in October. Our first ever fundraiser, the ShamRock 'n' Ride Burger Tri was a creative, fun engagement opportunity with about fifty participants.

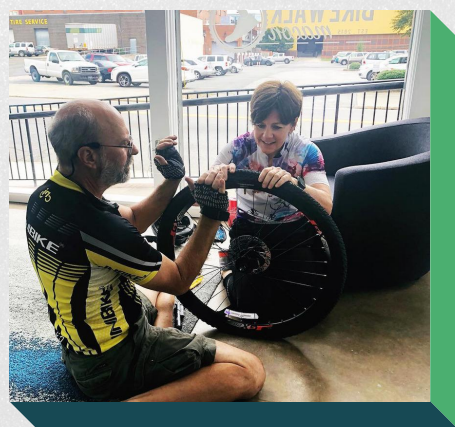
Open Streets Macon returned in October after being rescheduled twice for weather. The new downtown route covered Cherry St. and state route Martin Luther King Jr. Blvd. There were an estimated 1,100 participants representing 16 zip codes across Middle Georgia, with 34 volunteers and 40 activity partners. This year featured Pokémon Go with Niantic fellow Joey Allen and the addition of Route Hosts.

Bike & Ride Free with MTA took place in May and allowed Maconites to ride free with Macon Transit Authority when bringing their bike. More than 300 transit riders participated.

Modeled after the Slow Roll in Detroit, Macon Bike Party is an easy-pace ride through Macon with music, lights, and police escorts. It aims to make people more comfortable with riding on Macon's streets in a fun, friendly atmosphere. The September and October rides both had 30 riders and will continue in November and December.



Highlights in educational outreach during 2018 include the Bike Education Day at Martin Luther King Jr. Elementary in May, a free tire changing clinic held at Bike Walk Macon, and the distribution of over 200 bike safety pocket guides from Georgia Bikes which highlight laws and safety tips. Also, ED Rachel Hollar completed Traffic Skills 101 in January through the League of American Bicyclists. This is a prerequisite to becoming a League Cyclist Instructor, which would allow for more teaching opportunities.







## INFRASTRUCTURE

Multiple new bike racks were installed in 2018, with one outside the office in January which can park six bicycles as well as indoor bike parking, and an outdoor bike rack at Travis Jean on Cherry Street. A public repair stand was also added outside our office.

With the addition of lanes on Walnut Street (0.5 miles) and Roff Avenue (1 mile), Macon now has five complete miles of dedicated bike lanes. Bike Walk Macon received funds to install five miles of pilot bike lanes as well as traffic calming measures and bike infrastructure on Columbus Street, to be implemented in 2019.

Several virtual tools were launched in 2018, including the Macon Bike Google Map that highlights bike infrastructure, parking, and public repair stands to help people plan routes and locate resources. Additionally, the My City Bikes Macon app by Visit Macon went live in June and features for new riders and fun, touristy routes.

## ENGAGEMENT

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There are currently 1,183 (+63.9%) subscribers to the mailing list, and open rates average an impressive 15.89%.



There were 1,834 visits to the website with 3,428 page views; 1,618 of those visits were unique visitors, which highlights that Bike Walk Macon is continuing to reach new audiences.



The main Facebook page saw a 26.4% increase in followers, with stable engagement levels on posts.



The Open Streets page saw a 65.3% increase in followers, with spikes in the weeks leading up to the program date.



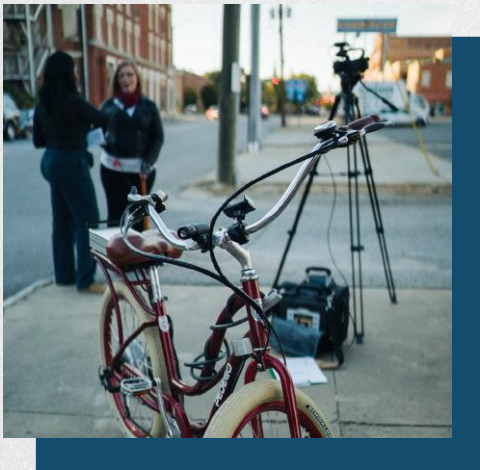
There are 919 followers on the Instagram page with just over ninety posts during the 2018 year.





## MEDIA, PARTNERSHIPS, *and* AWARDS

From webinars to a conference panels to presentations for local organizations, there have been multiple outreach talks this year. Notably, Executive Director Rachel Hollar presented at the Georgia Walks Summit in March, the Places for Bikes Summit in May, and the Open Streets Summit in September.



There were dozens of media stories in 2018 on topics including biking in Macon, Open Streets Macon, Macon Bike Party, and various other events. Media outlets included: Macon Magazine, Macon-Bibb County (video), 41NBC, 13WMAZ, Visit Macon (blog), The Creek, Cool Solutions Radio Show (Arcata, CA), 94.7 Fox Radio, and WGXA.

Bike Walk Macon is also excited for two new partnerships established in 2018 with AARP, who provided volunteers for Open Streets, and the Macon Transit Authority for partnering to host Bike and Ride Month.

In awards this year, BWM submitted a Bicycle Friendly community application for the first time ever and received an Honorable Mention. This is an exciting accomplishment, since a few additional improvements could earn Macon-Bibb County a Bronze award in 2019. Also, Executive Director Rachel Hollar was featured in Macon Magazine's Women in Business issue and is a Leadership Macon Class of 2018 graduate.

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**ON BEHALF OF EVERYONE AT BIKE WALK MACON, THANK YOU FOR A GREAT YEAR, AND WE LOOK FORWARD TO CONTINUING TO MAKE CHANGE IN 2019.**