

BIKE WALK

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2019 IMPACT REPORT



THE YEAR IN REVIEW

A comprehensive report on Bike Walk Macon's impact on creating a more bikeable, walkable Macon-Bibb County through organizational growth, advocacy, community events and programs, and education.



ORGANIZATION



INTERNAL GROWTH

New Staff Position - In January, the Engagement Coordinator staff position was added. In July, the position changed from a part-time position to a full-time position.

Internships - From January to November 2019, Bike Walk Macon hired two interns from Mercer University.

Strategic Plan - Bike Walk Macon had its first strategic planning meeting with staff, board members, and advisory members in January. The 2019 strategic plan is published on the Bike Walk Macon website.

Memberships - In November 2019, Bike Walk Macon launched its first membership campaign.

GRANTS & FUNDING

Bike Walk Macon received a total of **\$81,897** in grant funds, including:

- **\$39,000** from Knight Foundation for a new staff position,
- **\$34,117** from Knight Foundation for the Macon Connects 2.0 Project,
- **\$8,280** from the Downtown Challenge Fund to purchase Macon's first bike parts vending machine
- **\$500** Conversation to Action grant from the Community Foundation of Central Georgia for Safe Routes to Parks Macon project.

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ADVOCACY

INFRASTRUCTURE & RESOURCES

Creative Crosswalks - Bike Walk Macon partnered with Startup Studios and Macon-Bibb County to hire four local artists to paint Macon's first Creative Crosswalks. The crosswalks were installed at the intersection of Columbus St., Appleton Ave., and Ross St. to promote bike and pedestrian safety and should last up to five years.

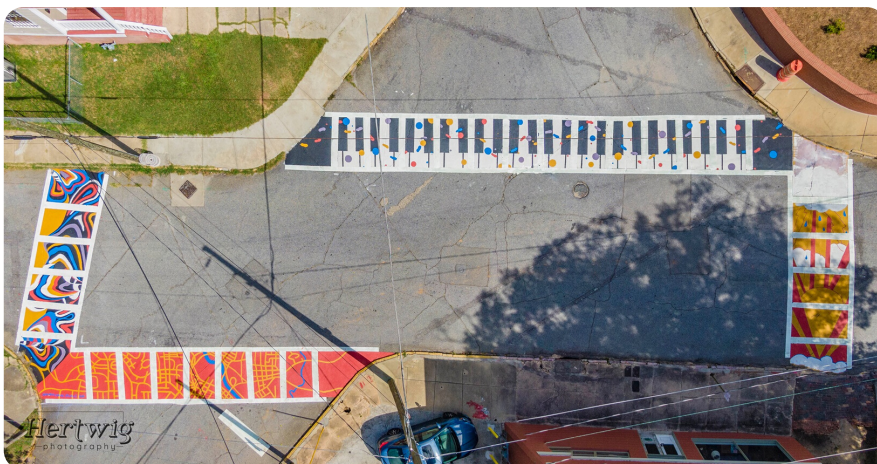
Green Bike Lane - With the help of Better Block Foundation, Bike Walk Macon kicked off the Macon Connects 2.0 Project by painting Macon's first green bike lanes in front of the Bike Walk Macon office at 338 Poplar St.

Walnut Creek Connector - Bike Walk Macon hosted a bike ride to celebrate the official opening of the newest section of the Ocmulgee Heritage Trail. The Walnut Creek Connector trail 1.75 miles long and connects the Otis Redding Bridge to the River Trail in the Ocmulgee National Monument.

Bike Parts Vending Machine - Bike Walk Macon received funding to install a bike parts vending machine at 338 Poplar Street in order to make bike parts and accessories more easily accessible to the public.

Bike Lanes - One block of bike lanes was added on Second St. Bike Walk Macon's Executive Director spoke at the ribbon cutting.

Bike Racks - Several new bike racks were installed in Macon, including: one at Society Garden, four at High St. Park, and several along the Walnut St Connector Trail at the Ocmulgee National Monument.



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COMMUNITY

EVENTS

In 2019, Bike Walk Macon hosted 25 FREE events and programs for 2100 participants to positively impact bicycling and walking in Macon.

Macon Bike Party - Macon Bike Party is a free, slow-paced community bicycle ride for people of all ages and skills levels. Riders have the opportunity to see Macon and its neighborhoods from a unique perspective. Rides take place on the second Thursday of every month from March to June and September to December.

Macon Bike Walk Month - Bike Walk Macon hosted several activities to promote Macon Bike Walk Month during the month of May. Events included Jane's Walk Macon, Macon Car Free Day, Bike and Ride Free Day with Macon Transit Authority, and Bike to Work Day.

Open Streets Macon - Bike Walk Macon's 4th Open Streets program closed 1.5 miles of street to cars from Ash St (at Telfair St.) to Montpelier Ave. (at Birch St.). There were 1500 attendees, 40 activity partners offering health, music, and art activities, and 25 volunteers. The 2019 program was sponsored by AARP, Bike Tech, Community Foundation of Central Georgia, Corporate Connection, and Navicent Health and supported by Macon-Bibb County Parks & Beautification, NewTown Macon, and the Urban Development Authority.

On the Table - In October, Bike Walk Macon hosted three On the Table conversations to discuss transportation options in Macon-Bibb County.

Safe Routes to Parks - Bike Walk Macon's spring intern was awarded a \$500 Conversation to Action grant from the Community Foundation of Central Georgia for Safe Routes to Parks Macon, a one day community bike and walk audit of the routes to two Macon parks.



PRESENTATIONS

From webinars to conference panels to presentations for local organizations, there have been multiple outreach opportunities this year. Notably, Bike Walk Macon presented to local police at the Bibb County Sheriff's office, participants attending a Traffic Skills 101 class, three Mercer University undergraduate classes, and fellows participating in the 2019 Emerging City Champions Studio in Toronto.

PARTNERSHIPS

Bike Walk Macon is excited for two new partnerships established in 2019 with Re-Cycle Macon and Walk-With-A-Doc. Re-Cycle Macon hosts bicycle co-op meetings to teach the community about working on bikes. Walk-With-A-Doc offers the opportunity to go on a fun, walking program with doctors and ask questions.

MEDIA COVERAGE

Bike Walk Macon was mentioned in 50 media stories. Topics included biking in Macon, Open Streets Macon, Macon Bike Party, and other events. Media outlets included: The Telegraph, Macon Magazine, Middle GA Spotlight, 41NBC, 13WMAZ, Bike Law (blog), The Creek 100.9, Coffee and Cranks Podcast, Macon Black Pages, and WGXA.



ONLINE ENGAGEMENT



1,278 subscribers (1183 in 2018, 8% increase) to the email mailing list, and open rates average an impressive 22.2%.



3,335 visits (1834 in 2018, 82% increase) to the Bike Walk Macon website with 6,676 page views; 3,110 of those visits were unique visitors.



1,076 followers (919 in 2018, 17% increase) on the Instagram page with just over sixty posts during the 2018 year.



1120 likes (861 in 2018, 30% increase) on the Bike Walk Macon facebook page. 720 likes (585 in 2018, 23% increase) on the Open Streets Macon facebook page.

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EDUCATION

Traffic Skills - Bike Walk Macon teamed up with Georgia Bikes and Re-Cycle Macon to offer a free traffic skills and safety course.

Police Training - Bike Walk Macon partnered with Bike Law Georgia and Georgia Bikes to teach bicycle safety and traffic law workshops for 60 officers from Bibb County Sheriff's Office.

Macon Bike Guide - Bike Walk Macon intern created a guide for bicycling in Macon. It covers safety and riding tips, where to get a bike, maps, local resources, and much more.

League Cycling Instructor - Executive Director Rachel Umana earned the designation of League Cycling Instructor to teach the League of American Bicyclists' Smart Cycling program.

Bike Lights - distributed more than 100 sets of bicycle lights at Bike Walk Macon events.



On behalf of everyone at Bike Walk Macon, thank you for a great 2019. Macon-Bibb County is becoming a better place to bike, walk, and live thanks to dedicated supporters and advocates like you.

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