

2022 IMPACT REPORT



BIKE WALK
EST. 2015 *macon*





2022 BIKE WALK MACON TEAM

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 Kaylee Pruitt, **Education and Engagement Manager**
 Rudy Mendes, **Education Instructor**

INTERNS

Macee Palmer
 Ashley Pemberton

THE WORK NEVER STOPS

2022 was a big year for Bike Walk Macon! Our traffic calming projects were some of our biggest achievements of the year. We installed crosswalks at 4 intersections in town, replaced the downtown "Macon" bike rack, worked on providing seating at MTA bus stops, and more. We implemented several new education classes for people of all ages and skill levels thanks to new funding from the Governor's Office of Highway Safety. We also served more than 2,000 people at 40 events, as well as made huge strides in tangible improvements to the biking and pedestrian environment in Macon, and we owe a lot of it to our supporters and fellow advocates.

We'll dive into these achievements and more in our **2022 Bike Walk Macon Impact Report** that demonstrates that Maconites are still passionate about reclaiming our streets. You're helping us get closer and closer to becoming a city that is known for embracing all forms of transportation.

ORGANIZATION

STRATEGIC PLAN

In February 2022, our staff, board, and advisory members dedicated a few hours of their day for a strategy gathering to look at where Bike Walk Macon has been and where it can go. The team discussed how to shape and grow our impact and created a 2022 strategic plan with a list of specific goals and tasks to help us achieve our vision of expanding equitable biking and pedestrian options in Macon-Bibb County over the next year. Read the 2022 Strategic Plan at bikewalkmacon.com/reports.

FUNDING OUR MISSION

MEMBERS | Bike Walk Macon now has 60 active members who support safe, welcoming streets. Not a member? Join today at bikewalkmacon.com/give!

GRANTS AND DONATIONS

- \$90,000 from the Bike Walk Macon fund at Community Foundation of Central Georgia.
- \$50,154 from the Governor's Office of Highway Safety to fund the development and execution of educational programs that expand and promote bicycle and pedestrian safety to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon.
- \$75,000 from Knight Foundation to connect Pleasant Hill to Downtown Macon through traffic calming interventions in partnership with the Macon Reimagining the Civic Commons committee and Pleasant Hill neighborhood.
- \$11,500 from AARP for the installation of an artistic crosswalk at the intersection of Rogers Ave and Clayton St during Open Streets Macon. We were selected out of 3200 applications.
- \$3100 from Historic Macon for an artistic crosswalk on Boulevard at North Highlands Park.
- Downtown Challenge
 - Macon Play Streets - \$16,500 to give neighbors and businesses the guidance and resources to come together and temporarily close their own street to through traffic so residents and visitors can safely gather and play in their favorite ways.
 - Macon Bike Commuter Resources - \$10,000 to update and provide additional resources for bike riders so they can safely and easily access Macon's growing bike network by (1) repairing public repair bike stands, (2) creating bike maps, and (3) sharing videos about how to use these resources.

BIKE WALK MACON 2022 SPONSORS



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ADVOCACY

Metropolitan Transportation Plan | Helped promote community engagement for the 2050 MTP, which includes approximately \$1 billion of transportation projects over the next 30 years.

Traffic Calming Projects

- The **"Macon" bike rack** was reconstructed by original artist Bobby Huellemeier and installed outside of Just Tap'd on 2/2.
- **Crosswalk on Boulevard** - We partnered with Historic Macon foundation and hired local resident and artist Susan Raza to paint a crosswalk across Boulevard to the new park on 9/24. Stop signs were also added at the intersection.
- **LH Williams sidewalk mural** - Partnered with Andrea Cookie and LH Williams to a sensory sidewalk pathway by LH Williams art teacher Char Lockett during Open Streets on 10/2.
- **AARP Clayton St crosswalks** - Partnered with four artists (CMD, Erin Hawkins, Heidi Clinite, Tiara Ponce) from Pleasant Hill and Vineville to install 4 artistic crosswalks at the intersection of Rogers and Clayton St. during Open Streets on 11/6.
- **Tour of Progress crosswalks** - Installed temporary crosswalks on 10/19 at Cotton Ave Plaza for NewTown Macon's Tour of Progress.
- **Chestnut St. delineators** were installed on 8/3.



National Trails Day | We partnered with NewTown Macon for National Trails Day on 6/4 and hosted a day for people to bike and walk the trails at Amerson Riverpark.



COMMUNITY AND EVENTS

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2022 was a banner-year for Bike Walk Macon's community programs. We hosted 40 total events with an overall 2,359 people in attendance!



Mobility Maker Awards and Membership Party | We closed out Bike Walk Month by celebrating everything we've accomplished together in the past seven years with an awards ceremony and membership party at Fall Line Brewing Co. with 100 people in attendance.

2022 Mobility Maker Winners:

- **Partnership Award** - Big Weight Entertainment
- **Volunteer of the Year** - Weston Stroud
- **Government Department Award** - Macon Transit Authority
- **Business Award** - Atrium Health Navicent for their Walk with a Doc program
- **Impact Award** - Macon-Bibb County for passing the Complete Streets Policy Ordinance
- **Mobility Champion Award** - Bill Causey

Bike Walk Month | May was Macon Bike Walk Month and we hosted 7 special events as well as 5 community partner events, with a cumulative attendance of 303 people of all ages.

Macon Bike Party | We continued to host our popular guided biking excursions throughout the year highlighting multiple Macon neighborhoods. 144 bicyclists were able to experience the sights of Macon from their bikes in a safe, communal setting at seven bike parties.

Commuter Meetup | We offered 8 opportunities for like-minded commuters to discuss how we all can commit to enhancing biking and walking in Macon and encourage citizens to celebrate alternative transportation over coffee and conversation at Macon Bagels.

Pedestrian Safety Group Walks | These one-hour, medium-paced fitness walks gave our staff the opportunity to highlight the walkability of Macon and pedestrian safety techniques along a 3-mile route. We also welcomed First Choice Primary Care as the 2022-2023 Tattnell Tuesday Sponsor.

Principal for a Day | Bike Walk Macon staff served as Principals for a Day at Vineville Elementary School.



OPEN STREETS MACON 2022

- We hosted two Open Streets Macon routes in 2022: October 2 in along **Pursley St. + Third Ave. + Ward St.** and November 6 along **Walnut St. + Clayton St. + Buford Pl. + Oak Haven Ave.** Both routes highlighted the Pleasant Hill and Historic Vineville neighborhoods.
- The routes were designed based on BWM's 2022 priorities to (1) improve connectivity between the Pleasant Hill neighborhood and Ocmulgee Heritage Trail and (2) **improve bikeability and walkability along Walnut Street**, an important corridor that connects both neighborhoods to Downtown Macon.
- This year's program also allowed for engagement with the immediate neighborhood communities located on and around the route.
- **New additions:** Bike Walk Macon education stations, live musicians, first aid station, and the return of the giant owls from some of our very first Open Streets event in 2016.

ONLINE ENGAGEMENT

- **1,854 subscribers** (1,667 in 2021, 12% increase) to the **email mailing list**, and open rates average an impressive 31.7%. (up from 22% in 2021).
- **6,017 visits** (4,997 in 2021, 20% increase) to the **Bike Walk Macon website** with 9,687 page views; 5,164 of those visits were unique visitors.
- **3,113 visits** (2,425 in 2021, 28% increase) to the **Open Streets Macon website** with 4,558 page views; 2,463 of those visits were unique visitors.
- **1,673 followers** (1,521 in 2021, 9% increase) on the **Instagram page** with just 159 posts during the 2022 year.
- **2,052 likes** (1,695 in 2021, 21% increase) on the **Bike Walk Macon Facebook page**.
- **1,408 likes** (982 in 2021, 43% increase) on the **Open Streets Macon Facebook page**.
- **30 media stories** about our work and events in publications across the Middle GA area.





EDUCATION

GOHS GRANT | Thanks to the Governor's Office of Highway Safety, Bike Walk Macon was able to offer opportunities for quality bicycle and pedestrian classes, resources, and programs for Macon-Bibb County adults, youth, and law enforcement. This continued funding will help us achieve our goal of reducing bicycle and pedestrian crashes and improving safety for everyone on Macon-Bibb County's streets. We successfully completed all of our 2022 GOHS objectives and goals.

Classes | We held 15 classes for the community with a combined attendance of 313 people.

BCSO Training | Hosted bike/ped training with Georgia Bikes and Bike Law for local law enforcement.

Georgia Dept. of Transportation | Staff attended monthly bicycle and pedestrian task team meetings hosted by GDOT.

League Cycling Instructor Certification | Education staff completed a Smart Cycling class, an LCI prerequisite, with Bike Walk Savannah. They then completed the rigorous LCI certification process in Charlotte, NC, earning their LCI numbers from the League of American Bicyclists. This certification will enrich and legitimize Bike Walk Macon's education program.

Education Stations | Our BWM Education Instructor added an educational component to our annual Open Streets Macon events reaching 100+ children of all ages.

Safety Supplies | Over the course of the year, we were able to distribute a wide variety of safety supplies to the community.

- Approximately 200 front and rear Bike Walk Macon branded bike lights.
- Approximately 300 light-up safety armbands, provided by the Pedestrian Safety Review Board.
- More than 500 bicycle safety pocket guides provided by Georgia Bikes.



2022 HIGHLIGHTS

- Installed 7 creative crosswalks in 4 Macon neighborhoods, installed delineators on Chestnut Street, and replaced the "Macon" bike rack downtown, for a total of 9 new installations. We also received a \$75,000 grant for the ongoing work to connect Pleasant Hill to downtown Macon.
- Hosted Open Streets in the Pleasant Hill and Vineville neighborhoods on October 2nd and November 6th.
- Hosted 40 biking and walking events.
- Introduced several new biking and walking education classes and events for youth, adults, and law enforcement.
- Secured more than \$250K through grants, donations, and sponsorships to improve biking and walking in Macon-Bibb County.

THANK YOU!

We cannot do this work without you.

bikewalkmacon.com

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