



# 2023 IMPACT REPORT





# 2023 BIKE WALK MACON TEAM

## STAFF

- Rachel Umana, **Executive Director**
- Kaylee Pruitt, **Education and Engagement Manager**
- Rudy Mendes, **Education Instructor**

## BOARD OF DIRECTORS

- President - Greg Brown
- Vice Chair - Myrtle Habersham
- Secretary and Treasurer - Curtis Hertwig
- Renee Corwine
- Laurie Fickling
- Nigel Floyd
- Alex Morrison
- Hailie Poppell
- Josh Rogers
- Wimberly Treadwell

## ADVISORY BOARD

- Greg Boike
- Bill Causey
- Seth Clark
- Jake Corwine
- Nick Landis
- Margaret Peth
- Robert Schorr

## NEW PATHWAYS + PROGRESS

In 2023, Bike Walk Macon experienced significant growth and success. Our youth and senior bike classes expanded to 9 Macon-Bibb County recreation centers. Open Streets Macon extended its impact to the Houston Ave. neighborhood, and we introduced our new, innovative Play Streets Macon initiative. Our commitment to Walnut St. in Pleasant Hill resulted in Macon's first protected cycle track and a vibrant intersection mural. Inclusive events like Bike Party and Tattnall Tuesday continued to foster community, while our advocacy efforts secured major funding and improvements for bicyclists and pedestrians.

As we reflect on these accomplishments, we acknowledge the work that lies ahead. Your ongoing support is the driving force that propels us forward, and we invite you to consider joining us through a membership or donation at [www.bikewalkmacon/give](http://www.bikewalkmacon/give). Thank you for being an integral part of our journey and contributing to the ongoing transformation of how our communities move and work.



# ORGANIZATION

**Strategic Planning for Impact:** In February 2023, Bike Walk Macon's staff, board, and advisory members convened for a strategy session, assessing our past and charting our future. The outcome was our 2023 Strategic Plan, detailing specific goals and tasks to further our vision of expanding equitable biking and pedestrian options in Macon-Bibb County. Dive into the details of our strategic plan at [Read the 2023 Strategic Plan](#).

## Funding Milestones:

- **Memberships:** 57 members and donors raised \$2,898 in 2023. Not a member? Join today at [bikewalkmacon.com/give!](https://bikewalkmacon.com/give!)
- \$80,000 from the **Bike Walk Macon fund** at Community Foundation of Central Georgia.
- **Grants:**
  - \$55,156 from the Governor's Office of Highway Safety for educational programs promoting bicycle and pedestrian safety.
  - Downtown Challenge from Community Foundation of Central Georgia
    - Macon Play Streets: Received \$16,500 to empower neighbors and businesses to create car-free spaces for community gatherings.
    - Macon Bike Commuter Resources: Secured \$10,000 for updating resources, repairing public repair bike stands, creating bike maps, and sharing instructional videos.
- **Traffic Calming Initiatives:** Secured \$10,000 for the creation of a vibrant intersection mural on Main St., commissioned by the Macon 200 Committee.

**Mobility Maker Awards:** Held at Fall Line Brewing Co. on June 22, this event showcased achievements from the past year and introduced new initiatives, including Play Streets Macon, a new bike rental program, and new commuter maps.



**Awards:** Bike Walk Macon received the "Community Champion" Award at the annual Earth Day awards for Open Streets Macon in April 2023 and the "Clean Streets Matter" award from Keep Macon-Bibb Beautiful in May 2023.

**Volunteers:** Our heartfelt gratitude goes out to over 125 volunteers who played a pivotal role in installing traffic calming projects, leading group rides, or volunteering at Open Streets and Play Streets Macon.

## THANK YOU TO OUR 2023 SPONSORS!





# ADVOCACY

## Traffic Calming Projects:

- *Pleasant Hill Pathway:* With support from Macon's Reimagining the Civic Commons initiative, Pleasant Hill residents, artists, volunteers, and community partners transformed Walnut St. by introducing Macon's inaugural protected bike lane, enhancing pedestrian walkways, updating neighborhood signage and crosswalks, and proudly showcasing an intersection mural by local artist, Kevin "Scene" Lewis. Generously funded by a Knight Foundation grant, Bike Walk Macon took the lead, working closely with Macon's RCC committee, the Pleasant Hill neighborhood, and NewTown Macon.
- *Bicentennial Crosswalk:* Bike Walk Macon was hired by the Macon 200 Bicentennial Commission to paint a bicentennial-themed crosswalk on Main St. during Play Streets on October 5-6. We worked with local artists Erin Hawkins and Randy Heart.
- *Maintenance:* Participated in quarterly traffic calming maintenance days.
- *Crosswalks:* Installed new crosswalks at Chestnut St and Tatnall St intersection and at the entrance to Tatnall Square Park.

**Holiday Lights:** Collaborated with NewTown, Macon-Bibb County, Bibb Co. Sheriff's Office, and Parks and Beautification to enhance the pedestrian experience during Downtown Holiday Lights by providing safe pedestrian crossings down Poplar St.

**Ocmulgee Heritage Trail:** Partnered with NewTown Macon on June 3rd for Trails Day, organizing activities at Amerson River Park to raise funds and awareness for the OHT. We also stayed actively engaged in OHT meetings about the new Vision Plan for the trail.

**Mercer Bear Bikes:** Secured 15 donated bikes from Mercer University for a bike rental program.

## Successful Advocacy Efforts - Macon-Bibb County's Bicycle/Pedestrian Wins in 2023:

- Hired a dedicated Traffic Safety Manager.
- Established a Complete Streets Compliance Committee that regularly meets.
- Obtained \$1.5 million for Linear Park and \$1 million for Walnut St. bike lanes. MBC was also awarded \$400K in federal funds for Vision Zero improvements in Macon.
- Dedicated \$500K in the County budget for pedestrian improvements.
- Successfully implemented Complete Streets in design of new GDOT projects.
- Published a Pedestrian Study to identify the most dangerous hot spots in Macon.
- Applied for federal grants - Safe Streets for All and Reconnecting Communities.



# COMMUNITY

*In 2023, Bike Walk Macon hosted 29 community events, drawing an attendance of 3,472 individuals.*

**Macon Bike Walk Month:** May marked Macon Bike Walk Month, featuring 7 Bike Walk Macon events, including Open Streets Macon on Houston Ave., a special Macon Bike Party ride with Rock Candy Tours, and Macon Car Free Day. We also partnered with 6 community initiatives, engaging a diverse audience across ages and demographics.

- **Macon Car Free Day:** Encouraged participants on May 26th to embrace alternative transportation methods. The event was showcased at the Macon Magazine Women's Soiree, emphasizing Bike Walk Month accomplishments and promoting transit support through Car Free Day. Additionally, the Commuter Meetup at Macon Bagels and Ride Free Day with MTA engaged participants in discussions on transit and bike/ped safety.

**Macon Bike Party:** We continued to host our popular guided biking excursions throughout the year highlighting multiple Macon neighborhoods. 122 bicyclists were able to experience the sights of Macon from their bikes in a safe, communal setting at six bike parties.

**Tattnall Tuesday:** We hosted monthly pedestrian safety group walks starting at Tattnall Square Park, fostering discussions on smart walking habits, pedestrian safety, and the walkability of Macon's streets, with a total participation of 70 walkers across five events.

**Open Streets Macon: Houston Avenue:** A special spring edition of Open Streets Macon showcased the potential of car-free spaces, inviting residents to reimagine streets as vibrant places for people. This initiative was held in partnership with the Macon-Bibb District 2 Community Family and Commissioner Paul Bronson.

On Sunday, May 7, 32 activity partners and 600 participants joined us for a free community program that temporarily closed Houston Ave. to car traffic. Our education instructor hosted a bike/ped education station and led a bicycle ride with dozens of youth and adults. The success of this event contributed to a vibrant, engaging atmosphere, fostering a sense of community and active living.

**Play Streets Macon:** Our newest, community-driven initiative transforms ordinary streets into vibrant, car-free zones, providing safe and engaging spaces for neighborhoods to come together and play. The program, marked by themed events in various neighborhoods, aimed to foster community connections and enhance neighborhood vibrancy.

- Teaming up with Keep Macon-Bibb Beautiful, the event on August 27th in the **MLK Small + Minority Business District**, a historic center for Black-owned businesses in Macon, attracted 250 attendees and showcased businesses in the area and neighborhood improvements and plans.
- We partnered with the Macon 200 Committee and Mill Hill on October 7th for the **Main St.** edition, featuring artistic crosswalks and a Macon 200 mural, attracting approximately 150 attendees.
- November 3rd's **Downtown** event, held in partnership with Main Street Macon during First Friday showcased Downtown Macon's walkability, closing a portion of Second St. and Cherry St. to draw about 1500 people. Its success sparked interest from NewTown Macon for similar events in 2024.
- Nominated by Char Lockett, the December 9th **Lawton Rd.** program aimed at strengthening community bonds around Bellevue, saw the participation of around 200 people and featured diverse activities like book distribution, Santa Claus, a painting station, and a bicycle rodeo.





# EDUCATION

*In 2023, we hosted 47 educational events, classes, and workshops that reached 1,489 individuals.*

**GOHS:** Thanks to the Governor's Office of Highway Safety, we are able to continue to offer opportunities for bicycle and pedestrian classes, resources, and programs for adults, youth, and law enforcement. Continued funding helped us achieve our goal of improving safety for everyone in Macon.

**Classes and workshops:** Hosted dozens of educational classes for participants of all ages and skill levels. We also partnered with groups like Walk with a Doc, Re-Cycle Macon, and Bike Tech Macon to share educational info at their regular events.

**Recreation:** Collaborated with MBC Recreation, delivering bicycle and pedestrian safety education to 41 adults and 381 children across nine Recreation Centers in 2023.

**Re-Cycle Macon:** Continued partnership with Centenary Church, conducting five bicycle co-ops that engaged 25 recipients on essential safety skills through private sessions.

**Private Lessons:** The Education Instructor conducted 11 private lessons, enriching participants with focused learning opportunities.

**Walking School Bus:** Collaborated with United Way and GA Safe Routes to School to facilitate the launch of LH Williams Elementary's inaugural Walking School Bus in October, engaging 40 children. We also began planning for future involvement in walking initiatives at Burdell Hunt Elementary.

**Bruce Elementary Bicycle Giveaway:** Invited by 100 Black Men, education staff contributed to a bicycle giveaway, providing 40 helmets and a safety education lesson to over 40 children and families.

**BCSO Training:** Partnering with Georgia Bikes, hosted two POST-certified bicycle and pedestrian safety training sessions for BCSO officers in September.

**Safety Supplies:** We distributed 120 bike light sets, 300 light-up safety armbands from Pedestrian Safety Review Board, and 300 bicycle safety guides from Georgia Bikes.

# THANK YOU!

**Join us in shaping Macon's future!**

As we reflect on our impactful journey, we recognize that the progress we've made is only possible with the continued support of individuals like you. To sustain and expand our efforts, we invite you to consider becoming a member at [www.bikewalkmacon.com/give](http://www.bikewalkmacon.com/give). Your membership contributes to the ongoing transformation of Macon into a more bikeable, walkable community.

**bikewalkmacon.com**  
**hello@bikewalkmacon.com**  
**830 High Street**  
**Macon, GA 31201**  
**(478) 335-1236**

**@bikewalkmacon**

