



IMPACT REPORT

2017 IN REVIEW

Highlights

- Established the inaugural Bike Walk Macon Board of Directors and elected officers: Curtis Hertwig (President and Treasurer), Janis Haley (Vice President), and Alex Morrison (Secretary)
- Hired first Executive Director, Rachel Hollar
- Bike Walk Macon moves office to 338 Poplar St to provide a community space for bicycle and pedestrian advocacy, services, and education
- New [Bike Walk Macon](#) and [Open Streets Macon](#) websites created
- Hosted 28 fun and educational opportunities to learn about and/or experience biking and walking on Macon streets, possibly for the first time.
- 63 news stories about Bike Walk Macon initiatives or events
- 12 community presentations about Bike Walk Macon
- Awarded \$39,345 in grants to improve biking and walking in Macon-Bibb County
- Closed 1.5 miles of streets for Open Streets Macon (1500 people, 70+ volunteers, 32 activities, 5 neighborhoods)
- Received Emerging Partner award from NewTown Macon and Excellence Award from Center for Active Design for partnership with the Macon Connects project
- Partnered to host the Georgia Bike Summit for the first time ever in Macon
- 12 new bike racks installed in Downtown Macon through Macon Bike Biz program
- 2 new fix-it stations added Downtown by NewTown Macon
- Nearly 1 mile of bike lanes added on Montpelier Avenue
- Partnered with Centenary Community Ministries and Bike Tech Macon to create Re-Cycle Macon, a new earn-a-bike program to provide transportation for under-resourced individuals. Currently, 2 bicycles have been distributed.
- Macon-Bibb County Bike Committee formed by Macon-Bibb Planning & Zoning to create a county-wide bicycle network

Events

	Event	Date	Participation	Notes
1	Macon Christmas Parade	12/4/2016	0	Cancelled due to weather
2	January Bike Walk Commuter Breakfast	1/13/2017	15	
3	February Bike Walk Commuter Breakfast	2/10/2017	10	
4	Electric Bike Parade	3/11/2017	30	
5	March Bike Walk Commuter Breakfast	3/17/2017	6	
6	Tunes N' Brews	3/24/2017	60	
7	April Bike Walk Commuter Breakfast	4/14/2017	6	
8	Jane's Walk Macon	5/5/2017 - 5/7/2017	55	
9	Bike to Work Day with Mayor Reichert	5/18/2017	16	
10	Open Streets Macon	5/21/2017		Cancelled due to weather
11	June Bike Walk Commuter Breakfast	6/16/2017	10	
12	July Bike Walk Commuter Breakfast	7/7/2017	15	
13	August Bike Walk Commuter Breakfast	8/18/2017	12	
14	MACON Bike Rack Press Conference	8/29/2017	30	
15	Bike 'n' Beers with Downtown Challenge	8/29/2017	50	
16	Open Streets Macon Community Info Session	9/5/2017	25	
17	September Bike Walk Commuter Breakfast	9/22/2017	7	
18	Smart Cycling Class	5/13/2017		Cancelled due to participation
19	Open Streets Macon	10/1/2017	1500	
20	Community Clean Up & Vision Walk on the OHT	10/5/2017	20	
21	October Bike Walk Commuter Breakfast	10/13/2017	1	Bad weather conditions

22	Bike 'n' Beers with Re-Cycle Macon	10/19/2017	15	
23	Work Day at the Ocmulgee Heritage Trail	10/21/2017	20	
24	Trail Tales at the Ocmulgee Heritage Trail	10/21/2017	60	
25	November Bike Walk Commuter Breakfast	11/17/2017	3	
26	First Friday BWM Open House	12/1/2017		
27	Wacky Tacky Christmas Parade Ride	12/3/2017		
28	December Bike Walk Commuter Breakfast	12/15/2017		

Community Presentations

	Event	Date	Participation	Notes
1	Girl Scouts Speaker	3/21/2017	15	Guest speaker
2	Safe Routes to School Palooza	3/24/2017	20	Panelist
3	Young Entrepreneurs Academy	5/17/2017	30	Guest presenter
4	Macon Transit Authority Board Meeting	6/27/2017	20	Guest presenter
5	Ignite Presentation at SparkMacon	6/27/2017	20	Guest presenter
6	Bike Rack Presentation to Commissioners	6/27/2017	30	Guest presenter
7	Complete Streets Policy to Commissioners	8/8/2017	30	Guest Presenter
8	Rotary Macon	8/28/2017	60	Guest presenter
9	OneMacon Blogcast	8/29/2017		Podcast Contributor
10	NewTown Macon Board	9/13/2017	30	Guest presenter
11	Georgia Bike Summit	9/30/2017	40	Welcome
12	Mercer University - Dr. Andrew Silver's classroom	11/6/2017	17	Guest speaker

Additional Bike Walk Macon Representation

	Meeting	Date
1	Bike Day at the GA State Capitol	2/8/2017
2	Bike Safety Design Course	7/18/2017

3	Pedestrian Safety Summit	8/15/2017
4	NACTO Conference	10/30/2017 - 11/2/2017
5	National Bike Summit	3/5/2017 - 3/9/2017
6	GA Walks Summit	5/4/2017 - 5/5/2017
7	Jane's Walk City Organizers Conference	7/22/2017 - 7/23/2017
8	Bike Committee Meetings	bimonthly meetings
9	OneMacon Steering Committee	monthly meetings
10	Main Street Macon Board of Directors	monthly meetings
11	CopenMacon Meetings	quarterly meetings
12	Central Georgia Rail Trail Meetings	various dates
13	Pedestrian Safety Review Board	various dates
14	Riverside Drive Meetings	various dates

Media Stories

	Name	Source	Date
1	DOWNTOWN CHALLENGE WINNERS ANNOUNCED	41NBC	12/6/2016
2	THE PILOT PROJECT THAT INCREASED MACON'S BIKE COUNTS BY NEARLY TENFOLD	Knight Foundation	12/6/2016
3	Radio Interview - Macon Bike Walk Month	The Creek 100.9	3/20/2017
4	CALL FOR OPEN STREETS MACON ACTIVITY PARTNERS AND VOLUNTEERS	Gateway Macon	4/15/2017
5	Open Streets Macon Returns May 21st, Opens Call for Activity Partners	Middle Georgia CEO	4/24/2017
6	Share the road: Cyclists & drivers share safety responsibility	WGXA	4/27/2017
7	HISTORIC MACON FOUNDATION OFFERS BIKES TO HOMEOWNERS	Gateway Macon	5/1/2017
8	Celebrating Macon Bike Walk Month in Macon	OneMacon Blog	5/1/2017
9	Radio Interview - Jane's Walk	The Creek 100.9	5/1/2017
10	Radio Commercial - Jane's Walk	Z93.7	5/1/2017
11	CITIZEN-LED TOURS CONNECTING NEIGHBORS, ENCOURAGING	41NBC	5/1/2017

	<u>CONVERSATION</u>		
12	<u>Radio Interview - Jane's Walk</u>	<u>GPB</u>	5/1/2017
13	Macon Magazine Feature - Jane's Walk	Macon Magazine	5/1/2017
14	<u>OPEN STREETS MACON</u>	Gateway Macon	5/1/2017
15	Jane's Walk Macon Studio Interview	WGXA	5/3/2017
16	Jane's Walk Macon Interview	13WMAZ	5/3/2017
17	<u>BIKE WALK MACON TO HOST FIRST EVER 'JANE'S WALK'</u>	<u>41NBC</u>	5/5/2017
18	<u>Radio Interview - Bike to Work Day with Mayor Reichert</u>	The Creek 100.9	5/17/2017
19	Radio interview - Open Streets Macon	Fox 94.7	5/17/2017
20	<u>MACON-BIBB MAYOR ENCOURAGES COMMUNITY TO 'BIKE TO WORK'</u>	41NBC	5/18/2017
21	<u>Mayor Reichert promotes biking in Macon-Bibb</u>	<u>WGXA</u>	5/18/2017
22	<u>Open Streets Macon: College St and Montpelier Ave</u>	<u>Visit Macon Blog</u>	5/18/2017
23	<u>OPEN STREETS MACON POSTPONED UNTIL OCTOBER 1, 2017</u>	Gateway Macon	5/21/2017
24	<u>Pop up museum, riverside movies among winning ideas in Downtown Challenge</u>	Macon Telegraph	5/30/2017
25	<u>MORE BIKE RACKS COMING TO DOWNTOWN MACON</u>	41NBC	6/26/2017
26	<u>Macon group works to cycle more people into downtown</u>	13WMAZ	7/3/2017
27	<u>Downtown Macon gets new bikeracks</u>	13WMAZ	7/5/2017
28	Radio Interview - Tunes 'n' Brews	The Creek 100.9	7/6/2017
29	Bike Walk Macon live studio interview	WGXA	7/7/2017
30	<u>Pop-Up Bike Network Leads to Permanent Change</u>	NextCity	7/10/2017
31	<u>DOWNTOWN MACON STREET GETTING PERMANENT BIKE LANES</u>	<u>41NBC</u>	7/26/2017
32	<u>Opening eyes to a vision of a new kind of Macon</u>	Macon Telegraph	7/27/2017
33	<u>Macon group works to make roads safer</u>	13WMAZ	8/7/2017
34	<u>Complete Streets Policy could bring even more bike lanes to Macon</u>	Macon Telegraph	8/8/2017
35	Bike Walk Macon interview	41NBC	8/17/2017

36	Radio Interview - Bike 'n' Beers	The Creek 100.9	8/28/2017
37	Downtown Macon businesses offer incentives for cyclists	13WMAZ	9/3/2017
38	Out & About Calendar for September 15, 2017	Macon Telegraph	9/15/2017
39	11th Hour ad - Open Streets Macon	11th Hour Advertisement	9/15/2017
40	BLIGHTED BEAUTIES, A DOWNTOWN MACON PHOTO WALK	Gateway Macon	9/23/2017
41	Let's Do It Again! Open Streets Macon 2017 - Rachel Hollar, Executive Director	BlogTalk Radio with Gloria Stanley	9/25/2017
42	Out & About Calendar for September 29, 2017	Macon Telegraph	9/26/2017
43	Radio Interview - Open Streets Community Info Meeting	The Creek 100.9	9/26/2017
44	No cars allowed as bikes and feet take over downtown streets	Macon Telegraph	9/27/2017
45	Opening eyes to a vision of a new kind of Macon	Macon Telegraph	9/27/2017
46	Event to close two downtown streets Sunday	13WMAZ	9/28/2017
47	Press Release - 2017 Georgia Bike Summit p/b Bike Law GA Sept 29-Oct 1 in Macon, GA	Georgia Bikes	9/29/2017
48	OPEN STREETS MACON	Gateway Macon	9/29/2017
49	11th Hour advertisement (front page) - Open Streets Macon	11th Hour	9/30/2017
50	Streets close to cars, open for fun	Macon Telegraph	10/1/2017
51	Bike Walk Macon holds second Open Streets event	13WMAZ	10/1/2017
52	Open Streets Macon opens roads for pedestrians and bikers	WGXA	10/1/2017
53	Magazine Feature - Open Streets Macon	Macon Magazine	10/1/2017
54	MACON BIKE RIDERS CELEBRATE 'OPEN STREETS' ON SUNDAY	41NBC	10/2/2017
55	Leaning in to Open Streets Macon (front page)	Macon Telegraph	10/2/2017
56	Out & About Calendar for October 6, 2017.	Macon Telegraph	10/4/2017
57	Organizations, individuals were recognized for improving downtown	Macon Telegraph	10/11/2017
58	Open Streets Macon Advocates For More Accessible Streets	CCJ	10/11/2017
59	Downtown Macon Open Streets!	That Guy You Met	10/12/2017

		Today Review	
60	Open Streets Macon Article	11th Hour Article	10/13/2017
61	Podcast - On the Grid: Connecting the Dots to a Cycling City	OneMacon	10/30/2017
62	Riverside Drive Scoping Study	41NBC	11/15/2017
63	Radio Interview - Christmas Parade Ride	The Creek 100.9	10/30/2017

Grants Awarded

Grant Name	Awarded by	Date	Amount	Details
Macon Bike Biz	Downtown Challenge	11/18/2016	\$9500	Provide incentives and better bike amenities to bring riders and their dollars to local businesses. Participating businesses will reap the rewards of increased visibility and profit from people who bike.
Open Streets Macon	Downtown Challenge	5/19/2017	\$20000	To support Open Streets Macon to provide opportunities to 1) safely and comfortably walk and bike on public streets, possibly for the first time 2) encourage future mode shift, and for 3) civic engagement to foster the development of future multi-modal policies and infrastructure in Macon.
Bike Walk Macon HQ	Knight Foundation	6/6/2017	\$9000	To create a welcoming community space that will serve as part co-working office, part gathering ground, and part bicycle services station for a diverse group of individuals and organizations that are passionate about creating a more bikeable, walkable Macon.
NACTO Conference	Knight Foundation	10/1/2017	\$845	To attend the 2017 NACTO conference in Chicago (registration + \$250 stipend)

Open Streets Macon

October 1, 2017 | College St and Montpelier Ave.

- 1.5 miles of street opened
- Connecting 5 neighborhoods
- 32 activity partners offering health/music/art activities
- 70+ volunteers
- 1500 people attended on bike + foot
- [Watch the video](#)
- [View the new website](#)

Awards

- [Emerging Partner Award from NewTown Macon](#)
- [Excellence Award from Center for Active Design](#) for Macon Connects project