

ON THE MOVE



 *Active Transportation Resource Center*

ATRC On the Move Presents:

PERSPECTIVES 2021

QUARTERLY WEBINAR SERIES

May is Bike Month

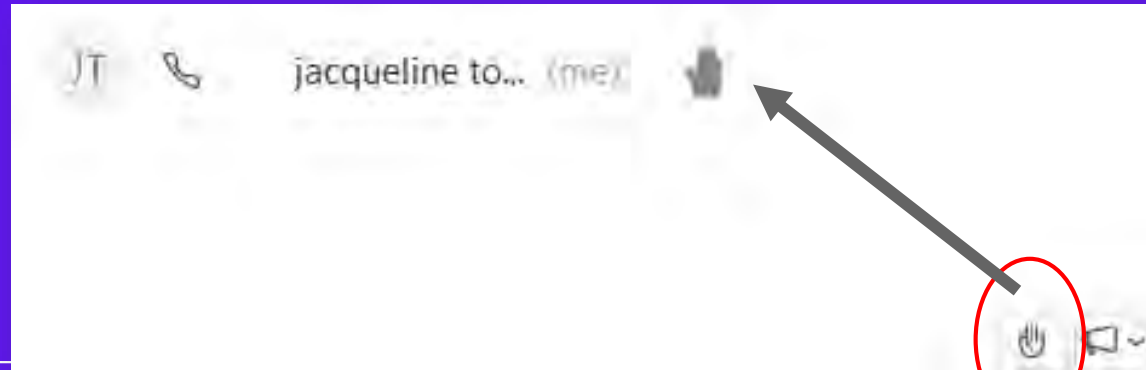
May 5, 2021



ATRC Webinar Logistics

- Please complete poll questions
- All participants are in listen only mode
- For questions during the Q&A portion of the presentation
 - Use the “Chat” function. Send to “Everyone”
- The webinar will be recorded and posted to the ATRC website at <http://caatpresources.org>
- ATRC NI team will send link to online recording when posted
- Please complete post-webinar attendee survey

Share Your Comments and Questions



To: ▼

Enter chat message here


Welcome from the ATRC!



ATRC

*Active Transportation
Resource Center*

The Active Transportation Resource Center's (ATRC) mission is to assist California's communities, tribal areas, and schools with resources, technical assistance, and training to help implement active transportation projects.



Join our mailing list and visit us at <http://caatpresources.org>

ATRC NI Team

Caltrans, Division of Local Assistance, Active Transportation Program

- Emily Abrahams, Senior Program Manager, ATP NI/Plans and ATRC
- Summer Lopez, Assistant Coordinator, ATP NI/Plans and ATRC

California Department of Public Health, Injury and Violence Prevention Branch, Active Transportation Safety Program

- Victoria Custodio, ATRC NI Technical Assistance Team
- Marianne Hernandez, ATRC NI Technical Assistance Team
- Judy Polakoff, ATRC NI Technical Assistance Team



ATRC's Motivation

- Help California meet its long-term multi-modal transportation, sustainability, health, safety, and equity goals
- Build your awareness, confidence, and trust in the ATRC, and your understanding of ATP project requirements and AT best practice
- Assist you in making your ATP project as successful as possible
- Get more people safely walking and bicycling for transportation!

Speakers

- Ali Doerr Westbrook, Associate Transportation Planner, Caltrans Headquarters, Directors Office - Sustainability Program
- Sabrina Bradbury, Senior Program Manager, Sacramento Area Council of Governments
- Jay Faught, iCommute Program Manager, San Diego Association of Governments

2021 MAY IS BIKE MONTH



Ali Doerr Westbrook | May 5, 2021



Presentation Outline

- Leadership
- Partnership
- Virtual Events
- Communications
- People Power



May is Bike Month 2021

2020-2024 Strategic Plan

VISION: A brighter future for all through a world-class transportation network

MISSION: Provide a safe and reliable transportation network that serves all people and respects the environment

Goals

- Safety First
- Cultivate Excellence
- Enhance & Integrate the Multimodal Transportation Network
- Strengthen Stewardship & Drive Efficiency
- Lead Climate Action
- Advance Equity & Livability in All Communities





LOVE TO RIDE SHASTA COUNTY
BIKE MONTH
 LET'S RIDE!
 May 2021

Get ready to ride | Everyone can join in | Free to take part

Register at: lovetoride.net/shasta

DISTRICT 8

Spanish

Your opinion matters. Have 5 minutes to spare?


Your survey response will help Caltrans plan for biking and walking near you. Please click through the following screens to identify concerns that you believe need to be addressed to improve walking and biking on and along State Routes near you.

By clicking "Let's get started" you confirm that you read and agree to the [disclaimer](#) and voluntarily agree to participate.

Let's get started!

Safety Awareness Week


- Annual event that supports Caltrans' commitment to **safety** as our number one priority!
- All employees are required to participate
- Opportunity to share bicycle and pedestrian safety information before MIBM



The graphic features a circular logo on the left with the text 'SAFETY AWARENESS WEEK' around the perimeter. Inside the circle are icons for Environmental, Social, and Governance (ESG) factors: a tree for Environmental, a person for Social, and a gear for Governance. To the right of the logo, the text reads '2020 Safety Awareness Week Virtual Week'.

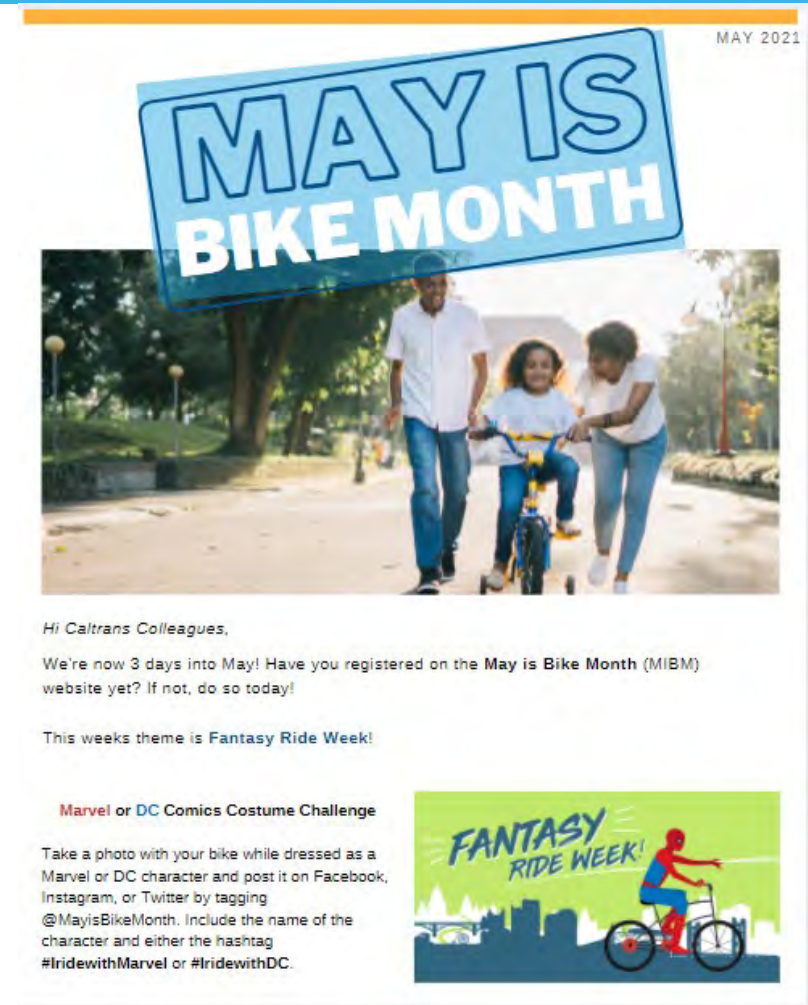
While we struggle with the impacts of this historic pandemic, safety and our own wellbeing is more important than ever. Since we can't be together to learn, this year the Office of Employee Health and Safety is conducting a virtual Safety Awareness Week beginning April 27. All you have to do is sit back and be on the lookout for emails from our office that will point you to training and resources which can help you and your families stay safe! Below are the topics we will cover.

- Emergency Preparedness
- Stretch and Flex
- Financial Security and Safety
- Bicycle and Pedestrian Safety
- Mental Health Safety

 For more information, please go to: <https://hs.onramp.dol.ca.gov/>
Office of Employee Health and Safety


Weekly Newsletters

- Provides weekly information and updates to staff
- Connects to goals within our Strategic Plan
- Prizes!



MAY 2021

MAY IS BIKE MONTH




Hi Caltrans Colleagues,

We're now 3 days into May! Have you registered on the **May is Bike Month (MIBM)** website yet? If not, do so today!

This weeks theme is **Fantasy Ride Week!**

Marvel or DC Comics Costume Challenge

Take a photo with your bike while dressed as a Marvel or DC character and post it on Facebook, Instagram, or Twitter by tagging @MayisBikeMonth. Include the name of the character and either the hashtag #IridewithMarvel or #IridewithDC.



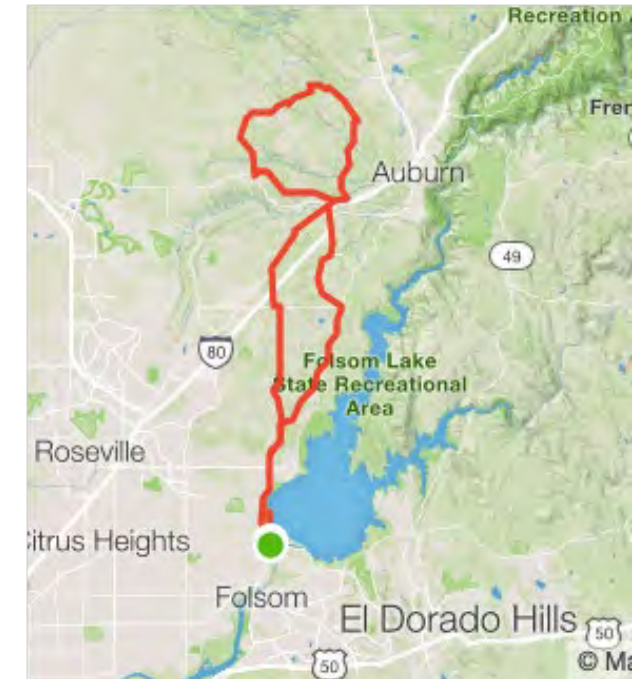
MIBM BINGO

- Free!
- Customizable for your organization or location
- Encourages more trips by bike
- Existing templates available online



Rider Highlights

- Connects to the people within the organization
- Opportunity to showcase different types of bikes
- Highlights all types of trips by bike, not solely focused on commute



Bike Transit Walk (BTW) Encouragement Committee





Thank You!

Ali Doerr Westbrook
Caltrans HQ - Sustainability Program
Alexandra.doerr@dot.ca.gov





SACRAMENTO REGION
MAY is 
MONTH

MAYISBIKEMONTH.COM



BIKE YOUR CITY



RIDE YOUR BIKE EVERY DAY THIS MAY



No In Person Events

SACRAMENTO REGION
MAY is BIKE MONTH
RIDE YOUR BIKE DURING THE MONTH OF MAY



Challenges ▾ Events Prizes Re

Backyard Bike Tour

To kickoff May is Bike Month with us on May 1, consider going on a Backyard Bike Tour in your neighborhood has to offer! This is a fun opportunity to get outside and discover new places to ride along the way.

To participate in Backyard Bike Tours, get out on your bike on May 1, ride to a new neighborhood (not need to be on the list below – ANYWHERE counts!), and take a photo (Twitter, Facebook, or Instagram) with the hashtag #MayisBikeMonth2021 and @mayisbikemonth in your post.

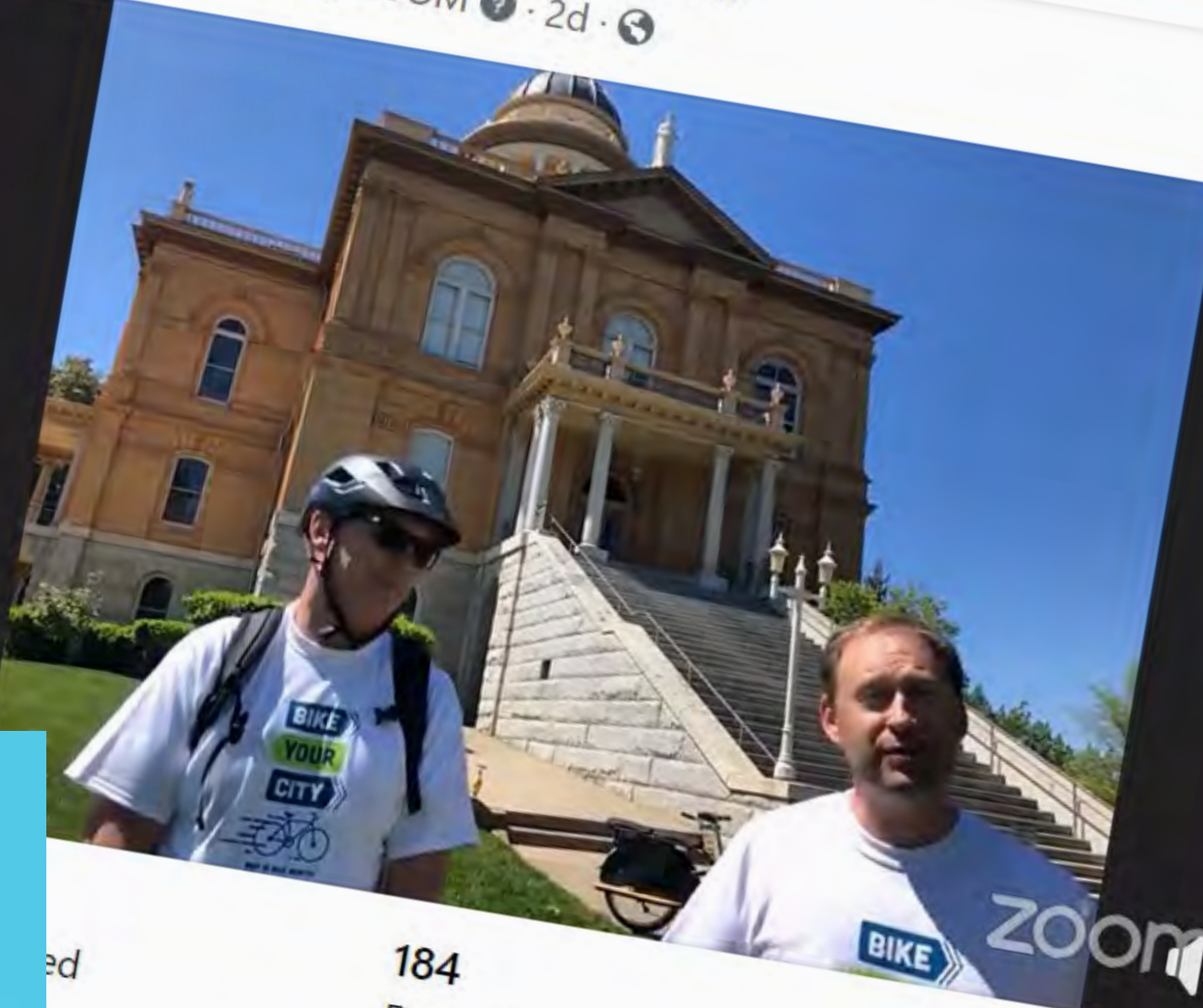
Local Destinations

To get you started, the following are suggested destinations for Backyard Bike Tours. We couldn't possibly list them all. You can ride to ANY destination in your neighborhood and be entered to win! We can't wait to see where you ride!

Citrus Heights



mayisbikemonth.com was live.
Published by ZOOM · 2d · 🌐



ed

184

Engagements

Boost Post



KICK OFF!

BACKYARD BIKE TOURS





HISTORY

LOG YOUR TRIPS

← APRIL 2020 →

| S | M | T | W | T | F | S |
|----|----|----|-----|----|----|----|
| | | | ASR | | | |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| | | | | | W | |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |

DEPARTURE

7:30 AM

RETURN

5:30 PM

NO RETURN TRIP

ONE-WAY DISTANCE

one-way dist MI

MODE OF TRAVEL

Select Mode

TYPE OF TRIP

Select Type

HOW TO LOG YOUR TRIPS

What is a Trip?

Each time you begin and end a ride that counts as one Trip.
Riding from home to work is one Trip.
You can log the same trips on multiple days by clicking on the dates you made those trips.

MY PLEDGE

In May, I pledge to log
 Trips and Miles
of biking.

SUBMIT PLEDGE

ACHIEVEMENTS

VIEW ACHIEVEMENTS

Total Statistics

0

PARTICIPANTS

0

Trips

0

Distance

View My Challenge Stats

Please Note: Statistics may be delayed up to 15 minutes.

Top Individuals

SEE THE FULL LEADERBOARD

Top Employers

SEE THE FULL LEADERBOARD

Top Teams

SEE THE FULL LEADERBOARD

Top Schools

SEE THE FULL LEADERBOARD

*I am
Happiest
on my
Bike*







Love
your
Bike

🚲 MAY IS BIKE MONTH







@username + tag to search within a verified channel



May is Bike Month

@MayIsBikeMonth



www.mayisbikemonth.com

Follow on:



I am
happiest
on my
Bike



**RIDE BIKES
WIN BADGES**

Questions?

Sabrina Bradbury
Senior Program Manager, SACOG
SBradbury@sacog.org

SACRAMENTO REGION
MAY IS 
MONTH

MAYISBIKEMONTH.COM





SANDAG
2021 BIKE
ANYWHERE
WEEK **MAY**
16-22 

SANDAG Bike Anywhere Week

This May, instead of Bike to Work Day, SANDAG is hosting Bike Anywhere Week, a week-long campaign that includes self-guided activities and virtual events.

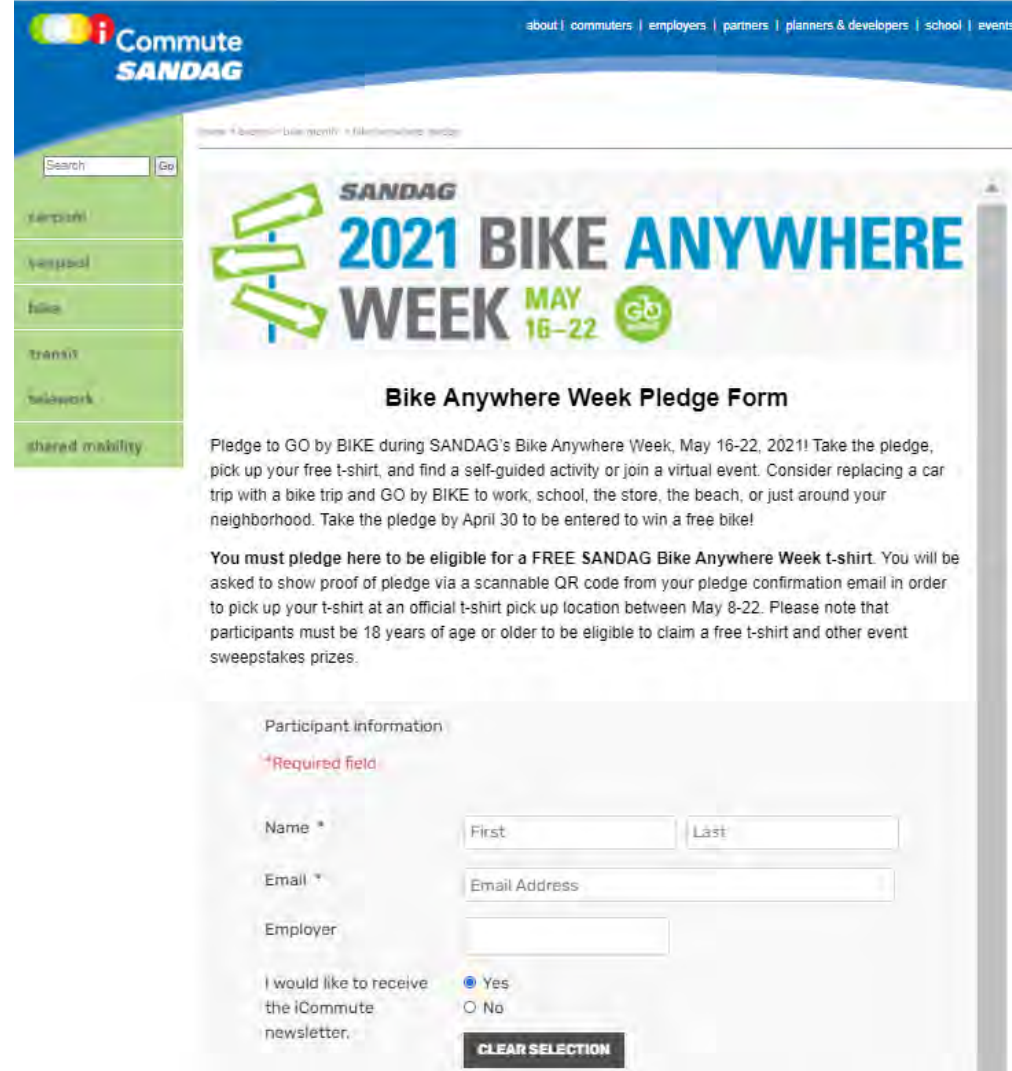
Everyone in the San Diego region is encouraged to replace a car trip with a bike ride and GO by BIKE from May 16-22!



Take the Pledge!


iCommuteSD.com/BikeAnywhere

Click on “Pledge to GO by BIKE”



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SANDAG 2021 BIKE ANYWHERE WEEK MAY 16-22 

Bike Anywhere Week Pledge Form

Pledge to GO by BIKE during SANDAG's Bike Anywhere Week, May 16-22, 2021! Take the pledge, pick up your free t-shirt, and find a self-guided activity or join a virtual event. Consider replacing a car trip with a bike trip and GO by BIKE to work, school, the store, the beach, or just around your neighborhood. Take the pledge by April 30 to be entered to win a free bike!

You must pledge here to be eligible for a FREE SANDAG Bike Anywhere Week t-shirt. You will be asked to show proof of pledge via a scannable QR code from your pledge confirmation email in order to pick up your t-shirt at an official t-shirt pick up location between May 8-22. Please note that participants must be 18 years of age or older to be eligible to claim a free t-shirt and other event sweepstakes prizes.

Participant information

*Required field

Name *

Email *

Employer

I would like to receive the iCommute newsletter. Yes No

CLEAR SELECTION

Bike Anywhere Week T-shirt

Pick-up your free t-shirt

- 8-10 pick-up locations across San Diego County (announced 5/3)
- Pick-up starting 5/8
- Present QR code on pledge confirmation email
- One t-shirt per person (Ages 18+ only)



GO by BIKE to Win!

T-Shirt Selfie Contest (5/8-5/22)



Log a Trip with Love to Ride (5/16-5/22)



REI Bike Anywhere Bingo (5/16-5/22)



2021 BIKE ANYWHERE WEEK

B I N G O

| | | | | |
|--------------------------------------|-------------------------------------|--------------------------------|--|----------------------------------|
| Attend an iCommute class | Post a story on Love to Ride | Bike to the ocean | Spot an ebike | Wear some hi-visibility clothing |
| Bike to the grocery | Ride over a footbridge | Visit a local bike shop | REI Add a safety accessory to your bike | Find a bike route sign |
| Watch a bike skills video on YouTube | Pump up your tires | | Post a photo of the best part of your bike commute | Ride around a traffic circle |
| Ride on a multi-use path | Spot a bike with more than 2 wheels | Find a SANDAG logo in the wild | Bring a snack on a bike ride | Give your bike a safety check |
| Post a photo with your bike | Bike to a scenic vista | Find a painted sharrow | Spot a cargo bike | Bike to a park |

How do you submit your BINGO card?
 You must include your contact information on the back of the card by the deadline on each option #1. To see a copy of your card visit [sandag.org](#).
 Option #2: Post a photo of your completed BINGO card on Love to Ride's photo gallery page. [#Bike2Go](#)
 Option #3: Scan your BINGO card to [www.sandag.org/bikeanywhere](#)

eToolkit

- Fliers
- Video
- Web Ads
- Social Media
- Email Header
- Article

- **Promote**

Inform employees about Bike Anywhere Week

- **Prepare**

Help new and experienced riders get ready for Bike Anywhere Week

- **Participate**

Join the fun and GO by BIKE

Social Media Sharing

Social Posts

Facebook:

SANDAG Bike Anywhere Week is May 16-22 –take the pledge, pick up a free t-shirt, find a self-guided activity, or join a virtual event. Pedal on over to iCommuteSD.com/BikeAnywhere to pledge and learn more! 🚲👉 #BikeAnywhereSD @SANDAGregion @iCommuteSD

👤 Have you pledged to GO by BIKE during the SANDAG Bike Anywhere Week, May 16 - 22? Bike here, bike there, bike anywhere! ☐ Pledge by April 30 for a chance to win a new bike. ☐ iCommuteSD.com/BikeAnywhere #BikeAnywhereSD @SANDAGregion @iCommuteSD

Facebook Cover Photo



iCommuteSD.com/BikeAnywhere

Calendar of Activities

April 21: SANDAG Bike Anywhere Week employer webinar

May 16 – 22: Bike Anywhere Week Bingo sponsored by REI

May 16: Virtual Bike Yoga class

May 17: Virtual Bike Safety Quick Check (English/Spanish)

May 19: Virtual Bike Commuting 101 class

May 20: SANDAG Regional Bike Network Updates webinar

May 21: Virtual Bike Commuting 202 class

View the full list at
iCommuteSD.com/BikeAnywhere

Contact Information

Jay Faught
iCommute Program Manager

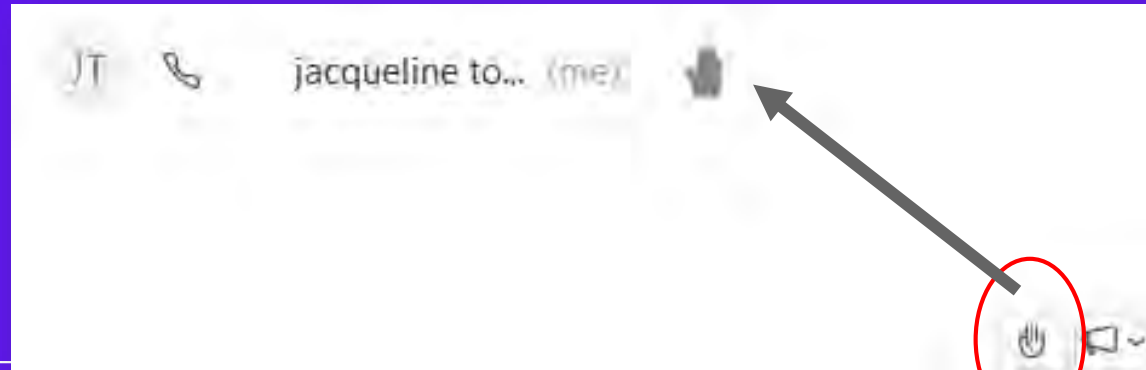
jay.faught@sandag.org

iCommuteSD.com



QUESTIONS?

Share Your Comments and Questions



To: Host ▼

Enter chat message here

The ATRC NI Team

Contact:

Caltrans ATP NI Inquiries

atp-ni@dot.ca.gov

ATRC NI Inquiries

atsp@cdph.ca.gov

ATRC Website:

<http://caatpresources.org>



Source: Capitol Morning Report

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- This pop-up announcement will appear. Press **Continue**.



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ON THE MOVE



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ATRC On the Move Presents:

PERSPECTIVES 2021

Thank you!

