



2021 Bicycle Commuter Challenge Report



Adapting the BCC to the times:

- Adapted or cancelled in-person events.
- Restarted sponsor coupon program, minus Local Bike Shop coupons.
- Allowed all types of bike rides to be counted.
- Collaborated with WalkNRoll staff to add events in April and May.
- Focused outreach on social media advertising and BCC email list.
- Encouraged all ages to bicycle for transportation, well-being and health.



BCC 2021 Events:

- February: Winter BCC, with a record for miles ridden
- April: Bike Art Challenge & Adapted Earth Day Market Ride
- May: Bicycle Commuter Challenge, Adapted Bike to Work Day and Youth Bike Challenge



February: Winter BCC



270
Riders



60
Teams

1,827
Total Days



19,571
Miles

 **25 prizes**

INTERcity TRANSIT
Bicycle Commuter Challenge



April: Bike Art Challenge



May:

2021 Bicycle Commuter Challenge & Youth Bike Challenge

- 713 Riders
- 69,000 Miles
- 6,400 Days Ridden
- 70 Teams Reported Miles
- 198 First Time Riders (28 percent of all riders)
- 9.3 Average Days per Rider
- 97 Average Miles per Rider



2021 BCC Sponsors:

INTERcity TRANSIT

Plus:



INTERcity TRANSIT



Prizes:



Testimonials:

Just wanted to say how much I appreciate all you and Intercity Transit have done to keep us all on track, in shape, and conscious of our beautiful environment.

Sincerely;
Bob Lang

Thanks for the program, it's been motivating to get out riding more!
Shaun Haby

You do such a great job with the BCC. I appreciate it muchly! I'm not commuting to work anymore, so I don't tend to get to log as many miles. But I still mostly do errands and visits to friends by bike, so rest assured I still love, love, love my bicycle!

Laura Schleyer 🚲

Thanks for all you do to promote biking!
Pat Kilmer



