

2013 Tahoe Bike Challenge

Event Summary



LAKE TAHOE
BICYCLE COALITION
www.tahoebike.org



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Overview

- The 8th annual Tahoe Bike Challenge returned with new energy and exciting features to invite, attract and engage the community in general and the bicycle community specifically to ride their bike instead of relying on the automobile to travel to work, school or recreationally.

Objectives

- Help mitigate green house gas emissions and particulates from clouding the Lake
- Reduce dependence on the automobile and traffic congestion
- Demonstrate the ease and feasibility of bicycle commuting to work, school and play
- Help build a bicycle-friendly community among residents, businesses and tourists
- Heighten awareness for the need to build a bikeway system that connects communities
- Increase LTBC membership and help build a constituency to support and vote for a more bikeable/walkable community

Strategy

Use an integrated media marketing strategy, with emphasis on social media marketing, to promote and deliver three essential content pillars: Fun, Social, and Impactful.

Target Audience

Active adults interested in cycling, mountain biking, environmental issues, outdoor activities, and community events in the Tahoe region.



Pre-Campaign Schedule

- **Five weeks out, April 29 – May 3**
 - ✓ Social media launch (Facebook page) announcing event and become event fan
- **Four weeks out, May 6-10**
 - ✓ E-mail broadcast, Event announcement, Tahoe Bike Newsletter
 - ✓ Online Banner Ad –month long (TahoeDailyTribune.com)
- **Three weeks out, May 13-17**
 - ✓ Advertising begins – print, event registration
 - ✓ Social media advertising campaign, event registration
 - ✓ Promotion launch, Poster distribution
 - ✓ Publicity launch (news releases)
- **Two weeks out, May 20-25**
 - ✓ Social Media Advertising – promoting event registration
 - ✓ Web-based billboard
- **One week out, May 26-31**
 - ✓ Social media promotes photo contest
 - ✓ Advertorial launch – news paper insert, America’s Most Beautiful Bike Ride
- **Event Begins, June 1-9**
 - ✓ Social media Kick-off and Cycle Café promotion
 - ✓ Advertising
 - Print – registration, photo contest
 - Social media – photo contest
 - ✓ Web-site Goes Live – event registration



Pre-Campaign Schedule . . .

- **Event Week Two, June 10-14**
 - ✓ Social media
 - Advertising photo contest
 - Promoting Cycle Cafés
 - ✓ Photo Contest Winner announcement
 - ✓ Wrap-up Party



Post Event Schedule

- **Week Six, June 16-21**
 - ✓ Social Media
 - Winning photos of winners
 - Event impacts (CO2, green miles)
 - ✓ Post event publicity – results
 - ✓ Partner event results
- **Week Seven, June 23-29**
 - ✓ Social Media
 - Event Impact postings
 - ✓ Thank You (Framed Certificates of Appreciation for Sponsors, Cycle Cafes, prize donors)
 - ✓ Event Summary preparation for distribution among partners and interested parties
 - ✓ Print Advertising – Event Thank you
- **Week Eight, June 30**
 - ✓ Event Summary & Evaluation
 - ✓ Planning for Summer Tahoe Bike Challenge
- **Week Nine, July 8**
 - ✓ Final distribution
 - Certificates of Awards
 - Certificates of Appreciation
 - Event Summary
 - ✓ Close all accounts payable and receivable
 - ✓ Begin Planning for Summer-long Tahoe Bike Challenge for visitors
 - ✓ Begin research & development for 2014 Tahoe Bike Challenge



Partners

Collaborating Partners and Co-Presenters

- Lake Tahoe Bicycle Coalition
- Tahoe Regional Planning Agency
- Tahoe Metropolitan Planning Organization

Media Sponsors

- Tahoe Daily Tribune
- KTHO AM590 96.1FM
- Lake Tahoe TV

Supporting Sponsors

- Nevada Department of Transportation
- Barton Health/Tahoe Center for Orthopedics
- Vail ECHO Foundation (Heavenly, Kirkwood)
- Tahoe Fund (Tahoe License Plate)
- Lumos & Associates
- Bike The West

Cycle Cafes

- Dockside 700 Lakeview Café (Tahoe City)
- Jason's Beachside Grill (Kings Beach)
- Wildman Café (South Lake Tahoe)
- Sprouts Natural Foods Café (South Lake Tahoe)



Marketing

Branding

- New Dedicated Web-site- www.TahoeBikeChallenge.org
- New Social media presence – facebook/tahoebikechallenge

Advertising (see exhibit A for schedule and impressions)

○ Print

- ✓ Tahoe Daily Tribune
- ✓ Bonanza
- ✓ Sierra Sun
- ✓ Tahoe Business Monitor

○ Radio

- ✓ KTHO AM590 96.1FM

○ Television

- ✓ Lake Tahoe TV

○ Web-based

- ✓ Tahoe Daily Tribune.com

E-Mail Broadcasts

- ✓ Tahoe Bike News
- ✓ Tahoe Challenge Daily Spin
- ✓ Tahoe Chamber Membership



Marketing . . .

Social Media

○ Facebook

- ✓ Strategic Content Posts
- ✓ Targeted Ad campaign – (13+ Tahoe region cyclists, mountain biking, environmentalism, community events)
- ✓ Photo Contest

Promotion

○ Poster Distribution

- ✓ 300 11" x 17" four color posters distributed throughout region at high visibility locations)
- ✓ 1,000 Business card size posters



Program Elements

Three strategic program pillars: Making an Impact, Being Social and Having Fun

Making an Impact

Registered riders demonstrate relevancy of their participation.

- Recording bicycling miles
- Recording bicycling trips
- Convert bicycling miles to Green Miles – the amount of CO2 prevention
- Convert bicycling miles to amount of calories burned
- Convert bicycling miles into amount of gasoline dollars saved
- Reduction of automobile dependency

Being Social

Helping build bicycle community – bicyclists and businesses

- **Social Media** – Facebook page for sharing experiences and photos with family and friends.
- **Cycle Cafes Meet Ups**
 - ✓ South Lake Tahoe
 - Wildman Café
 - Sprouts Natural Foods Café
 - ✓ North Lake Tahoe
 - Dockside 700 Lakeview Café
 - Jason's Beachside Grille
- **Commuter Bike Trains**
 - ✓ West bound – Stateline to the "Y"
 - ✓ East bound – the "Y" to Stateline



Having Fun

Generating excitement and enthusiasm

- **Photo Contest** – Facebook contest for prizes
- **Green Achievement Pins** – awarded for specific milestones reached
- **Wrap-up Party** – celebration, raffle prizes, food & beverages



Event Results Comparison

	2013	2012
Number of registered riders	357	321
Number of teams	51	48
Total combined Green Miles traveled	29,692	21,532
To Work	18,325	13,883
To Play	11,367	7,949
Total CO2 emission prevention	10.14 tons	7.48 tons
Total combine elevation gained	1,006,923 ft	596,315 ft.
Total calories burned	809,475	596,969
\$ Gasoline Saved	\$4,184	\$3,085
Number of new riders	199	
Gender	60 % Female	40% Male
Number of Facebook Fans	921	
Number of Photo Contest Entries	38	
Total Photo Likes	214	
First place Likes	86	
Second place Likes	83	
Third place Likes	45	



Advertising Campaign

May

Print

Event Registration

½ page, Tribune

½ page, Sierra Sun

½ page, Bonanza

Online

Event Registration (30 days)

Banner ad, TahoeDailyTribune.com

Social Media - Facebook

Event Registration (two weeks)

Photo Contest, Cycle Cafes (two weeks)

June

Print

Event Insert - America's Most Beautiful Bike Ride

Full page

Photo Contest

½ page, Tribune

½ page, Sierra Sun

½ page, Bonanza

Thank you

Full page, Tribune

Full page, Sierra Sun

Full page, Bonanza

Social Media – Facebook (30 days)

Party

Results



Impressions

PAID MEDIA

Print	Circulation	Readership	Frequency	Total Impressions
○ Tahoe Daily Tribune .	8,500	x 2.5 = 21,250	2 x 1/2pg, 1 x ful pg	63,750
○ Bonanza . . .	3,200	x 2.5 = 8,000	2 x 1/2pg, 1 x ful pg	24,000
○ Sierra Sun . . .	6,000	x 2.5 = 15,000	2 x 1/2pg, 1 x ful pg	45,000
○ America's Bike Ride Insert	18,000	x 2.5 = 41,000	1 ful pg	41,000
○ Tahoe Business Monitor .	4,000	x 2.5 = 10,000	2 x biz card size	20,000
SUB TOTAL:				193,750
Web-based		Unique Visitors	Campaign Views	
○ Tahoe Daily Tribune.com (Online Banner Ad)		144,454	10,000	10,000
E-mail Broadcast		Members	Frequency	Total Impressions
○ Tahoe Chamber of Commerce		700	2	1,400
Radio		Audience	Frequency	Total Impressions
○ KTaho AM590 96.1 FM		TBA	TBA	TBA
Television		Audience	Frequency	Total Impressions
○ Lake Tahoe TV		TBA	TBA	TBA
Social Media		Reach	Frequency	Total Impressions
○ Facebook/TahoeBikeChallenge		69,260	8 weeks	69,260
✓ Friends of friends		256,627		
○ Facebook/Tahoechamber		387	2 posts	387
PAID MEDIA TOTAL:				274,797

Note: Paid media total does not include radio & televisions reach



Impressions . . .

NON-PAID MEDIA

E-News Letter

	Subscribers	Frequency	Total Impressions
○ Tahoe Bike News	2,000	x 3	6,000
○ Daily Spin	2,000	x 2	4,000

Publicity

○ Radio Interviews	TBA	TBA	TBA
○ TV Interviews (two)	TBA	TBA	TBA
○ TV Community Calendar	TBA	TBA	TBA
○ Feature Stories (3 newspapers)	35,400	x 2	70,800
○ Feature Story AMBBR Insert	18,000	x 1	18,000
○ North Tahoe Chamber Newsletter	TBA		

NON-PAID MEDIA TOTAL: 98,800

TOTAL MEASURED IMPRESSIONS: 373,597

NOTE: Due to incomplete radio/television reporting, organizers believe total impressions exceeded 500,000



Google Analytics

TahoeBikeChallenge.org May 20- June 14, 2013

Visits 3,060

Unique Visitors 1,362

Pageviews 34,838

Traffic flow

- TahoeBikeChallenge . . . 1,176
- Google/organic . . . 441
- TahoeBike.org/referral . . . 290
- Facebook/referral . . . 230
- M.facebook/referral . . . 187
- Daily Spin #1 . . . 161
- June Tahoe News . . . 124
- May Tahoe News . . . 123
- Bing/organic . . . 44
- Tribune . . . 39

Browser

- Internet Explorer . . . 884 29%
- Chrome . . . 769 25%
- Safari . . . 646 21%
- Firefox . . . 498 16%



Google Analytics/TahoeBikeChallenge.org

Operating System

○ Windows	.	.	.	1,904	62%
○ Mac	.	.	.	479	16%
○ IOS	.	.	.	475	16%
○ Android	.	.	.	169	6%

Mobile

○ IOS	.	.	.	475	73%
○ Android	.	.	.	169	26%
○ Blackberry	.	.	.	9	1.37%



Facebook Analytics

Facebook/TahoeBikeChallenge

Target Audience reached, men and women, age 13+	69,260
Total reach of Ad Campaign:	55,092
Fans	921 > 909
Friends of Friends	(256,627)

Demographics

Gender

- Liked 60.3% Female 38.8% Male
- Reached 52.5 % Female 46.4% Male

Age Segmentation

- 13-17 2.4%
- 18-24 13.6%
- 25-34 33.8%
- 35-44 22.2%
- 45-54 15.2%
- 55-64 9.1%
- 65+ 3.0%



Facebook Analytics

Demographics

Residence/Geography/Cities

○ South Lake Tahoe, CA	.	.	.	467
○ Truckee, CA	.	.	.	68
○ Tahoe City, CA	.	.	.	45
○ Incline Village, NV	.	.	.	37
○ Carson City, NV	.	.	.	21
○ Zephyr Cove, NV	.	.	.	21
○ Reno, NV	.	.	.	14
○ Stateline, NV	.	.	.	14
○ Kings Beach, CA	.	.	.	12

Like Sources

On Page/Desktop	.	.	.	321
Mobile	.	.	.	190
Friend referral	.	.	.	51
Like Box/Button	.	.	.	24
Ads/Sponsored stories	.	.	.	14

Total Tab Views

Timeline	.	.	.	1,573
Photo Contest	.	.	.	1,145
Profile	.	.	.	248
Photo stream	.	.	.	84
About section	.	.	.	81
Events	.	.	.	76
Message in box	.	.	.	63



Anecdotal Findings

Human Resource Department Initiatives

- Health & Fitness
- Green Initiatives

People thought it was a competition and did not want to participate

Many rode their bikes but did not register to participate in Challenge

Low participation in Cycle Café, Commuter Trains and Wrap-up Party

Low media publicity, interviews, and promotion

Low agency, organization and business participation

Low North Shore participation

North Shore perceives Challenge as South Shore specific

Above findings prompt questions:

- What are the obstacles to participation?
- What can be done to make it easier to participate?
- What is event perception?
- What are ways to increase engagement with public, businesses and media



Suggestions to Increase 2014 Participation

Improve Ease of Entry

- **Smart phone app.**

A smart phone app. with GPS that logs miles, elevation, calories and transmits data to web site may increase ease of logging and thereby increase participation.

Improve Relevancy of Participation

- Earlier pre-publicity about the relevancy of participation. Why participate? What does it mean? (Health and sustainability of Community, Economy, Environment)
- Gather research data
- Get expert testimonials

Cross-Promotion with Public Agencies & Business Community

- Engage public agencies and business community to ground their Bike/Ped Friendly Community narrative/mission into action through the Challenge.
- Engage Chambers of Commerce, Downtown Merchants Association, and Tourist Boards to embrace Challenge as one of their initiatives to promote within their membership to help transform community and move toward Bike Friendly Community

Engage & Build Community

- **Festival, Parade, Demonstrations, Exhibitions**

Produce a community bicycle festival to launch the beginning of the Challenge to help increase awareness and participation.

Add Video Contest

- :30 - :60 videos describing "My Bike Challenge"

Improve Media Relations & Publicity

- A dedicated PR effort (thorough content availability, scheduled interviews, promotions, pro-active effort to generate publicity)
- Possible paid media for radio and TV



Certificates of Award

Perpetual Trophy Winner

- Sierra Nevada Alliance . . . For riding 22.45 trips per employee

Trips per Employee

- Tahoe Mountain Sports . . . For riding 21.33 trips per employee
- Borges Chiropractic . . . For riding 16.33 trips per employee

Total Team Miles

- Tahoe Regional Planning Agency Team total of 1,929 miles
- Heavenly Mountain Resort . Team total of 1,216 miles
- Northstar Team total of 813 miles



Exhibit A – Creative

Mini – Poster (1,000)



Tahoe Daily Tribune –Home Page Big Box Ad (10,000 reached)





Poster (300 copies)

8th Annual

TAHOEBIKE CHALLENGE

June 1 - June 14, 2013

work • school • play

Have Fun...

Be Social...

Create Impact...

Green Miles	CO2 Saved
Calories Burned	Gasoline Saved

- Commuter Bike Train
- Cycle Cafe
- Cycling Celebration!

To Register:

TahoeBikeChallenge.org

Facebook/TahoeBikeChallenge

Listen to for news & updates

Presenting Sponsors:



Half page Ad – Event Registration

(Tahoe Daily Tribune, Bonanza, and Sierra Sun)

8th Annual

TAKE THE TAHOE BIKE CHALLENGE

June 1 - June 14, 2013

work • school • play

Create Impact...





Green Miles



CO2 Saved



Calories Burned



Gasoline Saved

Have Fun...



Be Social...



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Tahoe Business Monitor – Event Registration



Daily Spin Newsletter Banner





Half Page Ad – Photo Contest

(Tahoe Daily Tribune, Bonanza, and Sierra Sun)

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JOIN US AT CYCLE CAFE LUNCH MEETUP:

<u>South Tahoe</u> Wildman Café, Thurs., June 6, 11:30am Sprouts, Wed., June 12, 11:30am	<u>North Tahoe</u> Dockside 700, Tues., June 4, 11:30am Jason's Beach Grill, Tues., June 11, 11:30am
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CHALLENGE WRAP-UP PARTY
Celebrate with us at
Moose Lodge, 961 Eloise Ave.
Friday June 14 from 5-8pm

Register today and earn your first Green Achievement Pin!

There are nearly 20 pins that can be earned during the Challenge when you reach specific milestones

It's not too late to register and ride for the greater good:

ENTER TO WIN A GOPRO CAMERA

Like us on Facebook and enter to win a GoPro Camera by submitting a photo that inspires you to participate in the Tahoe Bike Challenge!

Facebook/TahoeBikeChallenge

TahoeBikeChallenge.org

Listen to for news & updates

Presenting Sponsors:



Full Page Insert

(Tahoe Daily Tribune, Bonanza, Sierra Sun and America's Most Beautiful Bike Ride Goodie Bags)

Ten Best Practices to Safely Ride Your Bike

There is a bicycling revolution going on around the world and Tahoe is no exception. Each year we see increasing numbers of people choosing to ride their bikes for exercise and to more intimately connect with people, places, and activities that make Tahoe such a unique community to live and a destination to enjoy.

By following these ten best practices and laws your bicycling experience can be safer and more enjoyable for you and others during the ride.

- 1. Keep your bike properly maintained.** Before the beginning of your ride make certain your brakes and gears work properly and your tires are inflated. Carry along a spare tire tube and patch kit, know how to use it, and have an air pump in the event of a flat tire.
- 2. Wear a helmet.** In the State of California all persons under the age of 18 years must wear a helmet when riding a bicycle—it's the law.
- 3. Ride in the same direction as traffic flow.** Do not ride against the traffic direction as it is illegal and highly dangerous. Motorists look at oncoming traffic in preparation of entering the same lane and do not see a bicyclist traveling against traffic flow.
- 4. Stop at all stop signs and red traffic lights.** You and the bicycle are a vehicle with the same rights and responsibilities as an automobile. Obey all traffic laws.
- 5. Use proper hand signals when turning, stopping, or changing lanes.** This alerts other road users of your intentions.
- 6. Ride in a straight line and in a single file.** Riding in a straight line increases your predictability of movement and fosters understanding by other road users that you are confident and in control of your bike. Most roads do not have enough width to safely ride side by side or in single file and be safe.
- 7. Use lights when in close and not in back, reflectors, and reflective clothing during darkness.** Lights and reflectors can be seen during bicycling at night. Be seen and be safe.
- 8. Ride to the right if you are moving slower than other traffic, unless you are turning left, passing another bicycle or vehicle, or avoiding hazards.**
- 9. Do not impair your senses by wearing headphones on both ears or riding your bike while under the influence of drugs or alcohol.** These activities can produce unsafe conditions for you and others, and lead to DUI citations.
- 10. Walk your bike when crossing a crosswalk.**

REGISTER NOW FOR
8th Annual
TAHOEBIKE CHALLENGE
June 1 - June 14, 2013
work • school • play

Have Fun...

Be Social...

Create Impact...

- Green Miles
- CO2 Saved
- Calories Burned
- Gasoline Saved

- Commuter Bike Train
- Cycle Cafe
- Cycling Celebration!

To Register:
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LAKE TAHOE BICYCLE COALITION
TAHOE REGIONAL PLANNING AGENCY
LUMOS
Tahoe Metropolitan Planning Organization
Heavenly
Tahoe Center for Orthopedics
LAKE TAHOE TV
BIKEWAYS
Nevada DOT

8th Annual

TAHOE BIKE CHALLENGE

June 1 - June 14, 2013

work • school • play

Have Fun...

Be Social...

Create Impact...

Green Miles
29,692

CO2 Saved
10.14 tons

Calories Burned
809,475

Gasoline Saved
\$4,184

THANK YOU
to our Gift Donors:
Sprouts & Pearl Izumi
Lake Tahoe Yoga & Bike the West

Individual with the Most Miles:
Jennifer Capistran, 12 trips for 320 miles

Thank You To Everyone Who Participated!

[illegible]

Presenting Sponsors



LAKE TAHOE
BICYCLE COALITION
www.tahoebike.org



HOE
REGIONAL
ANNING
AGENCY



Tribun

