Bicycling Social

Using Event-Based and Social Marketing to Promote Cycling in NYC

2010 TRB 89th Annual Meeting
Bicycling Goals

- Promote cycling as a transportation option
- Double commuter cycling over 2007 levels by 2012 and triple it by 2015
200 Miles
3 Years
July 1st, 2006 - June 30th, 2009

This intersection marks the historic completion of 200 miles of new on-street bicycle lanes for NYC within three years.
An unequalled accomplishment.
Bicycle Network Development
Social Marketing

• Audience
• Barriers to riding
• Messages
• Media
• Event-based marketing
  – Summer Streets
  – Bike Month NYC
• Ideas for any budget
Barriers to Biking

In NYC

- Personal safety
- Fear of bike theft
- Perception of cycling as messy/dirty and desire to arrive fresh/clean.

In General

- Poor riding experience, not fun and easy like when we were kids
- Bikes are too technical / complicated / messy
- Buying a bike is intimidating / not fun / poor customer service
Event-based Marketing

- Fun and easy
- Not too technical
- Lure people in with good experiences
- ...And then use these experiences as a starting place to educate
Case Studies
Bike Month NYC

- Bike to Work Day (1990)
- Bike Week (mid 90s)
- Bike Month (2004-now)
Over 200 Events!

- Bike club rides and races
- Neighborhood / destination tours
- Bike repair workshops
- Bicycle drawing classes
- Bike films
- Learn to Ride classes
- Rallies
- Parades
- Commuter snacks and breakfasts
- Blessing of the Bicycles
- Bicycle Film Festival
- Bike New York
• Three Saturday mornings in August
• 6.9 miles of City streets through the heart of Manhattan
• Over 205,000 participants in 2009
Amy Bolger for Bike New York
Marketing Your Event

Tips and Tricks for Every Budget
Affiliation

Twitter, Facebook, blogs, retail locations, events

Activation

Direct mail (including e-mail), website games, personalized trip planning, some events

Awareness

Television, Radio, Outdoor

Budgets and lead time increase
Awareness

Summer Streets

- PSA on major networks and cable
- Outdoor advertising on banners, bike shelters
- Print Ads
- Event Guide
Awareness

Bike Month NYC

- Advertising in subway and outside subway stations
- Calendar of events
- Ads on “taxi TV”
- Press releases highlighting various events and cycling facts
Activation

**Summer Streets**
- E-mail blasts (2.3 million reached)
- Direct mail from partners and e-mails from partners directly to their members
- Feeder rides

**Bike Month**
- E-mail blasts
- Direct mail to members of bike groups
Affiliation: Event

Summer Streets
• Facebook and Facebook App
• In-shop promotion

Bike Month
• Bike Month calendars and posters in shops
• Promotion at other Bike Month events
Affiliation: Cycling

- Tabling with bike maps and safety info
- Learn to Ride classes
- Free bikes
- Promo cards double as etiquette/safety cards
- Commuter Rides
Keep it Social

Don’t Go It Alone
• **Bike New York**, largest urban bike tour in the country, with over 30,000 participants annually, they also offer Learn to Ride classes all year long

• **Transportation Alternatives** offers free rides like Tour de Brooklyn and Tour de Bronx great attractors for families

• **5BBC** and **NYCC** offer group riders for the sportier set

• **Bicycle Film Festival** born in NYC and now 10 years old and in over 40 cities!

• And many, many more...
Thank You!

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