



Bicycling Social

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



Bicycling Goals

- Promote cycling as a transportation option
- Double commuter cycling over 2007 levels by 2012 and triple it by 2015





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





NYC GROWS
Garden Festival

STOP
HERE ON
RED
SIGNAL

CEMUSA

RAFT
Most Fa

NEW! Chicken Tenders
NEW! Chicken Fingers

 **Parking**

NYC Cycling Map



 **Bicycle Parking**











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

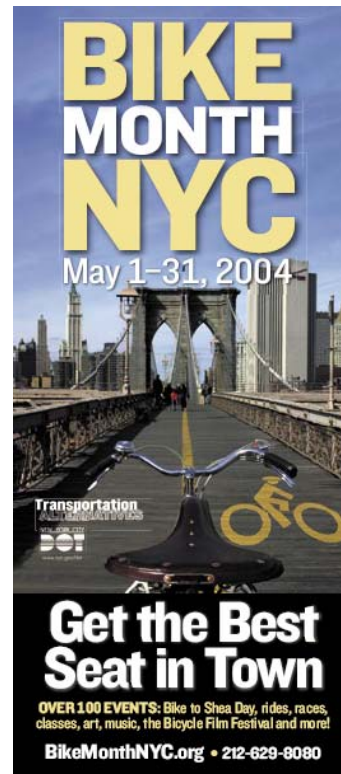
Case Studies

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



Kate Hinds





A STADIUM

GATE C

PERFORMANCE





Mike Epstein



In Case Designs

Summer Streets





- Three Saturday mornings in August
- 6.9 miles of City streets through the heart of Manhattan
- Over 205,000 participants in 2009





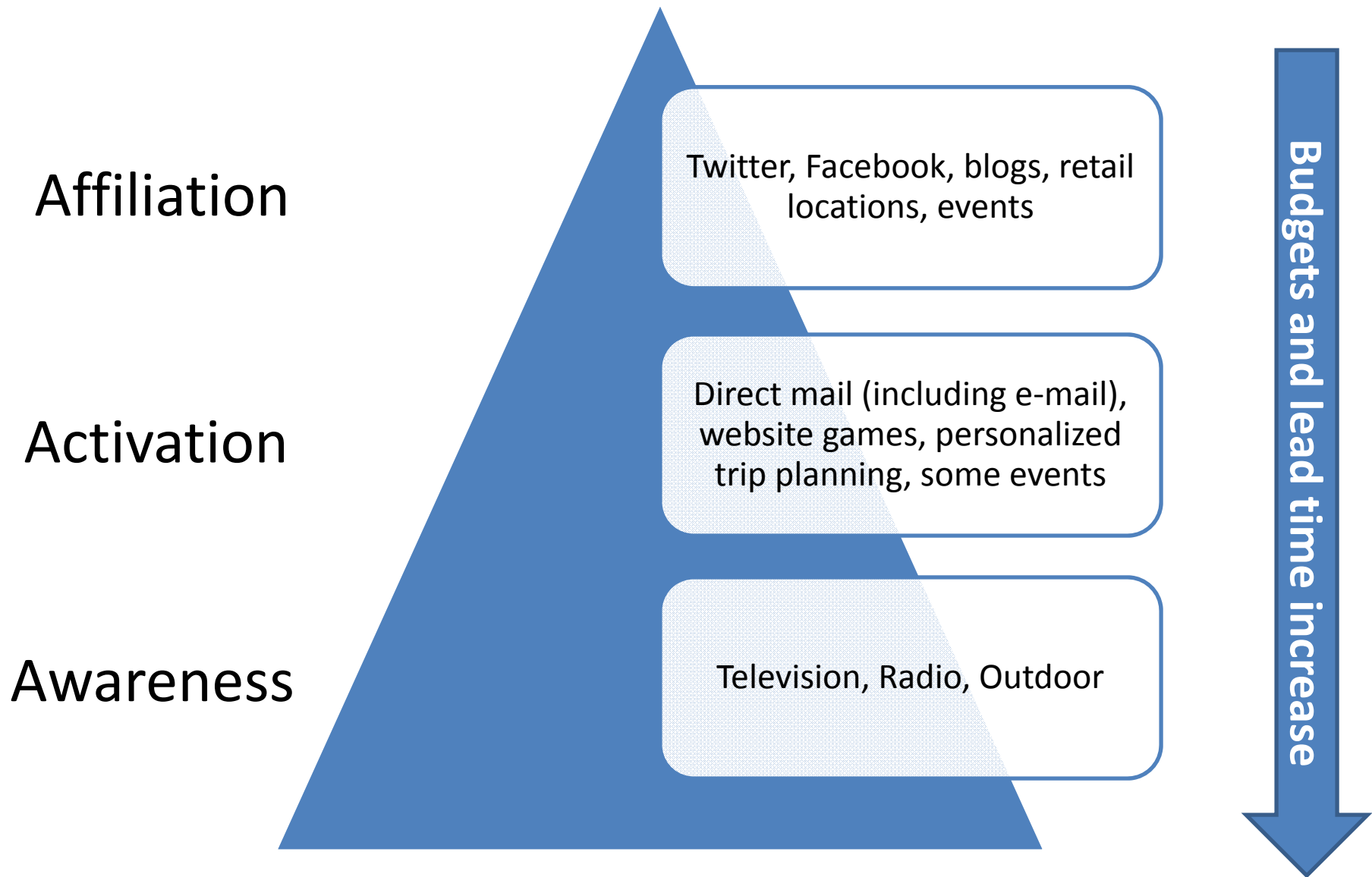
Amy Bolger for Bike New York





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



NYC PRESENTS
Summer Streets

**your city
your streets
your playground**

August 8th, 15th & 22nd 7am to 1pm

CAR FREE STREETS FROM THE BROOKLYN BRIDGE
TO CENTRAL PARK VIA LAFAYETTE STREET, 4TH AVENUE AND PARK AVENUE.

www.nyc.gov/summerstreets

Presented By
NYC

Partners
LVMH, Cabot, etc.

Media Partners
NEW YORK POST, etc.

FITNESS • ART AND COMMUNITY ACTIVITIES • MUSICAL PERFORMANCES • FREE BIKE AND SKATE RENTALS



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





NT

CHELSEA SQUARE RESTAURANT

CHELSEA SQUARE RESTAURANT

et 368 West 23 Street

S PIZZA

BIKE MONTH NYC NOV 2008

1



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



The screenshot shows the Facebook profile for Summer Streets. The page header includes the name "Summer Streets" and a "Become a Fan" button. Below the header are tabs for "Wall", "Info", "Photos", and "Discussions". The main content area features a post from "Summer Streets" with the text: "Capture Summer Streets in photos! NY400 and Summer Streets have teamed up to offer free digital camera share while at Summer Streets! You can use one of our cameras while enjoying 6.9 miles of car-free streets. Your photos will be uploaded to flickr for viewing and sharing. Stop by the Camera Share Booths located at Pa...". Below this post is a link to "See More" and a photo of a bicycle with a camera attached. The photo is captioned "NY400 | Holland on the Hudson | Netherlands & New York Celebrate 400 Year Dutch American Relationshi" and includes the website "www.ny400.org". The post is dated "August 12, 2009 at 9:22am" and has a "Share" button. Below the post, it shows "Louis So likes this." and a comment from "Louis So" saying "i want one!" dated "August 12, 2009 at 5:23pm". The left sidebar contains a "Suggest to Friends" button, a "Remove from My Page's Favorites" button, a date range "August 8, 15, and 22nd", an "Information" section with "Founded: August 2008", and a "Fans" section with "6 of 241 fans" and a "See All" link.

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!

Dani Simons

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www.nyc.gov/dot

www.facebook.com/nycdot

www.twitter.com/nyc_dot

www.nyc.gov/summerstreets

www.bikemonthnyc.org

