

GoByBikeBC



BIKE IT. YOU'LL LOVE IT.

Final Report

August 16, 2021

Presentation for: City Council

Presented by: Dane Greenwell,

GBBW Coordinator



CITY OF
PRINCE GEORGE

Prince George



prince george
Cycling Club

Final Report: by the numbers

- 589 Riders
- 37 Teams (down from 262 in 2019)
- 416* New riders
- 17,851 total kms
- 48.5% Female, 50.5% male, 1% Other
- 535,530 Calories burned
- 3,870 GHGs saved
- 1,825 Total Trips Logged

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on a bike

Final Report: by the numbers

Year	Riders	Kms
2021	589	17,851
2019	883	38,132
2018	654	15,941
2017	417	14,360
2016	488	17,178
2015	591	15,203

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GBBW Check-In Stations & Events

Wednesday May 26th: Ramp Up Event

Saturday May 29th: Man vs. Machine Race

Monday May 31st: City Hall Kick-Off

Tuesday June 1st: Royal LePage

Wednesday June 2nd: Koops Bike Shop

Thursday June 3rd: Ruckus Bike Shop

Friday June 4th: Crossroads Craft Brewery

Saturday June 5th: Rainbow Park

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“Sent It”

- Best Local Prizes Ever!
- Increase in station attendees
- Social Media Engagement
 - Up on Facebook
 - New Instagram Account from 2019 reaching more people
- Man vs Machine Race lots of fun
- School teams up
- T Shirt Sales – Sold Out
- Bigger Corporate Sponsors

“Wipe Outs”

- Decrease in registered riders
- GoByBike BC New Website/Reg.
- Business/Work Teams down
- “Bike To Work Week” Lingers
- Covid-19 Pandemic
 - No food at stations
 - Less social dynamic at the stations

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Provincial Grand Prize Winner
From Prince George
Dr Sean Maurice!



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Local Grand Prize Winners Maddox & Julie!



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Sponsors & Partnerships



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