



# People Who Bike Campaign

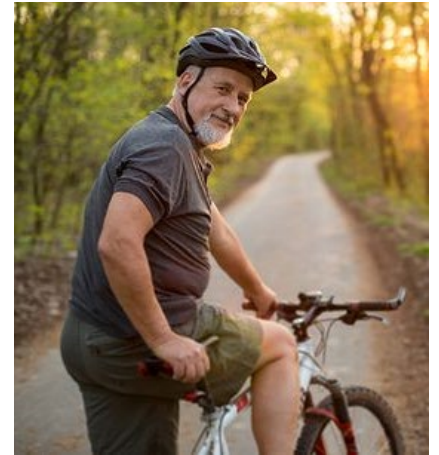
August 2020



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

# PEOPLE WHO BIKE

- Partnership between MORPC's Mode Shift Coalition and Central Ohio Greenways (COG)
- Alternative to the Bike Month Plan and the Central Ohio Greenways "Taste of the Trails" series of events
- Focus on breaking down stereotypes of bicyclists
  - Humans of New York style interviews with bicyclists in our communities
  - Videos and written posts
  - Highlight local bike shops and shop owners
  - Strong diversity focus
  - Focus on people of all ages: young children, young adults, adults, older adults



# PEOPLE WHO BIKE

- Digital and printed passport of activities
  - Activities can be accomplished anywhere in the region
  - Recognizing biking as a transportation and recreation mode
  - Meet recommended physical activity guidelines
- Four age categories for prizes and educational resources
  - 3-6 yrs
  - 7-12 yrs
  - 13-16 yrs
  - 25+ yrs (*25-65 is the focus*)
- Bike donation to a family identified by the YMCA



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## PEOPLE WHO BIKE

### COMPLETE AT LEAST 3 ACTIVITIES:

Check off each activity as you go. To submit your passport, send a photo or scanned copy to [GOHio@morpc.org](mailto:GOHio@morpc.org).

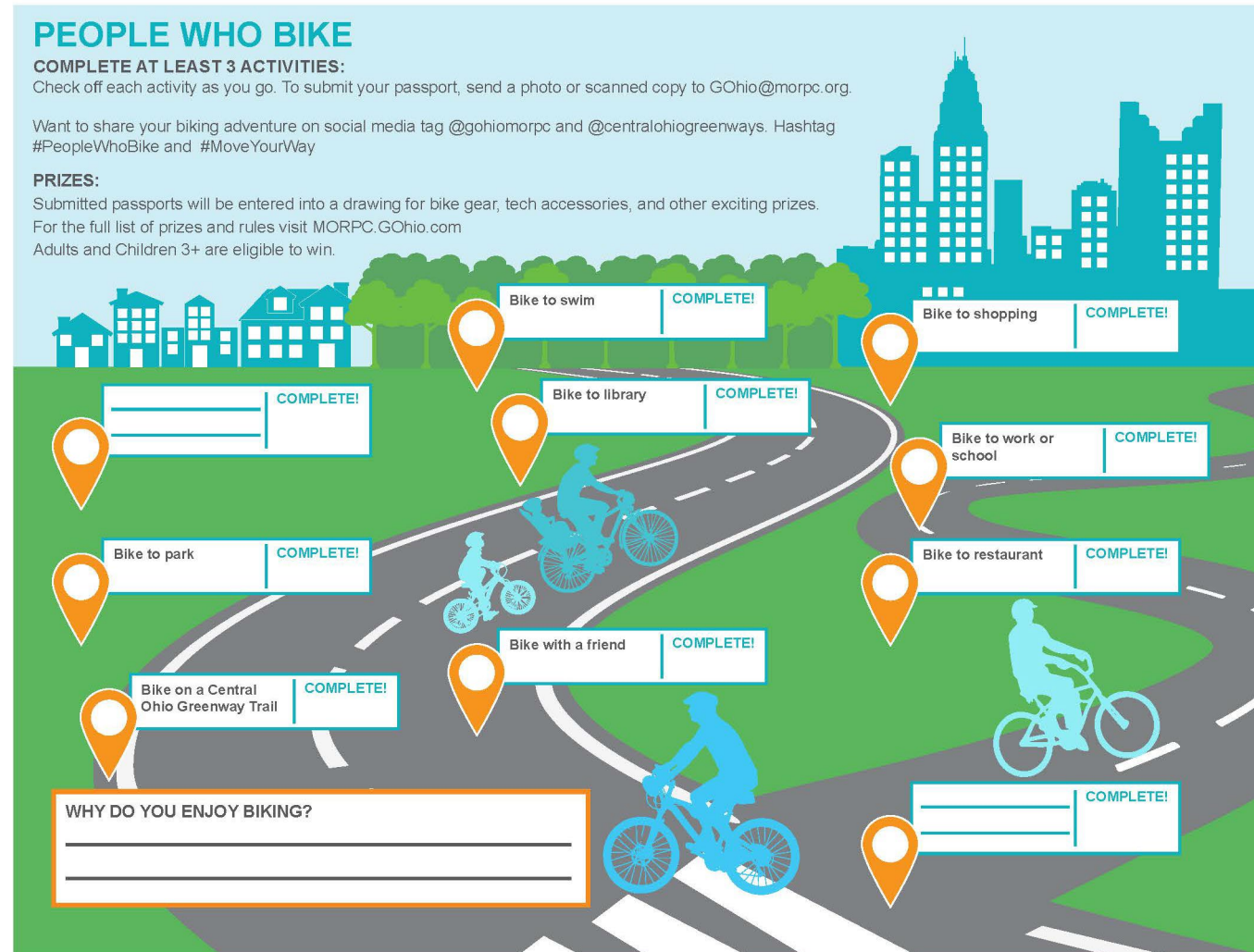
Want to share your biking adventure on social media tag @gohiomorpc and @centralohiogreenways. Hashtag #PeopleWhoBike and #MoveYourWay

### PRIZES:

Submitted passports will be entered into a drawing for bike gear, tech accessories, and other exciting prizes.

For the full list of prizes and rules visit [MORPC.GOHio.com](http://MORPC.GOHio.com)

Adults and Children 3+ are eligible to win.



## PEOPLE WHO BIKE COMMUNITY SPONSORS




**COGO**  
BIKE SHARE

**Franklinton**  
Cycle Works

Learn more about Central Ohio Greenways:  
[CentralOhioGreenways.org](http://CentralOhioGreenways.org)



 @centralohiogreenways  
 @centralohiogreenways

Learn more about sustainable transportation  
alternatives to driving alone:  
[MORPC.GOhio.com](http://MORPC.GOhio.com)



 @gohiomorpc  
 @gohiomorpc

Learn more about MORPC programs:  
[MORPC.org](http://MORPC.org)



 @MORPC  
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## CAMPAIGN SPONSOR

Everyone needs physical activity to stay healthy.  
But it can be hard to find the time in your busy  
routine.  
No matter who you are, you can find safe, fun  
ways to get active — to move your way.  
Go to [health.gov/moveyourway](http://health.gov/moveyourway) to find tools and  
resources for adults and kids to get active.



## TRAIL SPONSORS



Improving Ohio  
Bicycling through  
legislation, education,  
and shared ideas.



## PRESENTED BY:



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# PEOPLE WHO BIKE Sponsors

# PEOPLE WHO BIKE



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*Visit [MORPC.Gohio.com](http://MORPC.Gohio.com) for campaign details*

**Interested in supporting the campaign?**

**Contact me for the marketing toolkit!**

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