People Who Bike Campaign
August 2020
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
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• 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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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 to find tools and resources for adults and kids to get active.

PEOPLE WHO BIKE

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

PRESENTED BY:
Visit MORPC.Gohio.com for campaign details

Interested in supporting the campaign? Contact me for the marketing toolkit!

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