



# 2016 Bike Your Park Day Report

LAST SATURDAY IN SEPTEMBER  
ADVENTURE CYCLING ASSOCIATION

• BIKE YOUR •  
**PARK DAY**  
BIKEYOURPARKDAY.ORG

The logo is a shield-shaped emblem with a dark green border. It features a stylized mountain range in white and dark green, a sun with rays in the upper right, and a white bicycle silhouette at the bottom.

# Bike Your Park Day

**The first-ever Bike Your Park Day celebrated the National Park Service's Centennial, Adventure Cycling Association's 40th anniversary, and National Public Lands Day on September 24, 2016.**



Photo: Stephen Pierce



Photo: Barb Schwartz

Bike Your Park Day inspired over 11,000 people in all 50 states, Washington DC, and over 10 countries to do 1,439 rides in their parks and public lands. Bike Your Park Day will continue annually on the last Saturday in September in conjunction with National Public Lands Day.

Thank you to the 157 Bike Your Park Day volunteers from 43 states who provided resources and guidance to participants about cycling to and within parks and public lands.



*"Bike Your Park Day is a great opportunity to promote healthy, active recreation in our parks while at the same time encouraging family-friendly activities during the NPS Centennial year. Plus it's a much better experience seeing our parks from the seat of a bicycle than sitting in a car!"*

- Bob Ratcliffe, NPS Chief of Conservation and Outdoor Recreation

**September 30, 2017:  
Save the date for next  
year's Bike Your Park  
Day!**

# Bike Your Park Day Participation



## Top 15 States Participation in Bike Your Park Day

The majority of Bike Your Park Day rides took place in fifteen states in the U.S. that included diverse regions of the country, including the West Coast, Midwest, East Coast, and Southeast. Oregon's high participation can be attributed to Crater Lake National Park's vehicle-free day, which attracted thousands of cyclists to bike in the park on September 24.

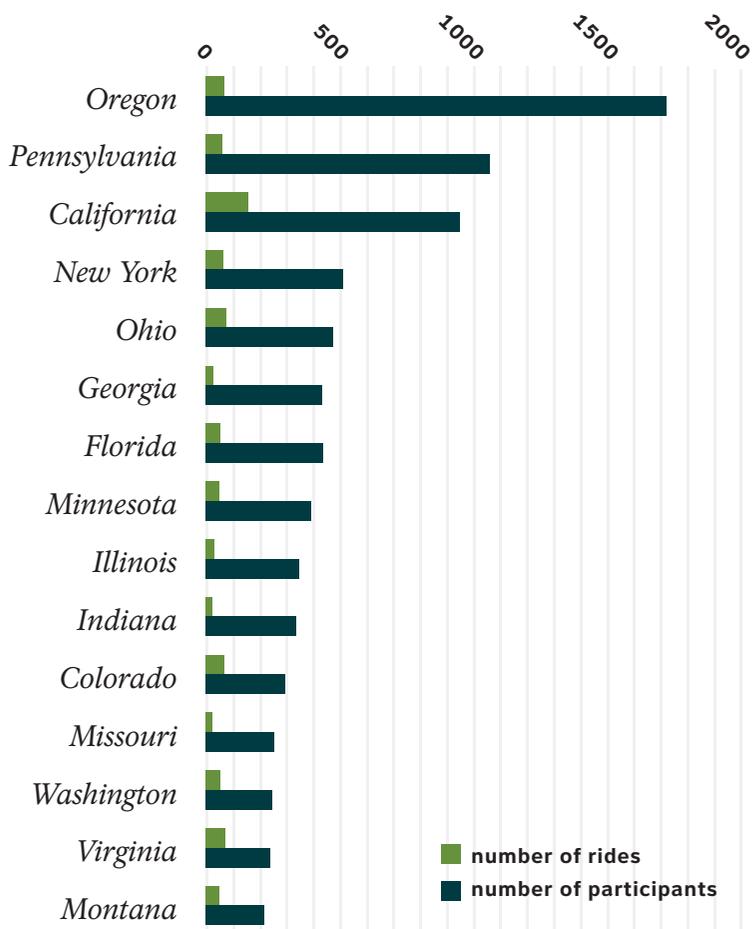


Photo: Paul Chalfant



Photo: Brent Irish



Photo: Monica Kattner

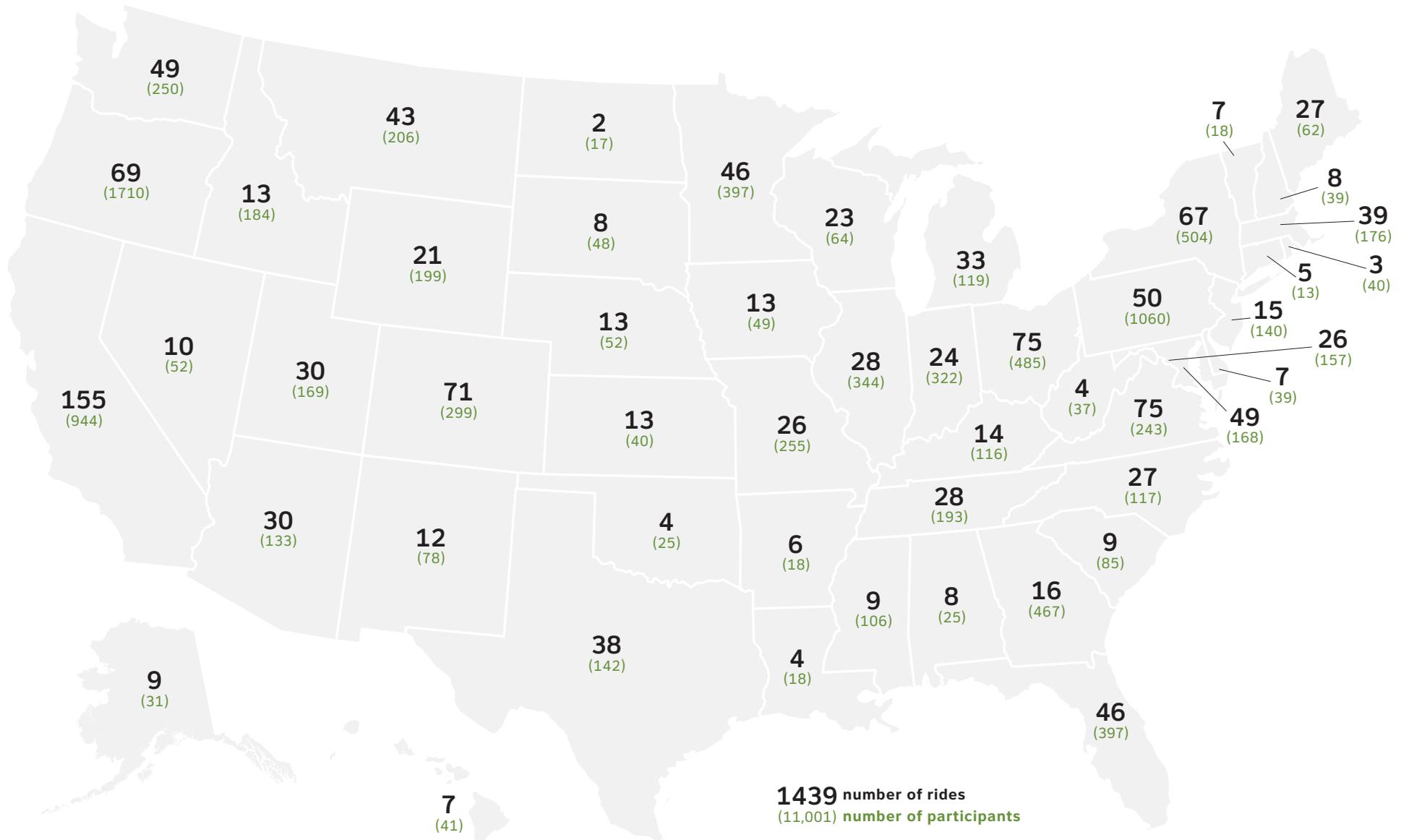
*"The thanks go out to you and the Adventure Cycling team for the efforts and interest in making this Bike Your Park Day a great success and fun event. We rode Crater Lake's rim and stopped enough times to take in the beauty of the entire area. Back to our hotel for some cold "recovery" drinks and dinner, golf on Sunday, and a beautiful drive home. A great weekend. We'll pick a different National Park for next year. Pass along our thanks to the NPS from us."*

- Charlie Heieck, El Dorado Hills, CA

*"I led a group of seven from our Senior Center to ride the Rim Drive at Crater Lake. It was amazing."*

- Bike Your Park Day Participant

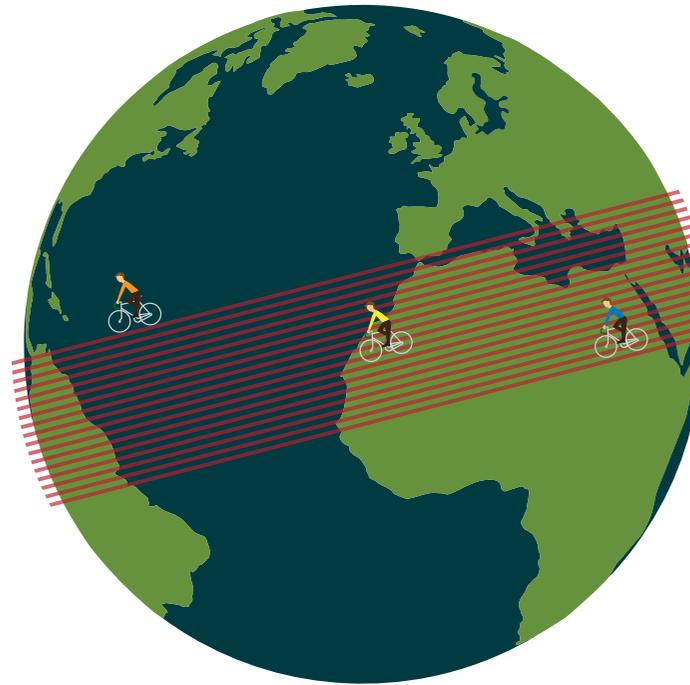
# All 50 States Participated



# What Motivated People To Participate



- 74% be a part of Adventure Cycling's 40th anniversary.
- 70% get exercise and maintain physical health.
- 66% get outside and feel more connected with nature
- 47% spend time with others.
- 36% experience a park or public land in a new way.
- 35% be a part of the National Park Service's centennial celebration and the Find Your Park campaign.
- 35% participate in National Public Lands Day.
- 8% get free admission to their park or public land.
- 97% will participate in Bike Your Park Day again in 2017.



**Bike Your Park Day participants rode over 400,000 miles.**

Each participant rode an average of 40 miles on Bike Your Park Day.

**Over 11,000 people rode 435,143 miles on Bike Your Park Day. That's more than 17.5 times around Earth!**

*"I chose to ride my road bike into and around Newberry Volcanic National Monument for many reasons. Beautiful quiet smooth roads, incredible changing scenery, a 2,500-foot hill climb and descent, wildlife (I saw a wolf), and camping on a pristine lake."*

- Bike Your Park Day Participant

## Washington and Idaho: Centennial Trail Ride

"On September 23 we drove to Bowl and Pitcher State Park and set up camp. We jumped on our bikes to do the first nine miles of the Centennial Trail that headed north right out of the campsite. The next day—the actual "Bike Your Park Day"—we left Bowl and Pitcher State Park near Spokane on the Centennial Trail heading toward Idaho. The

trail markers and paved trail made it so easy to get to the Washington-Idaho state line. We enjoyed stopping to read many of the historical information markers along the trail. We continued on the Centennial Trail into Idaho, finishing in beautiful Coeur d'Alene. We enjoyed the evening in the lovely little city before heading back on the Centennial Trail to Bowl and Pitcher Park where we camped once more.

Thanks for having Bike your Park Day. It encouraged us to be out on that day."

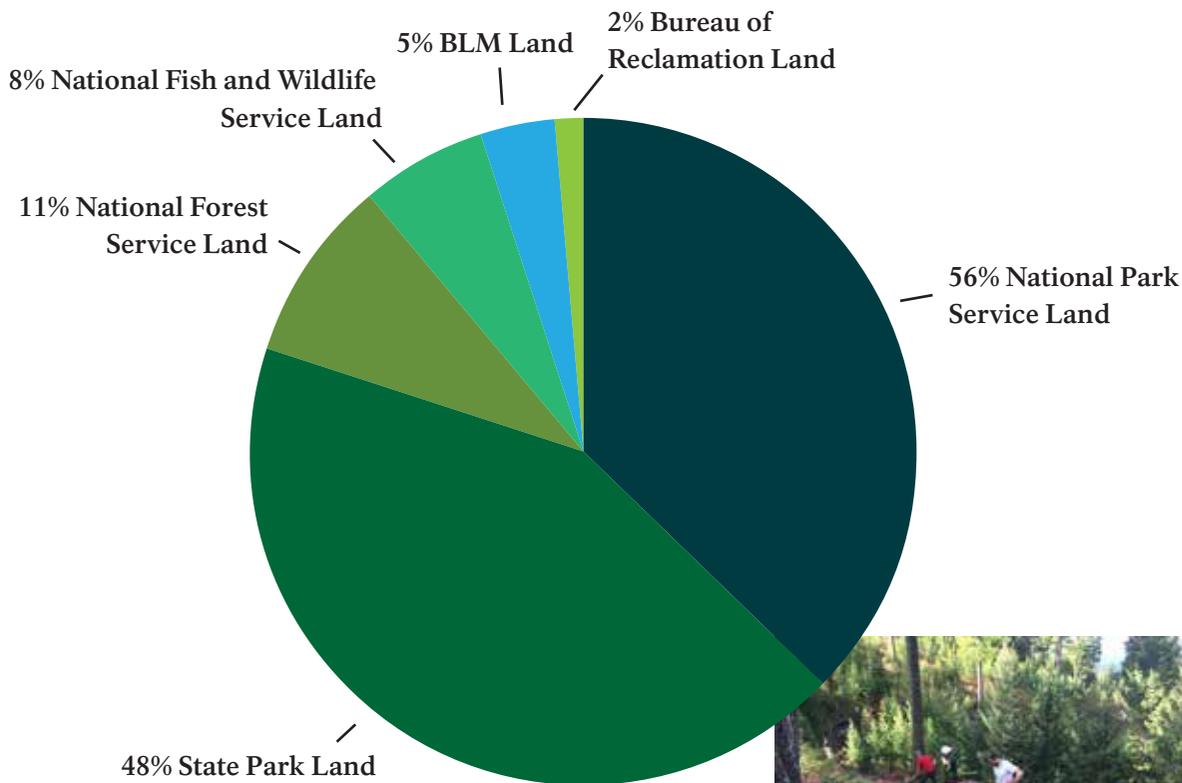
- Bike Your Park Day Participant

# Parks and Public Lands Participation



## Participants Rode in all Types of Public Lands.\*

The majority of participants rode in national and state parks, which could have been a result of the Find Your Park campaign and the National Park Service Centennial in 2016. Other parks mentioned included county and city parks.



*\*Some participants visited more than one type of park/public lands. Therefore, the percentages add up to over 100%.*



Photo: Saara Snow

## 12% of Bike Your Park Day participants rode in parks and public lands for the first time.

*"I convinced my girlfriend to come along for the trip. She was hesitant at first, but woke me up in the morning telling me she couldn't wait to do it again. We have a new backpacking/bikepacking convert!"*

- Bike Your Park Day Participant

## 100% of Bike Your Park Day participants will ride in parks and public lands again.

- 80% said they already ride their bike in parks and public lands.
- 20% said their Bike Your Park Day experience makes them want to ride in parks and public lands again.

*"The Parkway and Skyline Drive in the Shenandoah National Park are close but have seemed too daunting to try. The challenge of this day gave the confidence to try again."*

- Bike Your Park Day Participant

## 14% of Bike Your Park Day participants incorporated National Public Lands Day into their ride.

Bike Your Park Day participants and International Mountain Bike Association volunteers created a mountain bike trail near Missoula, Montana.

# Parks and Public Lands Participation



## Florida State Parks: Ranger Leads Bike Your Park Day Ride

I am a Park Ranger at Little Manatee River State Park. I had been working to start up a monthly group bicycle ride when I heard about Bike Your Park Day through a co-worker. It sounded interesting and a great event to kick off group bicycle rides in the park. Registration was easy. The day of the event we had good weather the whole time except a thunderstorm in the distance (this ended up being really nice because it gave us a cool breeze as we rode). Fourteen people showed up to ride. We rode a four mile course through the park and finished up the ride with enough time to put our bikes away and enjoy the sunset before it rained. The event went really well. I hope to join in it again next year.  
-Logan Dodson, Park Ranger, Little Manatee River State Park

*“I registered a ride at Tims Ford State Park in TN. I am one of the park rangers and enjoyed leading a ride around the park showcasing our unique features as well as celebrating National Public Lands Day and Bike Your Park Day.”*

- Bike Your Park Day Participant

*“Events were held at five park areas in Nebraska wherein families participated in bike rides, crafts, and other educational programming.”*

- Nebraska Game and Parks Commission



Mayor Gene McGee of Ridgeland, Mississippi, poses with a Natchez Trace Park Ranger. Photo by Mina Thorgeson.

# Bike Your Park Day Reach



## Bike Your Park Day Reached Millions of People.

Bike Your Park Day generated at least 43 million media impressions.

## Participants, sponsors, and parks/public lands promoted Bike Your Park Day in a variety of ways.

40% shared Bike Your Park Day on their social media channels.

28% shared Bike Your Park Day stickers in their community or with friends.

21% shared #bikeyourpark on their social media channels.

24% shared the web link [bikeyourparkday.org](http://bikeyourparkday.org).

23% included information about Bike Your Park Day in their bike club, bike shop, or meet-up newsletter.

5% hung up Bike Your Park Day posters in their community.

1% purchased a Bike Your Park Day branded product on [zazzle.com](http://zazzle.com).



New Belgium Brewing included Bike Your Park Day labels on **seven million** bottles of beer.



# Bike Your Park Day Reach



**PeopleForBikes.org**  
September 12 · 🌐

Bike Your Park Day is September 24! Here's a list of National Park Service locations that allow bike riding on dirt trails and roads, from the International Mountain Bicycling Association. #BikeYourPark  
<https://www.imba.com/nps-trails-roads>



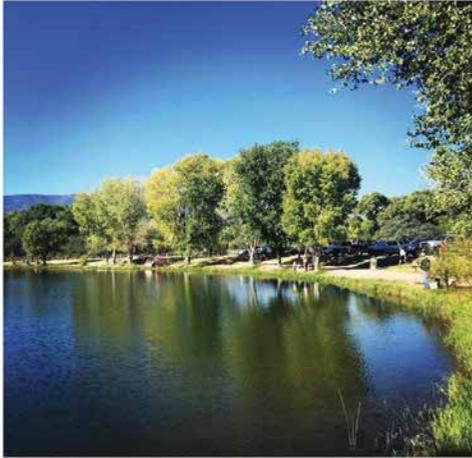
**NPS Units That Allow Mountain Biking on Dirt Trails and Dirt Roads | International Mountain Bicycling Association**  
That's right, 2016 is the Centennial year of the...  
IMBA.COM

👍 Eva D-f and 47 others      2 Comments 22 Shares

👍 Like    💬 Comment    ➦ Share

**Arizona State Parks**  
September 24 · 🌐

Enjoy #NationalPublicLandsDay and #BikeYourParkDay at Dead Horse Ranch State Park today! Did we mention there's free fishing? 🐟



👍❤️👍 320      6 Comments 40 Shares

👍 Like    💬 Comment    ➦ Share

**Tom Lent** added 2 new photos.  
September 25 · 🌐

Martha and I are celebrating #bikeyourparkday and escaping the 90o heat on Berkeley by bart/biking to ocean beach...




👍❤️👍 33      0 Comments 0 Shares

👍 Like    ➦ Share

**U.S. Bicycle Route System**  
August 23 · 🌐

We ❤️ Crater Lake National Park, and even more so on a bike. On September 17 and 24, also Bike Your Park Day, you can Ride the Rim free of cars. No noise, exhaust or traffic - just you, your bike and the park. #bikeyourpark #findyourpark



**Ride the Rim – Crater Lake Vehicle Free day**  
Home RIDE THE RIM 2016 Saturday September 17th, and Saturday September 24th. Registration is FREE, and for answering a few questions about where you are coming from and how you learned about this event, you will receive a...  
RIDETHERIM2015.COM

38,282 people reached      Boost Post

👍❤️👍 Eva D-f, Krystal Abrams and 652 others      28 Comments 197 Shares

👍 Like    💬 Comment    ➦ Share



◀ Handles and hashtags!  
#BikeYourPark

# Bike Your Park Day Reach



**Tennessee State Parks** shared Tims Ford State Park's video.  
September 29 at 11:30am

The staff at Tims Ford State Park captured this footage on their National Public Lands Day/ Bike your Park Day event.  
#npld #bikeyourpark #tnstateparks



2,218 Views

**Tims Ford State Park**  
September 28 at 3:41pm

Here is a short video from our Bike Your Park Day event. ENJOY!

You and 34 others · 1 Comment

Like Comment Share Top Comments

**Glacier National Park** shared Adventure Cycling Association's video.  
September 24 at 9:00am

It's Bike Your Park Day! Bicycling encourages people to explore parks and public lands in a healthy, affordable, interactive way. So strap on your helmet, put some air in your tires, and join in this free do-it-yourself event. #FindYourPark #BikeYourPark #SharetheRoad #NPLD Bicycles are permitted on all of the roads in Glacier but are not permitted on trails. Learn more on our webpage: <https://www.nps.gov/glac/planyourvisit/bicycling.htm>



[www.BikeYourParkDay.org](http://www.BikeYourParkDay.org)

26,515 Views

**Adventure Cycling Association**  
September 6

1,300 Bike Your Park Day rides with nearly 10,000 participants already registered. Where will you be riding September 24th? Register today at [BikeYourParkDay.org](http://BikeYourParkDay.org)

Roberto Romero, William Dickinson and 338 others · 11 Comments

Like Comment Share

**Adventure Cycling Association**  
September 6

1,300 Bike Your Park Day rides with nearly 10,000 participants already registered. Where will you be riding September 24th? Register today at [BikeYourParkDay.org](http://BikeYourParkDay.org)



84,702 people reached

484 · 18 Comments 221 Shares 26K Views

Like Comment Share

**The Natchez Trace**  
September 15 at 9:46am

Join us on September 24 for the ultimate opportunity to explore the Trace on two wheels. It's Adventure Cycling Association's #BikeYourPark Day! #FindYourPark



Explore the Natchez Trace on Bike Your Park Day | Sept. 24, 2016

Our friends at Adventure Cycling Association created Bike Your Park Day to encourage thousands of people across the country to explore national parks, state...

SCENICTRACE.COM

30 · 2 Shares

Like Comment Share

**Minnesota State Parks and Trails**  
September 14 at 1:50pm

Bicyclists! Families on bikes! Everyone! Join thousands of bike riders across the country on Sept. 24, 2016 for Bike Your Park Day at Fort Snelling State Park and Lake Bemidji State Park. You'll get a sticker for your effort, as well as time with the family or friends on a Saturday during one of Minnesota's most beautiful months. For more information, see <https://www.adventurecycling.org/.../40th.../bike-your-park-day/> #bikeyourpark



You and 82 others · 5 Comments 16 Shares

Like Comment Share

# Thank You 2016 Sponsors!



**Bike Your Park Day was supported by the following sponsors. Without their support, Bike Your Park Day would not be possible.**



**Is your company interested in sponsoring 2017's Bike Your Park Day?**

Support Bike Your Park Day and inspire people of all ages and abilities to travel by bicycle. Sponsorship of this one-of-a-kind marketing opportunity includes a complimentary Adventure Cycling Corporate Membership and exclusive advertising discounts in the best-value

cycling magazine. This is your chance to reach hundreds of thousands of cycling enthusiasts and avid bike and gear buyers in North America. Contact Brian Bonham at 800.755.2453 or [bbonham@adventurecycling.org](mailto:bbonham@adventurecycling.org). More info at [adventurecycling.org/sponsorship](http://adventurecycling.org/sponsorship).

## Lucky Winner

Salsa Cycles donated a 40th anniversary-branded Marrakesh touring bicycle to be given away to one lucky registrant.



Ray Neff of Milton, Florida, won the Salsa Marrakesh.

**Sponsors of Bike Your Park Day in 2016 were recognized through digital and print outlets.**

- *Adventure Cyclist* magazine (93,600+ readers)
- Bike Bits email newsletter (60,000+ subscribers)
- Emails (180,000+ recipients)
- Webpages (75,000+ page views)
- Social media (130,000+ followers)
- Press releases



Join us for Bike Your Park Day  
on September 30, 2017!

