

# BIKE MONTH CHALLENGE HUMBOLDT COUNTY



246  
Registrants



180  
People riding



1,786 kg  
CO2 saved



26  
Workplaces



24,547  
Miles ridden



2,569  
Bike trips



1,498  
Transport trips



25  
People encouraged

73%

of registrants went on to log  
a ride during the challenge



## All about the Bike Month Challenge

1 - 31 May 2025

The Bike Month Challenge 2025 was a national workplace participation challenge that aimed to get as many people out on their bikes as possible.

This campaign kick started our summer of cycling with the goal of helping our riders to cycle into the warmer months and through to our next campaign, Cycle September. With the momentum built up in May, beginner and regular riders alike will have formed new and lasting bike riding habits that will keep them pedalling through summer; the power of behaviour change.

Engagement in the Bike Month Challenge has been incredible. Almost 22,000 riders across the country logged a trip and our marketing emails achieved a fantastic open rate of 53.15%.

**What made the Bike Month Challenge different to our other campaigns was the focus on rider participation. Instead of chasing points, we encouraged riders simply to engage with the platform.**

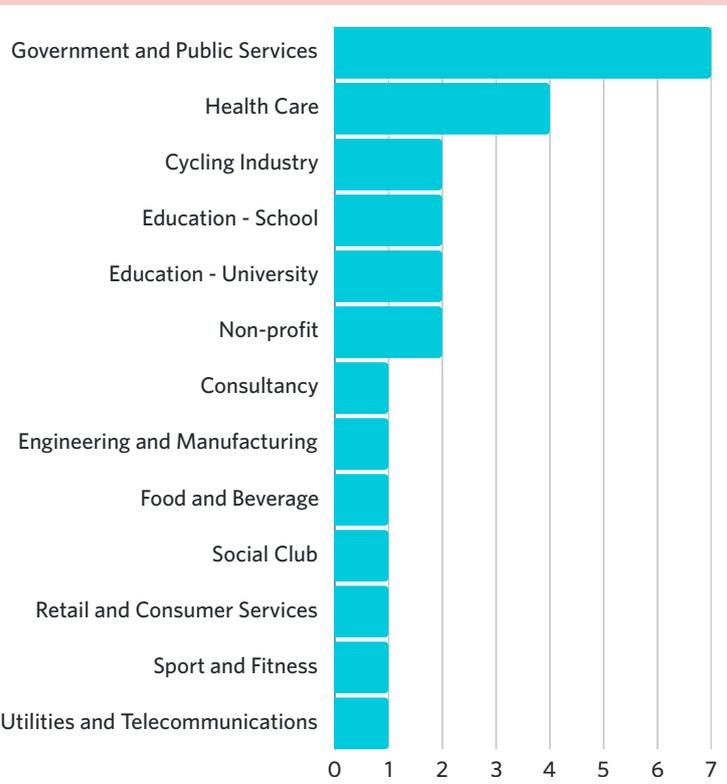
Love to Ride's May and September campaigns bookend the summer, and we are looking forward to seeing what our riders continue to achieve.

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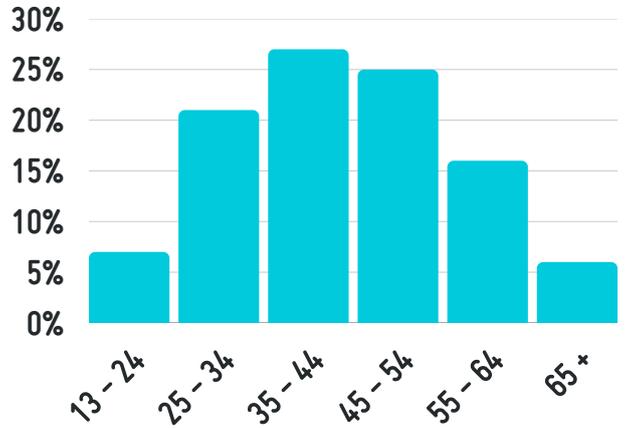


## Rider data

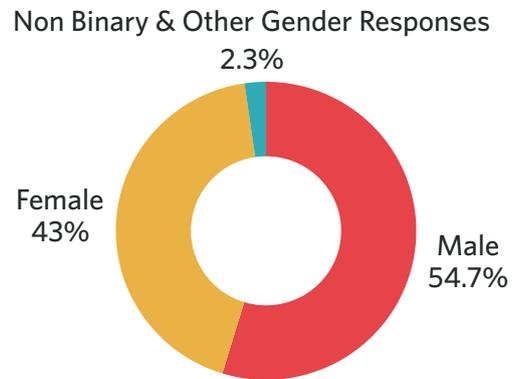
### Workplace industries



### Age



### Gender



**180**  
People riding

- 15 New riders ●
- 52 Occasional riders ●
- 111 Regular riders ●



A small portion of users will be missing information such as their age, gender, or rider frequency and so are not included in the results above

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## Local workplace winners



2000+ staff  
*County of Humboldt*



500 - 1999 staff  
*Cal Poly  
Humboldt*



200 - 499 staff  
*City of Eureka*



50 - 199 staff  
*City of Arcata*



20 - 49 staff  
*RCEA*



7 - 19 staff  
*WRRAP*



1 - 6 staff  
*Humboldt County  
Association of  
Governments -  
HCAOG*



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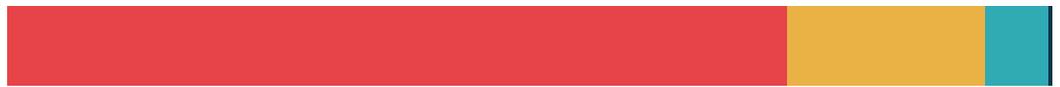


## Trip data



**24,547**  
Miles ridden

18,338 Leisure Miles  
4,653 Commute Miles  
1,477 Other Transport Miles  
77 All Other Miles



**2,569**  
Trips taken

1,060 Leisure Trips  
804 Commute Trips  
694 All Transport Trips  
11 All Other Trips



## Social stats



**292**  
High fives



**22**  
Photos



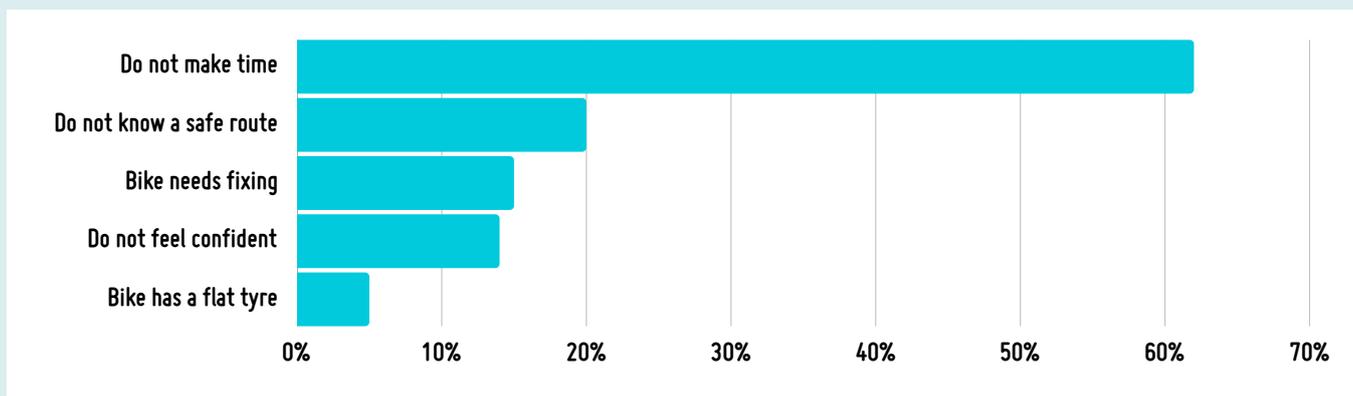
**2**  
Stories

# BIKE MONTH CHALLENGE HUMBOLDT COUNTY



## Barriers and motivators

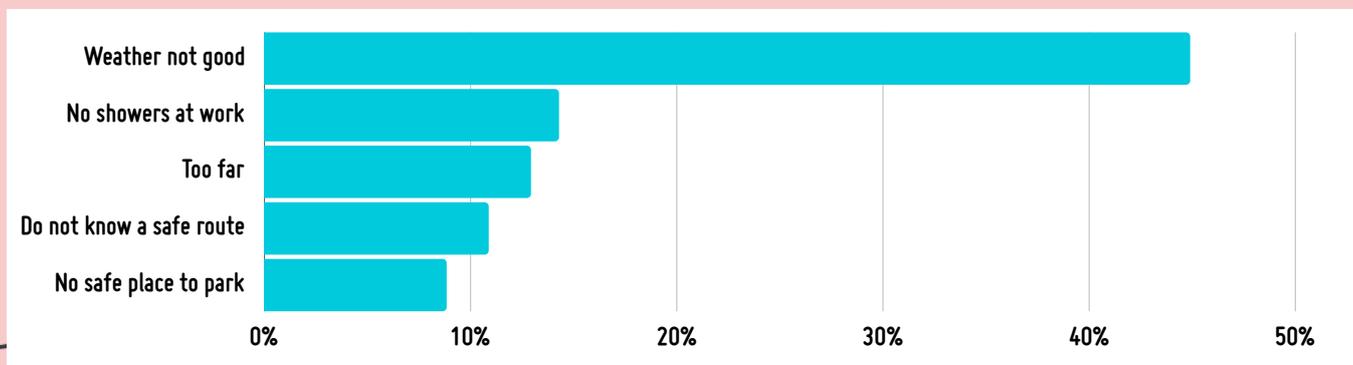
### Barriers to riding more



This question was only answered by users who ride less than once a week.



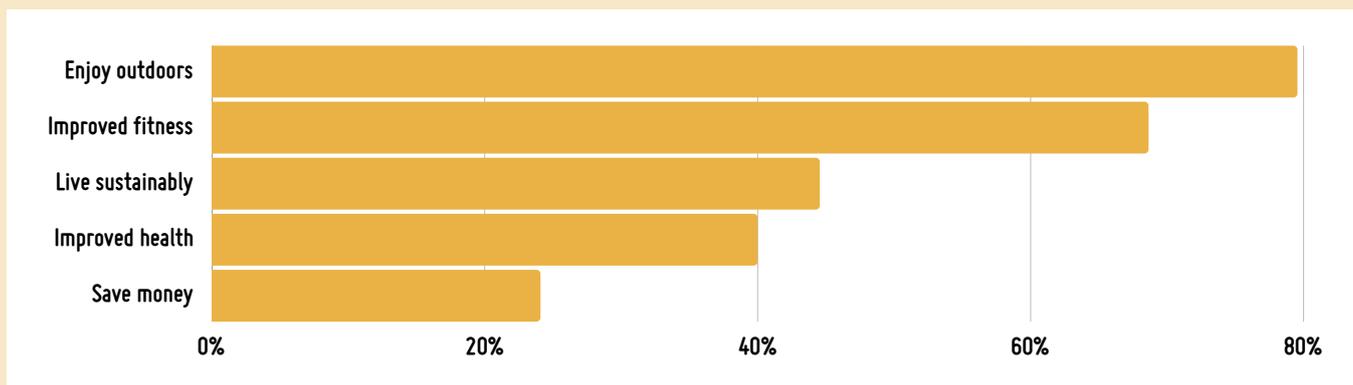
### Barriers to riding to work



This question was only answered by users who ride once a week or more.



### Motivators for riding more



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## Behind the data

Real people around the world celebrate Bike Month and truly benefit from participating

"I started to cycle in May for Bike Month at work, I thought I was just doing it for fun but it's great exercise and I always feel good after my rides. I'm not going too far but it's something I'll probably continue to do after Bike Month because I am enjoying it so much."

Veronica, New Rider



### Team Meeting!

Today we got 21/24 of our team to commute to our all-team meeting by bike!



Topic: Encouraging others to ride



## Summary and general trends

The Bike Month Challenge 2025 was a success in Humboldt, with an increase in registrations and new user accounts vs last year's Bike Month.

The biggest call out is the increase in trips taken for transportation. There were 1,498 trips taken during May compared with 953 in 2024. This shows an increase usage of our app and it's auto-logging capabilities.

Bike Month 2025 has shown that Humboldt has an engaged audience and we're looking forward to a successful Cycle September to round off the summer months.