

# IMPACT REPORT

## 2021



**BIKE WALK**  
EST. 2015 *macon*







## 2021 TEAM

### BOARD OF DIRECTORS

Weston Stroud, **President**  
Myrtle Habersham, **Vice President**  
Curtis Hertwig, **Treasurer**  
Christopher Conley, **Secretary**  
Greg Brown  
Nigel Floyd  
Alex Morrison  
Josh Rogers  
Wimberly Treadwell

### ADVISORY BOARD

Nancy Cleveland  
Nicole Ard  
Seth Clark  
Ron Hoppel  
William Causey  
Bobby Schorr  
Taylor Stickels  
Marlon Baldwin

### STAFF

Rachel Umana, **Executive Director**  
Kaylee Pruitt, **Education and Engagement Coordinator**  
Rudy Mendes, **Education Program Coordinator**

### INTERNS

Parneeta Mohapatra  
Macee Palmer

## KEEPING THE MOMENTUM GOING

2021 was a big year for Bike Walk Macon! Despite the challenges of the pandemic, we continued to advance our mission to create a more bikeable, walkable Macon-Bibb County thanks to the support of thousands of advocates.

Amid the challenges, we saw remarkable accomplishments and changes across our city. Together, we passed a Complete Streets Policy, we painted crosswalks and murals in our streets, we brought Open Streets Macon to two new neighborhoods. At Bike Walk Macon, we hosted our first-ever Mobility Maker Awards and hired new staff to expand our educational programs in 2022.

We're proud to present the **2021 Bike Walk Macon Impact Report** that demonstrates that Maconites are still passionate about reclaiming our streets. You're helping us get closer and closer to becoming a city that is known for embracing all forms of transportation.



# ORGANIZATION

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## STRATEGIC PLAN

In February 2021, our staff, board, and advisory members dedicated a few hours of their day for a strategy gathering to look at where Bike Walk Macon has been and where it can go. The team discussed how to shape and grow our impact and created a 2021 strategic plan with a list of specific goals and tasks to help us achieve our vision of expanding equitable biking and pedestrian options in Macon-Bibb County over the next year. Read the 2021 Strategic Plan at [bikewalkmacon.com/reports](https://bikewalkmacon.com/reports).

## FUNDING OUR MISSION

**MEMBERS** | Bike Walk Macon now has 52 members who support safe, welcoming streets. Not a member? Join today at [bikewalkmacon.com/give!](https://bikewalkmacon.com/give!)

## GRANTS AND DONATIONS

- \$4400 from Historic Macon to paint two crosswalks at the intersection of Oglethorpe St. and Ross St.
- \$22,000 Downtown Challenge Grant to improve conditions for bicyclists, pedestrians, and transit riders in Downtown Macon by adding bus stop seating, lighting improvements, and bike racks.
- \$40,795 from the Governor's Office of Highway Safety to fund the development and execution of educational programs that expand and promote bicycle and pedestrian safety to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon-Bibb County.
- \$1500 donation to replace the Macon bike rack at Just Tap'd.
- \$100,000 from the Bike Walk Macon fund at Community Foundation of Central Georgia to support general operations.

## FUNDRAISERS

- The second annual Shamrock 'n' Ride Fundraiser raised \$2245 from participant registration fees.
- Our new National Trails Day Campaign raised \$5305.27. 50% was sent to NewTown Macon for their trail construction fund and 50% supported the Open Streets Macon: Boulevard traffic calming project.
- 21 photos were sold from the My Bike Photo Series and sales benefited BWM and local photographers

## SPONSORS

- My Bike Photo Series - sponsored by MAC/Mercer University and AARP Georgia
- Open Streets Macon - sponsored by AARP Georgia, The Grand Opera House, Macon-Bibb County Parks and Beautification, and Apparel Authority
- Macon Bike Party - AARP Georgia Presenting Sponsor

## INTERNAL GROWTH

**NEW STAFF** | In November 2021, we hired Kaylee Pruitt, Education and Engagement Manager, and Rudy Mendes, Education Program Coordinator to help grow our education programs.

**NEW OFFICE** | We moved into a new co-working office at 830 High St. in Downtown Macon this fall.





## ADVOCACY

**COMPLETE STREETS** | Macon-Bibb County Commissioners voted on June 22nd to unanimously pass the Complete Streets Policy ordinance.

**ROLLING TOWN HALL** | We hosted a casual bike ride followed by an outdoor discussion dedicated to multi-modal transportation for a unique opportunity to interact with our Macon-Bibb County government leaders.

**ELECTED OFFICIALS** | Our team met with Jon Ossoff while he was in Macon on August 24th to check out the new MTA electric buses and announce funding for transit via infrastructure bill.

### TRAFFIC CALMING

#### LOVE YOUR STREET

- Cherry St Mural | Painted a giant mural of Little Richard lyrics floating in the Ocmulgee River by artist Erin Hawkins.
- Bay St. | Painted two artistic crosswalks by artist Randy Heart, six green sharrows, and added planters and sidewalk markings on MLK to prevent cars from parking on the sidewalk at Harrell's and Son's Barber Shop.
- Washington Ave. | Painted colorful bump outs with delineators on Washington Ave to slow traffic.
- Poplar St. | Painted a street mural of fish native to the Ocmulgee River.

**BEALL'S HILL** | BMW was hired by Historic Macon Foundation to paint two artistic crosswalks at the intersection of Oglethorpe St. and Ross St. by artist Rudy Mendes.

**OPEN STREETS MACON TRAFFIC CALMING PROJECTS** | We partnered with Central High School's fine arts teacher Jenesa White to paint a sensory sidewalk pathway and colorful crosswalks along Napier Ave. We will be installing speed cushions along Boulevard in the next few months to improve safety for pedestrians.

## EDUCATION

### GOHS GRANT

The Governor's Office of Highway Safety grant will fund the development and execution of educational programs, including classes and workshops, that **expand and promote bicycle and pedestrian safety** to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon-Bibb County.

### RESOURCES

Bike Walk Macon distributed more than **300 bicycle safety pocket guides**. Bike Walk Macon also published several blog posts about how to bike and walk safely.

**CAPITAL TO COAST RIDE** - We partnered with the Governor's Office of Highway Safety and Bike Tech to provide an educational presentation and bike ride in conjunction with a five city tour with GOHS.





## COMMUNITY

**In 2021, Bike Walk Macon hosted 29 FREE events and programs for 3000 participants to positively impact bicycling and walking in Macon.**

### OPEN STREETS MACON

Open Streets Macon brought 1350 people to 2 miles of car-free streets. Instead of hosting one large, miles-long event that invites the greater Macon community, we hosted two smaller programs in the North Highlands (Boulevard) and Napier Heights (Napier Ave.) neighborhoods.

### MY BIKE PHOTO SERIES

The My Bike Macon project was an ongoing series of portraits and profiles of Maconites who use a bicycle to get around for more than just recreation. My Bike was launched in May 2020 in partnership with photographer Dsto Moore and highlighted 12 different local photographers and 63 bicycle commuters through May 2021.

### MACON BIKE PARTY | SLOW ROLL SERIES

From March to December, we hosted seven slow rolls, with more than 150 people joining us. You can check out the events at [www.bikewalkmacon.com/bikeparty](http://www.bikewalkmacon.com/bikeparty).

### MACON BIKE WALK MONTH

Bike Walk Macon hosted several activities to promote Macon Bike Walk Month during the month of May. Events included Capital to Coast, Jane's Walk Macon, Macon Car Free Day, and several virtual meetups.

### VOLUNTEERS

400 individuals volunteered thousands of hours. Whether helping at events like Open Streets or Bike Party or helping us paint the street, volunteer support has been crucial to our success in 2021.

### MOBILITY MAKER AWARDS

We closed out Bike Walk Month by celebrating everything we've accomplished together in the past six years at the Grand Opera House. Here are the award winners:

- Appreciation Award • Curtis Hertwig
- AARP Georgia • 2021 Partnership Award
- MBC Parks & Beautification • 2021 Government Dept. Award
- Bike Tech Macon • 2021 Business Award
- U Create Macon • 2021 Impact Award
- Kaylee Pruitt • 2021 Volunteer Award
- Dsto Moore and Chris Smith • 2020 Impact Award
- Nigel Floyd • 2021 Mobility Champion Award

### ONLINE ENGAGEMENT

- 1,967 subscribers (1,278 in 2020, 53% increase) to the email mailing list, and open rates average 22.3%.
- 5,372 visits (3,335 in 2020, 61% increase) to the Bike Walk Macon website with 9,944 page views; 4,094 of those visits were unique visitors.
- 1,529 followers (1,076 in 2020, 42% increase) on the Instagram page with just over 70 posts in 2021.
- 1695 likes (1120 in 2020, 51% increase) on the Bike Walk Macon facebook page. 988 likes (720 in 2020, 37% increase) on the Open Streets Macon facebook page.





# 2021 HIGHLIGHTS

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- Worked with Macon-Bibb County to unanimously pass a Complete Streets Policy ordinance.
- Installed 6 creative crosswalks, green sharrows, 2 street murals, bumpouts, and a sensory sidewalk pathway throughout the Beall's Hill, Downtown, Greenwood Bottom, and Napier Heights neighborhoods.
- Brought Open Streets Macon to two new neighborhoods. We hosted 2 programs in the North Highlands and Napier Heights neighborhoods;
- Received grant funding to hire new staff and expand our educational outreach;
- Hosted several first-time events like Rolling Town Hall, the My Bike Photo Series gallery, and the Macon Mobility Maker Awards.

Together, we will grow our movement across Macon, and build the streets for people that we know are possible. Thank you for helping us transform the way our communities move and work to make it easier, safer, and more accessible for everyone to bike and walk.

## THANK YOU!

**WE CANNOT DO THIS  
WORK WITHOUT YOU.**

**bikewalkmacon.com**

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