

# **Shasta Cascade Bicycle Coalition & Healthy Shasta**

Redding, California

## **PRESS RELEASE**

DATE: May 25, 2012  
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## **2012 Bike Commute Challenge Boasts Record Numbers**

### **Caltrans District 2 named Bicycle Friendly Employer of the Year**

REDDING – The 2012 Bike Commute Challenge was more competitive and popular than ever! When the dust settled, the California Department of Transportation District 2 came out on top with the most points and was also named Bicycle Friendly Employer of the Year. Other top performing teams included Nichols, Melburg and Rossetto Architects, Shasta College, City of Redding, Team Anonymous, and California Department of Public Health Drinking Water.

Thirty-four teams registered for the Bike Commute Challenge, with 371 individuals riding 13,030 miles over the seven-day period (compared to 250 riders logging 6,398 miles in 2011). Those numbers prevented approximately 12,053 pounds of carbon dioxide emissions and 169 pounds of other pollutants from release. Participants saved \$2,538 by not using 620 gallons of fuel (assuming \$4.09 per gallon and 21 mpg). Not only were fewer cars on the road as participants took to pedaling rather than driving, but bike commuters also got exercise, reduced stress levels and enjoyed being on a bicycle instead of at the wheel.

The overall dedication and enthusiasm of every team was impressive. Creative incentive programs put into place increased the participation and the camaraderie of the teams. Team DDW was motivated by a team member who pledged to shave his beard if the team rode at least 300 miles. The beard is now gone and five additional riders dusted off their bikes and joined the team. The captain at New Tech High School in Anderson put on a pancake breakfast for students and staff who rode to school and other worksites offered morning refreshments to their teams.

Caltrans, named Bicycle Friendly Employer of the Year, pulled out the stops. Not only did they have the top scoring team, the Director invited staff to participate and pledge the amount of miles they planned to ride to increase commitment. The team captain hid his bicycle around campus for staff to find each day, and employees enjoyed a lunch break slow race and social ride on the River Trail. Year round, the worksite has a gated bicycle corral to securely park bikes, showers, and lockers for employees.

“I purchased a bike on Craigslist just for this event. I was able to ride to work three days during the week and ran errands on the other days, such as paying my utility bill and going to the library. I not only got more exercise, but we are now getting bikes for the whole family so we can all ride together on the weekends,” reports one participant from the WIC’d Riders team.

Great weather for riding and a new online tracking system made it easier than ever to participate. Check out results and team standings (people can also continue to form teams, track trips and miles, and use the automated system although the prizes are gone until the next Challenge in May 2013) at [www.healthyshasta.org/bikechallenge](http://www.healthyshasta.org/bikechallenge).

*Shasta Cascade Bicycle Coalition, Healthy Shasta, and the Shasta Wheelmen offered this year's Bike Commute Week activities in conjunction with these generous sponsors: Trails and Bikeways Council, RABA, Shasta Safe Routes to School, Cyclopedia, Sports LTD, The Bike Shop, Village Cycle, Turtle Bay Exploration Park, Churn Creek Meadow Organic Farm, Brew Craft Coffee, Kaleidoscope Coffee, Caltrans, and Rabobank Redding.*

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