

Georgia Commute Options

MOBILIZING METRO ATLANTA WITH BIKETOBER 2024

📍 Atlanta, GA

Every year, thousands of metro Atlanta cyclists gear up to pedal Biketober, the annual month-long bike challenge presented by Georgia Commute Options (GCO). Biketober aims to bring together workplaces, sponsors, and the community for a healthier and more sustainable metro Atlanta. In 2024, their outreach extended to individuals, employers, and community partners – both online, through email outreach, social media marketing, and whitelist partnerships, and in person, through targeted on-site events at employer partner worksites and exhibiting at local bike/ped events like Atlanta Streets Alive.

Throughout these outreach and marketing efforts, the GCO team focused on four major objectives:

1. Present Biketober as a catalyst for kicking off a long-term biking habit
2. Convert Biketober participants into long-term GCO advocates, engaging metro Atlanta employers to become ongoing partners
3. Showcase GCO programs to new audiences
4. Mobilize and empower a network of regional partners, including community organizations and Transportation Management Association partners that serve the Atlanta Region's primary employment centers.

Cyclists throughout metro Atlanta's 20-county region could participate in Biketober as individuals or teams, earning points for miles logged, days ridden, and riders recruited for the challenge. Riders also competed for weekly giveaways, including riding gear and accessories, as well as entering a grand prize drawing for an electric bike.

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Biketober 2024 was a resounding success, reporting participation gains for the challenge's third consecutive year:

IMPACT IN NUMBERS



2,726 participants (a 3.6% increase over 2023)



242 new riders (a 4.8% increase over 2023)



36,966 bike trips taken (an 18.4 % increase over 2023)



348,585 miles logged (a 2.5% increase over 2023)



45,793 pounds of CO2 reduced (an event record and a 35% increase over last year's challenge!)