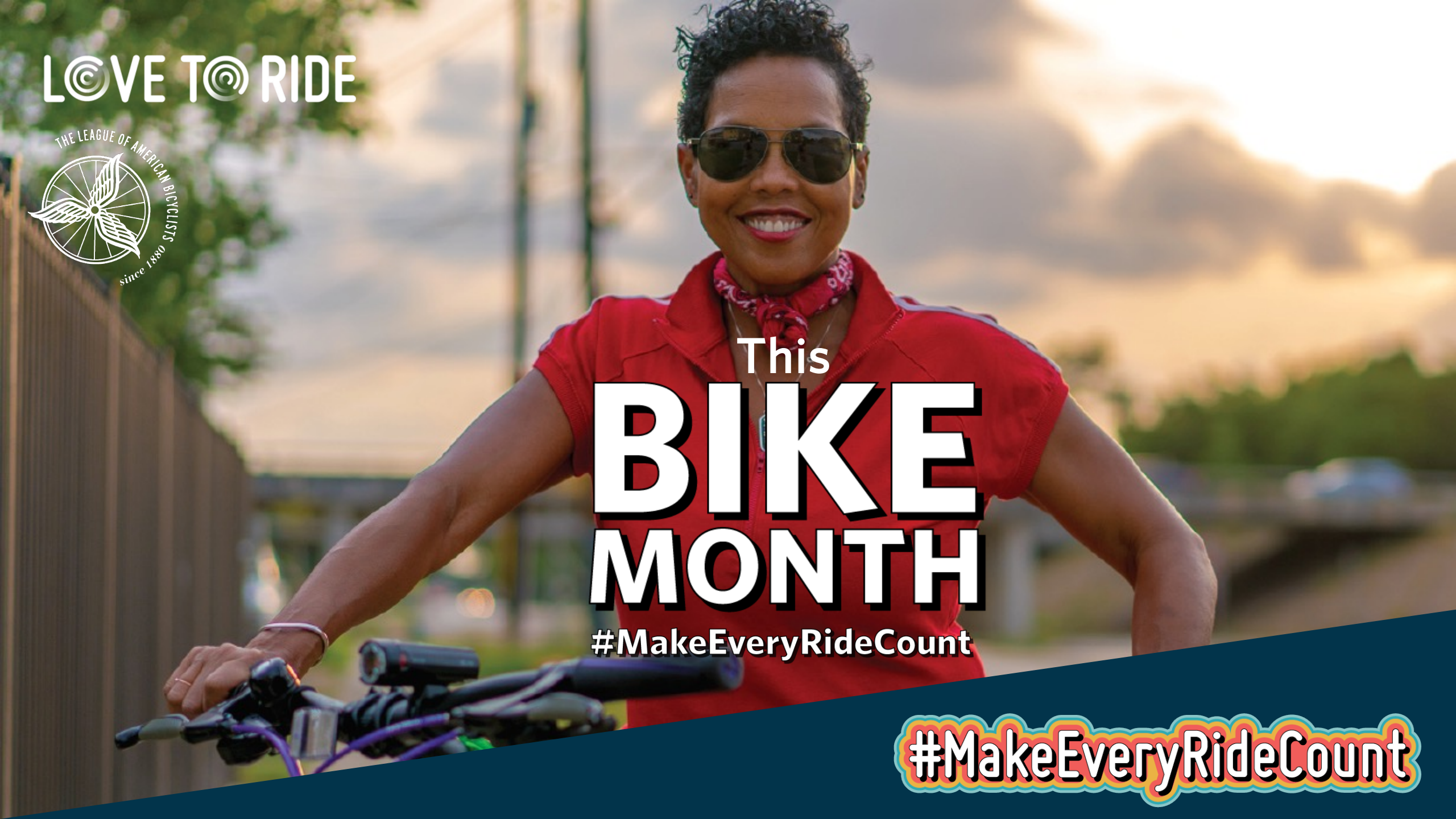
LOVE TO RIDE
THE LEAGUE OF AMERICAN BICYCLISTS
since 1880
This
BIKE
MONTH
#MakeEveryRideCount
#MakeEveryRideCount

#MakeEveryRideCount

A bike safety initiative from Love to Ride and the League of American Bicyclists.

- Nationwide effort to support a more bike friendly America
- Launching during Bike Month 2024 using the Love to Ride app
- Encouraging individuals nationwide to participate in logging rides on the app and providing route feedback

LOVE TO RIDE

Initiative Goals

#MakeEveryRideCount seeks to achieve several key objectives:

- Encourage widespread participation in logging bike rides and providing feedback
- Increase awareness of biking safety and infrastructure needs
- Establish a national comfort rating benchmark that that will be shared with transportation planners, vision zero professional and advocates

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How do individuals participate?

- Free for individuals to participate
- Download the free Love to Ride app on Google Play or Apple Store, create a profile, and ride!
- Sign up for Bike Month
- Ride and rate their routes

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#MakeEveryRideCount

Benefits for Local, Regional & State Governments

Included in this initiative:

- The data gathered will be available on a national dashboard for review
- A complete marketing kit to use to promote marketing materials. Including: Social Media; Posters; Flyers and more
- Promotion of a tool that supports biking encouragement and bike safety education
- Opportunity to join other cities in this nationwide initiative

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Benefits for Local, Regional & State Governments

Optional Costed Benefits via Love to Ride Contract

- A local biking transportation platform, website, with community engagement features and administrative data dashboards
- Year-round behavior change program with 4 annual campaigns – automated
- On-going data and reporting on mode shift, demographics, trip details, GHG mitigation
- Heat maps and comfort ratings with demographic, ethnicity, and rider type filters

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Benefits Individuals

For individuals:

- Free, meaningful fun during Bike Month
- Free app to track rides and rate comfort levels
- Have a voice in transportation planning
- Opportunities for incentives and prizes

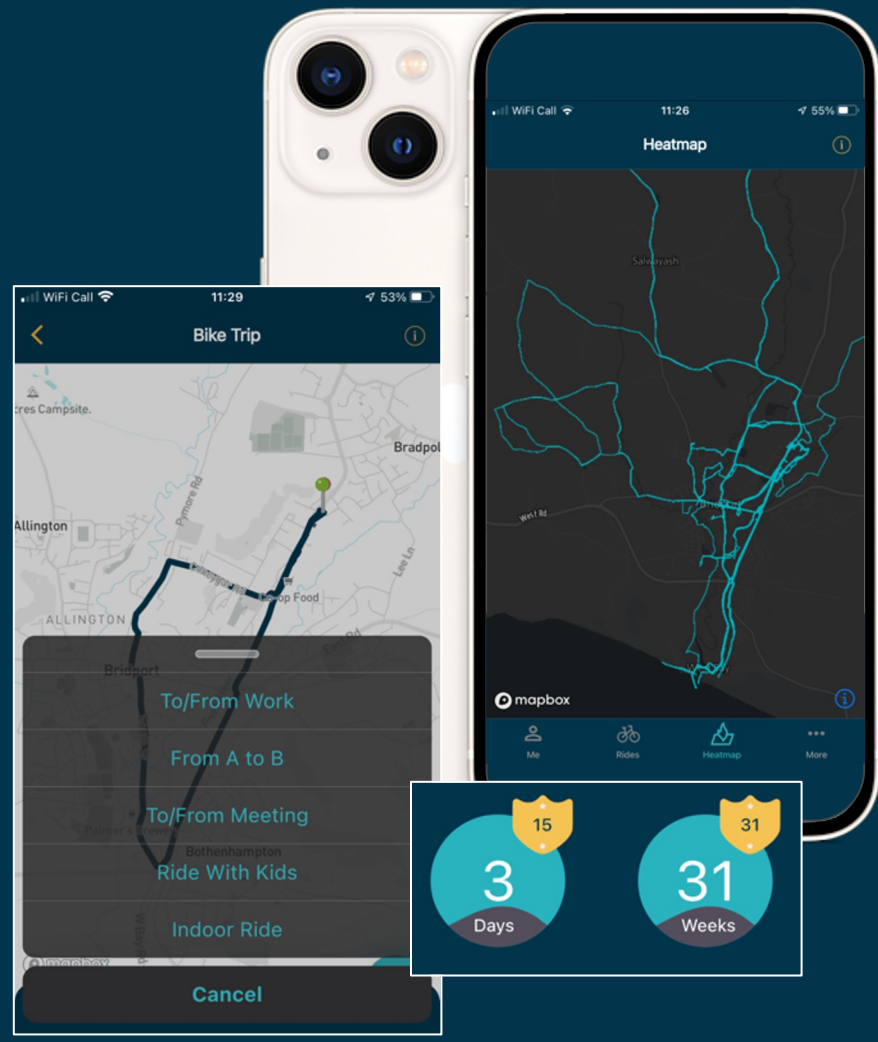
LOVE TO RIDE

#MakeEveryRideCount

Why the Love to Ride App

The Love to Ride app offers key features that enable the #MakeEveryRideCount initiative:

- Passive tracking for easy ride logging – more trips logged – increasing trips logged by over 18X.
- Automatic mode-detection - capturing trips under 6 miles
- Comfort rating functionality designed to the LTS standard to provide route feedback
- Ability to filter trip and comfort data by population



LOVE TO RIDE

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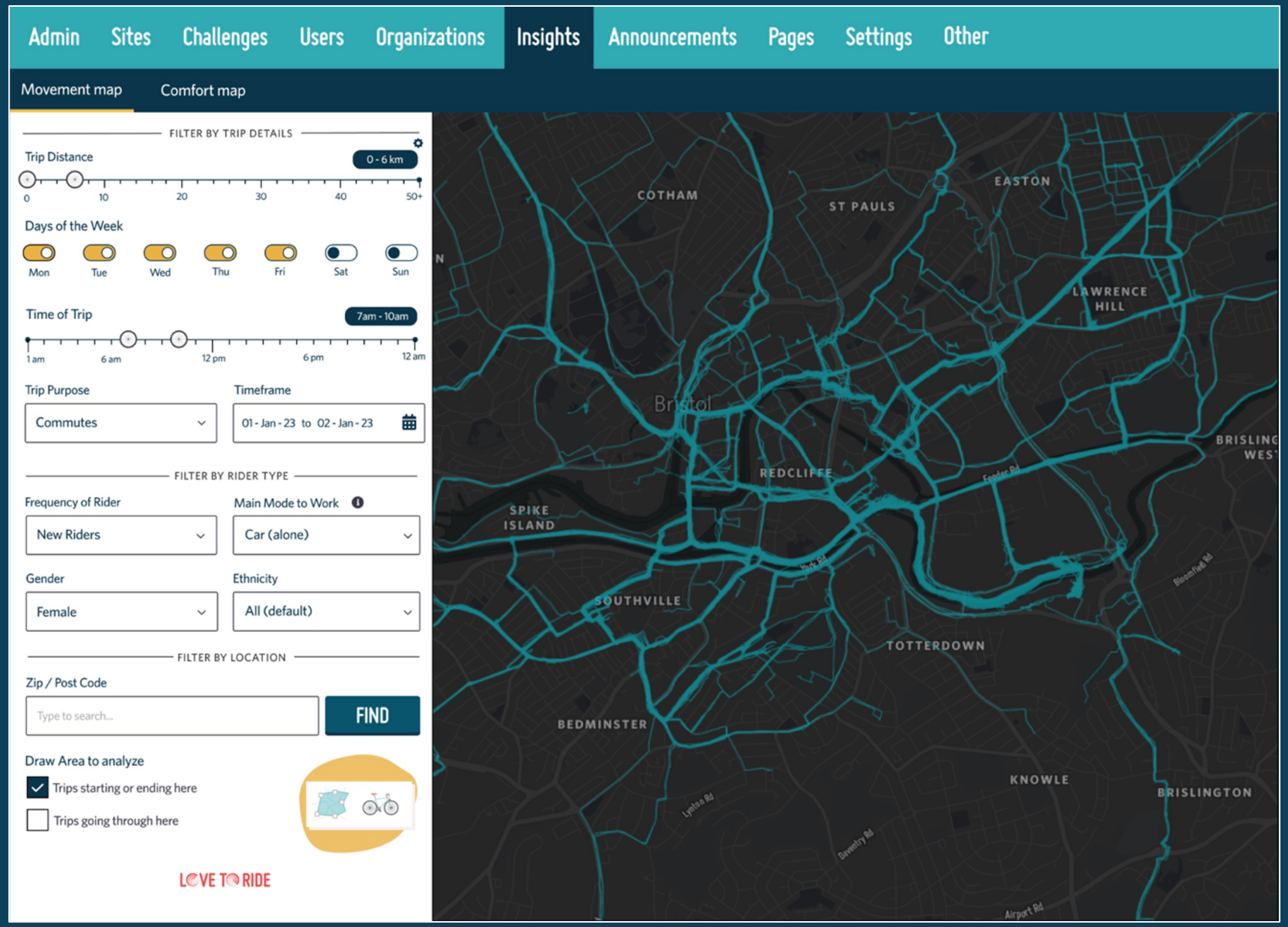


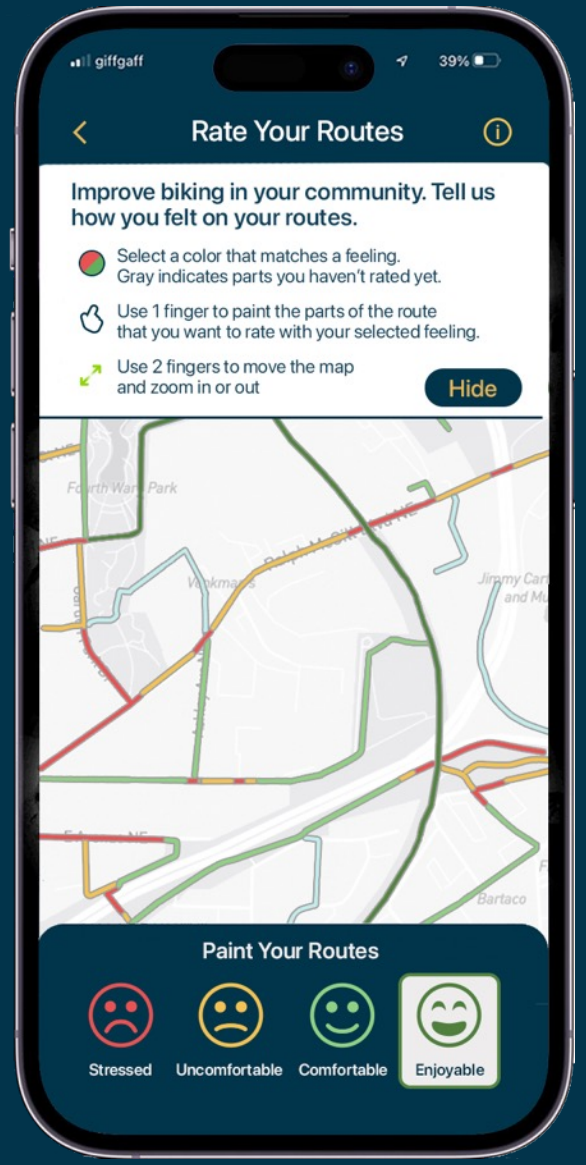
LOVE TO RIDE

#MakeEveryRideCount

Comfort Rating

#MakeEveryRideCount is made possible by Love to Ride's new comfort rating feature that allows riders to easily rate their route.

- 4-Stress Level Rating Scale
- Simple color-coded 'finger paint'
- Segment by segment



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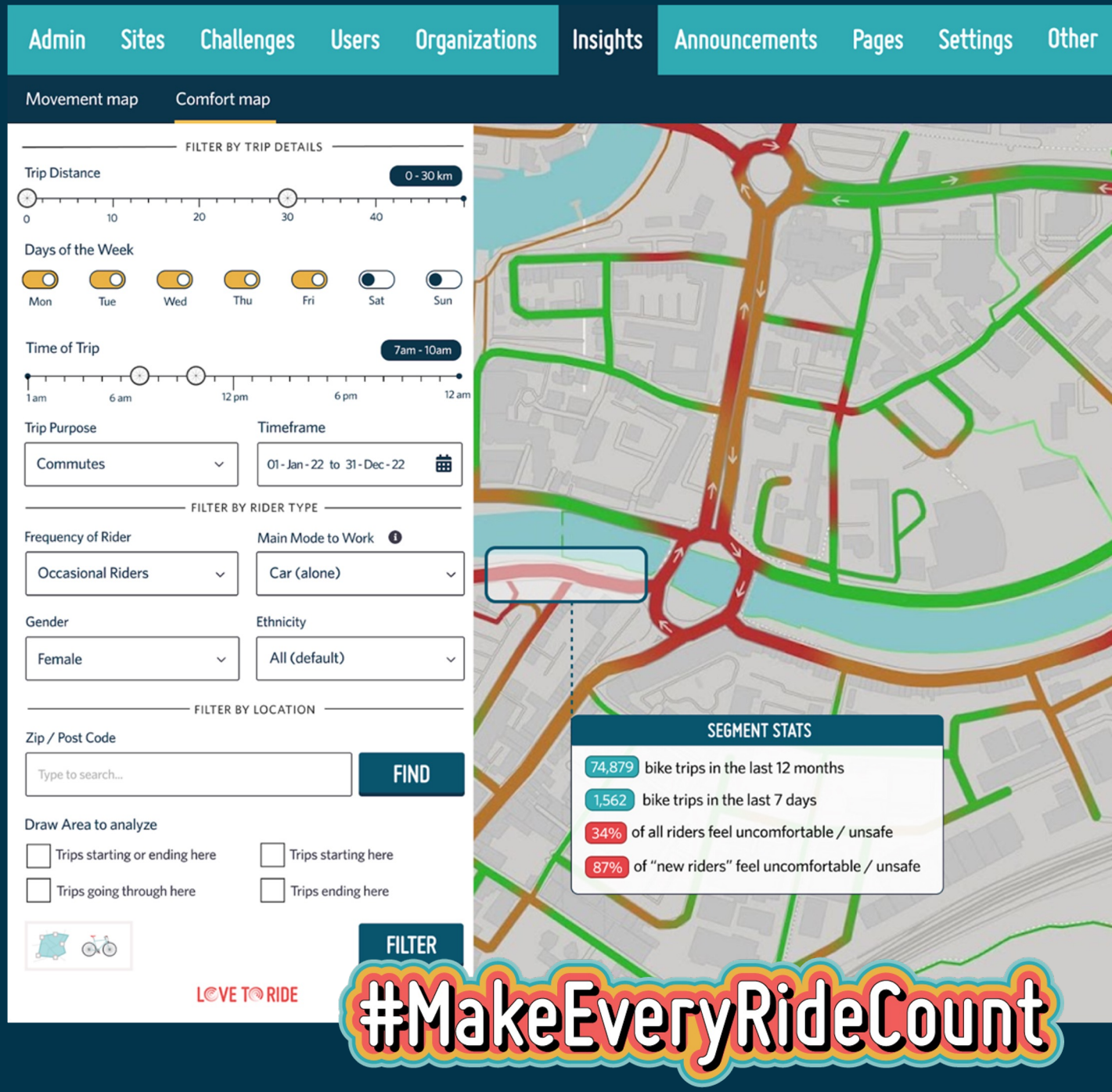
#MakeEveryRideCount

Use Cases

Use the data to:

- Identify hotspots
- Prioritize investments
- Measure Impact
- Validate infrastructure planning
- Filter by demographics



Bike Month 2024

- May 1– 31st 2024
- A National Bike Challenge to celebrate joy and benefits of biking
- Participation is free for individuals
- Promo Pack with graphics and text will be available to share
- Prizes and incentives*
- *available to app users and riders in partnered regions

LOVE TO RIDE

#MakeEveryRideCount

How you can support #MakeEveryRideCount

- Take part in Bike Month 2024
- Encourage your organization, city or community to participate
- Download and share the promotional materials
- Share details with others within your organization and outside
- Share social media posts using the #MakeEveryRideCount hashtag

LOVE TO RIDE

#MakeEveryRideCount

What's Next

This is just the beginning. Over the next several weeks and months we will continue our outreach to states and communities across the county.

- Follow up emails with links to a launch page for more details
- Links to downloadable promotional materials will be available
- National webinar

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Learn More

Additional resources and information about #MakeEveryRideCount.

- Visit the Love to Ride website for more details
- Follow Love to Ride & the League of American Bicyclists for updates and campaign information
- Contact us: Laura@lovetoride.net

LOVE TO RIDE

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LOVE TO RIDE
From behavior change to biking network monitoring, Love to Ride is an all-in-one biking platform for the future of biking transportation.

About Love to Ride

Love to Ride offers comprehensive biking transportation programs and services to support mode shift in communities worldwide.

- Behavior Change: Engage communities and encourage cycling with tailored Behavior change programs.
- Biking Network Monitoring: Gain insights into biking network usage and safety with advanced monitoring tools.

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Our products

01

Automatic Tracking App

02

Community Engagement

03

Behavior Change Programs & Gamification

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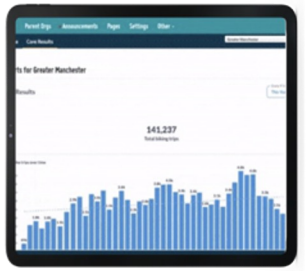
04

Community Website



05

Dashboards

06

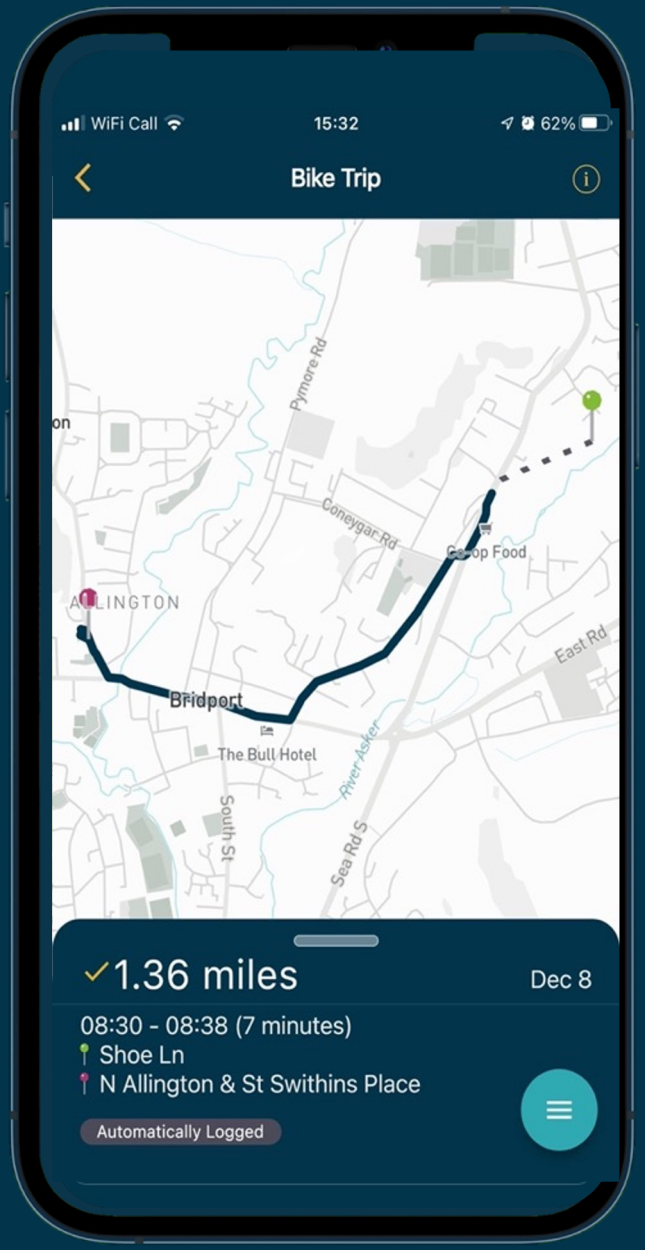
Maps

The world is missing the data from billions of bike trips.

01

Meet our new app

Humanized, simplified - Collecting more data from every trip, especially the short ones.



Features

Passive trip tracking

Automatic Mode Detection

Comfort Ratings

Heatmaps

Push notified bike safety education

02

Community Engagement

Annual behavior change, challenge, and engagement programs.

Includes

Project & Campaign Management

Marketing Package

On-going engagement comms plan

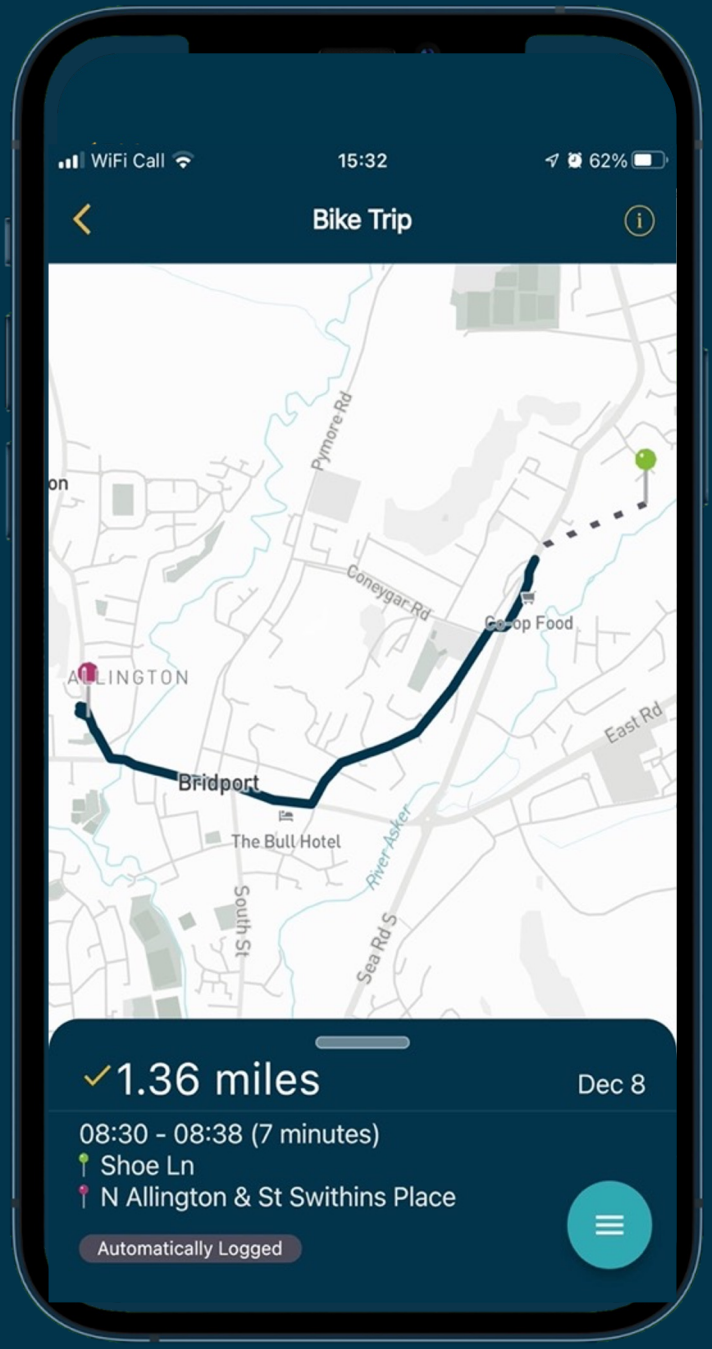
1-4 Campaigns / Challenges

Reporting

03

Behavior Change

For mode shift



Approach

Targeted Nudges

Baby Steps

Self-Efficacy

Stages of Change

Gamification

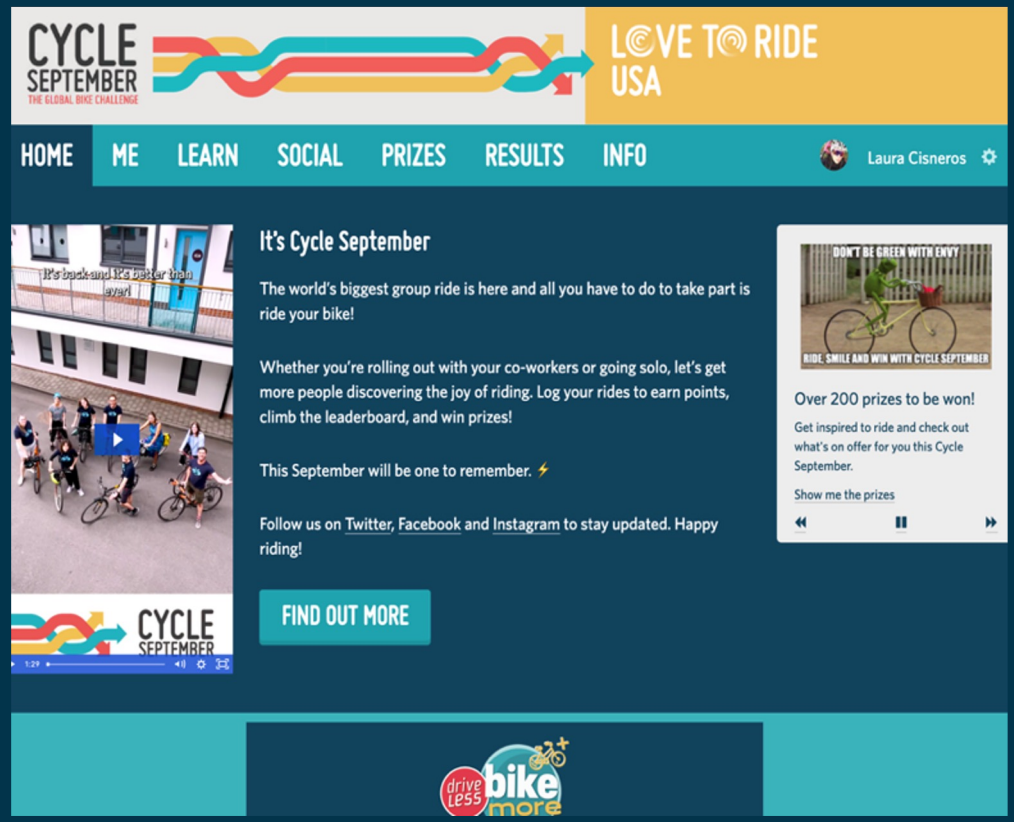
Social Norming

Incentives

04

Website

Community biking hub with free profiles for businesses, individuals, and groups.



Features

Challenge Management

Leader boards

Insights & Data

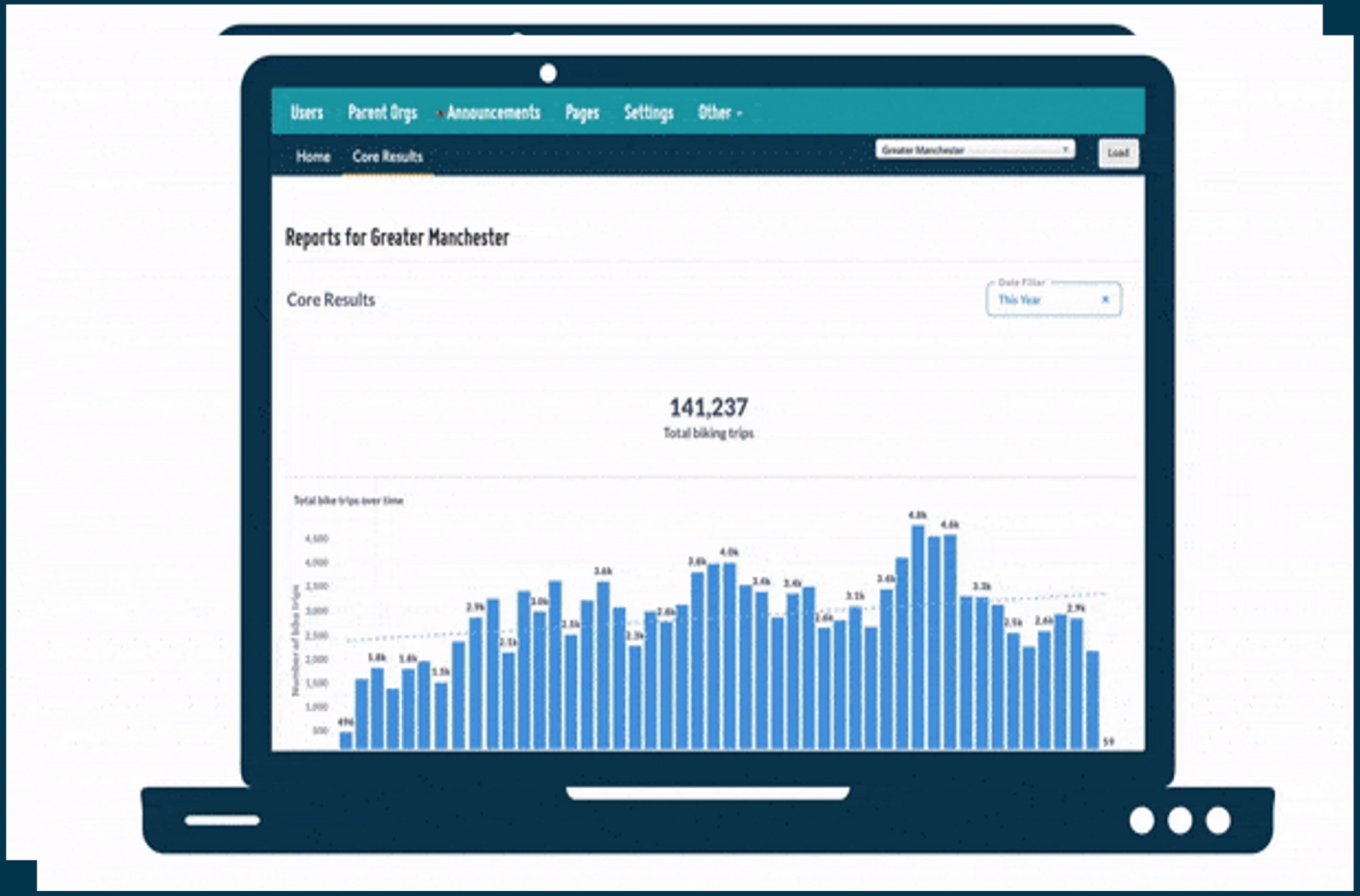
Stats – trips, carbon mitigation, participation

Admin Panel

05

Data Dashboards

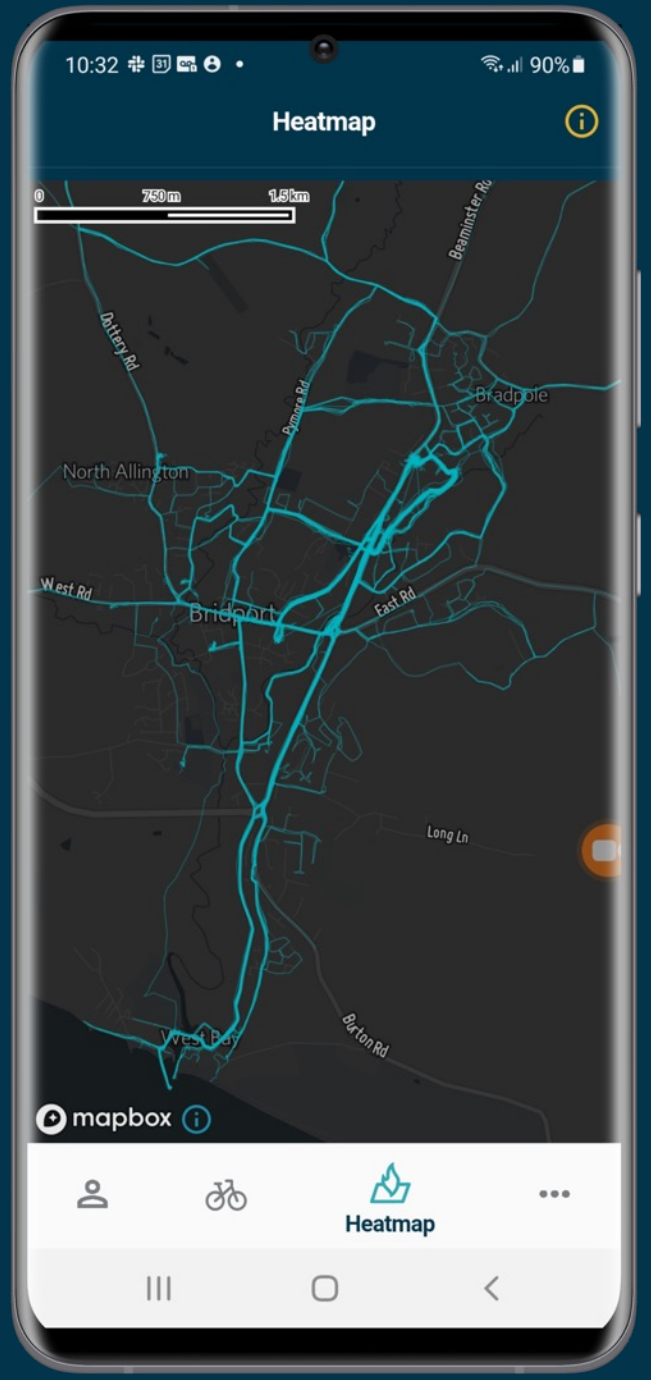
Real-time results seen in real-time



06

Maps

Heatmaps and comfort ratings



Filter by:

Time

Day

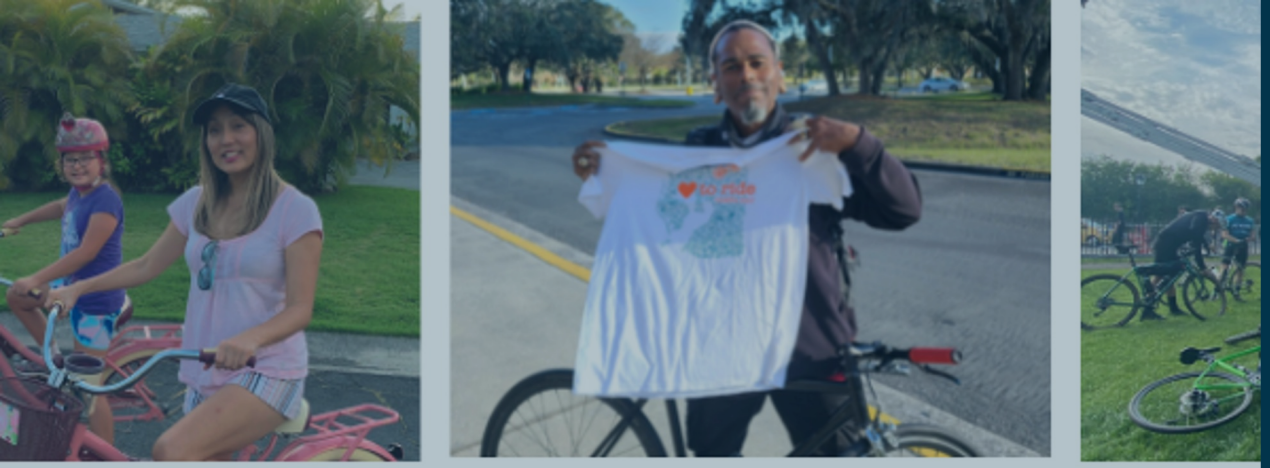
Trip Purpose

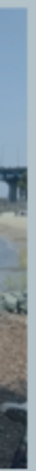
Rider Type
- new, occasional, regular

Age

Gender

Ethnicity





LOVE TO RIDE

Love to Ride is a complete biking transportation platform. Interested in learning more about how our platform boosts biking and data collection around the world?

laura@lovetoride.net