



BACKGROUND

Last year, the League of American Bicyclists challenged Americans to begin taking more transportation trips by bike rather than hopping in a car. With a goal of turning 1 million miles of would-be car trips, often small trips of 3 miles or less, into 1 million miles of bike trips, we sought out to see just how far we can go by bike and just how big of an impact small trips can make. Our bike friends joined in masses and together we rode past our goal, traveling over 1,500,000 miles by bike and saving the planet over 167,337 lbs of CO2.

Now, the League is once again asking participants to track their rides using the Love to Ride platform and rack up 2 million more miles in bike trips that would have been car trips by the end of 2022 as part of this year's "Drive Less, Bike More" challenge. Together, we want to show more Americans just how possible it is to go places by bike. Along the way, we hope this inspires more people to recognize why communities should be working to make it even more possible go by bike for everyone by redesigning roads, building safe bike infrastructure, and connecting networks of bikeways.

MAIN MESSAGES

Short Trips, Big Change: In the United States, nearly 50 percent of trips taken by car are **less than three miles long** and 35 percent are less than two miles long. These are short trips that when taken by bike instead of by car save you the hassle of driving and save you money, plus also help you save the planet.

Bikes can be used for any type of transportation – from commuting to work or school, running errands around town, and even getting groceries. You're taking a **climate saving action** just by choosing to go by bike.

Just converting one or two short car trips per week to bike trips **benefits** your health, your community's wellbeing, the environment, and even puts money back into your pocket.

By making small adaptations, like adding a rack to your bike or combining a bike trip with public transit, doing your next short trip by bike isn't impossible, it's **bike possible**.

Sustainable transportation is a **fun and easy** way that allows everyone to do their part in caring for the environment and their health!

LEAGUE SOCIAL MEDIA HANDLES

Follow and tag us in your posts

Drive Less, Bike More Facebook: [@drivelessbikemore](#)

League Facebook: [@leagueamericanbicyclists](#)

League Twitter: [@BikeLeague](#)

League Instagram: [@bikeleague](#)

League LinkedIn: [League of American Bicyclists](#)

USE HASHTAGS [#drivelessbikemore](#) and [#bikePossible](#)





SAMPLE POSTS

In 2022, @bikeleague and @LovetoRide_ encouraged Americans to ditch the car keys and grab the handlebars with their #drivelessbikemore campaign, reaching over 1 million miles worth of transportation trips enjoyed by bike. Now it's back and with an even bigger mile goal! Make your next short trip #bikePossible and count it towards this year's 2 million mile goal by logging it at www.drivelessbikemore.com.

[Insert organization name] is joining @bikeleague and @LovetoRide_ in their mission to #drivelessbikemore. In 2022, we'll turn 2 million miles of car trips into 2 million miles of bike trips! You can help us by logging as many short trips by bike as possible at www.drivelessbikemore.com!

#DidYouKnow most trips people take are shorter than three miles? Make it fun by going from point A to point B by bike and make it count towards @bikeleague's and @LovetoRide_'s goal to turn 2 million miles of car trips into 2 million miles of bike trips by logging it at www.drivelessbikemore.com.

Last year, participants in @bikeleague's #drivelessbikemore challenge prevented over 290,000 kgs of CO2 emissions by taking over 1 million miles of bike trips. Can you imagine just how much greener we could get in 2022 with 2 million miles? Help us out by making your next trip #bikePossible and log it at www.drivelessbikemore.com.

SAMPLE SOCIAL MEDIA GRAPHICS



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TWEETS/SHORT MESSAGES

What's fun, keeps cash in your pocket not at the pump, and saves the planet? Running your next errand by bike instead of by car. We're joining the #drivelessbikemore challenge with @bikeleague this year for 2 million miles of bike trips. You in? www.drivelessbikemore.com!

It's #summer! Why not spend as much time outdoors (and outside cars) as possible? Starting today, soak up some sun and log more bike trips for transportation with @LovetoRide_. You'll be helping us and @bikeleague reach our goal of turning 2 million miles of car trips into bike trips: www.drivelessbikemore.com

We might be a bit biased, but biking rocks! It's good for the environment, it's good for your health, and it's really fun (unless you're going uphill). Make your next short trip by bike and log it at www.drivelessbikemore.com to help make 2 million miles of bike trips happen in 2022.

Want to make a difference for the planet? Join @bikeleague's challenge to #drivelessbikemore. No matter when, where or how far you go, you're taking a climate-saving action just by choosing to replace your next car trip with a bike trip. www.drivelessbikemore.com

A long #laborday weekend means more time #drivelessbikemore! Where to? There are so many ways to embrace the #bicycle. Family bbq? Make the day even more fun and bike to their house.

Meeting a friend for dinner? Here's an opportunity to turn a car ride into a fun #biketrip! If it's a short trip, log your miles at www.drivelessbikemore.com to help make 2 million miles of #biketrips happen by 2023: www.drivelessbikemore.com #bikePossible

Make a long bike trip #bikepossible by combining modes of transportation using transit or carshare! Remember short bike commutes count towards our shared goal of turning 2 million miles of car trips into bike trips, so log your ride at www.drivelessbikemore.com.



SAMPLE EMAIL NEWSLETTER BLURB

Be sure to link www.drivelessbikemore.com

The League of American Bicyclists and Love to Ride are challenging more Americans to "Drive Less, Bike More". Last year, the "Drive Less, Bike More" campaign far exceeded its goal of turning 1 million miles of would-be car trips into 1 million miles of bike trips, resulting in a grand total of 1,500,000 miles ridden by bike and over 167,337 lbs of CO2 spared for the planet. Now, they want to take it one step greener in 2022 by aiming for 2 million miles of bike trips. Any type of bike trip for transportation: from commuting to work or school, running errands around town, getting coffee with a friend, and even picking up groceries counts towards the mile goal, and transportation trips are often shorter—and more fun—by bike. Go to www.drivelessbikemore.com to get started logging your trips!

SAMPLE EMAIL

We're joining the League of American Bicyclists and Love to Ride in their mission to build a healthier, stronger, cleaner and more economically stable nation one bike ride at a time through the "Drive Less, Bike More" campaign. Last year, the campaign far exceeded its goal of turning 1 million miles of would-be car trips into 1 million miles of bike trips, resulting in a grand total of 1,500,000 miles ridden by bike and over 167,337 lbs of CO2 spared for the planet.

Now, they want to take it one step greener in 2022 by aiming for 2 million miles of bike trips. Will you help us make it happen? All we're asking is that you put down the car keys and put on a helmet whenever and whenever possible to take part in "Drive Less, Bike More". Make your next trip to the coffee shop, convenience store, or corner market by bike and join tens of thousands of others in making 2 million bike trips for transportation by the end of 2022.

In the United States, nearly 50 percent of trips taken by car are less than three miles long. That's about a 20-minute bike ride! Help us show that more trips are "bike possible" this summer by logging your miles with the League and Love to Ride. Any type of bike trip for transportation: from commuting to work or school, running errands around town, getting coffee with a friend, and even picking up groceries counts towards the mile goal, and transportation trips are often shorter—and more fun—by bike.

Here's How You Join:

- Sign up through Love to Ride. (Already signed up? Then make sure you're logging your trips!)
- Complete a survey on your current transportation habits.
- Begin logging bike rides!

It's that easy! On the Love to Ride platform, you can earn badges for bike trips, connect with others, and see how you're contributing to the 2 million mile goal. As you log rides, either manually or by connecting an app like Strava, be sure to mark your transportation trips in Love to Ride to earn credit (and potentially win prizes!)