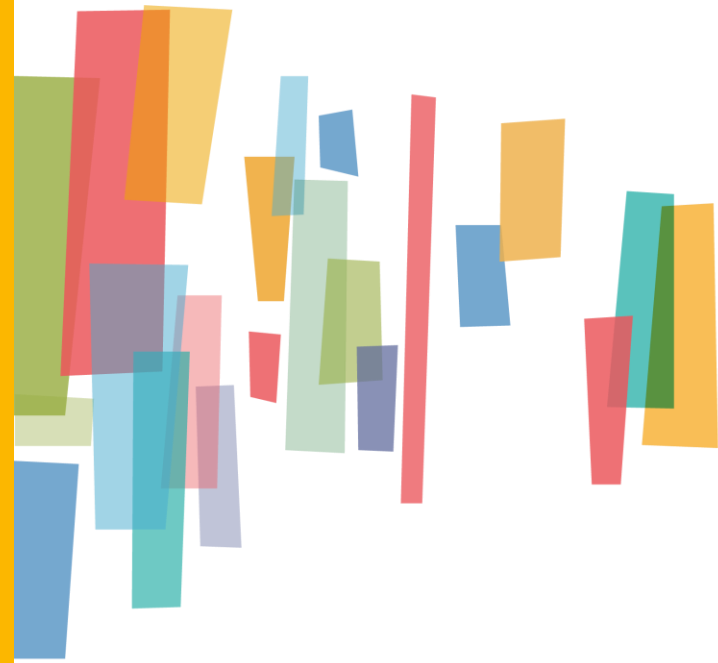




# Biketober

# Biketober 2026

Johann Weber  
Program Administrator



ONE  
**great**  
REGION

## Vision

ONE **great** REGION

## Mission

*Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.*

## Values

**Excellence** | **Integrity** | **Equity**

## Goals



**Healthy, safe, livable communities** in the Atlanta Metro area.



**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



**Diverse stakeholders engage** and take a regional approach to solve local issues.



**A competitive economy** that is inclusive, innovative, and resilient.

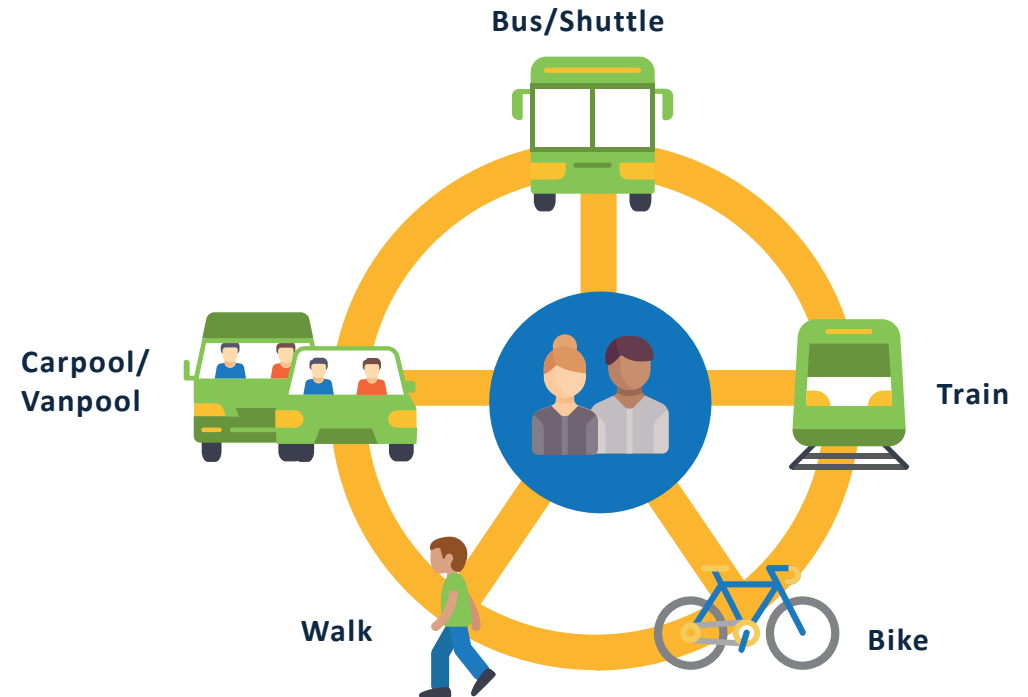
# Georgia Commute Options



Commuters are at the heart of the region's transportation systems, and we're constantly working to **expand options for how people get around.**

## Georgia Commute Options Programs and Services:

- Make getting around **easier, cheaper, and less stressful**
- Expand the options people have to **access and keep jobs**
- Increase the percentage of trips that occur in **transit, carpooling, biking and walking** over time
- Provide technical assistance for **employer commute programs**



# Focused Behavior Change

April



May



September



October



# Bringing Others Along





# FIND YOUR RHYTHM

BRING OTHERS ALONG

OCTOBER 2026

BIKET<sup>0</sup>BER PRESENTED BY  
GEORGIA<sup>0</sup>MMUTE<sup>0</sup>PTIONS

# About Biketober

Earn points by:

- **Encouraging** people to sign up and log a ride
- **Riding** your bike (each day and each mile gives you points)

Competition categories:

- **Individual** (encouragement, miles, trips, etc)
- **Workplace** (points, by size category)
- **Social team** (points, max 10 people)



500 – 1999 staff

| POSITION                 | LOGO                                                                                  | WORKPLACE                                               | POINTS |
|--------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------|--------|
| 1 <sup>st</sup>          |    | <a href="#">Environmental Protection Division</a>       | 9,658  |
| 2 <sup>nd</sup>          |    | <a href="#">Georgia Gwinnett College</a>                | 4,611  |
| 3 <sup>rd</sup>          |  | <a href="#">Hewlett Packard Enterprise - Alpharetta</a> | 3,723  |
| 4 <sup>th</sup>          |  | <a href="#">MailChimp</a>                               | 2,906  |
| 5 <sup>th</sup>          |  | <a href="#">Federal Reserve Bank of Atlanta</a>         | 2,556  |
| <a href="#">See more</a> |                                                                                       |                                                         |        |

# Biketober 2025

## 2,643 Participants

An impressive 71% of those who signed up for Biketober logged a ride during the month, from 377 workplaces

## 388 New Riders

These are folks who haven't been on a bike in years, rediscovering the joy and mobility

## 697 Riders Encouraged

Encouragement is the engine – 280 people gave their time, expertise, and support to help someone else get on a bike



# Biketober 2026

What's special this year:

- Workplace Promotional Kits
- Social Ride Partnerships
- More Encourager Prizes
- Local Influencer Content
- Alignment with City of Atlanta E-Bike Rebate



**FIND YOUR RHYTHM**  
BRING OTHERS ALONG

**OCTOBER 2026** **BIKETOBER** PRESENTED BY GEORGIA COMMUTE OPTIONS

**BIKETOBER PARTNERS**

A&C PATH Atlanta Regional Commission ROPE Atlanta Regional Commission OUTBACK BIKES

**GET INVOLVED**  
Biketober, presented by Georgia Commute Options, is metro Atlanta's fun and free annual challenge to get more people riding bikes!

**Early Registration Prize** (by Sept. 30)  
\$1,000 Airbnb gift card for your next biking adventure!

**Grand Prize**  
E-bike from Outback Bikes

**Weekly Prizes**  
Follow us on Facebook and Instagram for a chance to win weekly prizes

Ride anytime, anywhere, to earn points and chances to win amazing prizes!  
**BIKETOBER.COM**





# **BRING OTHERS ALONG SHARE BIKETOBER**



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**BIKET****BER**

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**PRESENTED BY**  
**GEORGIA****COMMUTE****OPTIONS**



# THANK YOU!

**FIND YOUR  
RHYTHM**

**BIKET****BER** PRESENTED BY  
GEORGIA**COMMUTE**OPTIONS