

# May is Bike Month Update

April 2024

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*Are you ready to ride?*







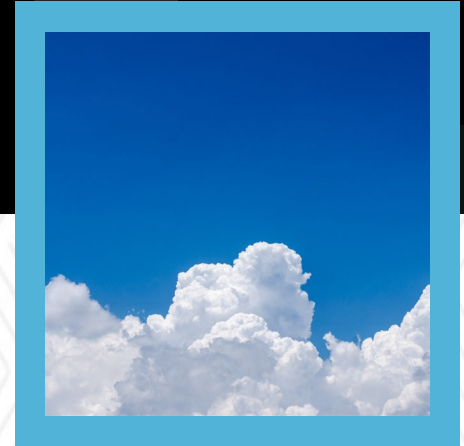
# Campaign goals



Reduce traffic



Reduce greenhouse  
gas emissions



Improve air quality

# 2022 Campaign Transition



# 2023 Campaign Results

**4,264 riders**

*7% increase from 2022*

**499,758**

miles ridden

**37,000+**

trips made



328 workplaces participated



40% trips made for transportation



58,665kg CO2 saved



*May is* **BIKE MONTH**

## **SACOG Transportation Committee Meeting**

Thursday, April 7th, 2024



**SACRAMENTO AREA  
BICYCLE ADVOCATES**

### **May is Bike Month Goal:**

Encourage people to replace car trips with bike trips.

### **Meeting Goal:**

Introduce the 2024 MiBM campaign, how it's managed, and who is involved.

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**SACRAMENTO AREA  
BICYCLE ADVOCATES**

# Who is SABA?

## OUR MISSION

SABA is dedicated to making streets safe and convenient for all users, enabling them to take more trips by bicycle, which is a step towards making the Sacramento region a cleaner, healthier, happier place to live and work.

## HOW WE ACHIEVE IT

- Advocacy about infrastructure needs
- Services like Bike Valet and Bicycle Repair clinics
- Community engagement and education

*Mode Shift & May is Bike Month*







*May is* BIKE MONTH



*20 years ago*  
Million Mile May



*2006*  
Bike Commute Month



*Today*  
May is Bike Month

# MayisBikeMonth.com

Powered by SACOG, SABA , our partners, and **LOVE TO RIDE**



## Behavior change through gamification

- Individuals register and log rides
- Earn badges and prizes
- Join workplaces and clubs

*Set group goals and compete!*



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# Campaign Overview

**Mission:** Encourage people to replace car trips with bike trips

**Strategies:** Raise awareness and encourage participation through:

- » Events calendar
- » Social media campaign
- » Branded promotional materials



4,263  
Registrants



3,056  
People riding



500,146  
Miles ridden



37,789  
Bike trips



60,988  
CO2 saved



328  
Workplaces



15,853  
Transport trips



972  
People encouraged

# May is Bike Month Sponsors & Partners

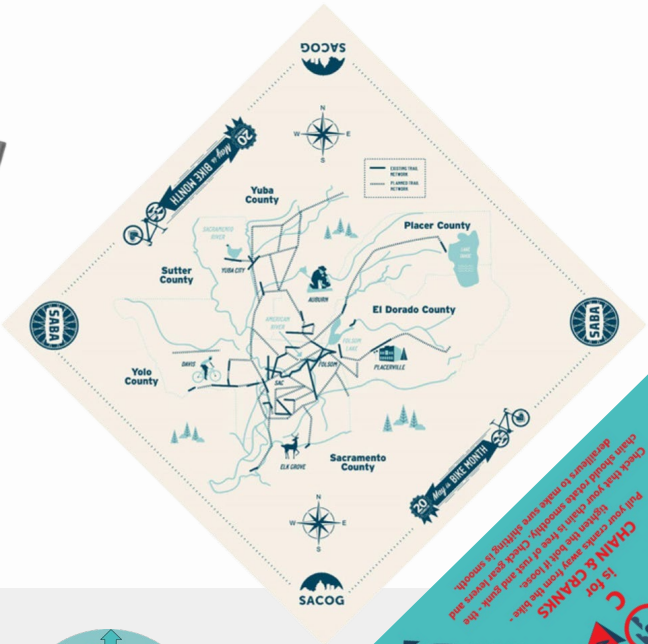
- State agencies
- Regional & local governments
- Universities
- TMAs
- Non-profits
- Neighborhood associations
- Bike clubs
- Sponsors



**54** sponsors & partners  
In the 2023 campaign



# Promotional Materials



# Events Calendar

40+ events throughout the region

- » Auburn
- » Citrus Heights
- » Davis
- » Elk Grove
- » Folsom
- » Marysville
- » Natomas
- » Nevada City
- » Rancho Cordova
- » Roseville
- » Sacramento
- » West Sacramento
- » Winters
- » Woodland

LOVE TO RIDE  
SAC REGION

HOMELEARNSOCIALPRIZESRESULTSINFOLOG A RIDE +Rob

Ride into SpringEventsLocal InfoAboutWorkplacesChampionsFAQsBike Shops

BikeSacRegion365 Event Calendar

TodayMay 2024Print WeekMonthAgenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
8am Bike for Trykes 9am Jibe Bike Swap 10am Kids Mural Rid 11am Breathe Bike F		5:30pm South River	8:30am BARC MIBM 4pm Auburn Trails A 7pm Biking White Bl		7pm Bike Party!	(8:00am) Golden S
	5 (Golden State Rac 5pm Roll & Scoop Ri	6 5:30pm South River	7 3pm Swag n Pop Ter	8	9	10 (9:00am) Mileag 9:30am Lunch on the 10am SABA Bike Sw
12	13	14	15	16	17	18
Mileage Madness 11am SABA Cargo Bi						
		5:30pm South River		3pm SABA Ride to V	4:30pm Ride Ready F	7am Bike Fest
19	20 Mileage Madness 12pm VeloRama w/ I	21 5:30pm South River	22	23	24 4pm BARC Fest ft. T	25
26 5:30pm Back From t	27	28 5:30pm South River	29	30	31 5pm Bike and Trail T	Jun 1

Events shown in time zone: Pacific Time - Los AngelesGoogleCalendar

YOUR NEWS

EVENTS

Upcoming Events

We maintain a year round calendar of biking events of all sorts. See what's going on near you and roll out!

CHECK OUT THE CALENDAR

SAC REGION ALL TIME STATS

491	WORKPLACES
8,007	PEOPLE
1,598	NEW RIDERS
5,621,570	MILES
348,170	RIDES
369,911	LB CO2



# SABA Events

4/28

Breathe Bike Festival/MiBM Kickoff

5/2

*Biking While Black*

Film Screening at the Guild Theater

5/11

SABA Bike Swap+Sale+Show

5/11

*Mileage Madness Week*

–

5/19

Mileage drive ending at VeloRama

5/16

*Bike to Work Day*

Energizer Station

5/25

Cargo Races

5/26

SABA Social Ride



SABA AND REI PRESENT  
**VELORAMA**  
party at  
Bike Dog West Sac  
Sunday May 19th  
12pm-4pm

- DJ
- Food Trucks
- Vendors
- Bike Displays
- Bike Repair
- Bike Valet

**FREE TO ATTEND**

Join a guided bike ride to the event  
from Don Pucc's Midtown!  
RSVP and ride directions coming soon

REI coop  
20 May is BIKE MONTH  
BAKER FAMILY WINES  
BIKE DOG



Free 3rd ANNUAL  
**BREATHE BIKE FESTIVAL**

20 May is BIKE MONTH KICK OFF EVENT!

Sunday, April 28, 2024 | 11am-2pm  
Mill and Riverfront Streets, West Sacramento

Blender Bikes + Helmet Fittings & Giveaways + Bike Repair  
+ Bike Safety Demos + E-bike Test Rides + Family Activities  
+ Music by Bike Party + Mural Rides + Bike Valet + Yoga +  
Local Partners + More Fun!

Directions and Bike Routes:  
BREATHE CALIFORNIA Sacramento Region  
SABA  
SACRAMENTO AREA BICYCLE ADVOCATES

[www.sacbreathethe.org/events/breathe-bike-festival/](http://www.sacbreathethe.org/events/breathe-bike-festival/)  
<http://http://bikesacregion365.net>



Fundraiser for:  
**SABA**

**BIKE SWAP+ SALE+ SHOW!**

FREE to attend!  
SHOW BIKES: \$10  
BOOTH FEE: \$20  
SHOW: low rider, vintage, modern, BMX, people's choice  
WINNER: Two Rivers gift certificate

**SATURDAY MAY 11TH 10AM-2PM**

Food+Drink  
Music  
Vendors  
Giveaways  
Bike Repair  
Bike Valet

**TWO RIVERS CIDER** 4311 Attawa Ave #300 95822

REGISTER BIKES/BOOTH HERE: 

20 YEARS OF May is BIKE MONTH

**MILEAGE MADNESS!**

**MAY 11TH-19TH**

20 May is BIKE MONTH

- Log as many miles as you can on your Love to Ride profile May 11th-19th (2pm cutoff), 2024
- Compete alone or create a group and compete together
- Special prizes from REI and SABA
- Celebrate the end of the mileage drive at *VeloRama* @ Bike Dog West Sac on May 19th: 12pm-4pm

Sign up and view the May is Bike Month event calendar at [bikesacregion365.net](http://bikesacregion365.net)

# Get Involved

➤ Register at [mayisbikemonth.com](https://mayisbikemonth.com)

👍 Invite your friends or join a club

📱 Log rides

👥 Volunteer with a group

📢 Spread the word

🏠 Attend events or host your own

🚲 Ride your bike!



SACRAMENTO AREA  
BICYCLE ADVOCATES



*Courtesy of Michael Valenti*



# Thank you!

*We'll see you at an event this May.*

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