

May is Bike Month Update

April 2024

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.

Contents

1. Introductions
2. Who is SABA?
3. 20 Years of May is Bike Month
4. MayisBikeMonth.com
5. MiBM Partners
6. Campaign Overview
7. Events
8. How to get involved!



May is **BIKE MONTH**



**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!



SACRAMENTO AREA
BICYCLE ADVOCATES

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

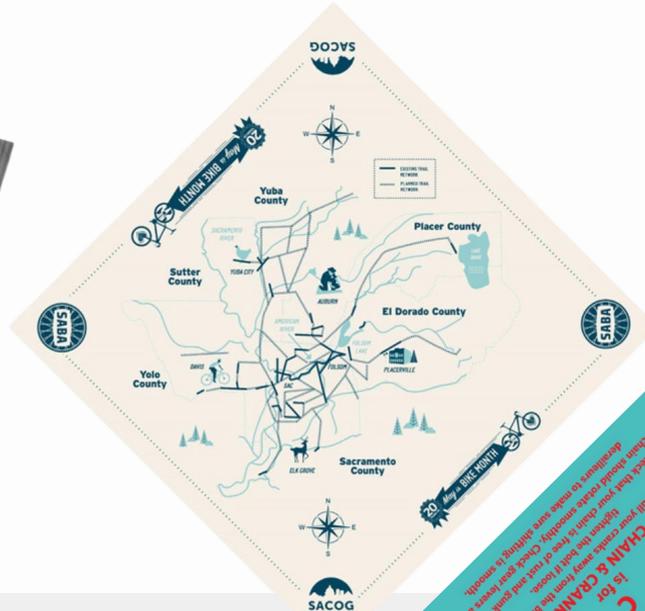
May is Bike Month Sponsors & Partners

- 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

HOME LEARN SOCIAL PRIZES RESULTS INFO LOG A RIDE + Rob

Ride into Spring Events Local Info About Workplaces Champions FAQs Bike Shops

BikeSacRegion365 Event Calendar

Today May 2024

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	7 5:30pm South River	8 3pm Swag n Pop Ter	9	10 11 (9:00am) MileagL 9:30am Lunch on the 10am SABA Bike Sw
	12	13	14	15	16	17
	Mileage Madness 11am SABA Cargo Bi					
		5:30pm South River		3pm SABA Ride to V	4:30pm Ride Ready F	7am Bike Fest
	19 Mileage Madness 12pm VeloRama w/ f	20	21 5:30pm South River	22	23	24 25 4pm BARC Fest ft. T
26 5:30pm Back From tt	27	28 5:30pm South River	29	30	31 5pm Bike and Trail T	Jun 1

Events shown in time zone: Pacific Time - Los Angeles

GoogleCalendar

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 - 5/19 *Mileage Madness Week*
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 Pace's Midtown! RSVP and ride directions coming soon

REI ebop | 20th May is BIKE MONTH | BAKER FAMILY WINES

Free 3rd ANNUAL
BREATHE BIKE FESTIVAL

20th 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-the-bike-festival/ <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

Food+Drink
Music
Vendors
Giveaways
Bike Repair
Bike Valet

SATURDAY
MAY 11TH
10AM-2PM

TWO RIVERS CIDER 4311 Attawa Ave #300 95822

REGISTER BIKES/BOOTHS HERE: [QR Code]

20 YEARS OF May is BIKE MONTH

MILEAGE MADNESS!

MAY 11TH-19TH

20th 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

Get Involved

-  Register at 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.

Nzporter@sacog.org

SACOG Program Analyst

Deb@sacbike.org

SABA Executive Director

Rob@sacbike.org

SABA Project Manager



SACRAMENTO AREA
BICYCLE ADVOCATES