



## Transportation Committee

Meeting Date: April 3, 2025

Agenda Item No. 9

### May is Bike Month 2025 Update

#### Information

**Author:** Nicole Zhi Ling Porter

**Attachments:** Yes

**Referring Committee:** Not Applicable

#### Issue:

Staff are providing an update on the upcoming 2025 May is Bike Month campaign.

#### Request:

Review & Discuss at Meeting

#### Recommendation for Board:

None; this item is for information only.

#### Recommendation for Committee:

None; this item is for information only.

#### Background:

As part of SACOG's Sustainable Mobility program, May is Bike Month is an annual regional campaign that promotes bicycling for transportation to reduce traffic, improve air quality, and decrease greenhouse gas emissions. Every May, residents in the six-county region challenge themselves, family, friends, and colleagues to swap car trips for bicycle trips and learn more about bicycle safety. Commute, errand, and recreation bicycle trips can all be logged online. Participants register, log miles, earn virtual badges, and are entered for prize drawings at [MayisBikeMonth.com](https://www.MayisBikeMonth.com).

In 2022, SACOG transitioned full management of the May is Bike Month campaign to the Sacramento Area Bicycle Advocates (SABA), a lead partner organization, to shift staff resources toward other priorities in the Sustainable Mobility program.

#### Discussion/Analysis:

SACOG and SABA staff will report out on this year's May is Bike Month campaign, covering the following topics:

- Overall campaign management
- Campaign launch and partnerships
- How community members can participate

- Planned events and activities

**Fiscal Impact/Grant Information:**

Included in the Overall Work Program/Budget

**List of Attachments:**

Attachment 1: Promotional materials for the 2025 May is Bike Month campaign