



Transportation Committee

Meeting Date: April 4, 2024

Agenda Item No. 8

May is Bike Month Update 2024

Information

Author: Nicole Porter

Attachments: Yes

Approved by: Kristina Svensk

Referring Committee: Not Applicable

Issue:

Staff are providing an update on the upcoming 2024 May is Bike Month campaign.

Recommendation:

None; this item is for information and discussion only.

Background/Analysis:

As part of SACOG's Transportation Demand Management/Sustainable Mobility program, May is Bike Month is a regional campaign that promotes bicycling for transportation to reduce traffic, improve air quality, and reduce greenhouse gas emissions. Every May, residents in the six-county Sacramento 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 and miles can all be logged online. Participants register, log trips and 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 Transportation Demand Management/Sustainable Mobility (TDM/SM) program.

Discussion/Analysis:

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

- Campaign management and updates
- New and expanded partnerships
- Campaign launch and how community members can participate
- Planned events and activities

Attachment: Promotional materials for this year's May is Bike Month campaign (2024)

Fiscal Impact/Grant Information:

The May is Bike Month campaign is part of the Transportation Demand Management/Sustainable Mobility fiscal year budget and included in SACOG's adopted Budget and Overall Work Program for Fiscal Year 2023-2024. Previously, campaign expenditures totaled approximately \$120,000 annually including staff time. The three-year contract with SABA totals up to \$300,000, resulting in a savings of at least \$20,000 in SACOG staff

time annually.