



Transportation Committee

Meeting Date: September 5, 2024

Agenda Item No. 2

Contract Extension for May is Bike Month

Consent

Author: Victoria Cacciatore

Attachments: No

Referring Committee: Not Applicable

Issue:

The contract to manage the May is Bike Month campaign expires December 31, 2024. An extension of the contract with Sacramento Area Bicycle Advocates would allow the continued implementation of this proven transportation demand management strategy.

Request:

Approve

Recommendation for Board:

That the board approve an extension of the May is Bike Month Campaign Agreement with the Sacramento Area Bicycle Advocates for an additional \$100,000 through December 31, 2025, for a total contract value of \$400,000.

Recommendation for Committee:

That the Transportation Committee recommend that the SACOG board approve an extension of the May is Bike Month Campaign Agreement with the Sacramento Area Bicycle Advocates for an additional \$100,000 through December 31, 2025, for a total contract value of \$400,000.

Background:

As part of SACOG's Sustainable Mobility Program, May is Bike Month is a proven transportation demand management strategy to promote bicycling for transportation to reduce traffic, improve air quality, and reduce greenhouse gas emissions. Annually in May, residents in the six-county Sacramento region challenge themselves, family, friends, and colleagues to swap car trips for bicycle trips. The campaign educates residents about biking in the region, executes encouragement programs and special events, and includes an annual evaluation of different strategies for increasing participation and ridership.

The May is Bike Month program has operated in the SACOG region for twenty years; through 2021, SACOG was the lead implementer of the program. SACOG transitioned full management of the May is Bike Month program in 2022 through a competitive process. Sacramento Area Bicycle Advocates (SABA) was selected to take over the full management of the regional campaign to shift SACOG staff resources toward other priorities in the Sustainable Mobility Program. Following a successful pilot with SABA in 2022, SACOG extended the

agreement for two additional years to fund the transportation demand management program through 2024.

Discussion/Analysis:

SABA has coordinated with regional and local partners to implement May is Bike Month since 2022. Under their management, the campaign participation grew from 3,987 people in 2022 to 4,431 riders registering in 2024. While their pilot program attracted 373 new riders in 2022, the 2024 campaign demonstrated continued and strengthened reach by attracting 827 first-time participants. Significantly, 80 percent of new riders and 71 percent of occasional riders in 2024 reported biking more or substantially more than they normally would during the campaign.

Of the 568,600 miles recorded through the campaign, 17.6 percent (100,200 miles) were for transportation purposes, such as errands, school, or commute trips. Once “regular cyclists” are removed from those calculations, the percentage of transportation-focused trips jumps to 21 percent of the mileage logged by new, occasional, and non-cyclists. These trips may have otherwise been completed by driving; the increase of biking trips supports the objectives to reduce vehicle traffic and the related emissions.

SABA has also been responsive to SACOG staff’s requests to expand the number of partners outside of Sacramento and Yolo counties, which historically have had the highest participation. Part of their work to expand partner bases led to new relationships with Auburn Trails Association, Yuba-Sutter Blue Zones Project, and Yuba Area Bike Advocates, and an increased bike month presence in those geographies. This concerted outreach effort is important to ensure the campaign delivers on its regional potential.

With these positive results from the contractor’s management, staff explored options to continue their management of the campaign. The standard SACOG contract is for five years, and the staff recommendation is to request a one-year extension to the existing three-year agreement with SABA. The recommendation includes a not-to-exceed amount of \$100,000 for the 2025 May is Bike Month campaign. This will bring the total contract value to \$400,000. The annual cost has remained at \$100,000 each year.

Fiscal Impact/Grant Information:

Other (explain below)

The board previously awarded federal Congestion Mitigation and Air Quality funds to SACOG to support transportation demand strategies, including May is Bike Month. Staff will bring a future amendment to the OWP to incorporate these available funds into the current-year budget.

List of Attachments:

Not applicable