



May is Bike Month Update 2024

Receive and File

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Attachments: Yes

Approved by: James Corless

Referring Committee: Transportation

Issue:

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

Recommendation:

None; this item is for information 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 and SABA staff provided a presentation to the Transportation Committee at the April 4, meeting. The presentation included information on this year's May is Bike Month campaign, covering the following topics: overall campaign management; 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) and Presentation

Fiscal Impact/Grant Information:

The May is Bike Month campaign is part of the Transportation Demand Management/Sustainable Mobility fiscal year budget. 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.