



May is Bike Month Agreement Extension

Consent

Prepared by: Nicole Porter

Attachments: Yes

Approved by: James Corless

Referring Committee: Transportation

1. Issue:

Consideration of extension to May is Bike Month agreement with Sacramento Area Bicycling Advocates

2. Recommendation:

The Transportation Committee unanimously recommends that the SACOG board approve an extension of the May is Bike Month Campaign Agreement with the Sacramento Area Bicycling Advocates.

3. Background/Analysis:

As part of SACOG's Innovative Mobility/Transportation Demand Management (IM/TDM) 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. Commute, errand, and recreation bicycle trips and miles can all be logged online. Participants register, log trips and miles, earn virtual badges, receive campaign emails, and are entered for prize drawings at MayisBikeMonth.com.

Earlier this year, SACOG transitioned full management of the 2022 May is Bike Month campaign to a lead partner organization to shift staff resources toward other priorities in the IM/TDM program.

4. Discussion/Analysis:

Through a competitive process, SACOG selected the Sacramento Area Bicycle Advocates (SABA) to take over the full management of the regional campaign. The awarded one-year contract was in the amount of \$99,286 with an option for SACOG to extend the agreement in one-year increments for up to three years.

During the 2022 May is Bike Month Campaign, SABA coordinated with regional and local partners to implement a new website platform through "Love to Ride." A total of 3,987 people participated in the campaign and logged 39,735 trips. Notably, 373 of the participants were new riders, and nearly 300 workplaces signed up for the campaign. This is an increase from the two most recent campaigns, where 2,300 people participated in 2021 and 3,251 participated in 2020.

Given their results, in addition to SABA's overall performance managing the campaign and coordinating partners, staff recommends extending the agreement with SABA to manage the May is Bike Month campaign for an additional two years. The total three-year contract (2022-2024) will not exceed \$300,000.

5. Fiscal Impact/Grant Information:

The May is Bike Month is part of the Innovative Mobility/ Transportation Demand Management. The May is Bike Month campaign expenditures in recent years have totaled approximately \$120,000 annually, including staff time. This contract will result in a savings of at least \$20,000 annually (a total of \$60,000 over the three-year contract term).

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 2 : Connected Communities

Objective 2: Support innovative mobility options that develop equitable, accessible transportation options for all residents.