



## May is Bike Month Update

Receive and File

**Prepared by:** Nicole Porter

**Attachments:** Yes

**Approved by:** James Corless

**Referring Committee:** Transportation

### **1. Issue:**

Staff are providing an update on the 2023 May is Bike Month campaign.

### **2. Recommendation:**

None; this item is for information only.

### **3. Background/Analysis:**

As part of SACOG's Transportation Demand Management/Innovative 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. 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](http://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/Innovative Mobility (TDM/IM) program.

### **4. Discussion/Analysis:**

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

- Overall campaign management
- Who are this year's partners?
- Campaign launch and how community members can participate
- Planned events and activities

Promotional materials for this year's May is Bike Month campaign are included as attachments to this item.

### **5. Fiscal Impact/Grant Information:**

The May is Bike Month campaign is part of the Transportation Demand Management/Innovative Mobility fiscal year budget. In recent years, 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.