



Climate & Air Quality Committee

March 25, 2009

Update on May is Bike Month

Issue: This is an update on the annual bicycle promotion campaign.

Recommendation: None. This item is for information and discussion only.

Discussion: May is Bike Month is the region's annual campaign to encourage bicycling as an alternative mode of transportation for all trips. The campaign is led by SACOG and a planning committee consisting of transportation management organizations, employment site representatives, and bicycle advocates. The campaign started in 2005 with the aim of logging one million bicycling miles in the region during the month of May. Each year, participation and miles logged have increased by almost 50 percent per year with over 5,700 cyclists logging 1,242,000 miles in 2008.

May is Bike Month will kick off May 1 with a press conference held by the campaign's honorary co-chairs, Roseville Councilmember and SACOG Director Jim Gray and Davis Mayor Pro Tempore and SACOG Director Don Saylor at River Walk Park in West Sacramento. Following the press conference, Sacramento Area Bicycle Advocates (SABA) will lead a ride touring some of the area's new and upcoming bicycle facilities.

On May 21, the Sacramento region will celebrate Bike to Work Day with events across the region including morning rides and a bike festival at the west steps of the capitol. This year's bike festival will be complemented by the "Step Into Fitness Faire" taking place at the same time on the south steps of the capitol. The "Step Into Fitness Faire" encourages healthy eating and regular exercise.

Other rides and local events throughout the month as well as additional information can be found at www.mayisbikemonth.com. Bicyclists can also register and log miles on the website.

This year the program for schools is being expanded so that schools and students may fully participate via the website. School and student miles will now be counted toward the regional total.

Approved by:

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