



Government Relations & Public Affairs Committee

April 30, 2009

Update on May Is Bike Month

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

Recommendation: None, this is for information only.

Discussion: May is Bike Month is the region's annual campaign to encourage bicycling as a transportation option for all types of trips. The campaign is led by SACOG and a steering committee consisting of representatives from transportation management organizations, employers, and bicycle advocates.

As of April 28, nearly 2,500 area bicyclists had registered on **mayisbikemonth.com** and had cumulatively pledged to ride 613,702 miles in May. Last year was the first year that the region was able to log over one million miles and we are planning on reaching that goal again this year.

There are already over 25 events or rides listed on **mayisbikemonth.com**, with more being added. SACOG Director and Davis Mayor Pro Tem Don Saylor is leading a ride on May 1 from Davis at 10 a.m. to the campaign kickoff at 11:30 a.m. in West Sacramento and a ride in Davis at 3:30 p.m. that afternoon. SACOG Director and Roseville Councilmember Jim Gray will be leading a ride at Roseville's Bike Rally the afternoon of May 1. SACOG Directors Saylor and Gray are this year's Bike Month honorary co-chairs. SACOG Director and Sacramento County Supervisor Roger Dickinson will be leading a ride at McClellan Park on May 6, and SACOG Director and Folsom Mayor Steve Miklos will be leading a ride on the region's Bike to Work Day, May 21, starting in Folsom at 6 a.m. and arriving at the State Capitol by 8:30 a.m., in time for the SACOG Board meeting. Further details of those and other events and rides are available online.

If SACOG Board members are involved in any events, or know of events in their jurisdiction we would like to know about them so that we can help promote and support them. Attached please find a calendar of events taken from **mayisbikemonth.com** that will be sent weekly to the media along with press releases during May.

Staff will bring current participant count, miles pledged, miles logged, event information and press coverage to the committee meeting.

Approved by:

Mike McKeever
Executive Director

MM:AT:pm

Attachments

Key Staff: Rebecca Sloan, Director of External Affairs and Member Services, (916) 340-6224
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Sacramento Region

Mayisbikemonth.com

2009

NEWS RELEASE

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
April 30, 2009

Contact: Erik Johnson
(916) 321-9000

LOCAL OFFICIALS KICK-OFF BIKE MONTH WITH RIDE IN WEST SACRAMENTO FRIDAY, MAY 1

Who: May is Bike Month honorary co-chairs Davis Mayor Pro Tem Don Saylor and Roseville Councilmember Jim Gray, bicyclists from across the region, and bicycling advocates

What: Co-chairs issue Million Mile May Challenge to an estimated audience of 100 bicyclists, including a group riding in from Davis with co-chair Saylor. Bicycling advocates will talk about the benefits of bicycling.

A guided bicycle ride through West Sacramento and across the Tower Bridge into downtown Sacramento is an opportunity to explore new bike lanes and other bike-friendly improvements. The ride will be about 5 miles long, on city streets with traffic, led by the city of Sacramento's bicycle coordinator, Ed Cox. The ride is being organized by Sacramento Area Bicycle Advocates.

When: Friday, May 1
11:30 a.m. -- press conference*
Noon to 1:00 p.m. – ride

Where: River Walk Park, 651 2nd Street,
West Sacramento (map at right)
***In the event of rain, location moves to West
Sacramento City Hall, 1110 West Capitol Avenue**

Why: The regional challenge is for residents to ride one million bicycle miles in May. Bicycling is a zero-emission commute, improving both air quality and physical health.

One million miles of bicycling in May reduces over 5,000 pounds of smog-forming nitrogen oxides from Sacramento's air. Bicycling three hours per week reduces a person's risk of heart attack or stroke by 50 percent.



May is Bike Month is coordinated by the Sacramento Area Council of Governments and the region's transportation management associations and organizations. Special events and rides planned throughout the month are available at www.mayisbikemonth.com.

- END -



Sacramento Region

Mayisbikemonth.com

2009

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 30, 2009

Contact: Erik Johnson

(916) 321-9000

MAY IS BIKE MONTH EVENTS

Annual Campaign Challenges Region to Bike One Million Miles

The Sacramento region is gearing up for a month full of events promoting bicycling. Event details and more information on how to participate are at www.mayisbikemonth.com. Everyone is encouraged to log their bicycling miles for commuting, recreation or errands.

Friday, May 1

10 a.m. – Borders Parking Lot, 2nd and D streets, Davis – Ride to Kick-off

Join Mayor Pro Tempore Don Saylor as he leads a group of bicyclists across the Causeway to the River Walk Park in West Sacramento. The ride will meet at 10 am in the Borders parking lot (2nd and D streets) or riders can join up at the Mace Boulevard overpass at 10:45 am. At 11:30 am, the 2009 May is Bike Month Honorary Co-chairs Don Saylor and Jim Gray, Roseville councilmember, kick off the campaign, followed by a noon bike ride that will showcase a number of new and planned bike facilities. The group will head back to Davis around 1:15 pm. For more information e-mail tgoddard@cityofdavis.org.

11:30 a.m. – River Walk Park, West Sacramento – Kick-off press conference and ride

Welcome and acknowledgements - 2009 Honorary Co-chairs and other guest speakers. Noon ride departs to showcase a number of new and planned bike facilities with short stops for Ed Cox to explain what's happening. The route directions and a map will be posted on the SABA web site, www.sacbike.org. If it rains, we will move the kick off event in doors to the city of West Sacramento Galleria. For more information, call SACOG at 916-321-9000.

3:30 p.m. – Bistro 33 Davis, 226 F Street, Davis (Old City Hall) – Davis Kick-off Event

Join your fellow May is Bike Month participants at 3:30 on the steps of Bistro 33 for a short ceremony, followed by a group ride down Third Street, onto UC Davis campus and around the Quad, ending at Freeborn Hall to complete the one-mile kick-off ride. A great way to get those first miles for May! For more information, e-mail tgoddard@cityofdavis.org or joy@davisdowntown.com.

4 to 7 p.m. – John Piches Park, Roseville - Bicycle Rally

Come join your fellow community members for a FREE event for all ages. The rally features: Casual Bike Ride at 4:30 p.m., Spaghetti Dinner at 5:30 p.m., Entertainment and Prizes, Local Bike Shop booths, and free valet bike parking. For more information, contact Sue Schooley with the city of Roseville at 916-774-5293.

ALL MONTH LONG! – North Natomas Schools are Gearing Up for Bike Month!

All month long, students at Regency Park, H. Allen Hight, Natomas Park, Witter Ranch and Westlake Charter, Heron School and Natomas Middle School will be tracking their bicycle trips! All riders will be rewarded, as well as the top riders in each school, and top class in each school. To top it off, the school with the most miles logged will win the famous perpetual trophy award. Students and parents get ready – the challenge is on! For more information call North Natomas TMA 916-419-9955.

May is Bike Month Events

Page 2 of 5

April 30, 2009

Saturday, May 2

8 a.m. to 1 p.m. – UC Davis West Parking Structure, Davis - UC Davis Bike Auction

BIKES: Over 400 abandoned and unclaimed bikes of many types, descriptions and conditions: cruisers, mountain bikes, road bikes, BMX, a few kids' bikes. Follow "Bike Auction" signs to the parking structure. VIEWING: 8 - 9 a.m. auction day only. AUCTION: 9 a.m. until all items are sold. TERMS: Cash, check or major credit card with proper I.D. only. All merchandise sold as is, where is. Take Interstate 80 towards Davis. Exit Hwy.113 North. Exit Hutchison Dr., UC Davis. For more information, call David Takemoto-Weerts at 530-752-BIKE or e-mail dltakemotoweerts@ucdavis.edu.

9:30 a.m. to Noon – 20th and C streets, Sacramento - Group Ride Saturday

If you'd like to join a ride Saturday May 2nd, meet us at 20th and C streets at 9:30 a.m. Ed Cox, the city of Sacramento Bike/Pedestrian Coordinator, will brief us on Riding in a Group. Then we'll ride up the Sacramento Northern Bikeway to Rio Linda where refreshments are provided by the Sacramento TMA. We'll return on the East Levee Road and Ueda Trail, arriving back at 20th & C Street about noon. This will be an easy, 18.5 mile ride with breaks when we stop for Ed to talk about the bikeway. For more information, call the Sacramento TMA at 916-737-1513.

11 a.m. – Central Park, E Street Plaza & Downtown Businesses in Davis – Shop by Bike Downtown

Check in first at Central Park with the bicycle you rode downtown and receive a free canvas shopping bag from the Davis Downtown Business Association. From noon to 2 p.m. at E Street Plaza, we will have free bike baskets (while supplies last) installed when you show downtown Davis purchase receipts for shopping on May 2. For more information, e-mail tgoddard@cityofdavis.org or joy@davisdowntown.com.

Tuesday, May 5

7:15 to 8 a.m. – El Dorado Trail Parking lot, Placerville - Bike to Work Day Breakfast

Placerville Bike to Work Day Breakfast Event Tuesday May 5th, 2009 Cinco De Mayo de Bicicleta!!! To participate, meet at the El Dorado Trail parking lot at Jaquier Rd. ready to ride by 6:45 a.m. or, meet at the Ivy House parking lot at Main St. /Cedar Ravine ready to ride at 7:15 a.m. Please bring your helmet.

6:45a.m. Departing Location 1 - the El Dorado Trail Parking Lot at Jaquier Rd.

7:15a.m. Departing Location 2 - the Ivy House Parking Lot at Main St./Cedar Ravine

7:30a.m. Arriving at Final Location 3 - the El Dorado County Government Center

FREE: Breakfast Burritos & T-Shirts at the Government Center for all participants!!

RSVP to Hazel@50corridorTMA.org. For more information, call 50 Corridor TMA at 916-852-7409.

9 a.m. – County Administration Building, Woodland – Yolo County May Is Bike Month Resolution

Yolo County will recognize the significance of May Is Bike Month with a formal proclamation presented by the Board of Supervisors to Yolo TMA President Geoff Straw. Resolution will be presented at 650 Court Street, Woodland. For more information, call Yolo TMA at 530-669-1446.

10 a.m. to 1 p.m. – County Administration Building, Woodland – Yolo County Transportation Fair

Yolo County will host a transportation fair for county employees will be held at 650 Court Street, Woodland. Meet with industry businesses that can help you plan a better commute, sign up for Yolo TMA's Rideshare Incentive Program and participate in Million Mile May by registering on-site. We'll have T-shirts and other giveaways, including prize raffles. For more information, call Yolo TMA at 530-669-1446.

Wednesday, May 6

11:30 a.m. to 12:30 p.m. – Peacekeeper and Dudley Parking Lot – McClellan Park Bike Ride

Meet at Peacekeeper and Dudley Parking Lot - Next to water tower. The McClellan Park TMA will be hosting this noon time bike ride for all employees. Supervisor Roger Dickinson will lead this short, easy

ride in the East District of McClellan Park. For more information, call McClellan Park TMA at 916-570-5314.

Friday, May 8

6:30 to 9:30 a.m. — South Side of Tower Bridge Gateway, West Sacramento – Energizer Station

Stop by on your commute for a quick and easy breakfast break. Sign up for Million Mile May and talk with other cyclists as they pedal their way to work and recreation. We'll have T-shirts and inner tubes. The West Sacramento Energizer Station will be located at the south side of Tower Bridge Gateway between Garden Street/Riske Lane and the Tower Bridge. For more information, call Yolo TMA at 530-669-1446.

Saturday, May 9

8 a.m. to 1 p.m. — Central Park, Davis – Cyclebration at Farmers' Market

Ride your bicycle to the Davis Farmer's Market to participate in Bike to the Market Day. Come out and enjoy a variety of bicycle activities, including a May Is Bike Month Energizer Station. If you're in the market for bike baskets, the festival will have them at the ready -- including installation help (while supplies last). Join the city, university and community in celebrating Mother's Day during the Whole Earth Festival. Don't miss this great day. More information can be found at www.davisbicycles.org or by e-mailing info@davisbicycles.org.

10 a.m. to 2 p.m. — Highway 50 American River Bike Trail – Green Fit Fun Ride

Y Cycle? Join us for a FREE ride along the beautiful American River Bike Trail to support cycling education. Meet representatives from local bike shops and other cycling enthusiasts who will be there on hand to provide you with lots of helpful cycling assistance and information. Free refreshments and lots of other goodies! Look for us on the American River Bike Trail at four locations close to: Sac State, William B. Pond, Hazel Avenue and Negro Bar. For more information and an event map, log onto www.Ycycle.org or call SACOG at 916-321-9000.

Sunday, May 10

8 a.m. — State Capitol - 7th Annual Sacramento to Folsom American River Ride

Ride with three local Mayors and Martin Krieg, on his 19th Century HiWheel, on a casual, easy ride along the world class American River Parkway. Most return to Sacramento on light rail. Director of the National Bicycle Greenway and author of the book "Awake Again," Martin Krieg will be traveling on a HiWheel bicycle from Boston to San Francisco as a part of the 7th Annual National Mayors' Ride with the 'buscycle' team promoting his book, "How America Can Bike and Grow Rich, The National Bicycle Greenway Manifesto". For more information, call Sacramento TMA at 916-737-1513.

Thursday, May 14

4:30 to 9 p.m. — Central Park, Davis – Celebrate Davis!

Bicycling is the best way to attend this annual event produced by the Davis Chamber of Commerce. Secure, free valet bicycle parking is available and don't forget your light if you stay for the fireworks. For more information, visit www.celebratedavis.com.

Friday, May 15

5:30 to 6:30 p.m. — 2100 Jefferson Boulevard, West Sacramento, Barge Canal Recreational Access – Clarksburg Branch Line Trail Fat Tire Fun Ride

The Clarksburg Branch Line Trail Fat Tire Fun Ride will begin at the Barge Canal Recreational Access point in West Sacramento. Cyclists will gather at the access point at 5:30 p.m. to begin a 6.5 mile fun ride that takes riders out and back on the Clarksburg Branch Line Trail. The new pathway is virtually level and the ride will be leisurely. Please note that the Clarksburg Branch Line Trail is a hard but not

May is Bike Month Events

Page 4 of 5

April 30, 2009

paved surface, so riders may prefer to use off-road bicycles or others with "fat" tires. For more information, call Dave Shpak at 916-617-4665.

Saturday, May 16

5:15 a.m. – Veterans Memorial Center, 203 W 14th Street – Davis Double Century

This is the 40th annual version of Davis' nationally acclaimed 200 mile, one-day cycling event produced by Davis Bicycle Club. For more information, e-mail dcinfo@davisbikeclub.org or visit www.davisbikeclub.org/ddc/2009/index.htm

9 a.m. – North Natomas TMA Office – Breakfast and Scenic Ride to Miller Park

Come on - ride with us! Bring your bike! Meet your neighbors! Join us as we enjoy the weather and a beautiful bike ride to Miller Park and back. Breakfast will be provided by the TMA. Start Location: NNTMA Office, 1930 Del Paso Road, Suite 121, Sacramento, CA 95834. For more information, call North Natomas TMA at 916-419-9955.

Sunday, May 17

Noon – Chipotle Restaurant, Midtown Sacramento – Bike 4 Burritos

The event will be held for about 4 hours mid-day, and anyone who rides her/his bike to our location will get a FREE burrito. There will be music, "best of" contests, raffle prizes, and more. We are teaming up with the Sacramento Area Council of Governments (SACOG) to promote cycling for not only sport and recreational purposes, but as an alternative mode of transportation. Please join us for this celebration of motor-less vehicles. For more information, call Anthony Catafi at 916-444-8940.

Wednesday, May 20

6:30 to 9:30 a.m. – Central Park, Davis – Bike to Work Breakfast at Davis Farmers Market

This annual event has become a tradition in Davis. Nearly 200 cyclists show up regularly to sit down and share a beautiful morning in conversation. Aside from an excellent breakfast, we'll also have May Is Bike Month T-shirts for those signing up for Million Mile May. Don't miss this annual tradition! For more information, call Yolo TMA at 530-669-1446.

Thursday, May 21

6 a.m. – Sutter Street Light Rail Station Plaza, Folsom/Rancho Cordova – Bike Breakfast and Ride

Join us for a FREE breakfast to fuel cyclists for a ride to downtown Sacramento! Breakfast will be served at 6 a.m. at the Sutter Street Light Rail Station Plaza. There will be giveaways and a raffle for a new bike. For our cyclists joining us in Rancho Cordova, there will be an energizer breakfast station on the trail at Hagen Park. For more information call 50 Corridor TMA at 916-852-7409.

6 to 9 a.m. – Bike to Work Day, Bike in Breakfast! Arco Arena entrance at Truxel Road

Help the North Natomas TMA celebrate Sacramento's Bike to Work Day and show your community you can do your part! Bike on over while you head to work (or simply a nice morning ride!) and stop for a bite to eat and a chance to win a prize! Meet at the Arco Arena entrance at Truxel Road. For more information, call North Natomas TMA at 916-419-9955.

6:30 to 9 a.m. – Cafe Colonnade 2495 Natomas Park Drive – Bike to Work Breakfast

South Natomas TMA members only: Free Bike to Work Day Breakfast for SNTMA members who ride their bikes to work on Thursday, May 21. RSVP to Stephanie at stephanie@sntma.org. For more information, call South Natomas TMA at 916-646-0928.

May is Bike Month Events

Page 5 of 5

April 30, 2009

6 a.m. to 3 p.m. – State Capitol, Sacramento – Energizer Station

Celebrate Bike to Work Day by stopping by the Downtown Sacramento Energizer Station at the State Capitol for drinks and snacks that will keep you energized all day. For more information, call Sacramento TMA at 916-737-1513.

7:30 to 9 a.m. – Lions Gate Hotel (poolside), McClellan – Bike to Work Breakfast

All bicyclists who ride their bike to work are welcome to the buffet breakfast hosted by the McClellan Park TMA. Registration is required so RSVP to brager@mcclellanparktma.org. Park your bikes by entering through the side gate to the pool area. For more information, call McClellan Park TMA at 916-570-5314.

11 a.m. to 1 p.m. – State Capitol, Sacramento – Capitol BikeFest

Enjoy music, prize wheels, award presentations, and drawings for bicycles. Bring your bicycle for a free safety check. We'll have safe, staffed Bike Valet parking, tables of information from bike shops, bicycle groups, public transit providers, clean air and walking organizations.

Bike raffle: Bring a printout that shows you've logged miles to get your T-Shirt, a delicious fruit freeze and a ticket for the free raffle of commuter bicycles. For more information, call Sacramento TMA at 916-737-1513.

Throughout the month, there will be weekly prize drawings, group and employer challenges, rallies, awards, safety clinics and organized rides. The region—which includes El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties—is home to many bicycle-friendly communities and regional trails.

May is Bike Month is coordinated by the Sacramento Area Council of Governments and the region's transportation management associations and organizations. For more information, visit www.mayisbikemonth.com or call (916) 321-9000.

- END -