



**Land Use and Natural Resources
Committee**

Meeting Date: 4/5/2018

Agenda Item No.: 2018-April-14.

Subject: 2018 May is Bike Month Campaign Update (Estimated time: 0 minutes)

Receive and File

Prepared by: Adrienne Moretz

Approved by: Kacey Lizon

Attachments: No

1. Issue:

The 2018 May is Bike Month campaign will place an emphasis on trip replacement and National Bike to Work Day.

2. Recommendation:

None; this item is for information and discussion only.

3. Background/Analysis:

May is Bike Month is the regional campaign that promotes bicycling for transportation to reduce traffic and improve air quality. Every May, residents in the six-county Sacramento region challenge themselves to replace car trips for bicycle trips. Commute, errand, and recreation bicycle trip miles can be logged online. Participants register, log trips and miles, earn virtual badges, receive event newsletters, and are entered for prize drawings at MayisBikeMonth.com.

4. Discussion/Analysis:

The 2017 May is Bike Month campaign saw robust participation from across the SACOG region. Over 9,500 bicyclists participated by registering at mayisbikemonth.com and logging 1.56 million miles and over 257,000 trips for the region. Bicyclists represented 760 clubs and teams, 1,000 employers, and 168 schools. The campaign also made strides in trips replaced with 35% of total miles representing trip replacements.

The 2018 campaign will place an emphasis on National Bike to Work Day on Friday, May 18, to encourage participants to bicycle to work. A concentration of energizer stations will take place across the region on National Bike to Work Day in an effort to get first time riders to try cycling to work. This is a change from previous years when general encouragement stations were set up throughout April and early May. The focus on Bike to Work Day provides an additional opportunity to promote the launch of bike share which is

scheduled for May 17.

Toolkits containing t-shirts, reflective stickers, and other promotional collateral will be distributed to partners who host a station on Bike to Work Day. Staff will also be working with the UC Davis Institute for Transportation Studies to collect more robust data from participants and non-participants about the impact of May is Bike Month on behavior change through surveys and registration questions.

The 2018 campaign will continue to utilize strategies from prior years to encourage participants to replace car trips with bike trips. Participants will have the opportunity to pledge and log both miles and trips, with the emphasis being on trip-replacement statistics. Trip-focused educational content will be used heavily on the website, social media, and through email. While the campaign will continue to celebrate any type of bicycling, the intent of featuring trips is to engage new and existing bicyclists by highlighting vehicle reducing trips.

5. Fiscal Impact/Grant Information:

The May is Bike Month budget is fully covered in the Transportation Demand Management (TDM) program budget. The total 2018 May is Bike Month budget is estimated to be \$108,500, and is comprised of \$68,000 in staff costs and \$40,000 in other costs. The 2018 budget is a 50% reduction from the 2017 campaign budget. Savings from the campaign are being used to support the new TDM Mini-Grant program.