



Bicycle & Pedestrian Advisory Committee

January 16, 2014

May is Bike Month Planning

Issue: How could cities and counties become more involved in promoting May is Bike Month?

Recommendation: This item is for information sharing and discussion.

Discussion: 2014 marks the region's 10th annual May is Bike Month campaign.

In 2013, nearly 9,000 participants logged 1.75 million miles during the month May. In an effort to help grow in 2014, staff is seeking to increase participation from jurisdictions and jurisdiction staff to help promote the campaign. At this time, SACOG staff aims to involve the Bicycle & Pedestrian Advisory Committee in a brainstorming session on ways to increase participation from member jurisdictions.

Additionally, project staff has begun planning the schedule of Energizer Stations for May is Bike Month. In the past, these have been held from mid-April to mid-May across the region. The intent is to share information with bicyclists new to the campaign as well as energize all participants. Staff is soliciting input on new locations throughout the region for Energizer Stations, particularly in Sutter, Yuba, Placer, and El Dorado counties.

CH:gg

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