



## Land Use & Natural Resources Committee

Meeting Date: April 4, 2019

Agenda Item No. 9

### 2019 May is Bike Month Campaign Update

Receive and File

**Prepared by:** Sabrina Bradbury

**Approved by:** Clint Holtzen

**Attachments:** No

#### **1. Issue:**

The May is Bike Month campaign encourages people to replace car trips with bicycle trips. The campaign will launch a new website that will highlight trips instead of miles in order to encourage people to bicycle to all of their destinations.

#### **2. Recommendation:**

None; this is for information 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 choose biking for all types of trips, including work, school, errands, and recreation. All bicycle trips can be logged online at [MayisBikeMonth.com](http://MayisBikeMonth.com) where participants can earn virtual badges, bragging rights, and a chance to win prizes.

In its 15th year of encouraging bicycling for all types of trips, the May is Bike Month campaign will launch a new website with the vendor, Ride Amigos, who updated the [SacRegion511.org](http://SacRegion511.org) website. This new user-friendly site will come at no additional cost compared to last year.

The 2019 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 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.

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

The 2018 May is Bike Month campaign focused on streamlining and reducing costs to test what impact a reduced budget would have on campaign participation. After reducing the budget by 50 percent, participants logged nearly the same number of trips and miles as they did in prior years (a 5 percent reduction in trips and a 12 percent reduction in miles). Staff is continuing to implement a cost-effective campaign by working with a consultant to manage the bulk of the campaign work.

A key factor in running a cost-effective campaign is the support we receive from our many partners - Transportation Management Organizations, cities, counties, transit agencies, air districts, and other public and private partners. Staff requests that SACOG board members leverage their networks as well, in order to help promote the campaign across the region. Visit [Sacog.org/MIBM-toolkit](http://Sacog.org/MIBM-toolkit) to find logos, draft social media posts, newsletter text, and other resources that you can copy and paste to help get the word out. Toolkits containing t-shirts, reflective stickers, and other promotional collateral will be distributed to partners interested in hosting events that promote bicycling

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

The May is Bike Month budget is fully covered in the Transportation Demand Management (TDM) program budget. The total 2019 May is Bike Month budget is estimated to be \$105,000, and is comprised of \$15,000 in staff costs, \$55,000 in consultant costs and \$35,000 in promotional material costs.

**6. This staff report aligns with the following SACOG Work Plan Goals:**

5 - Establish the Sacramento Region as an Innovator & Test-Bed for New Ideas