

#### 4D. BIKE MONTH CAMPAIGN AND RESOLUTION

##### **BACKGROUND**

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For almost 30 years, the Commute Solutions program has coordinated and promoted transportation alternatives to reduce peak period trips and vehicle miles traveled, while improving air quality. This work is achieved through partnerships with other organizations that have a shared interest in increasing our region's use of transportation options like carpooling, vanpooling, transit, telework, bicycling, and walking. For many years, the Commute Solutions program has leveraged National Bike Month as an opportunity to highlight the region's bike infrastructure and additional resources.

##### **CURRENT SITUATION**

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This year, Commute Solutions staff requests that the Transportation Policy Council recognize May as Gulf Coast Bike Month and May 19 as Bike to Work Day in the Houston-Galveston Transportation Management Area. Staff are working with contractor, Love to Ride, to pilot a region wide bike encouragement campaign that is built on behavioral science and nudge theory to encourage new riders.

This campaign will kick off during May with a pilot of a regionwide bike challenge. Staff will engage the help of a steering committee and multiple additional partners. This campaign's main objective is to encourage bike riding, first as recreation, and then moving from recreation to transportation. Program support will be provided to local governments, employers, commuters, and others, and will include information about safety in addition to potential trails and more.

The website for the challenge (and the month) is <http://www.LovetoRide.net/BiketheGulf>, which will serve as the main hub of engagement. At this site, riders in all eight counties will be able to access information, set up teams, track personal stats, upload photos, share goals, and earn badges for participation. Throughout the campaign Commute Solutions staff will work with TXDOT's ConnectSmart team to look for ways to leverage their app to share data and connect users to this opportunity and vice versa.

##### **ACTION REQUESTED**

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Recognize May 2023 as the Gulf Coast Bike Month and Friday May 19, 2023 as Bike to Work Day in the eight-county Houston-Galveston Transportation Management Area.



# Resolution

No. 2023-18

AUTHORIZING RECOGNITION OF MAY 2023 AS THE GULF COAST BIKE MONTH AND FRIDAY, MAY 19, 2023 AS BIKE TO WORK DAY IN THE EIGHT-COUNTY HOUSTON-GALVESTON TRANSPORTATION MANAGEMENT AREA

WHEREAS, the Houston-Galveston Area Council (H-GAC) is designated as the Metropolitan Planning Organization (MPO) for the Houston - Galveston Transportation Management Area by the Governor of Texas in accordance with federal law, and;

WHEREAS, the Transportation Policy Council (TPC) is the regional transportation policy body, and;

WHEREAS, the League of America Bicyclists established National Bike Month in 1956 to showcase the benefits of, and;

WHEREAS, the National Bike to Work Day is on Friday, May 19, 2023

NOW, THEREFORE, BE IT RESOLVED THAT THE TRANSPORTATION POLICY COUNCIL FOR THE HOUSTON-GALVESTON TRANSPORTATION MANAGEMENT AREA RECOGNIZES MAY 2023 AS THE GULF COAST BIKE MONTH AND FRIDAY, MAY 19, 2023 AS BIKE TO WORK DAY IN THE EIGHT-COUNTY HOUSTON-GALVESTON TRANSPORTATION MANAGEMENT AREA.

**PASSED AND APPROVED** this 28th day of April 2023, at a regularly called meeting of the Transportation Policy Council.

APPROVED:

ATTEST:

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Hon. David Robinson, Chairman  
Transportation Policy Council

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Hon. Nancy Arnold, Secretary  
Transportation Policy Council