



**TO: LINDA GORTON, MAYOR
URBAN COUNTY COUNCIL**

**FROM: THERESA REYNOLDS, DIRECTOR
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

DATE: JANUARY 5, 2024

SUBJECT: Love to Ride Bicycle Promotion Platform

Request: Council authorization to execute agreement with Love to Ride, a bicycle promotion and behavior change platform for the Lexington Area MPO at cost not to exceed \$29,695.

Purpose of Request: The Lexington Area MPO seeks professional services offered by Love to Ride, an online behavior-change platform, to increase bicycling in Lexington.

Love to Ride is a unique service that offers a game theory-based online platform with proven success in increasing bike and scooter usage. They have hosted campaigns in 12 countries and over 200 cities around the world. Through targeted audience segmentation, game-based engagement, and proven-effective communications packages, Love to Ride has demonstrated success in increasing ridership across communities. The MPO/Love to Ride service agreement includes two individual month-long public outreach campaigns (May Bike Month and Cycle September) with promotional and technical support from Love to Ride staff. Additional promotions, incentives, and outreach opportunities will also be available year-round. Love to Ride will also provide a comprehensive post-campaign evaluation of its effectiveness. Additional data analysis is provided through aggregated and anonymized behavioral and social data points (e.g., traffic stress/comfort ratings along routes, numbers of “influencers” encouraging others to ride via the platform, etc.) which will help the MPO identify barriers to bicycling and scooting around the community.

The MPO and Division of Environmental Quality’s Public Information and Engagement team will collaborate directly with Love to Ride staff to execute and coordinate the campaign with other city-supported behavior-change efforts (e.g., Green Check program).

Cost in this Budget year and future budget years: Cost in FY 2024 is \$29,695. Future years with the option to renew the contract for one year dependent on available SLX grant funds.

Are the funds budgeted? Yes, 160705-3160-0001-71299; SLX_UPWP_2024

File Number: 0037-24

Director/Commissioner: Duncan/Horn

