MAYOR LINDA GORTON

LEXINGTON

THERESA REYNOLDS
DIRECTOR
GRANTS & SPECIAL PROGRAMS

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

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

DATE: **September 10, 2026**

SUBJECT: **Love to Ride bicycle promotion platform**

Request: Council authorization to approve agreement with Love to Ride, a bicycle and walking promotion and behavior change platform (cost not to exceed $28,500). Funds are budgeted.

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).

Termination Language: The term of agreement covers a one-year (12 month) period dating from March 15, 2026 to March 15, 2027. The agreement may be terminated by giving the other party 30 days written notice, if any of the other parties: (a) has entered into receivership or liquidation or entered into a composition with its creditors; or (b) is in material breach of any term of this Agreement and failed to remedy such a breach after written notice and at least 30 days to remedy the

breach. There is no automatic renewal of the agreement nor are there any optional extensions of the agreement.

Cost in this Budget year and future budget years: Cost in FY 2027 is $28,500. The source of funding is the Federal Highway Administration Planning Funds dedicated to the Lexington Area (FHWA PL-112) with 80% being federal funds and 20% being local match (Resolution 110-2025).

Are the funds budgeted? Account 160705-3160-0001-71299; Grant FED_HWY_2027

File Number: 0816-26

Director/Commissioner: Duncan/Horn