



MEMORANDUM

DATE: March 15, 2022
TO: Christine Daniel, City Manager
FROM: Mohamed Alaoui, Public Works Director
SUBJECT: **Resolution Of The City Council Of The City of Emeryville
Appropriating Two Thousand Five Hundred Dollars (\$2,500) From
The Measure BB Bicycle/Pedestrian Fund 264 For 2022 Bike To
Wherever Day (BTWD) Sponsorship**

RECOMMENDATION

Staff recommends that the City Council approve the above-entitled resolution appropriating \$2,500 to sponsor the 2022 Bike To Wherever Day through Bike East Bay at the Bronze sponsorship level. The annual Bike To Wherever Day will be on May 20, 2022, with digital and in-person activities anticipated throughout the month of May.

BACKGROUND

The City of Emeryville City Council has supported Bike To Work Day financially since 2009, and the City has been an active participant since at least 2004. In 2020, Bike To Work Day was rebranded as “Bike To Wherever Day” to accommodate safety concerns associated with COVID-19.

Bike East Bay offers several levels of sponsorship; the names of these levels have shifted over the years, but the \$2,500 level (now called “Bronze,” and previously called “Silver” or “Champion,”) has historically been the City of Emeryville’s sponsorship level. For the past several years, the Bicycle/Pedestrian Advisory Committee (BPAC) and Transportation Committee have elected to recommend funding at or above the \$2,500 minimum for the chosen sponsorship level; from 2016-2021 funding for the event has been recommended at between \$2,500 and \$4,500.

At their respective committee meetings in February, the BPAC and Transportation Committee both recommended donating \$2,500 to Bike East Bay for sponsorship of the 2022 event.

DISCUSSION

Bike To Work Day is an annual event encouraging bicycling as a transportation option, and it has been extremely successful. Due to the onset of COVID-19, the 2021 event was conducted as a “Bike To Wherever Day” and included various digital events and outreach as well as digital goodie bags and contact-free energizer stations across the Bay (Attachment A).

The 2022 Bike To Wherever Day is anticipated to include a series of hybrid events including online goodie bags and classes as well as the return of in-person energizer

stations and goodie bags. General sponsorship level details can be found in Attachment B.

At their February 2022 regular meeting, the City of Emeryville's BPAC recommended that Council support Bike To Wherever Day 2022 by sponsoring Bike East Bay in the amount of \$2,500. The Transportation Committee, at its February meeting, also recommend funding in the total amount of \$2,500.

FISCAL IMPACT

Funding for the expenses will come from the Alameda County Transportation Commission's Measure BB – Bike/Ped revenues in Fund 264. There are sufficient funds to cover these expenses.

STAFF COMMUNICATION WITH THE PUBLIC

This was on the public meeting agendas of the Feb 7, 2022 BPAC meeting and the February 10, 2022 Transportation Committee meeting.

CONFLICT OF INTEREST

None known.

CONCLUSION

Staff recommends that Council continue the City's support of Bike To Wherever Day as it continues to be a popular and successful event promoting active transportation in Emeryville and beyond.

PREPARED BY: Matt Anderson, Environmental Programs Technician

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

ATTACHMENTS

- Draft Resolution
- Exhibit A: Bike to Wherever Day 2021 Final Report
- Exhibit B: Bike to Wherever Day 2022 Sponsorship