



CITY OF EMERYVILLE

MEMORANDUM

DATE: February 6, 2018

TO: Carolyn Lehr, City Manager

FROM: Department of Public Works

SUBJECT: Resolution Of The City Council Of The City of Emeryville Appropriating Four Thousand Dollars (\$4,000) From The Measure BB Bicycle/Pedestrian Fund 240 For 2018 Bike To Work Day (BTWD) Activities And Purchases

RECOMMENDATION:

Staff recommends that the City Council approve and appropriate \$4,000 total for 2018 Bike To Work Day activities and expenses. One thousand dollars of this amount will cover the City staff purchase of materials, t-shirts and refreshments for City of Emeryville's five Energizer Stations, while \$3,000 will go directly to Bike East Bay for their work in coordinating this Bay Area event.

BACKGROUND:

The annual Bike to Work Day will be May 10, 2018. 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. For the past three years, the City contribution to the annual Bike to Work Day campaign has been \$4,000. The City's Measure BB fund 240 has sufficient funds to contribute this year at this same \$4,000 level. This request matches the expenditures for 2015, 2016 and 2017. Staff also solicits and secures donations from Emeryville businesses for refreshments at our five staffed Energizer Stations throughout the city.

DISCUSSION:

Bike To Work Day is an annual event encouraging bicycling as a transportation option, and it has been extremely successful. Bay Area-wide, there were more than 21,700 participants at 147 Energizer Stations in 2017, and the numbers grow every year. Last year, at our five energizer stations, we counted 1105 cyclists, an increase of 110 cyclists over the previous all-time high of 995 in 2014. That's an increase of 981 since 2004. Each year, some of those who bike for the first time on Bike To Work Day shift some or all of their transportation to bicycling in the future. Active transportation helps keep people healthy, encourages them to explore their neighborhoods, increases safety with more eyes on the streets, and are a big factor in reducing transportation-related greenhouse gas emissions. Encouraging active transportation is included as an important element of Emeryville's Climate Action Plan 2.0.

At their February 5, 2018 regular meeting, the City's Bicycle Pedestrian Advisory Committee (BPAC) will consider a recommendation to the City Council regarding support of \$4,000 in funding; \$3,000 for Bike East Bay's campaign and \$1,000 for the City's BTWD program.

FISCAL IMPACT:

Funding for the expenses will come from the Alameda County Transportation Commission's Measure BB – Bike/Ped revenues in Fund 240. There are sufficient funds to cover these expenses.

PREPARED BY: Marcy Greenhut, Environmental Programs Technician

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



Carolyn Lehr, City Manager

Attachments: Resolution
Bike East Bay 2018 BTWD Sponsorship Information