



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: February 19, 2019

TO: Christine Daniel, City Manager

FROM: Andrew Clough, Director of Public Works

SUBJECT: Resolution Of The City Council Of The City of Emeryville Appropriating Four Thousand Five Hundred Dollars (\$4,500) From The Measure BB Bicycle/Pedestrian Fund 264 For 2019 Bike To Work Day (BTWD) Activities And Purchases

RECOMMENDATION

Staff recommends that the City Council approve and appropriate \$4,500 for 2019 Bike To Work Day activities and expenses. One thousand dollars (\$1,000) of this amount will cover the City's purchase of materials, t-shirts and refreshments for the City of Emeryville's five Energizer Stations, and \$3,500 will go to Bike East Bay for their work in coordinating this Bay Area event.

BACKGROUND

The annual Bike to Work Day will be May 9, 2019. 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 four years, the City contribution to the annual Bike to Work Day campaign has totaled \$4,000. The Bicycle and Pedestrian Advisory Committee has recommended increasing the City's contribution to Bike East Bay from \$3,000 to \$3,500, making the total for this year's request \$4,500. The City's Measure BB Fund 264 has sufficient funds available to contribute \$4,500. The request for \$1,000 to cover the City's internal purchases matches the expenditures for 2015, 2016, 2017 and 2018. 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, 23,000 cyclists participated last year and there were 200 Energizer Stations. Last year in Emeryville, volunteers counted 914 cyclists. About twenty volunteers staff our Energizer Stations, and we are supported by about six local businesses. 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 2019 regular meeting, the City of Emeryville's Bicycle Pedestrian Advisory Committee (BPAC) recommended that Council support Bike to Work Day 2019 funding in the amount recommended. This year BPAC plans to conduct some outreach at Energizer Stations about their work and their public meetings.

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 February 4, 2019 BPAC public meeting agenda. Staff also continues to publicize Bike to Work Day on the City's website.

CONCLUSION

Staff recommend that Council continue the City's support of Bike to Work Day as it continues to be a popular and successful event.

PREPARED BY: Marcy Greenhut, Environmental Programs Technician

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



Christine Daniel, City Manager

ATTACHMENTS

- Draft Resolution
- Bike East Bay's 2019 Bike to Work Day Sponsorship Information Sheet