



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: February 4, 2020
TO: Christine Daniel, City Manager
FROM: Christine Daniel, Acting 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 2020 Bike To Work Day (BTWD) Activities And Purchases

RECOMMENDATION

Staff recommends that the City Council approve the above-entitled resolution appropriating \$2,500 total to sponsor 2020 Bike To Work Day through Bike East Bay at the Bronze sponsorship level. The annual Bike to Work Day will be on May 14, 2020.

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.

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 been the City of Emeryville’s sponsorship level. For the past several years, the Bicycle/Pedestrian Advisory Committee (BPAC) has elected to recommend additional funding over the \$2,500 minimum for the chosen sponsorship level; from 2016-2018 the City donated \$3,000 towards this sponsorship, and in 2019 it donated \$3,500.

For 2020, the BPAC again recommended donating \$3,500 to Bike East Bay for this program; the Transportation Committee subsequently recommended that the City make the donation at the \$2,500 required for the desired level of sponsorship, now “Bronze.”

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 at 200 Energizer Stations, and the numbers remain robust. Last year, in Emeryville, volunteers counted 860 cyclists at our four Energizer Station locations. About twenty volunteers staff our Energizer Stations, and we are supported by about six local businesses, in the form of donations and staffing volunteers. 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, and this year BPAC members plan to conduct some outreach at Energizer Stations about their work and their public meetings.

As noted above, at their January 2020 regular meeting, the City of Emeryville's Bicycle Pedestrian Advisory Committee (BPAC) recommended that Council support Bike to Work Day 2020 by sponsoring Bike East Bay in the amount of \$3,500. The Public Works/Transportation Committee, at its January meeting, chose to recommend funding in the total amount of \$2,500 for sponsorship at the Bronze level.

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 January 6, 2020 BPAC meeting and the January 9, 2020 Public Works/Transportation Committee meeting. 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 2020 Bike to Work Day Sponsorship Information sheet