



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: April 6, 2021
TO: Christine Daniel, City Manager
FROM: Mary Grace Houlihan, Public Works Director
SUBJECT: Resolution Of The City Council Of The City of Emeryville Appropriating Two Thousand Five Hundred Dollars (\$2,500) From Capital Improvement Project 15240017, Bicycle And Pedestrian Plan Implementation Using Measure BB Bicycle/Pedestrian Fund 264 For 2021 Bike To Wherever Day (BTWD) Sponsorship

RECOMMENDATION

Staff recommends that the City Council approve the above-entitled resolution appropriating \$2,500 total to sponsor 2021 Bike To Wherever Day through Bike East Bay at the Bronze sponsorship level. The annual Bike to Wherever Day will be on May 21, 2021 with digital 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 2021, Bike to Work Day has been rebranded as “Bike to Wherever Day” to accommodate safety concerns related to 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 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 2016-2020 funding for the event has been recommended at between \$2,500 and \$4,500.

For 2021, the BPAC and Transportation Committee both recommended donating \$2,500 to Bike East Bay at 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. Due to the onset of COVID-19, the 2020 Bike to Work Day transitioned to “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 2021 Bike to Wherever Day is anticipated to maintain a similar structure with a week-long contract-free curbside pickup as well as increased digital outreach and classes such

as 'DIY Bike Repair' throughout the entire month of May. General sponsorship level details can be found in Attachment B.

As noted above, at their February 2021 regular meeting, the City of Emeryville's BPAC recommended that Council support Bike to Wherever Day 2021 by sponsoring Bike East Bay in the amount of \$2,500. The Transportation Committee, at its March meeting, also recommend funding in the total amount of \$2,500 for sponsorship at the Bronze level.

FISCAL IMPACT

Funding for this sponsorship is to be out of Capital Project 15240017, Bicycle and Pedestrian Plan Implementation using fund 264 Measure BB funds.

	Amount	Fund
Bike to Wherever Day Sponsorship	\$2500	264-15240017

STAFF COMMUNICATION WITH THE PUBLIC

This was on the agendas of the February 1, 2021 BPAC meeting and the March 11, 2021 Transportation Committee meeting. The Committees recommended approval. Staff also continues to publicize Bike to Wherever Day on the City's website.

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 2020 Final Report
- Exhibit B: Bike to Wherever Day 2021 Sponsorship