

# SAN LUIS OBISPO COUNCIL OF GOVERNMENTS

## STAFF REPORT

**MEETING DATE:** April 8, 2009

**SUBJECT:** Regional Rideshare - Bike Month and Resolution

### SUMMARY

This staff report provides a summary of Bike Month, a nation and county wide celebration of human powered transportation. Rideshare staff recommends that the SLOCOG Board adopt the resolution declaring May as Bike Month and May 18-22 as Bike to Work and School Week.

### RECOMMENDATION

**SSTAC/TTAC/CTAC:** Receive Information

**Staff:** Adopt resolution declaring May Bike Month and May 18-22 as Bike to Work and School Week

### DISCUSSION

#### Bike Month

Bike Month in May, is a San Luis Obispo County and national celebration of human-powered vehicle transportation. The campaign encourages people of all ages and abilities to ride bicycles to their destinations instead of driving. This year's Bike Month theme is "**Chain Reaction.**"



The event is largely community driven with Rideshare taking the lead on coordination, marketing, public relations, outreach and the online Commute Challenge. Since December, Rideshare has held twice monthly Bike Month Committee meetings with community members to determine the theme, logo and goals as well as plan the over 50 events that will take place during the month of May. This year's goals include:

- Attract first time cyclists
- Create bicycle commuters for everyday
- Make cycling less intimidating – break down barriers and show that it is easy, fun & safe
- Efficiency –get more bang for the buck
- Get kids and schools more involved – incorporate Safe Routes to School
- Involve businesses - get executives to commit to their involvement early and show leadership to their employees
- County-wide focus – encourage community run events outside SLO City
- Provide more cycling education & safety
- Improve online component – Commute Challenge & website
- Outreach to Hispanic community – translating of collateral, providing information
- Pod Power - create more self sufficient and stronger pods by grouping activities together

There are a lot of ways for county residents to get involved in Bike Month, with the most obvious being – RIDE YOUR BIKE. Residents are also encouraged to attend one of the many bike related events including the Bike Month Kick-Off in Arroyo Grande, the Bike Art Show, the family friendly Bike in Movie, one of the many recreational rides or even a Bike Confidence Class. Rideshare's online Commute Challenge will also return, but with a twist. Instead of teams competing to get the largest amount of bike commute miles, organizations will compete to get the highest amount of participation. In

smaller words, it's about people, not miles. For example, the SLOCOG Board can compete against the APCD Board and the one with the highest participation rate will win. (hint, hint)

Rideshare will also continue the tradition of the Executive Challenge. It is often true that the best way to lead is by example. Therefore, Rideshare is seeking Executives to commit to riding their bike during Bike to Work Week (May 18-22) instead of driving. Executives who take the challenge will be recognized in a full page advertisement in the Tribune as well as via a press release and the Rideshare website. Staff will have Executive Challenge forms available at the Board Meeting for those who want to get involved.

Rideshare also continued the tradition of Bike Month mini-grants, awarded to community members and organizations planning events during Bike Month. Staff allocated \$2,000 to the grants program and had a deadline for applications on March 5<sup>th</sup>. The grant projects range from Bike to School Days, Kidicle Mass, the Bike Art Show and Family Fun Rides. The funds used for the grants program will not only help advertise the events, but will help offset overall Bike Month costs.

For more information on Bike Month, go to [www.rideshare.org/chainreaction](http://www.rideshare.org/chainreaction) .

Attachment 1: Bike Month Resolution

Staff Report Prepared By Morgen Marshall

# San Luis Obispo Council of Governments

## RESOLUTION PROCLAIMING MAY 2009 AS BIKE MONTH; AND MAY 18 TO MAY 22, 2009 AS BIKE TO WORK AND SCHOOL WEEK

The following resolution is hereby offered and read:

**WHEREAS**, bicycling is an effective means to reduce air pollution and conserve energy and promotes the healthy lifestyle within communities by reducing traffic, noise and congestion; and

**WHEREAS**, many businesses, organizations and schools encourage customers, students and employees who travel by bicycle, providing incentive rewards, shower/locker facilities and other benefits; and

**WHEREAS**, bicycle transportation is an integral part of the "multi-modal" transportation systems planned by federal, state, regional, and local transportation agencies; and

**WHEREAS**, bike month is a San Luis Obispo County-wide celebration of human powered transportation, which encourages people of all ages and abilities to ride bicycles to their destinations; and

**WHEREAS**, bike month promotions such as Bike-to-Work and School Week, Commuter Bike Challenge, and Safe Routes to School successfully encourages citizens to ride their bicycles, thereby reducing vehicular emissions in the county; and

**WHEREAS**, "Chain Reaction" is the theme for 2009, an inclusive request to all types of cyclists, whether veteran or novice, to support bicycling in all of its forms in San Luis Obispo County; and to celebrate the joys and benefits of bicycling for transportation and recreation, and

**WHEREAS**, businesses are encouraged to provide support and discounts to cyclists throughout the month of May.

**NOW, THEREFORE BE IT RESOLVED** that the San Luis Obispo Council of Governments does hereby proclaim May 2009 as Bike Month and May 18 to May 22, 2009 as Bike to Work and School Week.

On motion by Board Member \_\_\_\_\_, seconded by Board Member \_\_\_\_\_, and on the following roll call vote, the foregoing resolution is hereby adopted this 8th day of April 2009.

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

\_\_\_\_\_  
John P. Shoals, President  
San Luis Obispo Council of Governments

Date: \_\_\_\_\_