

DOWNTOWN COMMISSION AGENDA REPORT

DATE: February 14, 2013

AGENDA OF: March 28, 2013

DEPARTMENT: Public Works

SUBJECT: Bike to Work Sponsorship 2013 - 2014

RECOMMENDATION: Motion to approve a \$7,500 sponsorship of Bike to Work for 2013-2014.

Public Works staff recommends that the Downtown Commission support the request from Bike to Work for a \$7,500 contribution to support its activities in 2013-2014. Bike to Work locates breakfast sites for the spring and fall Bike to Work events in the downtown area. The Downtown Commission approved a \$7,500 last year for this sponsorship.

This sponsorship is consistent with the interest that commissioners have expressed in supporting bicycling and walking as ways to patronize downtown businesses. It also supports the goals of the Master Transportation Study to increase bicycle commuting inside the City of Santa Cruz by 38% (from an 8% to 11% mode split) by 2020.

The support of bicycle commuting reduces the demand for car parking, which provides a significant financial benefit for downtown businesses and the City.

Report prepared and Submitted by Marlin Granlund, Parking Program Manager.

Attachments:

Ecology Action Bike to Work Week Request Final 2012 Donation Expenses For Bike to Work Week