

3/13/13

To: Santa Cruz City Downtown Commission  
From: Bike to Work program  
Regarding: sponsorship request for the 13/14 Bike to Work program  
Request Amount: \$7,500

The Bike to Work program continues to recruit more bike commuters, encourage school children to cycle, and provide the City significant sponsorship recognition and traffic reducing benefits, reduces parking demand, creates safer, more livable streets, and helps reduce greenhouse gases. The City's recent Climate Inventory Report states that 47% of the City generated greenhouse gases come from transportation. Bicycling is an inexpensive, easy to access and healthy way to combat climate change. The City of Santa Cruz is a nationally recognized bike friendly community and downtown is the hub of bike activity.

The Bike to Work/School program has the highest participation numbers and is the highest profile commute option service in the City. In 2012, 555 (23%) of all participants classified themselves as 'beginning cyclists', demonstrating that this program effectively engages non-traditional bike commuters.

Ecology Action requests \$7,500 for the 2013/2014 Bike to Work/School program from the Downtown Commission to continue to actively encourage increased bike commuter rates throughout the year and to meet the growing demand of more utility cyclists which increase the cost to the Bike to Work program. The Bike to Work program provides promotions, direct services and advocacy to move more people to bike for transportation.

The 2013 Bike to Work/School Day events mark the 26<sup>th</sup> Anniversary of the program in Santa Cruz.

### County Accomplishments for 2012

- **13,184 youth and adults biked** on the spring & fall Bike to Work/School Days (a 15% increase since 2009)
- **50% increase of Bike to Work participation county-wide** over the past decade.
- **200% increase of Bike to School participation county-wide** over the past decade.
- **Over 55,000 miles were biked** instead of driven
- **Over 60,000 pounds of CO2 emissions** were prevented from entering the atmosphere
- **2.4 million calories were burned** by all participants (40 calories/mile)
- **Year round newsletter emailed to 4,000+ subscribers.**

### City of Santa Cruz BTW/S Accomplishments for 2012

- 30% (721 cyclists) of all Bike to Work Day participants attended the downtown Santa Cruz breakfast site, making the site the most popular in the county.
- 70 % of all Bike to Work Day participants attend a city of Santa Cruz Breakfast site location. There were 2,442 Bike to Work participants and 1,701 attended a site within the city of Santa Cruz.
- 29% of all Bike to School participants are from Santa Cruz City Schools. 10 Santa Cruz City schools

participated in B2S Day with 2,920 participants.

We also have continued to expand our year round presence through grant funded school outreach, bike safety education and bike commuter product incentives.

### **Downtown Benefits**

- Reduced bike parking demand from downtown employees and shoppers.
- Better traffic flow.
- Reduced cost of bike transportation gives cyclists more spending money for shopping at downtown businesses.
- Regular exercise for downtown employees who bike to work therefore reducing health costs. Employees are more alert and more attentive after biking.
- Downtown sponsors include: New Leaf Community Market, Spokesman Bicycles, Bookshop Santa Cruz, Noah's Bagels, Jamba Juice, Trader Joe's, Verve Coffee Roasters, The Bagelry, Café Gabriella, Bike Dojo, Penny Ice Creamery, Zachary's, Spokesman Bicycles, and Santa Cruz County Regional Transportation Commission.

While the City of Santa Cruz, through the Downtown Commission's contribution, provides the largest donation than any other jurisdiction it benefits the most from the Bike to Work services. Bike to Work literally covers downtown with bike to work posters, brochures, large format signs/banners, and direct mailings to businesses. The City of Santa Cruz has the highest percentage of bike commuters, many of whom utilize our services. In the past 25 years Bike to Work has advocated for many important downtown bike projects including secure bike parking, the Beach Street Bikeway, and the continued improvement of the River Levee Path.

Downtown continues to be a hub for bicycle transportation as it is easily accessible for a majority of city residents. Bike to Work plays a key role in promoting, encouraging and supporting bicycle riding in downtown. Our staff regularly distributes City bike parking brochures, Metro schedules and fare information, SCCRTC bike maps, bike safety information and other bike resource literature. Bike to Work maintains a popular website with year round bike resource information and news updates. Bike to Work also distributes information year-round about bicycle safety, bicycle commuting tips, and local bicycling news to over 4,000 past participants through a popular newsletter and Facebook page.

### **Sponsorship Recognition**

The City of Santa Cruz is recognized as a Bike to Work Big Wheel sponsor reserved for only the highest level of support. As a Big Wheel sponsor the City receives maximum placement with the City logo or name on Bike to Work's extensive promotions including:

- 225 event T-shirts
- 1,200 event posters
- 3,000 promotional handouts
- Website listing and logo on the homepage
- The City of Santa Cruz featured as a Big Wheel Sponsor in an newsletter to 4,000 subscribers.
- City of Santa Cruz listed as sponsors in numerous print ads including: *Santa Cruz Sentinel*, *Student Guide*, and *UCSC Recreation Guide*, and other local publications.