



CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: February 18, 2020
To: Honorable City Councilmembers
From: Mayor Slayter
Subject: Discussion and Consideration of Request for the City of Sebastopol to become a Sponsor of the 2020 Bike to Work Day
Recommendation : That the City Council Consider and Approve the Request
Funding: Currently Budgeted: _____ Yes _____ No X N/A

Net General Fund Cost: \$2700.00

Amount: \$

Account Code/Costs authorized in City Approved Budget (if applicable) – Funding is not allocated in this Fiscal Year budget – City Council would need to approve funding for this Fiscal Year - ABC (verified by Administrative Services Department)

INTRODUCTION: This item is to request that the City Council Consider the Request for the City of Sebastopol to become a Sponsor of the 2020 Bike to Work Day.

BACKGROUND:

Bike to Work Day provides unique opportunities to showcase your support for sustainability and to reach hundreds of thousands in print, online, at events, and on the street. Bike to Work Day is an annual event held on various days in the Spring across the United States that promotes the bicycle as an option for commuting to work. Bike Month is May each year, and Bike to Work Week is the week of Bike to Work Day, which varies from city to city.

On Bike to Work Day, Energizer Stations are set up during the morning commute (6-9 am) along cycling routes throughout the county, offering riders snacks, swag, and encouragement. It's a party on two wheels! This year, Bike to Work Day 2020 is scheduled for Thursday, May 14, 2020.

DISCUSSION:

Cycling, like walking, is good for the environment and the person/rider's health. Persons who are physically active are healthier, more productive, take fewer sick days, and is also good for businesses. Providing secure bicycle parking is cheaper than providing free parking spaces and freeing up parking spaces is good for the City's economy as well. Making it easier for employees to use alternative transportation demonstrates that you care about them and the environment...and creates a positive organizational culture.

May is National Bike to Work Month! Cycling to work reduces carbon emissions and traffic congestion, improves your physical and mental health, saves you money.

Throughout the month of May, the Sonoma County Bicycle Coalition is offering activities to support those willing to give it a try. If you do not bike, simply pledge to try cycling on May 14, 2020, Bike to Work Day.

In 2019, the City Council approved and sponsored \$500 to the organizer of this positive county-wide event that supports transportation mode shifting. The sponsorship was to help support funding for the City logo on all

printed material and the durable canvas shopping bag provided to participants. In addition, sponsors have the opportunity to include a flyer or pamphlet in all the canvas bags.

Tonight's item is to request City Council approval of funding in the amount of \$2700.00 for items listed below:

- Energizer Station host: Sharing snacks, support and swag with cyclists riding by. We had some new Stations last year as well as some new partnerships.
- BagSwagger: For \$200, have your branded coupon or item inserted into all of the swag bags handed out on Bike to Work Day.
- Logo Sponsor: For \$500, your item will be inserted into swag bags AND your logo will appear on the outside of the bags, on BTWD posters, and other promotional materials. DEADLINE FOR THIS IS FEBRUARY 21ST!
- As a Banner Sponsor: For \$2000, all of the above PLUS your name/logo on an 8' banner at our three most visited Energizer Stations.

By supporting and sponsoring this event, the City is making a continued commitment to reducing greenhouse gas emissions, reducing air pollutants, reducing noise pollution and congestion and reducing the need for new parking lots and roadways to name a few to support community health and wellness in Sebastopol, as well as our surrounding neighbors.

RECOMMENDATION:

That the City Council City Consider the Request for the City of Sebastopol to become a Sponsor of the 2020 Bike to Work Day.

Attachment:

Flyer



BAY AREA

BIKE TO WORK DAY



MAY 14, 2020

PARTICIPATION & SPONSORSHIP OPPORTUNITIES

Take the Pledge!

- Make a commitment to ride on Bike to Work Day. Engaging support from others is a great way to form new habits!

Bike to Work Day Energizer Stations

- Energizer Stations are set up during the morning commute along cycling routes around the county on National Bike to Work Day, offering riders snacks, swag, and encouragement!
- Host an Energizer Station of your own or collaborate with another organization – contact us for details on host duties.

Other Bike to Work Day Sponsorship Opportunities

- **BagSwagger:** Include a flier, coupon, swag or branded item in each of the 800 goody bags distributed throughout the day: \$200 (you provide the item)
- **Logo Sponsor:** The above PLUS your logo on all the bags AND all posters, social media, and other promotions distributed throughout the county: \$500 (**deadline February 21st**)
- **Banner Sponsor:** The above PLUS your logo on a banner at our three most-visited Energizer Stations: \$2000 All include your logo in our newsletter, social media, and other promotions.

Team Bike Challenge

- Engage in friendly competition against companies of a similar size, or form teams and compete across departments or locations. Prizes will be awarded!

Bike Commuter of the Year and Bike Friendly Company of the Year Awards

- The annual Bike Commuter of the Year award recognizes a local individual whose dedication to alternative transportation is an inspiration to others.
- Our Bike Friendly Company of the Year award recognizes an employer who goes the “extra mile” to support, encourage, and incentive cycling to work.

Safe Cycling Classes

- Fear and safety concerns can be a barrier for new riders; participation in a Safe Cycling class can increase your employees’ skills and confidence on a bike!
- \$20/person to attend [regularly scheduled classes](#) at our location.
- \$300 for us to come lead a one hour “brown bag” class at your worksite.



For more information on Bike to Work Month,
contact Cherie cherie@bikesonoma.org or visit www.bikesonoma.org/btwd

Sonoma County Bicycle Coalition

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