

## Legislation Details (With Text)

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**Title:** RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING A \$1,000 SPONSORSHIP FOR BIKE EAST BAY'S 25TH ANNUAL BIKE-TO-WORK DAY ON THURSDAY, MAY 9, 2019

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. RESO 2019-022 Sponsorship Bike to Work Day 050919, 2. City Council Fee Waivers & Sponsorships.pdf, 3. Sponsorship REQ- Bike to Work 050919, 4. 021919 email request Bike to Work Day 050919.msg

Date	Ver.	Action By	Action	Result
2/20/2019	1	City Council	adopted	Pass

**PREPARED BY:** LATANYA FISHER

**DATE OF MEETING:** 02/19/19

### **SUBJECT:**

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING A \$1,000 SPONSORSHIP FOR BIKE EAST BAY'S 25<sup>TH</sup> ANNUAL BIKE-TO-WORK DAY ON THURSDAY, MAY 9, 2019

### **RECOMMENDATION**

Adopt Resolution

### **COMPLIANCE STATEMENTS**

*Fiscal Resiliency Policies: Spending Cap & Facility Use Policy for Maple Hall Waivers and Spending Cap & Special Event Sponsorship (Discretionary Spending)* are adopted policy items under the FY 2018-21 Council Priority Workplan, effective November 1, 2017. The program receiving the sponsorship supports the Council's Workplan policy items related to Healthy Eating Active Living and the policy item related Cycle San Pablo Annual Activities.

### **CEQA Compliance Statement**

This is not a project as defined by CEQA.

### **BACKGROUND**

On January 2, 2019, the City Manager's Office received an email from Bike East Bay Community Organizer, Ms. Susie Hufstader, requesting annual sponsorship for their 25<sup>th</sup> Annual Bike to Work Day event scheduled for Thursday, May 9, 2019. Bike to Work Day is a premier regional bike event of the year.

Bike East Bay seeks to increase bicycling to improve the health and quality of life of all residents,

reduce environmental impacts and make our streets and communities vibrant places to live, work and play. Since 1972, Bike East Bay has advocated for, helped pass, and established various bicycle-related initiatives like Contra Costa County's Measure J and lifting BART's rush hour ban on bikes. Various sponsorship levels of Bike to Work Day helps provide Bike East Bay with the resources to promote bicycling as an everyday means of transportation for all residents of the East Bay. Support goes directly to the creation and distribution of promotional materials such as Bike to School Day stickers and Bike to Work Day posters as well as supports volunteer coordination and incentives for bicyclists.

### **FISCAL IMPACT**

As of February 4, 2019 the Event Sponsorship budget allocation authorized reallocation of \$5,000 from fee waivers to sponsorship leaving a balance of \$7,775 earmarked for Event Annual Sponsorship for FY 2018/19 under the Adopted FY 2018/21 Quadrennial Operating Budget - City Council Department (100-1110-44050). The authorized sponsorship in the amount of \$1,000 will be deducted from this expense balance leaving a remaining balance of \$6,775 for the remainder of FY 2018/19 period for future sponsorships by the City Council.