

Legislation Text

File #: #20-041, Version: 1

PREPARED BY: LATANYA FISHER

DATE OF MEETING: 02/03/20

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING A \$1,000 SPONSORSHIP FOR BIKE EAST BAY'S 26TH ANNUAL BIKE-TO-WORK DAY ON THURSDAY, MAY 14, 2020

RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Build a Healthy Community: Improve Connections to Healthy Eating and Active Living and Healthy Eating and Active Living Campaign are adopted policy items under the FY 2019-21 Council Priority Workplan, effective March 1, 2019. The program receiving the sponsorship supports the Council's Workplan policy items related to Healthy Eating Active Living.

CEQA Compliance Statement

This is not a project as defined by CEQA.

BACKGROUND

On December 31, 2019, the City Manager's Office received an email from Bike East Bay Community Organizer, Ms. Susie Hufstader, requesting annual sponsorship for their 26th Annual Bike to Work Day event scheduled for Thursday, May 14, 2020. 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

A total of \$30,000 has been budgeted and earmarked for Special Event Annual Sponsorships 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 \$6,900 for the remainder of FY 2019/20 period for future sponsorships by the City Council.