

TO: James L. App, City Manager
FROM: Ed Gallagher, Community Development Director
SUBJECT: Bicycle Stakeholder's Committee - Progress Report
DATE: May 7, 2013

NEEDS: For the City Council to receive a report on the Bicycle Stakeholder's Committee activities.

- FACTS:**
1. Last August the Council endorsed the City applying to the League of American Bicyclist's to be designated as a "Bike Friendly City". The results of the application will be announced later in May.
 2. One of the requirements for the Bike Friendly City application is to have a standing bicycle advocacy committee. The Council supported creation of a bicycle committee that is organized and managed by the community versus supported with staff resources.
 3. The Paso Robles Bicycle Stakeholder's Committee was formed last December. The committee is chaired by a local business owner. Evening meetings are hosted by local businesses (e.g. North Coast Engineering, La Quinta Hotel, and Odyssey Cafe). Committee coordination and meeting minutes are handled by a local resident.
 4. The Committee is focused on four program areas including: 1) expanding the economic benefits of bicycling in the local economy; 2) developing an integrated bicycle safety program; 3) promoting bicycling for healthy lifestyles; and 4) support for bicycle infrastructure improvements.
 5. Paso Robles now hosts a link on the City's Travel Paso website, "Bicycle Friendly Paso Robles" which provides a wealth of information on bicycle-related activities and businesses that support bicyclists. Regionally, bicycle-friendly businesses are supported through a new program at the SLO County Bicycle Coalition.

**ANALYSIS &
CONCLUSION:**

As noted, the Bicycle Stakeholder's Committee is progressing on several fronts. The committee chairman (Steve Fleury) collaborated with the City in developing an informative new website link that highlights bicycling activities and promotes businesses that support local and visiting bicyclists. See website link at: http://www.travelpaso.com/cm/experience_paso_robles/bike-friendly.html.

Additionally, the SLO County Bicycle Coalition has developed a program that rewards businesses that support bicyclists by providing free business promotions and advertising, with the intent of helping business grow their customer base and

encourage bicycling. See link <https://slobikelane.wufoo.com/forms/bicycle-friendly-business/>

There is anecdotal information available on the economic benefits of traveling bicyclists. However, the Committee is interested in researching the economic impact of bicyclists in Paso Robles. Therefore, the committee prepared a survey instrument that will be administered at the Great Western Bike Rally this May. The intent is to determine how much attendees spend on lodging, dining and purchases. The survey will later be modified and introduced at hotels to help gauge economic benefits of tourists that come to Paso Robles for bicycling. It will also be useful to learn how businesses could become more bicycle-friendly. In the future, the Committee may work with employers to determine if their businesses could benefit by being more bicycle friendly.

The committee is also strongly interested in educating the community on bicycle safety. Many people don't ride for commuting or recreational purposes, and will not let their children ride to school because they lack basic bicycle safety training. The combined resources of the committee, primarily the SLO County Bicycle Coalition and SLO County Rideshare, are available to work with the community and school district to provide safety education and riding skills training. These organizations are fully grant funded and the Committee is coordinating with the school district on establishing a bike safety training program. When resources become available, Police Department staff may also participate in this educational effort.

Committee members recently participated in the regional Salinas River Trail Plan workshops. Their knowledge and expertise was essential in helping identify potential trail alignments and other improvements. An update of this project will be brought forward next Summer.

POLICY

REFERENCE: 2003 General Plan, 2006 Economic Strategy, 2009 Bike Master Plan.

FISCAL

IMPACT: None.

OPTIONS:

- a. Receive and file report
- b. Amend, modify or reject the foregoing option.