

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Board of Supervisors		(2) MEETING DATE August 1, 2006		(3) CONTACT/PHONE James Patterson, (805) 781-5450	
(4) SUBJECT Presentation by Lisa Quinn, SLO Regional Rideshare Program Coordinator, and Jessica Berry, Rideshare Bicycle Coordinator, highlighting the associated activities and participation in the May 2006 Bike Month event.					
(5) SUMMARY OF REQUEST The Board of Supervisors is asked to receive and file the presentation provided by SLO Regional Rideshare Program staff.					
(6) RECOMMENDED ACTION It is recommended that the Board of Supervisors receive and file the report and continue its support of Bike Month and other efforts to increase and facilitate the safe use of bicycles in the county.					
(7) FUNDING SOURCE(S) N/A		(8) CURRENT YEAR COST		(9) ANNUAL COST	
(10) BUDGETED? <input type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> N/A					
(11) OTHER AGENCY/ADVISORY GROUP INVOLVEMENT (LIST): Air Pollution Control District, San Luis Obispo County Bicycle Coalition, City of San Luis Obispo Cal Poly Commuter and Access Services					
(12) WILL REQUEST REQUIRE ADDITIONAL STAFF? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, How Many? _____ <input type="checkbox"/> Permanent _____ <input type="checkbox"/> Limited Term _____ <input type="checkbox"/> Contract _____ <input type="checkbox"/> Temporary Help _____					
(13) SUPERVISOR DISTRICT(S) <input type="checkbox"/> 1st, <input type="checkbox"/> 2nd, <input type="checkbox"/> 3rd, <input type="checkbox"/> 4th, <input type="checkbox"/> 5th, <input checked="" type="checkbox"/> All		(14) LOCATION MAP <input type="checkbox"/> Attached <input checked="" type="checkbox"/> N/A		(15) Maddy Act Appointments Signed-off by Clerk of the Board <input checked="" type="checkbox"/> N/A	
(16) AGENDA PLACEMENT <input type="checkbox"/> Consent <input type="checkbox"/> Hearing (Time Est. _____) <input checked="" type="checkbox"/> Presentation <input type="checkbox"/> Board Business (Time Est. _____)		(17) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions (Orig + 4 copies) <input type="checkbox"/> Contracts (Orig + 4 copies) <input type="checkbox"/> Ordinances (Orig + 4 copies) <input checked="" type="checkbox"/> N/A			
(18) NEED EXTRA EXECUTED COPIES? <input type="checkbox"/> Number: _____ <input type="checkbox"/> Attached <input checked="" type="checkbox"/> N/A		(19) APPROPRIATION TRANSFER REQUIRED? <input type="checkbox"/> Submitted <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A			
(20) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) _____		(21) W-9 <input type="checkbox"/> No <input type="checkbox"/> Yes		(22) Agenda Item History <input type="checkbox"/> N/A Date _____	
(23) ADMINISTRATIVE OFFICE REVIEW <p align="center"><i>OK</i></p>					

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8-1-06*

BOARD OF SUPERVISORS

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JAMES R. PATTERSON
SUPERVISOR DISTRICT FIVE

DATE: August 1, 2006
TO: Board of Supervisors
FROM: James Patterson, District Five
SUBJECT: Presentation of a report on Bike Month 2006 by SLO Regional Rideshare

RECOMMENDATION

It is recommended that the Board of Supervisors receive and file the report and continue its support of Bike Month and other efforts to increase and facilitate the safe use of bicycles in the county.

DISCUSSION

Bike Month, a celebration of human-powered vehicle transportation, is held each May in San Luis Obispo County and across the country. Bike Month activities provide incentives and encouragement for people of all ages and abilities to ride bicycles to their destinations, rather than driving. The 2006 Bike Month theme was "Bikes In Bloom." SLO Regional Rideshare sponsored more than 15 events and activities to achieve the campaign's mission of more bikes, fewer cars and healthier communities, including: the Commuter Bike Challenge, Executive Bike Challenge, Bike Fest in Mission Plaza, a Bike Month window display contest, and special presentations, raffles and giveaways.

OTHER AGENCY INVOLVEMENT

Air Pollution Control District
San Luis Obispo County Bicycle Coalition
City of San Luis Obispo
Cal Poly Commuter and Access Services

FINANCIAL CONSIDERATIONS

N/A

RESULTS

In addition to the more than 40 business owners, elected officials and other professions who joined the Executive Bike Challenge, nearly 50 local businesses provided free coffee, tea and smoothies and a Bike Month t-shirt to bicyclists. A new addition to the promotional efforts of the campaign invited businesses throughout the County to decorate their window with the Bikes In Bloom theme. Ten businesses participated in dressing their window or prominent location. The winning display, by the The Educated Gardener, received \$1,000 in scheduled media from KSBY and a \$300 gift certificate from the ARTery. Additionally 17 teams, representing 141 people, took the Commuter Bike Challenge. The Commuter Bike Challenge encouraged people to bike to work, to school and other bike related trips such as shopping and errands. Collectively the teams rode 5,808 miles, and took 1,234 bicycle trips throughout the month.

APW