

**CITY OF MERCED
Development Services**

TO: Bicycle Advisory Commission
FROM: Michael Hren, AICP; Principal Planner
DATE: October 24, 2017
SUBJECT: Bicycle Advisory Commission Requests, Information Items and Subcommittee Reports

BACKGROUND

Lisa Kayser-Grant, representing the Merced Bicycle Coalition, has requested to speak to the Commission regarding project recommendations.

DISCUSSION

The Merced Bicycle Coalition received \$5,000 in funding from the City of Merced to conduct bicycling education and encouragement activities in order to increase bicycle ridership and safety. The Coalition has estimated that they will use approximately \$1,500 of that funding for the Mayor's Bike Ride and Poster Contest. The Coalition would like to solicit ideas from the Bicycle Advisory Commission for using the remaining \$3,500 in funds.

ACTION

Provide recommendation(s) for use of the Merced Bicycle Coalition's remaining \$3,500 in funds.

ATTACHMENT

A. Merced Bicycle Coalition budget request letter, as provided by Ms. Kayser-Grant



Merced Bicycle Coalition
731 E. Yosemite Avenue, Suite B, #427
Merced, CA 95340
(209) 769-2233

*Making our community safer, our air cleaner, and our citizens healthier,
by promoting bicycling as a safe and normal means of everyday
transportation and recreation.*

June 5, 2017

The Merced Bicycle Coalition (MBC), a local 501(c)3 tax exempt nonprofit, respectfully requests that the City of Merced Budget for the 2017-2018 fiscal year include \$5,000 in funding for bicycling education and encouragement activities to increase bicycle ridership and safety. Funds would be used for community bicycling events, education, and safety projects.

The Merced Bicycle Coalition conducts bicycle education, encouragement, and safety campaigns throughout the year in collaboration with local nonprofit and government agencies. We have conducted Safe Routes to School education programs and events, community bike rides, helmet fitting and giveaways, bike to work and school campaigns, and service projects including bicycle fit and fix clinics and bike path maintenance.

This spring the MBC partnered with the City of Merced Bicycle Advisory Commission to help carry out the projects designed by the BAC and funded by its \$5,000 budget, resulting in educational materials being distributed to 175 elementary school teachers, over 300 students participating in the Mayor's Bike Ride poster contest, a successful 2nd annual Mayor's Bike Ride with nearly four times as many riders as the 1st, distribution of free locks, bicycle lights, and helmets, and an educational radio public service announcement that is currently reaching thousands of listeners in English and Spanish. All events and items were free to the public, and no funds were used for personnel or administrative costs.

This funding for 2017-2018 will greatly assist the City's efforts to make bicycling a safe, convenient, and increasingly used form of transportation in Merced, in accordance with the goals of the City's General Plan and Bicycle Transportation Plan.

Sincerely,

Lisa Kayser-Grant
Treasurer, Merced Bicycle Coalition