

CITY OF MERCED
Planning Department

TO: Bicycle Advisory Commission
FROM: Aidan Brown, Bike Month Event Coordinator (intern)
DATE: February 24, 2015
SUBJECT: Bike Month 2015

BACKGROUND

Currently, the two events planned to occur in 2015 Bike Month are the “All-Merced-Road Ride” and “Bike to Work Day.” These are great events that we need to shore-up. The Planning Department of the City of Merced would also like to create an event called the Director’s Ride, explained below.

DISCUSSION

The objective of this item is to discuss events that are currently being implemented for bike month as well as the possibility of the Director’s Ride. These current events are being run by the Merced Bike Coalition and other community entities. The Planning Department would like to increase its involvement in the implementation of these events. Thus, the City has established and filled a position, “Bike Month Event Coordinator” (me), to facilitate Bike Month organization and planning meetings with the sub-committee with regard to the events being implemented. Commissioners Lisa Kayser-Grant, Tom Hothem, and Justin Hicks are a part of this sub-committee, as well as other community members. The Bike Month Event Coordinator will also facilitate planning and discussion of the Director’s Ride. The objectives and details of the Director’s Ride are described in the attachment.

ACTION

This is a discussion of the possibilities for the Director’s Ride as well as assessments and identification of resources to assist with all planned events. We would appreciate input on aiding the sub-committee in their efforts to plan and implement Bike Month events. There is no voting involved with this item.

ATTACHMENTS

- A. Current and Possible Events for Bike Month in 2015

Current and Possible Events for Bike Month 2015

Current Events

- Merced-All-Road-Ride Day (May 3rd): Merced Bike Coalition
- Bike to Work Day (May 7th): Merced Bike Coalition

New Event (Bike Month 2015): Director's Ride

- Objective: The objectives for this event are not yet finalized. This event could be designed to showcase bikeway improvements and areas where improvements are needed, by having community members ride with the Director of Development Services and other local municipal and county leaders.

Other Possible Events (Future Bike Month Activities)

- These events are included in this attachment for reference for future Bike Month events. Since this is the first year that the Planning Department has filled the position of Bike Month Event Coordinator, these ideas will be kept for future reference. These events are not included in Bike Month 2015.
 - Mother's Day Ride
 - Bike to School Day with Bike Rodeos
 - Ride of Silence
 - Bike To (*insert name here*) Events
 - Classes on Bike Safety
 - Events with UC Merced