

CITY OF MERCED
Planning Department

TO: Bicycle Advisory Commission
FROM: Bill King, Principal Planner
DATE: June 23, 2015
SUBJECT: Planning for 2nd Annual Director's Ride

BACKGROUND

On May 9, 2015, the City, with the assistance and support of several community organizations, hosted the 1st Annual Director's Ride. While the event and thoughts of it are fresh in our minds, now would be a good time to discuss its pros and cons. Similarly, if there is support for the event to occur in May 2016, then now would be a good time to begin the process to plan for next year's event.

DISCUSSION

Attached are images and documents that provide a good overview of the 2015 event. I would like feedback on the following ideas for a 2nd Annual Director's Ride:

- Remove the Challenge Ride component;
- Partner with Parks and Recreation and include a BBQ at a local park; and,
- Involve Merced Police Department by including "Bike Patrol" cyclists.

Besides the above, the BAC is encouraged to offer other ideas.

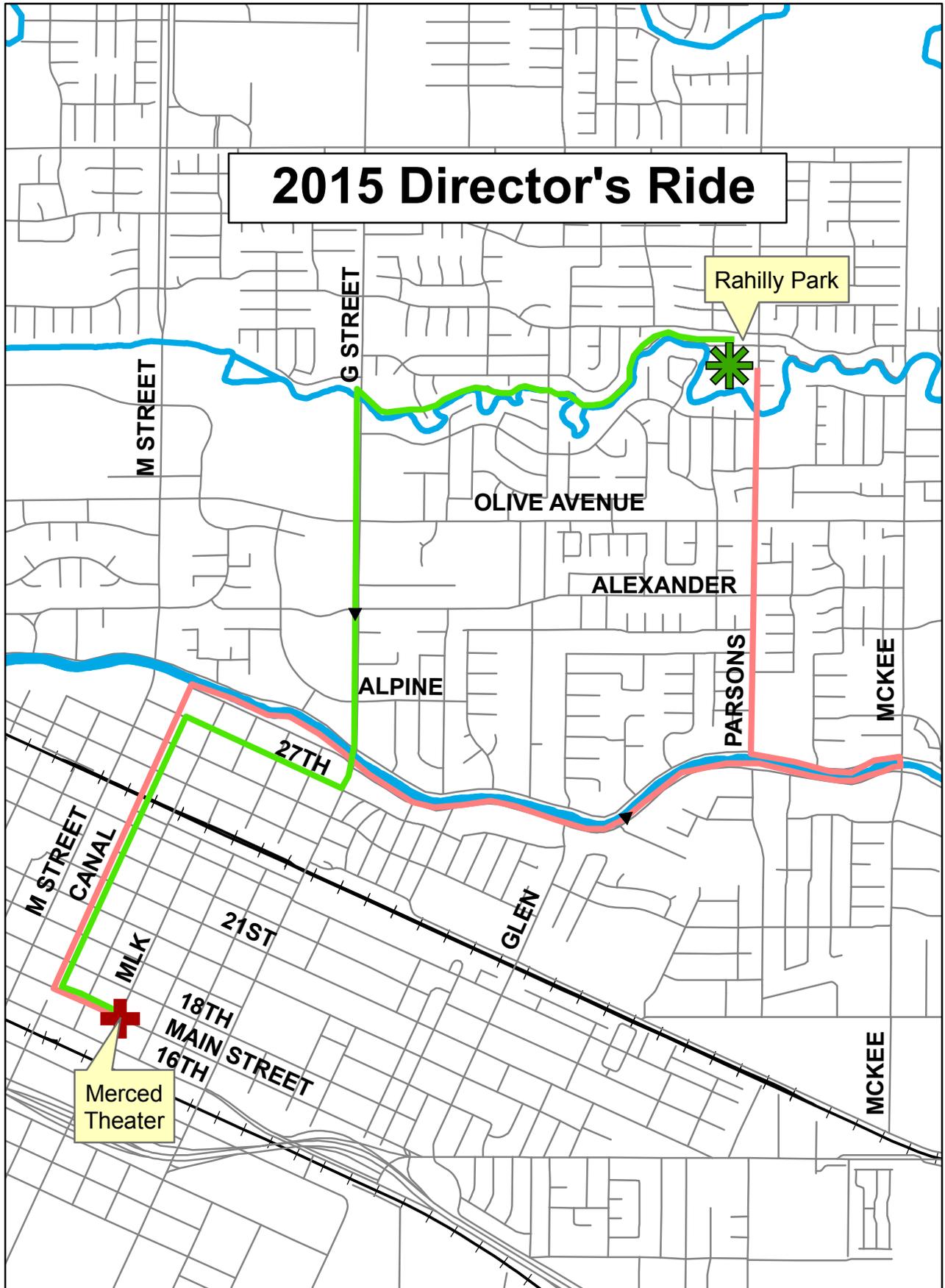
ACTION

Staff requests comments and suggestions about the 2nd Annual Director's Ride Event.

Attachments:

1. Route Map of 1st Annual Director's Ride
2. Aerial Image of Coffee Bandits
3. General Schedule of Events
4. Event Guidelines and Recommendations
5. Merced Bicycle Coalition Flyer

2015 Director's Ride





MARTIN LUTHER KING JR

MAIN

ATTACHMENT 2

Director's Ride Schedule

Set Up (Coffee Bandits): 8:00 AM to 9:00 AM

- Booths: Commute Connections, Merced Bike Coalition, Golden Valley Health Center, United Way of Merced, Registration Table, Posting Stories

Registration (Coffee Bandits): 9:00 AM to 9:50 AM

- Obtain contact info of participants: able to add them to BAC Meeting Announcements, make them aware of other bicycling events that occur around Merced, survey them on the Director's Ride after the event
- Either hand out snacks here, at Rahilly Park or at the end

Speech (Coffee Bandits): 9:50 AM to 10:00 AM (?)

- There is the possibility of having "Director Dave" Gonzalves give a small speech on the importance of this event as well as the ability to have fun with all the community members

Section 1 of the Ride (Coffee Bandits): 10:00 AM to 11:00 AM

- Start the ride with all of the community members. MBC members have volunteered to ride in various parts of the crowd so no one is left behind

Rest Stop (Rahilly Park): 11:00 AM to 11:15

- Possibility of having a table available for people to have water and an area to congregate around
- Dignity Health Center providing table and water for the rest stop
- Participants able to continue from there or ride back
- Possibly have snacks available at this time

Section 2 of the Ride (Rahilly Park-Coffee Bandits): 11:15 AM to 12:30 PM

End (Coffee Bandits): 12:30 PM

- Possibly provide snacks in this area (may have at beginning or end)

Bike Mont Event Coordinator Guidelines

Who to Contact

- 2015 Bike Month Sub-Committee
 - Lisa Kayser-Grant (lkaysergrant@yahoo.com)
 - Lillian Sanchez (Lillian.sanchez@dignityhealth.org)
 - Justin Hicks (jhicks2@ucmerced.edu)
 - Tom Hothem (tehothem@gmail.com)
 - Griselda Villa (gvilla@gvhc.org)
 - Lisa Donahue (Donahue@sjcog.org)
- Other Potential Sub-Committee Members
 - Carol Bowman (carol@unitedwaymerced.org)
 - Karen Groth (kgroth@ucmerced.edu)
 - Stephanie Nathan (snathan@co.merced.ca.us)
 - Paul Moore (paul.moore@dot.ca.gov)
 - Aaron Martin (amartin26@ucmerced.edu)
 - Maurico Torres (mtorres@mercedthebus.com)

Important Steps for this Internship

- Establish Goals for the Entirety of the Internship
- Plan the date of the event early on. And make sure that the date of the event is on has a wider variety of community members can actually be a part of the event. In 2015, the majority of people at the UC could not get involved do to the fact that the date was the same date as the states to finals
- Plan Meetings with Sub-Committee Accordingly (make them a regular date)
 - At the first meeting, establish a regular date to go over updates, tasks that need to get done, and tasks that must be accomplished
- Establish Costs and Make a Budget
 - Make sure these are established early since a budget needs to be approved
 - Costs: Food Items; Giveaways (helmets, bike lights, etc); printing; and other items that may be used for the event in the future
- Attend Meetings for feedback with Bicycle Advisory Commission and Merced Bike Coalition
- Make a Calendar for each month of the things that have to get done in those months
 - Make sure to do this at the beginning of each month so that it will be easier to keep track of tasks that must get accomplished
- Talk to potential partners about booths/sponsorship by the end of March so they have ample amount of time to prepare the necessary items for the event
- Start advertising the event in March, but do the majority of advertising in April and May.
- Establish the permits, waivers, and insurance necessary for the event

Methods of Advertising

- Merced Sun Star for an Article (by Director of Development Services)
- Create flyers sooner to be able to be sent out to more people (Merced Bike Coalition)
- Post flyers on all partnership websites and methods of advertising.
- Make sure to advertise more thoroughly at the UC and at Merced College. Though the event took place on the day that finals started for 2015, the next time the event occurs, the date should be planned more strategically do that the UC cane get involved
- Make sure to get an advertisement in the Utility Bill as well, since that goes out to a lot of city of Merced workers

Possible Future Events

- Mother's Day Family Ride
- Ride of Silence
- Classes on Bike Safety
- Bike Rodeos
- Bike To...Events
- Events at UC Merced



WWW.MERCEDBICYCLECOALITION.ORG

Merced Bike Month 2015

All Events are Free, and Open to the Public! Helmets are Required, and riders aged 16 and under must ride with a guardian. No training wheels please!

Sunday, May 3: All Merced Road Ride

- Start at Kevin's Bikes
- Registration 8:00am, Ride out at 9am
- Choose from either a 1, 2 or 3 hour long ride route.
- Fully Supported with Pit-Stops

Thursday, May 7: Bike-to-Work & Bike-to-School Day

- Start from your home!
- Ride to work and stop at a booth for prizes
- See website for booth schedules and locations

Saturday, May 9: Merced City's: Director's Ride

- Start at Coffee Bandit's on Main St.
- Registration 9am, ride at 10am
- A fun ride around Merced's awesome bike-paths with David Gonzalves

www.mercedbicyclecoalition.org