

BOARD OF ALDERMEN

ITEM NO. D(3)

AGENDA ITEM ABSTRACT

MEETING DATE: April 19, 2011

TITLE: Resolution Designating May 2011 as Bike Month and May 16-20, 2011, as Bike to Work Week

DEPARTMENT: Planning	PUBLIC HEARING: YES ___ NO <u>X</u> ___
ATTACHMENTS: A. Resolution B. SmartCommute Challenge 2011 Press Release – GoTriangle.org	FOR INFORMATION CONTACT: Jeff Brubaker – 918-7329

PURPOSE

The Board is asked to consider adopting a resolution (*Attachment A*) designating May 2011 as Bike Month and the week of May 16-20, 2011, as Bike to Work Week. An update will be provided on events planned in Carrboro, in coordination with the Town of Chapel Hill, area bike shops and cooperatives, and regional transportation planning partners.

INFORMATION

May has been recognized as National Bike Month since 1956. Bike to Work Week is the third week in May, and Bike to Work Day is on the Friday of Bike to Work Week. As a designated transportation demand management (TDM) “hot spot”, staff at the Towns of Chapel Hill and Carrboro are working together to promote events during National Bike Month and Bike to Work Week.

SmartCommute Challenge

The Towns are also working with regional transportation organizations, such as the GoTriangle partnership of transit providers (<http://www.gotriangle.org/>), to promote the SmartCommute Challenge, which is running from April 1 to June 1. The SmartCommute Challenge is a public service campaign to reduce traffic congestion and improve air quality where Triangle-area commuters pledge to get to work via alternative transportation (bike, walk, bus, carpool, or telework, etc.) at least once during the SmartCommute Challenge period. Pledge forms, photo and video contest information, prize information, and more details are available at: <http://www.smartcommutechallenge.org/>. *Attachment B* is a press release from GoTriangle.org with more details.

Chapel Hill-Carrboro events are also part of a larger schedule of events planned by the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC-MPO). For more information about regional events, interested participants can contact Dale McKeel, DCHC-MPO Bicycle and Pedestrian Coordinator, at dale.mckeel [at] durhamnc [dot] gov.

Several activities have been planned to promote cycling as a healthy, convenient, and low-carbon form of transportation. Everyone – from experienced bike commuters, utility cyclists, and veteran recreational cyclists to novice and prospective riders – is invited to participate in the following local events.

Bike-on-Bus Workshop – Saturday, May 14 – during Farmers’ Market

All Chapel Hill Transit buses are equipped with front bike racks. Community members can practice putting their bikes on the racks on their way to the Farmers’ Market. Look for the Chapel Hill Transit bus parked on Laurel St. by the Market.

Carrboro Bike Breakfast – Tuesday, May 17 – Parking lot on Main and Roberson Sts. (across from Armadillo Grill)

Free food and bike tune-ups are waiting for bike commuters who stop by the Bike Breakfast. A raffle for bike gear is also planned. Last year, there were over 100 participants despite rain. This year, the location has moved down the street to the parking lot on Roberson and Main Sts. – right next to the Libba Cotten Bikeway.

This event is planned in partnership with the Town of Chapel Hill, local bike shops, and the ReCYCLERY bike cooperative.

Bike Chapel Hill-Carrboro ride – Friday, May 20 – Begin at Wallace Parking Deck on Rosemary St. in Chapel Hill; tour stops for a water break at Carrboro Town Commons

This will be a leisurely ride through Chapel Hill and Carrboro on Bike to Work Day. Cyclists of all experience levels are invited to meet at Wallace Deck in Chapel Hill for a ride that loops through Carrboro and returns to Wallace Deck, where there will be a celebration featuring food, live music, and a raffle.

Walk and Bike to School Week – Week of May 16-20 – Carrboro Elementary

This will be the finale of a year of Safe Routes to School activities organized by Carrboro Elementary and the Town of Carrboro. Safe walking and cycling routes will be encouraged each day of the week. More details will be available as event planning progresses.

Activities related to the Carrboro IMPACTS Project

In 2010, the Town received an American Recovery and Reinvestment Act grant from the N.C. Division of Public Health to develop a Local Action Plan for promoting active lifestyles by encouraging more walking and cycling through improvements to our multi-modal transportation network. The project is called Incentivizing More Physical Activity through Carrboro’s Transportation System (IMPACTS).

The Local Action Plan development is underway. The grant allowed the Town to hire a Physical Activity and Health Coordinator intern position in January. The plan is being guided by a volunteer Project Team that includes representatives of bike shops, Fleet Feet, the ReCYCLERY, Orange Co. Health Department, Town of Chapel Hill, and other

citizens. Town staff have also been communicating with nonprofits with a presence in Carrboro in an effort to reach out to underserved communities and obtain their feedback on walking and cycling conditions.

As part of the project, several activities are planned, including a site visit on Thursday, May 5, which will include representatives of the Centers for Disease Control and Prevention and the Physical Activity and Nutrition Branch of NC DPH. Later in the spring, a wayfinding sign workshop is planned to determine locations for trail wayfinding signs purchased through the grant.

To volunteer or receive more information, contact Jeff Brubaker, Transportation Planner, at 918-7329 or jbrubaker@townofcarrboro.org.

FISCAL AND STAFF IMPACT

About 50 hours of staff time is necessary to complete the planning and implementation of the TDM events. Funding, in-kind assistance, and technical assistance are provided to the Chapel Hill-Carrboro TDM “hot spot” by the Federal Highway Administration, the GoTriangle partnership, NCDOT, and Triangle J Council of Governments.

Funding for staff time related to Walk and Bike to School Week is reimbursable through the Town’s Safe Routes to School non-infrastructure grant.

RECOMMENDATION

Staff recommend that the Board receive the update on National Bike Month events and adopt the resolution in *Attachment A*.