

**SACRAMENTO METROPOLITAN
AIR QUALITY MANAGEMENT DISTRICT**

For Agenda of: January 26, 2006

To: Board of Directors
Sacramento Metropolitan Air Quality Management District

From: Larry F. Greene
Air Pollution Control Officer

Subject: Resolution authorizing the Air Pollution Control Officer to provide sponsorship for the 2006 Million Mile May bike event in the amount of \$3,500.

Recommendation

Staff recommends that the Board:

1. Approve the attached Resolution and authorize the Chairperson to sign it on behalf of the Board of Directors directing the Air Pollution Control Officer to sponsor the 2006 Million Mile May bicycle event in the amount of \$3,500, to be paid to the Sacramento Area Council of Governments.
 2. Instruct the Clerk of the Board to transmit fully executed document to the concerned parties.
-

Purpose

The attached resolution authorizes the Sacramento Metropolitan Air Quality Management District to support the 2006 Million Mile May bicycle event through a \$3,500 sponsorship to the Sacramento Area Council of Governments (SACOG). The funds will be used by SACOG to implement the 2006 Million Mile May bicycle event. The event encourages the region's residents to bicycle rather than drive for some trips. In 2005, the program was very successful as over 475,000 miles were logged by Sacramento region residents. This sponsorship will help Million Mile May toward its goal of logging a million miles.

Background

In June 2004, the Board of Directors adopted a policy which authorizes the Air Pollution Control Officer to budget up to \$25,000 in the District's operating budget to be spent annually on sponsorships (Resolution No: AQMD 2004-017). This authority is limited to \$1,500 per event. Any amount requested above the limit must be presented to the Board for consideration.

Project Detail

Bicycle riding, especially for commute and other non-recreational reasons, provides air quality benefits through a reduction in vehicle miles traveled and vehicle trips.

Bike Commute Month is a long standing educational and promotional event that is organized through the Sacramento Area Council of Governments. The event is implemented by the region's ten TMAs and transportation planning agencies, including the Sacramento Transportation Management Association within the downtown area. The program is designed to introduce and encourage cycling as a viable transportation option to the region's residents. It is a coordinated regional event encouraging residents and employees to ride their bikes for errands, recreation, and commuting each year in May. Because of this outreach, many participants start riding their bikes for the first time and continue throughout the year. This effort includes Sacramento, El Dorado, Placer, Yolo, Yuba and Sutter Counties.

The total budget for Million Mile May is \$62,000. Other sponsors include Caltrans at \$5,000, UC Davis Transportation and Parking Services at \$5,000, Yolo-Solano Air Quality Management District at \$1,000, and the Hoyt Company at \$1,000.

The \$3,500 sponsorship from the District (and all other sponsors) will be placed a general fund for Million Mile May. The fund will help pay for marketing of the Million Mile May event, as well as individual events within Million Mile May event such as the media kickoff event, a regional event at the Capitol, and a celebration wrap up. Within each event, the \$3,500 will help to fund bicycling incentive items such as awards and t-shirts. Some of the funds will go to the regional TMAs for bike safety clinics held as part of the Million Mile May event. Finally, some of the funds will be used to pay for an interactive website which participants of Million Mile May can use to log their miles and track their progress toward the million mile goal.

Fiscal Impact

Funding for this project is available through the District's 2005-2006 budget, approved by the District's Board of Directors on June 23, 2005 per Resolution No. AQMD 2005-046.

Respectfully submitted,

Larry F. Greene
Air Pollution Control Officer

Approved as to form:

Kathrine Pittard
District Counsel

Attachments: Proposed Resolution

Sacramento Metropolitan Air Quality Management District

Resolution No. _____

Whereas, the Board of Directors of the Sacramento Metropolitan Air Quality Management District (District) recognizes that the primary purpose of the District is to achieve and maintain air quality standards and protect public health; and

Whereas, the use of bicycles is increasingly recognized as an accepted alternative transportation mode; and

Whereas, Million Mile May is organized by the Sacramento Area Council of Governments as an educational and promotional event to encourage bicycle trips; and

Whereas, Million Mile May contributes to a reduction in vehicle trips and vehicle miles traveled; and

Whereas, regional TMAs have requested financial sponsorship from the District; and

Whereas, any requested Sponsorship amount in excess of \$1,500 must be authorized by the District Board of Directors (per AQMD 2004-017); and

Whereas, funding exists for Million Mile May in the District budget.

Now, therefore, be it resolved and ordered that the Board of Directors authorizes the Air Pollution Control Officer of the District to sponsor the Million Mile May bike event in the amount of \$3,500 to be paid to SACOG.

On a Motion by Director _____, seconded by Director _____, the foregoing resolution was passed and adopted by the Board of Directors to the Sacramento Metropolitan Air Quality Management District this 26th day of January, 2006, by the following vote to wit:

AYES: Directors:

NOES: Directors:

ABSENT: Directors:

(SEAL)

By _____
Jeff Starsky, Chair
Board of Directors

ATTEST _____
Clerk of the Board of Directors