STAFF REPORT

TO: **Bicycle and Pedestrian Advisory Committee (BPAC)**

FROM: **Carter Zinn, BPAC Member**
Cecilia Zamora, Associate Engineer

DATE: **April 24, 2013**

SUBJECT: **BPAC table at Bike to Work Day**

ISSUE: BPAC participation in Bike to Work Day Event and evaluation of handout material

RECOMMENDATION: Discuss and provide comments

BACKGROUND/DISCUSSION:

Developing information for residents and visitors is an item identified in the BPAC work plan. Committee member Carter Zinn has been working on securing a space for the BPAC to participate in the Marin County Bike Coalition's Bike to Work Day activities Scheduled for May 9th. MCBC has agreed to give a table space to the BPAC at no cost. In exchange, the BPAC has been asked to encourage people who approach their table to visit the MCBC table and consider MCBC membership. The BPAC tent would be located alongside the Whole Foods tent, MCBC tent, and the Marin County Transportation Authority tent.

Participation in this activity represents a great opportunity for the BPAC to introduce itself to the community, to distribute educational materials, and to receive feedback from Mill Valley residents and visitors. Member Zinn has suggested the development of a handout or flyer that explains the BPAC mission, contains a link to the website, announces when meetings are held and invites the public to attend the meetings. Some members' phone numbers could also be included in the handout to encourage event participants to e-mail comments on bicycle and pedestrian access in Mill Valley, as well as improvement ideas. The public could be educated on upcoming projects that the BPAC is involved in and give feedback on issues such as pedestrian and bicycle traffic conflicts at the County MUP at the end of Sycamore Avenue.

Items needed for BPAC's participation include a table, two or three folding chairs, and a tent. Staff is currently trying to figure out if the City's Park and Recreational Department could lend

these items to the BPAC. Member Zinn has volunteered to participate in the event, but at least two members would be needed. Member Zinn has also requested that the committee evaluates the possibility of purchasing a BPAC Banner that could be used during the event to attract participants. The Banner could also be used for future events. Staff requests the Committee to establish which members will participate in the event, to evaluate materials needed, discuss and provide comments.

ATTACHMENTS:

1. None