



Legislation Text

File #: 15-0400, **Version:** 1

El Dorado County Air Quality Management District (AQMD) recommending the Board, acting as the AQMD Board of Directors, receive and file a presentation on the economic and social benefits of bicycling programs from Jessica Roberts, Alta Planning + Design. (Est. Time: 15 Min.)

FUNDING: California Department of Motor Vehicles AB2766 Subvention Funds.

DEPARTMENT RECOMMENDATION:

Increased bicycle use reduces motor vehicle emissions and traffic congestion. AQMD staff recommend the Board of Directors receive the presentation.

DISCUSSION/BACKGROUND:

Placerville native Jessica Roberts is a principal at Alta Planning + Design. She has worked in bicycle planning for 15 years. She will draw on her expertise in grant writing, research and her experience to discuss how investing in bicycling contributes to economic development, increases property values and attracts workers and residents.

Ms. Roberts will be working with the 50 Corridor Transportation Management Association to conduct trainings in Cameron Park and El Dorado Hills as part of a grant agreement between the Air Quality Management District and the 50 Corridor Transportation Management Association (Agreement #531-F1411). These trainings will prepare El Dorado County communities to apply for and achieve Bicycle Friendly Community designations from the League of American Bicyclists, a nationally-recognized program.

Prior to joining Alta, Ms. Roberts spent 5 years on staff at Oregon's Bicycle Transportation Alliance. With Alta since 2006, she and her Programs Team have managed hundreds of education and media campaigns in the US. The campaigns have encouraged many people to safely bike and walk more often. She is currently directing 22 projects in 5 states. These projects include a bicycle safety education study in Grand Rapids, helping children get to school in Los Angeles, and reducing the reliance on driving in Chicago. She owns 5 bikes, no cars and utilizes biking, walking and public transit for all nearly all transportation.

ALTERNATIVES:

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

The El Dorado County Transportation Commission also supports bicycle education and efforts to increase bicycle use.

CAO RECOMMENDATION:

CAO recommending the Board receive and file a presentation from ALta Planning + Design on the economic and social benefits of bicycling programs.

FINANCIAL IMPACT:

On April 1, 2014, the AQMD Board of Directors awarded grants to several organizations that responded to a Request for Proposals for projects that furthered the goals of AQMD's Motor Vehicle Emission Reduction grant program, funded by California Department of Motor Vehicles AB2766 Subvention funds. The 50 Corridor Transportation Management Association was awarded \$15,000 for their "Bicycle Friendly America Initiative" and has now partnered with Alta Planning + Design to deliver trainings as part of the grant agreement. There is no fiscal impact associated with receiving this presentation.

CLERK OF THE BOARD FOLLOW UP ACTIONS:

N/A

STRATEGIC PLAN COMPONENT:

This presentation supports the economic development strategic plan component by helping to further the Business Attraction and Retention, Community Asset and Infrastructure Identification/Development objectives.

CONTACT:

Dave Johnston, Air Pollution Control Officer, 530-621-7578