

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2005 JUN 28 PM 3: 15

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: July 12, 2005

RE: **RESOLUTION AUTHORIZING APPROPRIATION OF TWENTY-NINE THOUSAND THREE HUNDRED FORTY-TWO DOLLARS (\$29,342) IN REVENUES FROM THE 2003 WALK/BIKE CALIFORNIA CONFERENCE HOSTED BY CITY OF OAKLAND, PUBLIC WORKS AGENCY (PWA) TO SUPPORT THE PWA BICYCLE AND PEDESTRIAN FACILITIES PROGRAM**

SUMMARY

A resolution has been prepared for the City Council that authorizes appropriation of \$29,342.00 in proceeds received by the City from the *Walk/Bike California 2003* Conference held in downtown Oakland October 15 – 17, 2003. These funds will be used to underwrite some minor costs of the Public Works Agency's (PWA) Bicycle and Pedestrian Program. Candidate expenditures include:

- ◆ PWA staff attendance at the 2005 Walk/Bike California Conference, and the ProBike/ProWalk 2006 national conference;
- ◆ Travel display for use at marketing/outreach venues (e.g., Bike to Work Day, CarFree Day, Earth Day, Public Works Week, as well as community meetings and fairs);
- ◆ Publication of a map of Oakland's bicycle lanes and routes;
- ◆ Computer software licenses (e.g., AutoCAD);
- ◆ Scanner and digital camera;
- ◆ Bicycle Lane Feasibility Studies; and
- ◆ Bike Parking at the Central Library

FISCAL IMPACT

This resolution will appropriate revenue totaling \$29,342.00 from the *Walk/Bike California 2003* Conference to Fund 1750 (Multi-purpose Reserve), Organization 30262 (Transportation Services Division) Project A279810 (Bicycle and Pedestrian Program).

BACKGROUND

Following a statewide competition to host the first bi-annual statewide conference on walking and bicycling, the City of Oakland was selected in January 2003 as the host city. Subsequently, on February 28, 2003, the Public Works Agency Director executed a Letter Agreement with the California Bicycle Coalition (CBC) to co-sponsor and host the *Walk/Bike California 2003* at the City Center Marriott Hotel.

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The conference agreement called for PWA staff to undertake a major fundraising campaign to raise a minimum of \$65,000.00 to underwrite the conference costs and to organize and convene the conference Local Host Committee. The agreement also stipulated a revenue-sharing formula -- based on the revenues raised by Oakland staff to support the conference -- to partially compensate PWA for its costs. During the next seven months, PWA staff spent numerous hours securing financial partners and performing various tasks related to hosting this conference. A total of \$110,000.00 in cash contributions and approximately \$15,000.00 of in-kind donations were generated by PWA staff. The resulting revenues generated for the City of Oakland Public Works Agency Bicycle and Pedestrian Program totaled \$29,342.00.

KEY ISSUES AND IMPACTS

In order to make the conference revenues available, Council must authorize appropriation of these funds. Appropriating these funds to the PWA Bicycle and Pedestrian Program will partially offset expenses incurred by this unit to host the *Walk/Bike California 2003* conference.

PROJECT DESCRIPTION

The conference proceeds from the 2003 *Walk/Bike California* will enable PWA staff to attend professional development conferences related to planning and implementing bicycle and pedestrian facilities. It will also pay for a number of operating costs and capital items for the program including a travel display for community outreach meetings, a map of the Oakland bicycle lanes and routes, computer software to assist with mapping and design, and a digital camera and scanner. These funds will also be used to supplement the Measure B Fund 2212 revenues set aside for bike lane feasibility studies, and for bicycle parking at the Central Library.

SUSTAINABLE OPPORTUNITIES

Economic: This section does not apply.

Environmental: The PWA Bicycle and Pedestrian Program staff will plan and implement a variety of projects to facilitate travel by walking and bicycling. These projects can reduce the use of motor vehicles for short high-polluting trips. The education and outreach materials to be funded with this appropriation will enable staff to reach more residents and commuters in Oakland, and to instruct them about low-polluting forms of travel.

Social Equity: Lower income neighborhoods in Oakland, whose residents have fewer travel choices available and fewer cars per household, can benefit from completion of the City's bicycle lane system, and installation of new bicycle parking.

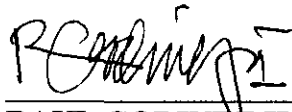
DISABILITY AND SENIOR CITIZEN ACCESS

This section does not apply.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve the resolution.

Respectfully submitted,



RAUL GODINEZ II, P.E.

Director, Public Works Agency

Reviewed by:

Michael J. Neary, P.E.

Assistant Director, Public Works Agency

Design & Construction Services Department

Wladimir Wlassowsky, Manager

Transportation Services Division

Prepared by:

Shanna O'Hare

Senior Transportation Planner

APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

Item: _____
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OAKLAND CITY COUNCIL
RESOLUTION No. _____

C.M.S. FILED
OFFICE OF THE CITY CLERK
OAKLAND
2005 JUN 28 PM 3:15
B. P. [Signature]

INTRODUCED BY
COUNCILMEMBER _____

RESOLUTION AUTHORIZING APPROPRIATION OF TWENTY-NINE THOUSAND THREE HUNDRED FORTY-TWO DOLLARS (\$29,342) IN REVENUES FROM THE 2003 WALK/BIKE CALIFORNIA CONFERENCE HOSTED BY CITY OF OAKLAND, PUBLIC WORKS AGENCY (PWA) TO SUPPORT THE PWA BICYCLE AND PEDESTRIAN PROGRAM

WHEREAS, in January 2003, the City of Oakland Public Works Agency (PWA) won a statewide competition to host the first California statewide conference on walking and bicycling -- *Walk/Bike California 2003* -- in downtown Oakland at the City Center Marriott Hotel October 15 -17, 2003; and

WHEREAS, the conference agreement with Oakland's co-host agency -- the California Bicycle Coalition (CBC) -- called for PWA staff to undertake a major fundraising campaign to generate a minimum of \$65,000 to underwrite the conference costs and to organize and convene the conference Local Host Committee; and

WHEREAS, during the period of February 2003 through October 2003, PWA staff spent numerous hours securing financial partners and performing various tasks related to hosting the conference; and

WHEREAS, the conference agreement also stipulated that proceeds from the conference would be shared with the City Public Works Agency as partial compensation for the PWA resources required to host the conference, and to encourage PWA staff to exceed the minimum threshold of raising \$65,000; and

WHEREAS, PWA staff raised \$110,000 in cash contributions plus approximately \$15,000 of in-kind donations thereby exceeding the minimum threshold by 92 percent; and

WHEREAS, PWA received a check from the CBC in the amount \$29,342 as its share of the revenues from *Walk/Bike California 2003*; now, therefore be it

RESOLVED: By City of Oakland that the City Administrator is authorized to appropriate the \$29,342 in revenues from *Walk/Bike California 2003* to the Multipurpose Reserve Fund (1750), Transportation Services Division (Organization 30262) Project A279810 (Bicycle and Pedestrian Program); and be it

FURTHER RESOLVED: That these revenues shall be used to underwrite PWA operating and capital costs for the Bicycle and Pedestrian Program.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION --

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
Of the City of Oakland, California