



Item 9 Replacement - BAC April 2020 Mtg

Ecology Action request for COVID-19 related TDA funding modifications for Spring 2020 Bike to Work Program: including Bike to Work Day, Bike/Walk to School Day and Bike Month

UPDATED: 4-8-2020

Ecology Action has further modified our Spring Bike to Work plans to adapt to this very dynamic and changing response to counter the COVID 19 contagion.

New Modifications

- **April/May online campaign to promote limited bike riding for essential service trips (groceries, pharmacy, essential worker commutes) and short distance bike rides in the neighborhood for exercise, health, and fresh air. This campaign will be conducted through various online channels.**
- **Postpone Bike Month Challenge to June or July depending on the quickly changing COVID 19 ordinances.**
- **Safe Routes to School online presentations: EA is developing online presentations for bike and walk safety and will distribute them through Santa Cruz County school channels.**

Original Modifications:

Ecology Action conducts the Bike to Work program including Bike to Work and School, and Bike Month events which generate large gatherings of people with high touch and high likelihood of virus transmission. Given the County's Shelter in Place ordinance, social distancing, and guidelines restricting gatherings of more than 10 people to help break the speed of Coronavirus COVID 19 transmission, Ecology Action is requesting a modification to the Spring 2020 Bike to Work Day program scope of work and goals.

Given the necessary Coronavirus COVID 19 social distancing requirements Ecology Action will move our bike encouragement to online engagement with Santa Cruz County residents. We are well suited to make this transition as our popular online Bike Challenge provides a perfect channel to actively promote biking for wellness, stress relief, and transportation (for essential services only). The Shelter in Place allows for outdoor activity which includes biking as a good way to get some exercise, fresh air, and stress relief while practicing social distancing. EA will promote biking in that context by providing a variety of bike resources, tips, and encouragement. With some 2,000 online Bike Challenge users and 7,000 email contacts EA will provide an online platform for positive, informative, and engaging content to better connect our community as we face this challenging time together.

Spring 2020 Bike to Work Program modifications

Bike to Work Day -

- Host a virtual Bike to Work Day via Love to Ride (platform for the May Bike Challenge)
- If a shelter in place is still in effect, pivot to different focus like Bike for Wellness Day
- Promote health and wellness, and essential transportation
- Provide encouragement, incentives, and resources

Bike/Walk to School - School sites

- Schools likely to be closed, no BWTS. Can possibly look at integrating high school BTS into Love to Ride but age limit is now 18.

- EA is focusing on producing online Bike and Walk safety education and information for families stuck at home. This part of our SRTS education effort.

Bike Month Events

- Will focus May Bike Month on the Bike Challenge May 1 – May 31

May Bike Challenge

- Bike Challenge is all virtual allowing EA to connect, encourage, and engage a large number of Santa Cruz residents looking for a positive outlet during these unusual and trying times.
- Provide incentives for biking, interactive dashboard to track rider progress, and connect with the community in Santa Cruz County through community photos, message boards, cycling goals, etc.

Modified goal:

1000 challenge participants

Expected increase in non-transportation rides (recreation, wellness, stress relief, family)

Expected decrease in transportation rides overall, for essential trips