

SBCAG STAFF REPORT

SUBJECT: Cycle California Coast Agency Oversight

MEETING DATE: November 18, 2021

AGENDA ITEM: 40

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Authorize SBCAG to serve as the lead coordination agency for the Cycle California Coast program and direct staff to bring back an amendment to the SBCAG FY21-22 Budget to account for the additional expenses and revenue collected for the program.

DISCUSSION:

Spearheaded by then Santa Barbara County Supervisor Salud Carbajal and Ventura County Supervisor Steve Bennett, [Cycle California Coast](#) (CycleCalCoast) which formed in February 2015, met last month following a year hiatus to reimagine its future. The group aimed to create a Bike Friendly Business Program to improve the biking experience in the region on a national and international level, which also benefit local residents through improved bike infrastructure and more bike friendly facilities. The group also hosted a Bicycle Tourism Conference in Solvang, and launched a website and Facebook page highlighting popular cycling routes in the two counties, most notably the Ralph Fertig Memorial Trail along Hwy 101 near La Conchita.

The group is comprised of elected officials, bike planners, bike advocates, bike industry representatives and tourism representatives, making it the perfect venue to discuss regional bike planning issues, bicycle tourism opportunities, and a place to share lessons learned and celebrate bicycle infrastructure success stories. For the first four years, the program was coordinated out of former Ventura County Supervisor Steve Bennett's office with additional support coming from volunteers, SBBIKE and Visit Ventura. In 2018, Supervisor Hartmann joined CycleCalCoast as the co-facilitator of the group

When former Supervisor Bennett was elected to the State Assembly in 2019, there was a need to transfer the oversight of the group to another organization. At the September meeting, CycleCalCoast recommended that SBCAG be considered to take on the role as lead coordinating agency. SBCAG was recommended because it is a founding member of CycleCalCoast, has a multi-jurisdictional focus, and the Traffic Solutions division at SBCAG has coordinated regional bicycling programs such as CycleMAYnia (Bike Month), Open Streets initiatives, regional micromobility coordination, electric bike promotions, and in 2020, Traffic Solutions also adopted the Santa Barbara Car Free program from the APCD which has many of the same overlapping goals as CycleCalCoast. Under this new operational structure, Assemblyman Steve Bennett and Supervisor Joan Hartmann will remain the co-chairs and meeting facilitators, with logistics, website and social media being coordinated by Kent Epperson, Director of the Traffic Solutions Division. The group will meet quarterly online and host an in-person meeting annually. The program will continue to be funded by membership contributions from each of the main organizational members.



Staff is requesting SBCAG Board authorization to take on the lead agency role for the CycleCalCoast group, as well as bring back a budget amendment that will include projected revenue and expenses for the remaining fiscal year.

COMMITTEE REVIEW: Cycle California Coast