



AGENDA ITEM NO.

COUNCIL MEETING

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

March 20, 2007

FROM: JON R. RUIZ, Interim Director
Public Works Department

BY: SCOTT L. MOZIER, PE, Assistant Director
Public Works Department, Engineering Division

SUBJECT: RESOLUTION APPROVING THE REALLOCATION OF \$20,000 WITHIN
THE PEDESTRIAN & BICYCLE FACILITY FUND CAPITAL PROJECTS
FOR BICYCLE PUBLIC SERVICE ANNOUNCEMENTS

KEY RESULT AREA

One Fresno

RECOMMENDATION

1. Adopt a Resolution approving the reallocation of \$20,000 within the Pedestrian & Bicycle Facility Fund capital projects for Bicycle Public Service Announcements.

EXECUTIVE SUMMARY

Staff has been requested for a second year by the City of Fresno Bike Work Group to reallocate \$20,000 from the Miscellaneous Bike Routes Project to fund Bicycle Safety Service Announcements. On June 6, 2006, the Council adopted Resolution No. 2006-188 approving the reallocation of \$15,000 of Pedestrian & Bicycle Facility funds in the FY07 budget from Miscellaneous Bike Routes to Bicycle Safety Public Service Announcements. The \$20,000 in funding proposed to be reallocated this fiscal year would be utilized to purchase television and radio announcements that will begin during the month of May 2007, which is "Bicycle Safety Month," and continue through June 2007. The announcements would serve to increase public awareness regarding bicycle safety as well as encourage bicycle travel along bike lanes, bike routes and trails in the City of Fresno.

KEY OBJECTIVE BALANCE

Adoption of the resolution would achieve Customer Satisfaction for the bicyclists in the community, the Bike Work Group and the Bicycle and Pedestrian Advisory Committee (BPAC). Employee Satisfaction would also be achieved by allowing staff to satisfy this ongoing request from the Bike Work Group.

BACKGROUND

The City of Fresno receives State funding for pedestrian and bicycle projects each year as mandated by Senate Bill (SB325). These funds have over the past several years been used to install bicycle lanes, plan for trails, install flashing beacons at trail crossings, construct curb ramps for ADA compliance and to implement ADA standards. \$70,700 was appropriated this fiscal year for Miscellaneous Bike Routes, of which the Bike Work Group has requested \$20,000 be used for Bicycle Safety Public Service Announcements.

The safety announcements were successfully aired in 2006 within the \$15,000 reallocated by the Council. The Bike Work Group is seeking to expand the public service announcements effort through an increase in appropriations from \$15,000 in FY06 to \$20,000 in FY07.

In a prior year, the Council formed the Bicycle and Pedestrian Advisory Committee (BPAC). The BPAC in turn formed the Bike Work Group to work toward implementation of the City of Fresno 2025 General Plan Circulation Element for bike lanes. The Bike Work Group has met with Public Works staff on a monthly basis regarding the following matters:

1. To review bicycle lane capital improvement project status
2. To make requests of Traffic Engineering staff to analyze existing street segments for possible bike lane installations
3. To propose specific projects for possible grant applications
4. To discuss City standards for bicycle lanes
5. To discuss locations along existing bike lanes and routes where gap closures are desired, additional signage is needed or maintenance needs to occur
6. To recommend to City staff where available State SB325, Federal Congestion Mitigation and Air Quality (CMAQ), and Measure C funds earmarked for bicycle lanes should be utilized.

The Bike Work Group has requested in recent meetings to reallocate \$20,000 of the SB325 funds from the Miscellaneous Bike Routes project to fund Bicycle Safety Public Service Announcements in May 2007 for "Bicycle Safety Month".

FISCAL IMPACT

All funding for the announcements would come from SB325 funds with no impact to the General Fund.

JRR/SLM/eam
Bike Public Svc Announcement Rpt 3-6-07

Attachments: "A" – Resolution Reallocating Capital Project Funds

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO APPROVING THE REALLOCATION OF \$20,000 WITHIN THE PEDESTRIAN & BICYCLE FACILITY FUND CAPITAL PROJECTS FOR BICYCLE PUBLIC SERVICE ANNOUNCEMENTS

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT \$20,000 with the appropriations set forth in PART III of the Annual Appropriation Resolution No. 2006-253 be and is hereby approved to be reallocated within the Pedestrian & Bicycle Capital Projects.

THAT account titles and numbers requiring adjustment by this Resolution are as follows:

	<u>Increase/(Decrease)</u>
<u>Pedestrian & Bicycle Facility</u>	
Appropriations:	
Account: 53302 Prof Svcs/Consulting - Outside	<u>\$ (20,000)</u>
Fund: 22003	
Org Unit: 189901	
Project ID: PW00080	
KRA: 0102004000	
Total Appropriations	<u>\$ (20,000)</u>
Appropriations:	
Account: 53303 Public Relations & Information	<u>\$ 20,000</u>
Fund: 22003	
Org Unit: 189901	
Project: PW00364	
KRA: 0101001000	
Total Appropriations	<u>\$ 20,000</u>

THAT the purpose is to reallocate \$20,000 from the Miscellaneous Bike Routes project to the Bicycle Public Service Announcements project.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA
COUNTY OF FRESNO
CITY OF FRESNO

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the _____ Day of _____, 2007.

AYES:
NOES:
ABSENT:
ABSTAIN:

Mayor Approval: _____, 2007
Mayor Approval/No Return: _____, 2007
Mayor Veto: _____, 2007
Council Override Veto: _____, 2007

REBECCA E. KLISCH
City Clerk
