



TO: Mayor and Councilmembers
FROM: Michelle Greene, City Manager
CONTACT: Ryan Kintz, Assistant to the City Manager
SUBJECT: Cycle California Coast Memorandum of Understanding

RECOMMENDATION:

- A. Consider approving and authorizing the Mayor to execute an informal Memorandum of Understanding between the City of Goleta and other participating members of Cycle California Coast; and
- B. Authorize an annual financial contribution to Cycle California Coast in the Amount of \$500 per year.

BACKGROUND:

On September 21, 2020, Councilmember Kyle Richards requested staff bring an item to the City Council approving a Memorandum of Understanding with Cycle California Coast and authorizing a contribution of \$1,000 (\$500 annually) over the next two years to supplement the operation of this organization. Mayor Paula Perotte supported this request. The purpose of the proposed Memorandum of Understanding (MOU) (Attachment 1) is to formalize the joint efforts of participating members of Cycle California Coast, including the City of Goleta, to create and maintain regional bicycle infrastructure for the benefit of residents and visitors to Ventura and Santa Barbara counties.

DISCUSSION:

Cycle California Coast is a collaborative initiative with participation from diverse stakeholders who are committed to the shared vision of making Santa Barbara and Ventura Counties premier cycling destinations and improving the bicycling environment for locals and visitors. Their professional expertise has led to innovative ideas and proposals that benefit area residents, visitors, and businesses.

In making our region a world class bicycle destination, Cycle California Coast's mission is to improve the livability of our communities and improve the quality of life of our residents. Bicycle tourism has the potential to boost the economy without directly

contributing to traffic and pollution, thus supporting local businesses while reducing greenhouse gas emissions. More cyclists on the road also makes cycling safer for everyone. Cycle California Coast intends to change the perception and culture to make bicycling even more convenient, safe, and accessible. In the process, Cycle California Coast will endeavor to transform our streets to make them more accessible and safer for bicycles and reduce air pollution and carbon emissions. Santa Barbara and Ventura Counties have a unique opportunity to be a world class bicycle destination due to the variety of landscapes that are found here, from coastal routes to mountain routes, historical and cultural attractions, and a mild climate that allows year-round cycling opportunities.

Below are the overarching objectives of Cycle California Coast's strategic plan:

- Make Santa Barbara and Ventura Counties premier bicycle tourism destinations and facilitate cycling along the California coast.
- Improve the safety, livability, and quality of life of our communities by improving the bicycling environment for local commuting and recreational uses.
- Convene a unique coalition of business, tourism, advocacy, and government organizations to improve bicycling in our area and communicate opportunities for bicycle-centered adventures.
- Develop a sustainable structure for Cycle California Coast to ensure long-term success.

The group participating in Cycle California Coast includes representatives from Channel Islands Bicycle Club, Camarillo Hotel & Tourism Association, California Welcome Center, Ventura Visitors and Convention Bureau, Visit Santa Barbara, Simi Valley Chamber Tourism Alliance, Carpinteria Chamber of Commerce, Caltrans, Santa Barbara County Supervisor Das Williams' office, California State Parks, the Cities of Carpinteria, Oxnard, Port Hueneme, Santa Barbara, Thousand Oaks and Ventura, County of Santa Barbara, County of Ventura, Santa Barbara County Association of Governments, Santa Barbara Air Pollution and Control District, Santa Barbara Car Free, Ventura County Transportation Commission, Downtown Ventura Partners, The MOB Shop, Pedego 101 Electric Bikes, Rincon Cycles, Santa Barbara Adventure Co., Trek Bikes, Avery's Open Air Bicycles, Ventura Bike Depot, Project Oak View, Coastal Conservancy, BikeVentura, Community Environmental Council, Santa Barbara Metropolitan Transit District, and the Santa Barbara Bike Coalition.

The Cycle California Coast partners endeavor to formalize a relationship and commitment to this effort through a Memorandum of Understanding. The MOU is an informal agreement to establish a collaborative relationship and is not intended to be a legally binding agreement. Organizations that have signed the MOU include the County of Ventura, the City of Ventura, Channel Islands Bike Club, and the Santa Barbara Bicycle Coalition. Organizations that are likely to become a party to the MOU are: County of Santa Barbara, City of Santa Barbara, City of Carpinteria, Santa Barbara County Association of Governments, Ventura County Transportation Commission, Caltrans, Bike Ventura, Visit Ventura, Visit Santa Barbara, and the Community Environmental Council.

All of the parties to the MOU agree to make an annual financial or in-kind contribution to Cycle California Coast. The City will provide an in-kind contribution with staff time attending meetings equaling approximately 2 hours per month. Staff in the City Manager's Office have been identified to participate in these meetings. However, in order to show the City's commitment to Cycle California Coast's efforts, a \$500 per year contribution is being proposed. If approved, this amount will be programmed into the budget for FY 2020/21 and FY 2021/22.

Funds allocated to this effort will be used to support, promote and execute the mission, including maintaining and regularly updating the Cycle California Coast website, social media outreach, and occasional consultation support for strategic planning and grant writing services.

FISCAL IMPACTS:

The Memorandum of Understanding requires either an annual financial contribution or an in-kind contribution. As proposed above, the City's contribution would be staff time and a \$500 per year contribution for the next two years, totaling \$1,000. Councilmember Kyle Richards has offered to contribute \$500 from his FY 2020/21 conferences, meetings and travel budget (101-10-1100-5100D) to cover the costs for the first year. If approved, an internal budget adjustment will be processed and will be accounted for in the membership and dues account (101-10-1100-51003). Due to the pandemic and lack of travel for conferences and meetings, there are available funds of approximately \$3,000 in this account to cover this contribution. Funding for next fiscal year's \$500 contribution will be programmed in the upcoming FY 2021/22 & 2022/23 budget. No additional appropriation is needed.

ALTERNATIVES:

The City Council can choose not to adopt the Cycle California Coast Memorandum of Understanding.

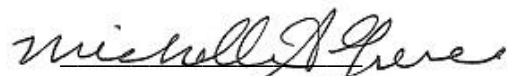
Reviewed By:


Kristine Schmidt
Assistant City Manager

Legal Review By:


Michael Jenkins
City Attorney

Approved By:


Michelle Greene
City Manager

ATTACHMENTS:

1. Cycle California Coast Memorandum of Understanding

ATTACHMENT 1

Cycle California Coast Memorandum of Understanding

MEMORANDUM OF UNDERSTANDING
BETWEEN
COUNTY OF VENTURA, and
COUNTY OF SANTA BARBARA and
CITY OF VENTURA, and
CITY OF SANTA BARBARA, and
CITY OF CARPINTERIA, and
CITY OF GOLETA, and
SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS, and
VENTURA COUNTY TRANSPORTATION COMMISSION, and
CALTRANS, and
BIKE VENTURA, and
SANTA BARBARA BIKE COALITION, and
CHANNEL ISLANDS BIKE CLUB, and
VISIT VENTURA, and
VISIT SANTA BARBARA, and
COMMUNITY ENVIRONMENTAL COUNCIL

This document constitutes an informal agreement between the County of Ventura, County of Santa Barbara, City of Ventura, City of Santa Barbara, City of Carpinteria, City of Goleta, Santa Barbara Association of Governments, Ventura County Transportation Commission, Caltrans, Bike Ventura, Santa Barbara Bike Coalition, Channel Islands Bike Club, Visit Ventura, Visit Santa Barbara, and Community Environmental Council to establish a collaborative relationship as Cycle California Coast and is not intended to be a legally-binding agreement.

General Terms:

The purpose of this Memorandum of Understanding is to formalize the joint efforts of the parties to make Santa Barbara County and Ventura County premier bike friendly Counties that work together to create and maintain bicycle infrastructure for the benefit of residents and tourists in the two counties.

The parties agree to meet on a regular basis, leverage resources, and provide administrative assistance to meet the objectives of the Strategic Plan, keep the lines of communication open and share current priorities, efforts, and issues related to increasing the bicycle friendliness of both Counties, the coordination of bicycle routes, infrastructure, and marketing of the advantages of bicycling to residents and visitors to our Counties.

The parties agree to make an annual financial or in-kind contribution to Cycle California Coast allocated by the size of the financial resources available to each group and at the discretion of the parties' governing bodies. The parties agree to make all efforts to leverage partner support and in-kind services. Funds will be used to support, promote, and execute the mission of Cycle California Coast.

The parties agree to look for projects, grants, and other joint opportunities to collaborate in support of Cycle California Coast efforts.

The parties agree to look for ways to cooperate and offer support of one another's efforts to provide improved informational resources, promotion, and infrastructure for bicycling throughout Santa Barbara and Ventura Counties.

This MOU is not intended to create any legally binding obligations on any of the parties, but, rather, is intended to facilitate a commitment to discussions, workplans, and advocacy for a Cycle California Coast effort.

Additional agencies and organizations may become a party to this MOU with approval by the majority of the existing parties. Following such approval, the agency or organization will execute and deliver to the Cycle California Coast administrator a signature page in the form of Exhibit A.

Any party may terminate their participation by providing written notice to the other parties. In that event, the MOU will continue for all other parties.

For the County of Ventura

Date

For the County of Santa Barbara

Date

For the City of Ventura

Date

For the City of Santa Barbara

Date

For the City of Carpinteria

Date

For the City of Goleta

Date

For the Santa Barbara County Association of Governments

Date

For the Ventura County Transportation Commission

Date

For Caltrans

Date

For the Santa Barbara Bike Coalition

Date

For the Channel Islands Bicycle Club

Date

For Bike Ventura

Date

For Visit Ventura

Date

For Visit Santa Barbara

Date

For the Community Environmental Council

Date