



SANTA CRUZ COUNTY GROUP
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February 13, 2017

To:
Mayor and Council Members
City of Santa Cruz

Subject: Support for Bike Share RFP

Dear Mayor and City Council Members,

The Sierra Club is a strong proponent of urban cycling as a way to reduce automobile traffic, and improve connectivity of transit systems. Cycling is not only good for the environment, but it is also a healthy way for people to get out and explore our local environment, including the coastal bluffs and river levee trails.

The potential addition of a robust bike share program to the City of Santa Cruz would continue to make it easier for more people to use cycling as a viable means of transportation in our town, and we are eager to see a program established here.

Please approve the release of an RFP for the Santa Cruz Bike Share Program. We applaud the application of new technology that makes it viable for a private vendor to provide this important service to our community at no cost to the City, and we hope that a system can be in place ahead of the summer season.

Sincerely,

Greg McPheeters
Chair, Santa Cruz Group, Sierra Club