

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 11, 2024

PREPARED BY: Deborah Glickman, Management Analyst

REQUEST: EXPAND THE UNITE PALM DESERT BICYCLE INCENTIVE PROGRAM FUNDS TO BE USED BY THE CITY FOR PLACEMENT OF BICYCLE RACKS ON CITY PROPERTY

RECOMMENDATION:

1. Expand the use of the Unite Palm Desert Bicycle Incentive Program funds to allow the City to purchase and place bicycle racks on public property.
2. Increase the per bicycle rack allowance from \$1,000 to \$1,500.

BACKGROUND/ANALYSIS:

On April 14, 2022, the City Council approved the Unite Palm Desert Bicycle Incentive Program (UPDBIP) with a budget of \$20,000 utilizing Air Quality Management District (AQMD) funds. The program allows business/property owners to select from three (3) City Council approved bicycle racks with a value of up to \$1,000 to be placed at their location. To date, the City has installed seven (7) bicycle racks, and one (1) additional rack is pending.

Businesses that have received bicycle racks or whose bicycle rack is pending are as follows:

- Big Wheel Tours
- Engel & Volkers
- Renova
- S&W Investment Group, LLC
- Shadow Mountain Resort
- Starbucks on El Paseo (pending)
- The Gardens on El Paseo
- The Syndicate

Inclusive of the business's pending bicycle rack installation, \$7,564 has been expended, leaving a balance of \$12,436. Since the approval of the program, the cost of the bicycle racks and shipping has increased, and racks and shipping are costing an average of \$1,100 each. Due to rising costs in price and shipping, and an expected further increase, staff is requesting to raise the bicycle rack allowance from \$1,000 to \$1,500.

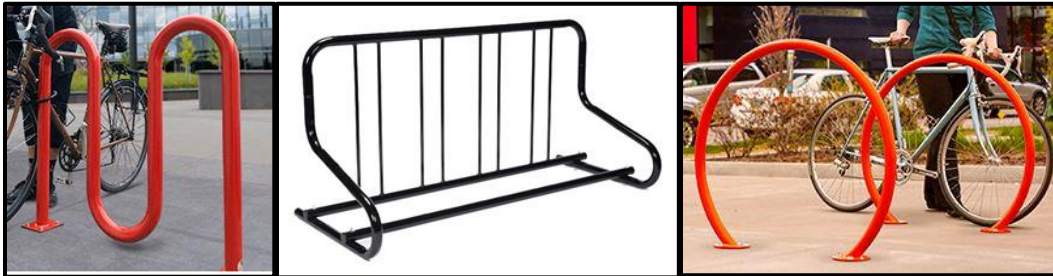
Staff estimates that the balance of funds (\$12,436) will purchase a minimum of eight (8) new bicycle racks.

Additionally, to continue to use the AQMD funds for its intended purpose of supporting clean air activities, staff recommends continuing to work directly with the business/property owners and expanding the program to allow the City to purchase and place bicycle racks on City property.

City of Palm Desert
Unite Palm Desert Bicycle Rack Incentive Program

The location of the placement of bicycle racks on City property will be based on recommendations from City staff and the area’s bicycle community members, and are anticipated to be placed at City parks, the future library, the City’s affordable housing complexes, along El Paseo, and more locations. The same racks that are already approved for the UPDBIP would be purchased and installed on City property to maintain continuity.

Below are the three (3) City Council approved bicycle rack options.



Legal Review:

This report has been reviewed by the City Attorney’s office.

FINANCIAL IMPACT:

Funds in the amount of \$20,000 for the UPDBIP have already been budgeted. There is no additional fiscal impact of this report.

ATTACHMENT:

1. Map of bicycle rack locations