

STAFF REPORT

DATE: March 14, 2019
TO: Bicycle, Transportation and Street Safety Commission
FROM: Brian Abbanat, Senior Transportation Planner
SUBJECT: BTSSC Branding and Correspondence

Recommendations

In response to Commissioner Edelman's proposed Motion in the attachment staff:

- 1-2: Does not recommend changing the commission name.
- 3: Defers commission-related correspondence and interface issues to the City Clerk's Office.

Background and Analysis

At the October, 2018 BTSSC meeting, the commission agreed to place the subject topic which was introduced by Commissioner Edelman on the Long Range Calendar (LRC) for discussion at the February 2019 meeting once new commissioners were seated. A shuffling of items on the LRC presented an opportunity to discuss this topic at the January 2019 BTSSC meeting.

Commissioners may recall that the BTSSC was established on in March 2014, consolidating the former Safety and Parking Advisory Commission (SPAC) and the Bicycle Advisory Commission (BAC), while expanding the range of responsibilities. The commission title was the subject of considerable deliberation among the City Council, including, "Transportation Commission", "Mobility Commission", and variations therein combined with SPAC and/or BAC terms. Ultimately, the City Council decided on the Bicycling, Transportation, and Street Safety Commission.

Attached is Commissioner Edelman's materials in preparation for this discussion.

New Branding and Respect for our Commission

January 10, 2019

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New Branding and Respect for our Commission:

1. At my BTSSC nominant interview with Brett Lee and Lucas Frerichs in 2017, I was told that the City Council wants the BTSSC to be a first line of contact for the community. To achieve this we need to be at the top of a community member's mind when they have a problem in the space between buildings, or have a great idea for same. To get to there we need to consider re-naming the Commission and supporting this change through our electronic interfaces with the public and general public communications.
2. The [Planning Commission](#) has a more robust interface than other Commissions - e.g. how to contact them by email is simplified - but while this is due to the PC being formally different to other Commissions, it's only the reason that Staff started making the changes there first. Going back nearly a year Staff has said that a similar interface was possible with other Commissions, and all Commissions would need to be treated the same in this regard, even if the changes were not implemented simultaneously due to capacity or technical reasons. There's also a possibility of Commissioners receiving @cityofdavis.org addresses - in my view this could increase respect or feeling of officialness - but it has formal implications, as it is to a certain extent public information, and it also would require a lot of Staff time, e.g. for training. At a minimum, community members who contact the Commission should be educated about how this is used and distributed internally -- the @cityofdavs.org address provides a good opportunity for community members to write individual Commissioners.
3. (Regarding) the name "Bicycling, Transportation and Street Safety":
 - a. Is so long that it needs an abbreviation (perhaps the only one spoken amongst all the Commissions), which - extending into the professional context - is also not part of some more familiar root, such as "-DOT" (Dept. of Transportation);
 - b. Doesn't make grammatical sense:
 - i. "Bicycling" is a sub-category of transportation (except for non-sport cycling). "Transportation" is the general movement of things, including cargo and water transport, and "Street Safety" alludes either to a program for the same, or just the goal itself.
 - c. Sometimes is still referred to as the "Bicycle Commission", which itself was a shortening of "Bicycle Advisory Commission", not officially used since [March 2014](#). With people not familiar with our Commission, it would tend to create a false perception of what was in our purview.

- d. May also be referred to as the “Transportation Commission” (The more European-style “Mobility Commission” can either sound more inclusive - i.e. to include walking and perhaps even home-working, or to only be about ADA-related issues.)
- 4. With any name change - or even if there’s no name change - there would need to be support from the City to increase awareness. This include both technical changes on City websites, in addition to what’s mentioned above, and public communication outside of the electronic space. For example:
 - a. When community members report a pothole or similar, there would be a prompt of some kind suggesting that this issue is also mentioned to our Commission with our contact info or form.
 - b. Free bicycle saddle covers with a (new) name, website etc. that are distributed onto bike saddles themselves and available in public locations, especially right before and during the rainy season. This has been done in some fashion locally by at least the Engineering Dept at UC Davis, but is [very common in Europe for commercial advertising](#).
 - c. Bicycle lights distributed by the City could have the new name on them.
 - d. For all Commissions, biographical or relevant information accessible from Commission pages, with the same text used in outreach to local media, with the intent that they will show a spotlight on individual Commission members whom they find compelling. Perhaps with every issue or at least monthly the *Davis Enterprise* could have briefly highlight a Commission Chair. The addition of a photo for every Commissioner will help community members recognize them in public.

- o **Proposed motion:**

- i. **“The Bicycling, Transportation and Street Safety Commission recommends that the City Council will, through its relevant body:**
 - 1. **Support a name changing process for the current Bicycling, Transportation and Street Safety Commision (BTSSC).**
 - 2. **Will support funding for outreach during the decision-making period and then promotion of the (ex-) BTSSC, including any name change/re-branding of this Commission, via multiple communication channels and venues.**
 - 3. **Implements, in tandem for all Commissions:**
 - o **A ‘send to Commissioner’ directive on Commission website, including explanation of how this process works.**
 - o **Inclusion of a photograph and information about each Commissioner.**
 - o **An @cityofdavis.org email address and related functions for the Commission.**