



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** "California Rideshare Week '96"

**MEETING DATE:** September 18, 1996

**PREPARED BY:** City Clerk

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**RECOMMENDED ACTION:** That Mayor Warner present a proclamation proclaiming the week of October 7 - 11, 1996 as "California Rideshare Week '96" in the City of Lodi.

**BACKGROUND INFORMATION:** Mayor Warner has been requested to present a proclamation proclaiming the week of October 7 - 11, 1996 as "California Rideshare Week '96" in the City of Lodi. Raul Garcia, Outreach Coordinator, will be present to accept the proclamation.

**FUNDING:** None required.

  
Jennifer M. Perrin  
City Clerk

APPROVED: \_\_\_\_\_  
H. Dixon Flynn -- City Manager



*Proc. done*

SERVING SAN JOAQUIN, STANISLAUS, TUOLUMNE, CALAVERAS AND AMADOR COUNTIES

August 21, 1996

Mr. H. Dixon Flynn  
City of Lodi  
221 W. Pine Street  
Lodi, California 95240

**AUG 23 1996**  
**City Manager's Office**

Dear Mr. Flynn:

Plans for the eleventh annual California Rideshare Week '96 campaign are now underway. The campaign is scheduled for October 7-11, 1996. Air pollution and traffic congestion continue to be a problem in San Joaquin and Stanislaus counties. California Rideshare Week '96 is an awareness campaign designed to reduce the number of people who drive alone to work.

The objective of the campaign is simple: to motivate people to try ridesharing at least once or twice during California Rideshare Week. Availability, convenience, flexibility, cost savings -- these are important personal benefits of ridesharing. Air pollution, fuel consumption, and traffic congestion are significant benefits of ridesharing.

COMMUTE CONNECTION, a program by the San Joaquin County Council of Governments, will be participating in California Rideshare Week '96 activities in San Joaquin and Stanislaus Counties. As the local rideshare agency, we will assist local area employers with their work site transportation promotions. Two employee transportation coordinator workshops have been scheduled in both counties. The focus is to get employee transportation coordinators on board to provide them with all the tools needed. We will co-sponsor two mini transportation events at two work sites, one in each county, with a live radio remote.

We are asking for your Board's support. Therefore, I respectfully request that your Board adopt a resolution proclaiming October 7-11, 1996 as Rideshare Week '96. We would like to have a representative from COMMUTE CONNECTION appear in front of the Board to receive the resolution. If you have any questions regarding the event, and to confirm the date on which your Board will act, please call me at 800-527-4273.

Respectfully,

COMMUTE CONNECTION

A handwritten signature in cursive script that reads "Raul Garcia".

RAUL GARCIA  
Outreach Coordinator

enc.

**RESOLUTION PROCLAIMING**

**OCTOBER 7-11, 1996**

**"CALIFORNIA RIDESHARE WEEK '96"**

**WHEREAS, Traffic congestion and air quality issues are of considerable concern to the City of Lodi; and**

**WHEREAS, The use of ridesharing as a means of transportation in California has the potential to reduce air pollution and traffic congestion as well as fuel consumption, transportation costs and parking needs; and**

**WHEREAS, The City of Lodi recognizes the importance of ridesharing as an effective, low-cost solution to many transportation and environmental issues; and**

**WHEREAS, ridesharing programs developed and implemented throughout California, and specifically in San Joaquin/Stanislaus Counties have helped enhance the quality and effectiveness of the counties' and state's transportation system; and**

**WHEREAS, cities, counties and states throughout our nation have all recognized ridesharing as an effective component in a comprehensive transportation system;**

**WHEREAS, during the week of October 7-11, 1996 ridesharing agencies throughout California will be observing Rideshare Week '96.**

**NOW THEREFORE, BE IT RESOLVED that the Council of the City of Lodi do hereby proclaim October 7-11, 1996 as "California Rideshare Week '96", and urge all citizens to recognize the importance and benefits of ridesharing by getting involved in a ridesharing alternative to the single occupancy vehicle.**