

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF TRANSPORTATION

DATE: April 25, 2013

TO: Transportation Advisory Commission

FROM: Jenny Cristales, Associate Transportation Planner *JC*

RE: Bike Week Pasadena

Staff would like to invite members of the Transportation Advisory Commission to attend and participate in all the upcoming Bike Week Pasadena events. Bike Week Pasadena, May 13 through 18 presents several events designed to teach new riders how to safely ride a bike in traffic, and encourage them to use their new skills in safe, group ride formats. The events also raise the visibility of bicyclists and pedestrians in Pasadena to ensure safe access for all road users. Bike Week Pasadena is a joint effort between the City of Pasadena and C.I.C.L.E.

This year's events include the following:

Monday, May 13th 6:30-9:30pm: A Taste of Pasadena Ride

Treat your taste buds to a sampling of Pasadena's finest dishes! We'll cruise through the Pasadena Playhouse restaurants, Whole Foods Market and other foodie favorites. 85 E. Holly Street.

Wednesday, May 15th 6:30- 9:30pm: Ladies Night

Join C.I.C.L.E. at Paseo Colorado for Ladies Night! This female-focused event will host a maintenance clinic and social group ride for all levels. Paseo Colorado shops and Bike Week sponsors will provide snacks and giveaways. 280 E. Colorado Boulevard.

Thursday, May 16th 6:30-8:30am: Bike to Work Day

Stop at City Hall to learn about bike routes, meet other bicycle commuters, and relax with some yummy treats. 100 N. Garfield Avenue. City Hall Rotunda.

Thursday, May 16th 5:30-7:30pm: Bike Home From Work Shift Party

Stop by Incycle for a free bike safety check, 15% discount on accessories, and a free New Belgium Brewing brew! Burn off some workday stress, spruce up your ride, and recharge with us! 175 S. Fair Oaks Avenue.

Friday, May 17th 7-11:00pm: Bike-In Movie Night

Ride with us to One Colorado Courtyard to watch Napoleon Dynamite on the big screen, on your bike! Enjoy refreshments, food, and discounts with your friends, family or a special date. 1670 E. Walnut Street.

Saturday, May 18, 11:00am-1:00pm: Kids Costume Bicycle Parade with the Mayor!

The Kids Costume Bicycle Parade will be an opportunity for the city to come together for a family-friendly bike ride. Pasadena Mayor Bill Bogaard will welcome the ride at Victory Park to highlight safe routes for kids and families. All ages and skill levels are welcome, as are fun and whacky costumes for riders (and their bikes!). 2575 Paloma Street, Pasadena 91107.

All events are free and open to the public. Bicycle parking is available.