

OFFICE OF THE CITY MANAGER

March 17, 2008

TO: CITY COUNCIL
FROM: CITY MANAGER
SUBJECT: UPDATE ON PELOTON BICYCLISTS AROUND ROSE BOWL

As stated in the agenda report from the Rose Bowl Operating Company the recommendation is to suspend, or more precisely defer, the second reading of the ordinance. Approval of this recommendation would still allow the City Council to take up the second reading of the ordinance if the agreements worked out between the City and the bicyclist are not carried out. In August 2007, staff was directed to pursue solutions with the bicycle riders, implement physical improvement or mitigation measures, and return in six months with a solution. The attached agenda report summarizes what was accomplished. The following provides more detail on two major points raised in the agenda report.

As referenced in the attached report, the Department of Transportation embarked on an educational campaign concentrating on enhancing pedestrian and bicycle safety around the Rose Bowl. The "Stay Left to Be Right" campaign was launched on March 1, 2008 to encourage safety and cooperation by those exercising around the Rose Bowl. The educational campaign encourages pedestrians to go in the same direction, counterclockwise around the Bowl, within the designated path facing oncoming traffic. Going counterclockwise or "Staying Left" keeps pedestrians facing oncoming motorist and bicycle traffic to reduce the likelihood of potential conflicts. The campaign included the installation of pedestrian signage around the Rose Bowl loop, installing temporary street graphics for pedestrians and distributing a pedestrian safety brochure to pedestrians utilizing the loop.

The Department of Transportation is also in the process of initiating a traffic and circulation assessment dealing with the needs of the diverse community of users of the Rose Bowl Loop. The assessment will focus on existing operations; an assessment of the

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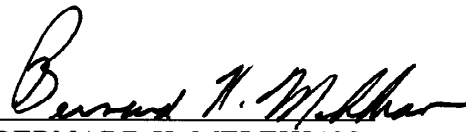
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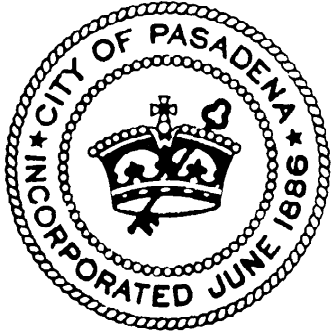
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nature and magnitude of various activities around the loop including but not limited to uses by pedestrians, bicyclists, autos, etc; measures to enhance pedestrian and bicycle safety around the loop; potential geometric changes to the street layouts to best serve the existing and the growing community of users of the recreational loop; and identification of potential impacts or barriers to accomplish changes to the existing street system around the loop.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Bernard K. Melekian". The signature is written in a cursive style with a large initial 'B'.

BERNARD K. MELEKIAN
City Manager



Agenda Report

March 17, 2008

TO: City Council
FROM: Rose Bowl Operating Company (RBOC)
SUBJECT: Update on Peloton Bicyclists around the Rose Bowl

RECOMMENDATION

It is recommended that the City Council indefinitely suspend the second reading of an ordinance that would prohibit bicyclists from riding more than two abreast on specific public streets as may be designated by further resolution of the Council and then posted.

BACKGROUND

In July, 2007 the Rose Bowl Operating Company approved and brought forward to the City Council a recommendation to prohibit bicyclists from riding more than two abreast on any public street that is designated and then posted, except as may be allowed under permit issued by the City. This recommendation grew out of concern through both public comments at RBOC meetings, and board members' personal experiences regarding the "Peloton" a group of cyclists who ride around the Rose Bowl two days a week during the period of daylight savings time, roughly March thru October.

The group has been riding for a number of years; however, in recent years it has grown in size due to popularity and publicity from a number of internet sites. As its size has grown, along with a general increase in recreational use of the Rose Bowl, there has been an increase in complaints such as aggressiveness and rudeness, concerning the Peloton riders.

The Peloton riders seek to create an aerodynamic effect for its riders when circling the Rose Bowl. This effect can only be achieved by riding between three and six abreast. Consequently, restricting cyclists to riding no more than two abreast would mean that there was no aerodynamic effect and the Rose Bowl loop would not be attractive to serious peloton riders. Rather than implement this restriction, the City Council, on August 13, 2007, directed staff to pursue the development of solutions regarding bicycle riding/Peloton issues, taking into account effects on other users of the area. Additionally,

staff was to consider physical improvements/mitigation measures and directed to report back to the Council in six months time.

Since that time staff from both the Rose Bowl Operating Company and the City have considered a number of options ranging from the status quo to closing the area off to other uses including vehicles and potentially pedestrians and allowing the Peloton to operate under a permit for which it would be required to pay a fee to cover all associated costs. Other options that have been considered including, making the roads around the Rose Bowl “one-way” and making modifications to increase the width of the pedestrian lane. The one-way option will be the subject of further study by the Transportation Department this fiscal year. In addition, a public education program has recently been initiated to inform walkers and joggers that the safest and most appropriate direction to exercise is to go counter-clockwise so as to see oncoming traffic.

Closing all or a portion of the area and requiring the Peloton to operate under a permit is the solution under the ordinance proposed last August and, from an operational perspective would require the deployment of professional traffic control personnel and would maintain separation between different groups of users. It would also require insurance and indemnity to protect the city from liability. However, the Peloton riders have indicated this alternative would not work for them and are seeking a solution without cost or increased city regulation.

In many respects the issue is broader than the Peloton and thus requires a more comprehensive approach to accommodate the confluence of uses in the Arroyo. One solution has been included in The Central Arroyo Master Plan. The plan calls for modifying the existing recreation loop by expanding the pedestrian area and creating a textured buffer between the pedestrian lane and the vehicle/bicycle lane. Unfortunately, sufficient funding has yet to be identified to complete the \$31 million Master Plan. Nevertheless, in keeping with the concept outlined in the Master Plan, the Transportation Department recently installed a four-foot buffer between the existing pedestrian path and vehicle lane to provide greater separation between the two. There are concerns about creating more of a buffer without physical separation as it might create the appearance of an additional traffic lane.

Staff has met with representatives of the Peloton riders on several occasions and has made clear that public safety is the City’s highest priority. The group has offered to take a number of actions to address the City’s concerns. Specifically, they suggest a self-marshalling program with designated ride monitors and will implement a set of rules and etiquette guidelines that all riders must adhere to or face exclusion from the group. A copy of these rules and etiquette guidelines is attached.

Staff recommends allowing the Peloton riders the opportunity to implement these measures as an approach short of a permit requirement. Should Council accept this recommendation, staff will monitor the situation. Should there not be sufficient improvement, or should the numbers or other circumstances raise safety issues, staff will

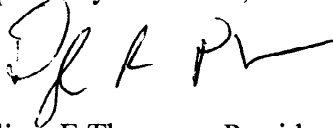
return with additional recommendations which may include implementation of the original restriction of riding more than two abreast or initiation of a permit system.

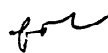
On February 26th, a widely noticed meeting, open to all users of the Arroyo, was held to discuss the issue of safety around the recreation loop. In excess of eighty persons were in attendance. While a number of opinions were expressed including support for and against making vehicular traffic one-way, closing the Arroyo to motor vehicle traffic altogether and widening the pedestrian lane, the majority of the persons in attendance expressed support for all the various uses of the recreation loop including the Peloton.

FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'W. E. Thomson', written in a cursive style.

 William E. Thomson, President
Rose Bowl Operating Company

**Rose Bowl Peloton
Rules and Etiquette Guidelines 2008**

The Rose Bowl ride has had an illustrious and storied 60+ year history. It is one of the longest-standing group rides in the United States. It is an important cycling community group ride that promotes fitness and the sport of cycling, as well as the solidarity and camaraderie of cyclists. It is the goal of the Rose Bowl Peloton Ad Hoc Committee to keep the Tuesday/Thursday Ride operating as part of the recreational usage of the Rose Bowl. Toward this end we are asking all participants to please read and abide by the following rules and etiquette in order to ensure the continued existence of the ride. The intention of these rules is to provide safety guidelines to all riders. All situations that the peloton may encounter are unique and should be handled with common sense. Ride Monitors will participate in every ride. Please remember, each of us is directly responsible for the safety of others and the integrity of the ride. Be safe and be courteous. Keep your eyes up, heads up, and the rubber side down.

1. Helmets must be worn at all times.
2. No listening devices (ipods, MP3s, etc.) or cell phones may be used during the ride.
3. Riders will not overlap wheels or ride overly aggressively.
4. Riders shall not cross the centerline (yellow line/ oncoming traffic) or the white line (pedestrian/recreation traffic) at any time during the ride.
5. Riders shall not ride in the buffer zone at any time.
6. No swarming of vehicles. When the peloton comes upon a slow moving or stopped vehicle, or is being passed by a vehicle from behind, the peloton shall become neutralized. The ride will resume when the vehicle or situation has passed. When the peloton is neutralized riders shall not attack or advance position.
7. Aggressive or hostile actions by peloton riders against other peloton riders, vehicles or recreational users shall not be tolerated.
8. Profanity will absolutely not be tolerated.
9. Riders enter or leave the peloton on the right side only.
10. Riders shall not use Washington Blvd., Arroyo Blvd., Parkview or Salvia Canyon to enter the peloton.
11. Any rider asked to exit the ride by the designated monitors shall do so immediately without discussion.
12. Riders who ride in the peloton during those times of the year when the ride finishes at or after dusk should have lights.

I understand these rules as listed above.

Signed _____ Date _____

February 2008

To: RBOC, Pasadena City Council, Rose Bowl Users
From: Peloton Cyclists Ad Hoc Committee
RE: PROPOSAL

Thank you for the time and energy you have provided in helping to facilitate the recreational use of the Rose Bowl. As a user group we are pleased to be part of an ongoing effort to make the Rose Bowl and its surrounding streets a safe, user-friendly recreational facility.

Proposal

Peloton Rose Bowl Ride:
6 - 7:15 pm T/Th Daylight Savings Time

It is the goal of the Rose Bowl Peloton Ad Hoc committee to keep the Tuesday / Thursday Ride operating as part of the recreational usage of the Rose Bowl. The ride is an important cycling community group ride, one that promotes physical, emotional and social fitness and the sport of cycling. This is a collaborative ride in which all cyclists are responsible for their own actions and the safety of the peloton.

- A. Designated Ride Monitors will be identified at the start of every ride. Ride Monitors will act as disciplinarians during the ride in order to promote safety and respect at all times. Peloton cyclists will adhere to the rules as set forth by the ad hoc committee. **ALL** cyclists are responsible for: 1) their own safe riding 2) the monitoring of other cyclists 3) the safety of non-cyclists.
- B. The Pasadena Police Department, RBOC and City Council will be supplied with names and contact information of several peloton cyclists as contacts in the event of

any problems occurring during peloton ride times or scheduling issues that may arise with the use of the Rose Bowl. These designated contacts will be responsible for taking the information back to the peloton at the next ride. The peloton requests a designated contact in the police department.

- C. Peloton cyclists will sign the Rules and Etiquette Guidelines at the start of the season (see attached). These guidelines will be followed by all riders of the peloton.