City of Santa Barbara

PROCLAMATION

Commute Challenge
August - September 2008

***WHEREAS**, construction on Highway 101 between Milpas Street to Hot Springs Road will result in traffic delays for commuters traveling through the construction zone over the next four years; and*

***WHEREAS**, the City of Santa Barbara's has partnered with Santa Barbara Regional Chamber of Commerce, County of Santa Barbara, Caltrans and SBCAG Traffic Solutions to offset Highway 101 traffic congestion by encouraging ridesharing during the four year construction project; and*

***WHEREAS**, commuters can avoid the high cost of gasoline and the hassle of traveling on Highway 101 during construction by carpooling, vanpooling, taking the bus, bicycling, walking, telecommuting or by commuting during off-peak hours; and*

***WHEREAS**, businesses can retain valued employees by offering their employees a package of commuter incentives similar to the City of Santa Barbara's package for commuting employees including carpool incentives, competition prizes, at work mobility options, telecommuting and compressed work weeks to reduce drive alone trips; and*

***WHEREAS**, commuters can join the Traffic Solutions Commute Challenge by forming teams of five coworkers, family members or friends to earn points, prizes and glory with each trip they rideshare; and*

***WHEREAS**, employers can also go head-to-head in competing for cash prizes and community recognition as their employees Curb Their Commute and log trips for the Commute Challenge; and*

***WHEREAS**, the City of Santa Barbara publicly CHALLENGES the County of Santa Barbara in the County's attempt to try to beat the City of Santa Barbara in the Commute Challenge employer competition; and*

***NOW, THEREFORE, I, MARTY BLUM,** by virtue of the authority vested in me as Mayor of the City of Santa Barbara, California, do hereby proclaim the months of August and September 2008 as **"THE COMMUTE CHALLENGE"** in the City and County of Santa Barbara.*

***IN WITNESS THEREOF,** I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 29th day of July 2008.*

Marty Blum

MARTY BLUM, MAYOR

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