



Kriss Worthington

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Consent CALENDAR
 November 27, 2018

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington
 Subject: Refer the Transportation Commission to consider incentives for the public to use sustainable modes of transportation similar to Bologna, Italy.

RECOMMENDATION:

That the Council refer to the Transportation Commission to create incentives for members of the public to cycle, walk and take public transport as opposed to driving.

BACKGROUND:

As air pollution becomes an increasingly pressing health concern, cities across the world are taking action to curb pollution. In Bologna, a city in Italy, a program called Bella Mossa (Italian for “good job”), rewards people for cycling, walking and taking public transport. The public earns points from eco-friendly walks and rides that they can exchange for goods and services from participating local businesses. These walks and rides are tracked through an app which uses GPS tracking and allows for up to four trips a day to be counted. The points are allocated based on how many trips people take and not distance traveled in order to encourage utilizing sustainable transportation even for short trips. Bella Mossa has proved to be very popular and there is much support to extend it beyond the four months that the program was initially allotted.

Since one goal of Berkeley’s Climate Action Plan is that “Public transit, walking, cycling, and other sustainable mobility modes are the primary means of transportation for Berkeley residents and visitors”, adopting a similar program to Bella Mossa is a step towards meeting this and other related aspirations in the Climate Action Plan.

For More Information See:

<https://www.weforum.org/agenda/2018/10/bologna-rewards-cycling-walking>
<https://www.bellamossa.it/>

FISCAL IMPACTS OF RECOMMENDATION: Minimal.

ENVIRONMENTAL SUSTAINABILITY: Consistent with Environmental Goals.

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