



WHAT IS CICLOVÍA?

The first Ciclovía was held in Bogotá, Columbia in the 1970s. The city now closes 75 miles of streets to motor vehicles every Sunday—they are filled with people walking, running, cycling, skating, taking free exercise classes, and enjoying a variety of other activities. The focus is on getting people outdoors, building community and encouraging exercise. We are so excited to bring a small version of this now world-wide phenomenon to Petaluma!

HOW MIGHT IT IMPACT MY BUSINESS?

Petaluma Boulevard will be closed to vehicle traffic between D and Washington Streets for the event. Multiple studies around the world demonstrate that retail and dining establishments along the Ciclovía route see an increase in sales the day of the event—especially if they participate! There will be NO outside vendors—any participant that wants to shop, eat, or drink will be patronizing local businesses. Participants will be encouraged to ride or take transit to the event to minimize effects on parking.

HOW CAN I PARTICIPATE?

Bring your business out onto the sidewalk, hold a sale, offer a special deal to participants—you are limited only by your imagination! Let us know what we will be offering and we will post it on our social media and event materials. We are happy to discuss ideas with you!

WHERE CAN I GET MORE INFORMATION?

Scan the QR code below to access the event website; we are adding new information almost daily.

This event is brought to you by

Sonoma County Bicycle Coalition

Eris Weaver 707-545-0153
eris@bikesonoma.org

City of Petaluma Climate Action Campaign

Rhianna Frank 707-778-4544
rfrank@cityofpetaluma.net

