

Dear City Council,

We are business people in Boulder who support the pilot project on Folsom. Please keep it on the ground for a year. Please collect a reliable data set on this project before you decide next steps.

Boulder is home to many businesses in the active living sector. We ride bikes and our employees and customers ride, too. The ease of bicycling in Boulder is a key reason we are based here and live here. The same is true for Boulder's growing tech sector—a field that heavily depends on well-educated millennials who bike more than older generations.

Most of us also drive. We understand the concerns about increasing traffic congestion in Boulder. But in the Folsom corridor, we believe the long-term benefits of the pilot project will likely outweigh the downsides.

We understand that Folsom is a challenging project, and it is not perfect. But it's the kind of improvement Boulder needs to continue to attract and retain businesses like ours. Please hold the course.

Sincerely,

Evan Freirich, P.C., Attorney
Alex Caurdy, Sales and Marketing Manager, Rocky Mounts Inc.
Kim Walker, President, Outdoor DIVAS
Stephanie Bingham, Bingham Arts
Brian Hannon, Co-owner, Boulder Bicycle Works
Carl Lawrence, President, EnergySense
Carrie Bingham, Architect, Barrett Studio Architects
Rachel Scott, VP of Marketing and Communications, Quick Left
Gary Lacy, President, Recreation Engineering and Planning
Kristen Campbell, Owner/president, Fit To Be Tiled, Inc.
Lou Same, Consulting A LA Carte
Zach Pyle, Design/marketing coordinator, 8z Real Estate
Matthew Kenny, Founder, Menfolk
Waylon Lewis, CEO, Elephant Journal
Brian Solano, CEO, CE Broker
Elizabeth Averbeck, NPD Sports and Leisure Trends
Jeanne Eisenhaure, Executive Director, Jett DIGITAL
Ted Rice, Architect, NetSuite
Alex Jarboe, Director of Business Development & Franchise Opportunities, Managing Partner, Yoga Pod
Willow King, CEO, Ozuke
Mike Redmer, CEO/Owner, FleetCreature

Shaun Oshman, Owner, iSupportU
Michelle Bar-Evan, The Red Tent
George Morris, President, Imukus
Andrew Maloney, Owner, Jade Mountain
Bruno Maier, President, Rocky Mounts Inc.
Marc Monroe, CSCS, Orthosport PT
Hillary Griffith, Director, Green Streets
Debbie Marden, Owner, D. Marden Interior Designs
Sean McIlwain, Owner, Mod Boulder
Sarai Snyder, Founder, Girl Bike Love
Rick Boething, Executive Director, Race Across America
Alan O'Hashi, Executive Producer, Boulder Community Media
Wayde Jester, Owner, Zeal – Food for enthusiasts
Alex Hanifin, Marketing, Boulder Brands
Bryan Smith, Co-founder, The Feed
Chris Grealish, Owner, Denver Boulder Couriers
Shawn Milne, Marketing Coordinator, Skcratch Labs
Andrew Davis, Ringleader of Retail, 3 Dots Design
Andrew Brandt, Manager, Digital Wasabi LLC
Kay Cee Jacobson, Owner, Sports Garage and Check Point Software
Lynn Guissing, President, Catalyst Communication Inc.

Business names are included for identification, and may not indicate an official position of the company.