



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 13, 2018
FROM: PUBLIC WORKS DEPARTMENT WARDS: 1 AND 2
SUBJECT: SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS SUSTAINABLE COMMUNITIES GRANT PROPOSAL

ISSUE:

Authorize the submittal of a \$350,000 Sustainability Planning Grant Proposal to the Southern California Association of Governments to facilitate an open streets event along University Avenue through the Eastside Neighborhood.

RECOMMENDATIONS:

That the City Council:

1. Authorize the Public Works Department to prepare and submit a Sustainability Planning Grant Proposal in the amount of \$350,000 to facilitate an open streets event in the model of 'CicLAvia' along University Avenue through the Eastside Neighborhood;
2. Authorize the use of local matching funds in the amount of \$40,250, which will be generated through fundraising efforts for the event; and
3. Authorize the City Manager, or his designee, to execute all grant documents, including making minor and non-substantive changes.

BACKGROUND:

The Southern California Association of Governments (SCAG) Sustainable Communities Program is an innovative funding mechanism that allows local jurisdictions to test a variety of planning tools. The Program provides funding for planning and demonstration projects related to integrated land use, active transportation, and sustainability. The development of the City's Active Transportation Master Plan, which is anticipated to begin in late 2018, is funded through a previous round of the SCAG Sustainable Communities Program. The primary source of funds for SCAG's program is the Road Repair and Accountability Act – SB1.

DISCUSSION:

Open streets events invite pedestrians and bicyclists to experience a street that has been closed

to vehicular traffic for the day. The events typically include vendors, food trucks, music, and art throughout the closure, and are carried out in partnership with the businesses fronting the event footprint. Key intersections remain as 'crossing points' for vehicles to keep the disruption to local traffic at a minimum. The event would be modeled after the successful 'CicLAVia' open streets events popularized by the City of Los Angeles, which in turn took inspiration from the Colombian Ciclovía events that have been hosted since 1974. More information on these events can be found at: www.ciclavia.org.

The Public Works Department, in collaboration with the Mayor's Office and Community and Economic Development Department, is seeking funding to host an open streets event along University Avenue. The single-day event would involve the closure of University Avenue between Canyon Crest Drive and Market Street. The event would take place on a weekend in late Spring 2020.

FISCAL IMPACT:

The fiscal impact of this action is an estimated \$350,000 in grant revenue. If successful, the SCAG Sustainable Communities Program grant funding will be used to implement both the planning and implementation of the open streets event. In order to be competitive for the funding, staff is proposing to provide \$40,250 (11.5%) in local matching funds towards the project, which will be provided through fundraising efforts for the event. In the event that fundraising does not generate enough revenue for the local match, an alternative funding source will be identified at the time the grant award is brought back to City Council for approval.

Prepared by:	Kris Martinez, Public Works Director
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