



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: OCTOBER 1, 2019
FROM: PUBLIC WORKS DEPARTMENT WARDS: 6 AND 7
**SUBJECT: CONNECTING FIVE POINTS MOBILITY PLANNING EVENT AND ACTIVE
TRANSPORTATION PROGRAM CYCLE V GRANT APPLICATION**

ISSUE:

Receive a report on the Connecting Five Points Mobility Planning Event, which took place on March 16, 2019 at the 'Five Points' intersection of La Sierra Avenue, Hole Avenue, and Pierce Street.

RECOMMENDATIONS:

That the City Council:

1. Receive and file this report on the Connecting Five Points Mobility Planning Event; and
2. Recommend staff move forward with preparing and submitting an Active Transportation Program Cycle V grant application.

BACKGROUND:

On January 22, 2019, the City of Riverside received Western Riverside Council of Governments (WRCOG) Beyond Framework Fund Program funding in the amount of \$360,000. The purpose of the Program is to develop and implement plans, programs and projects that can improve today's transportation, environment, energy, economic, and health related issues to improve the quality of life in Western Riverside County. The City developed projects, one of them being the organization of Connecting Five Points, an open street event to provide resident education on pedestrian safety, and an opportunity for the Riverside community to help promote walking, biking and to reimagine safer streets. The residents of the community participated in a survey that will help shape active transportation projects for future grants.

DISCUSSION:

The Public Works Department has participated in the Active Transportation Program (ATP) grant since its inception in 2014, seeking funding for important active transportation projects through the submission of multiple grant applications, benefiting the City and its residents by the implementation of crucial improvements for pedestrian and cyclist safety as well as mobility.

The Connecting Five Points Event was held on March 16, 2019 at the Five Points intersection of La Sierra Avenue, Hole Avenue and Pierce Street to promote future active transportation enhancements that will help improve traffic flow, active transportation and safety for motorists, pedestrians and cyclists. The event helped to determine what key areas of improvement the community would like to see and informed residents on upcoming Public Works projects (Attachment 1).

As part of the event, residents participated in educational games and activities, enjoyed and contributed to temporary art displays, watched an X-Games medalist showcase her skateboarding talent, tested the Bike Riverside e-bikes, rode bikes in an educational 'mini city', and participated in Active Transportation Planning activities.



Figure 1: Residents enjoy a variety of activities at Connecting 5 Points

The event partners listed below engaged with the community and facilitated feedback in regards to their services.

Public/Non-Profit Partners

- 311 Call Center
- Southern California Association of Governments (SCAG)
- Riverside Police Officers Association (RPOA)
- Measure Z Fire Trucks, Riverside Fire Department
- Bike Riverside
- Riverside Transit Agency (RTA)
- Riverside Police Department (RPD)
- Riverside County Transportation Commission (RCTC)
- Riverside Public Library

- La Sierra Volleyball Team
- California State Assembly District 60
- Riverside University Health System

Business Partners

- Rite Aid
- Sierraview Dental Group
- Sierra Preschool
- State Farm Insurance
- Raising Cane's Restaurant
- Arco
- Holistic Image Beauty Salon

Survey Results

- 100 respondents
- 52% of respondents said that there should be more and improved bike lanes near La Sierra & Hole Ave.
- The top three things that respondents said would improve the experience for people walking in Wards 6 & 7 were more / wider sidewalks at 50%, lighting for sidewalks at 46%, and more trees/shade at 38% (multi-answer question, results exceed 100%).
- 82% of respondents said that making it easy to bike, walk, or have public transportation accessibility between schools, jobs, shopping opportunities, and homes was "Very Important".

With these responses, put into context with our other findings, we know that having a community accessible by active transportation is important to most residents, and we also know how they would like us to go about making their community more accessible to active transportation. This data can be used to plan for future improvements. Many participating residents appreciated being able to express concerns and discuss future enhancements in the Ward with representatives from the Public Works Department Traffic Engineering Division. Requests were made for more community engagement events that inform residents and business owners of future projects (similar to the Connecting Five Points event).

Next Steps:

The State ATP grant can be used to fund improvements such as those identified by residents at Connecting Five Points. The City has typically submitted ATP grant applications with individual projects across the entire City; however, the City did not receive funding through the most recent round of ATP grants for infrastructure. Based on feedback from prior ATP cycle applications, a more focused, neighborhood driven project with a narrative of community support will be most successful. This ATP grant cycle will be focused on the La Sierra, La Sierra Hills, La Sierra Acres, and Arlanza neighborhoods in West Riverside. In order to ensure a successful grant application, our next steps will be to:

1. Develop an initial outreach strategy for the ATP Cycle V application;
2. Coordinate with neighborhood groups, agency partners and non-profits to gather feedback and refine project goals;
3. Develop a StoryMap and online survey; and
4. Host a follow up event in conjunction with the Festival of Lights switch on. Participants will be asked to fill out a survey.

By incorporating these steps into the grant application process, we hope to create a strong application that reflects the desires and needs of the targeted communities.

In order to maintain the practice of submitting focused, geographically consistent grant applications through the Active Transportation Program, the subsequent cycle grant application is tentatively planned to focus on active transportation connectivity within the Casa Blanca, Arlington Presidential Park, Ramona and Magnolia Center neighborhoods.

FISCAL IMPACT:

There is no fiscal impact associated with this report. A more complete report identifying projects for the ATP Cycle V grant application will be brought back to Council at a later date. ATP grant applications range from \$1 - \$3M of requested funds. A local agency match of approximately 12% is typically selected to secure points for matching funds.

Prepared by: Kris Martinez, Public Works Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Survey Chart
2. Event Photographs
3. Presentation