



Board Report

File #: 2017-0888, File Type: Program

Agenda Number: 7.

PLANNING AND PROGRAMMING COMMITTEE MARCH 14, 2018

SUBJECT: OPEN STREETS CYCLE 3

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE the Metro Open Streets Grant Program Cycle Three Application and Guidelines (Attachment B).

ISSUE

In June 2013 the Board introduced Motion 72 (Attachment A), directing staff to award up to \$2 million annually to support Open Street events. Cycle Three Application and Guidelines (Attachment B) build on the Cycle One and Two framework and support a competitive process. Board authorization of the Open Streets Cycle Three competitive grant program framework and release of competitive application package and guidelines are needed in order to proceed.

DISCUSSION

Open Street events are temporary one-day events that close streets to automotive traffic and open them to people to walk, bike or roll. Cycles One and Two of the Open Streets Grant Program were successful in encouraging participants to ride transit and walk and ride a bike on urban streets, possibly for the first time. In doing so the program fits into Metro objectives by encouraging future mode shift and encouraging civic engagement to foster the development of multi-modal policies and infrastructure at the local level. The Open Streets Grant program provides opportunities for economic development and the improvement of public health, since they get people out onto the street patronizing local businesses, all while exercising and interacting with their community. The Metro Outreach Booth at Open Streets events provides a platform for public input on Metro active transportation corridor projects such as the LA River and Rail to River, including the Countywide Bike Share Program. During the Cycle Three event, the booth will continue to provide a location in the community to promote Metro programs.

Cycle One Implementation

In response to Motion 72 (Attachment A) staff developed a comprehensive framework and competitive grant process to solicit and evaluate applications for Open Street events throughout Los Angeles County. At the September 18, 2013 meeting, the Board awarded \$3.7 million to 12 separate

event applications. Eleven of the 12 events awarded funding in Cycle One were completed totaling nearly 84 miles of streets closed to cars and opened to pedestrians, bicyclists and other non-motorized forms of transportation across 18 separate jurisdictions. The events allowed participants to experience the region in a car-free and or car-light manner and ride transit possibly for the first time.

To support cities in executing Open Street events, staff held a half day workshop that highlighted the objectives of the program; the process for planning, implementation and reimbursement; and showcased examples of previous successful regional events.

Cycle Two Implementation

On March 16, 2016 the Metro Board authorized staff to release the Cycle Two Application and Guidelines. An Amendment by Board Member Hilda Solis was included that asked staff to seek opportunities to work with Councils of Governments and provided additional points to multi-jurisdictional events and events that included disadvantaged communities as determined by CalEnviroScreen. Staff provided outreach to cities across the County and hosted application workshops at Metro Headquarters and LA County Councils of Government offices. In total 19 competitive applications were received. In September 2016 the Board awarded \$4.04 million to 17 Cycle Two events scheduled through December 2018, programmed \$200,000 in supplemental funds to a Cycle One event that was postponed due to natural disaster, and reprogrammed \$100,000 from a cancelled Cycle One event to Cycle Two . Thirteen of the 17 awarded Cycle Two events include disadvantaged communities and 7 are multi-jurisdictional (Attachment C). To date 8 events have been staged totaling over 41 miles. 10 events covering an additional 45 miles of car-free streets are expected to be delivered by December 2018.

Open Streets Evaluation Study

Per Board Motion 72, staff released a Request For Proposals Package (RFP) in the spring of 2016 seeking the professional services of a contractor to conduct an in depth evaluation of the 11 implemented Cycle One events utilizing grantee's post implementation reports, transit TAP data and other sources. Due to inconsistency in the data collected independently by cities during Cycle One, the contractor will also include an appendix of standardized data that the contractor collects at the 17 Cycle Two events. The initial event data shows:

- Systemwide rail boarding increased an average of 8% on the day of events;
- Lines directly adjacent to events saw the largest increase, with Metro Gold Line boarding increasing by 32% during the May 31, 2015 CicLAvia: Pasadena;
- Overall sales of TAP Cards increased an average of 11% systemwide on the day of events indicating introduction of new riders to the system, and;
- Event-day sales for commercial stores along Open Street event routes increased an average of 10% on the day of events.

The final evaluation study will be delivered to Metro upon completion of Cycle Two in December of 2018.

Cycle Three Initiation

The success of the Open Streets Grant Program-funded events to date has been the result of the

strong partnership between Metro; the grantee cities and nonprofits such as CicLAvia, Bikeable Communities, BikeSGV and others. Staff will encourage similar partnerships with the Cycle Three Open Street Grant Program solicitation process.

The proposed Application and Guidelines for Cycle Three are informed by feedback from applicants, grantees and participants of Cycles One and Two, as well as recommendations solicited from the Open Streets Evaluation Study contractor. In response to feedback and in order to ensure that the Cycle Three program continues to serve to increase multi-modal access, advance active transportation at local levels and encourage transit usage, the following modifications have been made to the event data collection methodology and the program's guidelines, application, and rubric:

- Additional detail on routing mistakes to avoid is provided, such as magnitude and lengths of grade to avoid, routes with poor pavement quality, routes that cross railroad tracks or freeway ramps, routes that box in residential areas, and routes that traverse residential areas for extended distances.
- Separate criteria for new and existing applicants have been included. Existing applicants should demonstrate success with previous events and what they have learned, while new applicants should demonstrate that they are ready and have the capacity to produce a successful event.
- Scoring criteria for bike-trains and bike-bus shuttle ridership have been removed as the one-off nature of Open Street events makes them unlikely.
- A standardized data collection template is provided to grantees to ensure a standard universe of event data for Cycle Two and Three.
- Additional scoring criteria have been included that evaluate how applicants will satisfy Metro's data collection requirements (i.e. agency staff, volunteers, consultant, etc.).
- Additional scoring criteria have been included for innovative events that help to ensure Open Street events remain relevant and continue to increase multi-mobility in the region.
- During Cycle Two a maximum funding ceiling was implemented based on population share for large cities and \$149,000 for smaller cities not partnering with other jurisdictions. The funding ceiling amount was based on FHWA procurement process guidelines. Based on feedback from grantees it has been determined that \$149,000 is not a sufficient amount of funds to create a community-scaled open streets event. Because the Program is no longer utilizing federal funds and based on grantee feedback, staff is increasing the funding floor to \$167,000. The increase to \$167,000 is based on the goal of reaching 12 events per year. The increase in funding ceiling does not increase the Open Streets Grant Program annual budget and is consistent with the new Equity Platform Framework in that it increases the amount of Metro funds available to cities that would otherwise not be able to produce an Open Street event in their community due to lack of City funds available.

FINANCIAL IMPACT

There is no impact to the FY 2018 budget. Up to \$2 million annually for Cycle Three will be requested during the FY 2019 and FY 2020 budget process. Staff will work with Regional Programming, Budget and Local Programs and the Office of Financial Services to identify a funding source through FY 2020. As this is a multi-year program it will be the responsibility of the cost center manager and the

Chief Planning Officer to budget funds in future Cycles.

ALTERNATIVES CONSIDERED

The Board has the option to not approve the Cycle Three initiation. This alternative is not recommended as it is not in line with Board goals to increase awareness of opportunities throughout Los Angeles County for taking public transportation, walking and riding a bicycle.

NEXT STEPS

Upon Board approval, staff will release the application package for the Open Streets program. An easy to fill out web-based application will be utilized and an informational workshop will be held for applicants. It is anticipated that the application will be released in early Spring 2018 with staff returning for Board approval of the Cycle Three Open Street Grant Program in late Summer 2018.

ATTACHMENTS

Attachment A - June 27, 2013 Board Motion #72

Attachment B - Open Streets Cycle Three Application Package & Guidelines

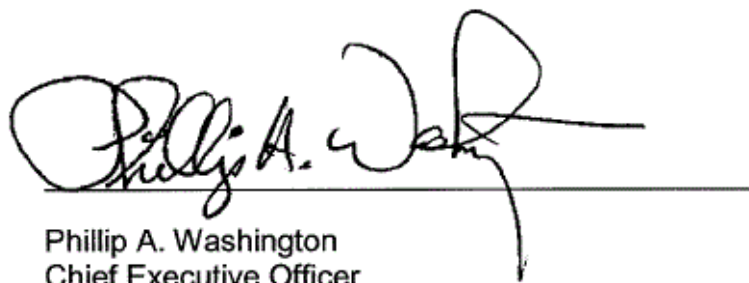
Attachment C - Cycle Two Summary and Funding Recommendation

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**MOTION BY
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Planning and Programming Committee
June 19, 2013

Los Angeles County “Open Streets” Program

Across the nation, cities have begun hosting “open streets” events, which seek to close down streets to vehicular traffic so that residents can gather, exercise, and participate in pedestrian, bicycling, skating and other related activities.

These events are modeled after the “*Ciclovias*” started in Bogota, Colombia over thirty years ago in response to congestion and pollution in the city.

In 2010, Los Angeles held its first “open streets” event, called CicLAvia.

After six very successful events, CicLAvia has become a signature event for the Los Angeles region.

With over 100,000 in attendance at each event, CicLAvia continues to successfully bring participants of all demographics out to the streets.

This event offers LA County residents an opportunity to experience active transportation in a safe and more protected environment, and familiarizes them with MTA transit options and destinations along routes that can be accessed without an automobile.

The event also takes thousands of cars off the streets, thereby decreasing carbon emissions.

Bicycling, as a mode share, has increased dramatically within LA County in the last years, boosted largely by the awareness brought about by these “open streets” programs.

Over the past decade, LA County has seen a 90% increase in all bicycle trips.

CONTINUED

In response to this growing demand, many local jurisdictions have begun implementing robust bike infrastructure and operational programs that enhance the safety and convenience of bicycling as a mode of travel.

Seeing the success of CicLAvia in Los Angeles, these jurisdictions have expressed a desire to pursue their own “open streets” events to increase awareness for active transportation and reduced reliance on the private automobile.

MTA should partner alongside a regional “open streets” type program in order to coordinate, assist, and promote transit related options.

These events will become a significant contributor to MTA’s overall strategy to increase mobility and expand multi-modal infrastructure throughout the region.

They will also promote first-mile/last-mile solutions and fulfill the Sustainable Communities Strategy Plan, as proposed by the Southern California Association of Governments.

WE THEREFORE MOVE THAT the MTA Board of Directors direct the CEO to use the following framework in order to create an “open streets” program:

1. Identify an eligible source of funds to allocate annually up to \$2 million to support the planning, coordination, promotion and other related organizational costs.
2. Report back at the September 2013 Board meeting a recommended competitive process and program, working with the County Council of Governments and other interested cities, to implement and fund a series of regional “open streets” events throughout Los Angeles County.
3. Develop a technical process to collect data and evaluate the cost and benefits (e.g. transit use increases, reduction of air emissions, etc.) of these events.

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Metro

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 Metropolitan Transportation Authority

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Open Streets Cycle Three Application Package & Guidelines

All fields are required for application submission unless noted.

Program Guidelines

Program Objectives

Open Streets are events which temporarily close the streets to automobiles and open them up to people to re-imagine their streets while walking, biking, rollerblading or pushing a stroller in a car-free environment. The goals of the program are to encourage sustainable modes of transportation (biking, walking and transit), provide an opportunity to take transit for the first time, and provide an opportunity for civic engagement that can foster the development of a city's multi-modal policies.

Eligibility

Applicants must be a city/county/council of government office within Los Angeles County. Funding may be distributed to more than one event per city/jurisdiction until the city/jurisdiction maximum funding allocation is reached. Applicants shall rank applications in order of priority with 1 being the most important, 2 being the second most important, etc.

Funding

There is up to \$4 million available for grants for the Open Streets Grant Cycle Three. Each city/jurisdiction can apply for the greater of a. \$167,000 OR b. population share (see chart). If an event is in multiple cities, jurisdictions may combine population shares and add to the base of \$167,000. Funds will be available starting in January 2019, pending Metro Board approval and events must be staged by December 31, 2020. Funding sources may be federal and cities/jurisdictions will be required to comply with all federal funding procedures and requirements.

See Chart A for maximum eligibility

Scoring

Project will be evaluated on the following criteria on a 100 point score. An event must receive a minimum of 70 points to be eligible for funding.

General Event Information – 10 points

Project Feasibility – 25 points

Proposed partnerships and demonstration of potential for event success*	10
Event readiness (Funds will be required to be expended by December 31, 2020)	4
Agency's existing active transportation programs and policies	4
Community support	4
Matching funds committed	3

* Partners may include but are not limited to COGs, community groups, event producers and non-profits. Previous grantees must demonstrate success with previous events and lessons learned. New applicants must demonstrate that they have the capacity to produce an Open Street event.

Route Setting – 35 points

Route is innovative (Examples include evening events, events that encourage increased retail/stakeholder participation, and events that deviate from previous LA County Open Street events)	5
Event cost per mile and value of connections to destinations along the route	5
Proximity and access to commercial and retail corridors	5
Connections to cultural, architectural, historical and/or important destinations in the community	4
Route includes disadvantaged communities*	4
Route is along or intersects with existing bicycle infrastructure**	3
Activities for pedestrians (dance classes, yoga, concessions, information booths)	3
Topography - The route minimizes hilly terrain***	3
Route length (industry standards recommend a minimum of between 4 and 6 miles in length)	3

*Based on average of 70th percentile CalEnviroScreen Score for census tracts directly adjacent to the proposed route

(<http://oehha.maps.arcgis.com/apps/Viewer/index.html?appid=112d915348834263ab8ecd5c6da67f68>)

**Will the route be on or intersect any existing bicycle infrastructure? Will the route encourage first time riders to modify their travel behavior in the future?

*** As an example see San Francisco's "Wiggle" - http://en.wikipedia.org/wiki/The_Wiggle

Transit and Community Connectivity - 30 points

Route includes multiple cities	10
Ability to attract participants from surrounding and countywide jurisdictions	5
Accessibility to Metro Rail	5
Connections between multiple central business districts or retail corridors	5
Applicant jurisdiction has not had a previous Open Street event in their community	5

Funding Eligibility

Funding may be used for pre-event planning & outreach costs in conjunction with implementing an event. Funding may be used for any operational or capital cost associated with the day-of event excluding activation/routing held off street unless approved in writing by the Open Streets Grant Program Manager. Funding may not be used for alcohol related activities. Funds awarded will not exceed the event cost in the original application and may be less if the key objectives can be achieved at lower costs. Scope and event day changes shall be handled administratively and be approved by Program Manager. Any cost overruns shall be the responsibility of the applicant. Both third party consulting costs and internal staff costs for staff directly providing services with respect to the project will be eligible for funding.

Data Collection and Reporting Requirements

Grantee shall collect data using Metro's selected data collection methodology and survey instrument as provided by the Metro's Open Street Evaluation Study contractor. Data should be provided to Metro in a post implementation report no later than three months after the event is executed. Metro will withhold ten percent (10%) of eligible expenditures per invoice as retainage. Metro will release retainage after Metro has evaluated Grantee's post implementation report and data collection performance according to the criteria specified by Metro and its Evaluation Study contractor. Data collection will include at a minimum but not be limited to: participation counts of pedestrians and cyclists along the route; transportation use data and counts of

individuals exiting Metro Rail Stations with bicycles where applicable; personal anecdotes, and economic impact on local retailers.

General and Administrative Conditions Lapsing Policy

Open Streets Cycle Three events must be staged by December 31, 2020 and funds not expended within this time will lapse. Lapsed funding will go towards the next grant cycle of the Open Streets Program. Applicants who have their funds lapse may reapply for funding in the next cycle however their requests will be prioritized after new applicants and previously successful applicants.

Grant Agreement

Each awarded applicant must execute a grant agreement with Metro. The agreement will include the event scope and a financial plan reflecting the grant amount, event partners and the local match. Funding will be disbursed on a reimbursement basis subject to satisfactory compliance with the original application cost and schedule as demonstrated in a quarterly report supported by a detailed invoice showing the staff and hours billed to the project, any consultant hours, etc. Final scheduled payment will be withheld until the event is staged and approved by Metro and all post implementation requirements have been satisfied.

Audits and Event Scheduling

All grant programs may be audited for conformance to their original application. Metro shall review event schedule and final date of the event to ensure regional and scheduling distribution. At Metro's Program Manager request events may be rescheduled to avoid overlapping events.

Chart A

Los Angeles County Metropolitan Transportation Authority Open Streets Grant Funding Eligibility

Forecasted shares are based on population percentage as of 1/1/14.

Subregion	Jurisdiction	Population 1/1/14 per State Dept of Finance	% of County	Pop Share Funding	Max eligible
	FY17 & FY18			\$4,000,000	
AV	Burbank	105,543	1.051%	\$42,041	\$167,000
AV	Glendale	195,799	1.950%	\$77,994	\$167,000
AV	La Canada Flintridge	20,535	0.204%	\$8,180	\$167,000
Central	Los Angeles	3,904,657	38.884%	\$1,555,362	\$1,555,362
Gateway	Artesia	16,776	0.167%	\$6,682	\$167,000
Gateway	Avalon	3,820	0.038%	\$1,522	\$167,000
Gateway	Bell	35,972	0.358%	\$14,329	\$167,000
Gateway	Bell Gardens	42,667	0.425%	\$16,996	\$167,000
Gateway	Bellflower	77,741	0.774%	\$30,967	\$167,000
Gateway	Cerritos	49,741	0.495%	\$19,814	\$167,000
Gateway	Commerce	13,003	0.129%	\$5,180	\$167,000

Gateway	Compton	98,082	0.977%	\$39,070	\$167,000
Gateway	Cudahy	24,142	0.240%	\$9,617	\$167,000
Gateway	Downey	113,363	1.129%	\$45,156	\$167,000
Gateway	Hawaiian Gardens	14,456	0.144%	\$5,758	\$167,000
Gateway	Huntington Park	59,033	0.588%	\$23,515	\$167,000
Gateway	La Habra Heights	5,420	0.054%	\$2,159	\$167,000
Gateway	La Mirada	49,178	0.490%	\$19,589	\$167,000
Gateway	Lakewood	81,224	0.809%	\$32,354	\$167,000
Gateway	Long Beach	470,292	4.683%	\$187,334	\$187,334
Gateway	Lynwood	70,980	0.707%	\$28,274	\$167,000
Gateway	Maywood	27,758	0.276%	\$11,057	\$167,000
Gateway	Montebello	63,527	0.633%	\$25,305	\$167,000
Gateway	Norwalk	106,630	1.062%	\$42,474	\$167,000
Gateway	Paramount	55,051	0.548%	\$21,929	\$167,000
Gateway	Pico Rivera	63,873	0.636%	\$25,443	\$167,000
Gateway	Santa Fe Springs	17,349	0.173%	\$6,911	\$167,000
Gateway	Signal Hill	11,411	0.114%	\$4,545	\$167,000
Gateway	South Gate	96,057	0.957%	\$38,263	\$167,000
Gateway	Vernon	122	0.001%	\$49	\$167,000
Gateway	Whittier	86,538	0.862%	\$34,471	\$167,000
LV/M	Agoura Hills	20,625	0.205%	\$8,216	\$167,000
LV/M	Calabasas	23,943	0.238%	\$9,537	\$167,000
LV/M	Hidden Hills	1,901	0.019%	\$757	\$167,000
LV/M	Malibu	12,865	0.128%	\$5,125	\$167,000
LV/M	Westlake Village	8,386	0.084%	\$3,340	\$167,000
North	Lancaster	159,878	1.592%	\$63,685	\$167,000
North	Palmdale	155,657	1.550%	\$62,004	\$167,000
North	Santa Clarita	209,130	2.083%	\$83,304	\$167,000
SFV	San Fernando	24,222	0.241%	\$9,648	\$167,000
SGV	Alhambra	84,697	0.843%	\$33,738	\$167,000
SGV	Arcadia	57,500	0.573%	\$22,904	\$167,000
SGV	Azusa	48,385	0.482%	\$19,273	\$167,000
SGV	Baldwin Park	76,715	0.764%	\$30,558	\$167,000
SGV	Bradbury	1,082	0.011%	\$431	\$167,000
SGV	Claremont	35,920	0.358%	\$14,308	\$167,000
SGV	Covina	48,619	0.484%	\$19,367	\$167,000
SGV	Diamond Bar	56,400	0.562%	\$22,466	\$167,000
SGV	Duarte	21,668	0.216%	\$8,631	\$167,000
SGV	El Monte	115,064	1.146%	\$45,834	\$167,000
SGV	Glendora	51,290	0.511%	\$20,431	\$167,000
SGV	Industry	438	0.004%	\$174	\$167,000
SGV	Irwindale	1,466	0.015%	\$584	\$167,000
SGV	La Puente	40,478	0.403%	\$16,124	\$167,000
SGV	La Verne	32,228	0.321%	\$12,838	\$167,000
SGV	Monrovia	37,162	0.370%	\$14,803	\$167,000
SGV	Monterey Park	61,777	0.615%	\$24,608	\$167,000

SGV	Pasadena	140,879	1.403%	\$56,117	\$167,000
SGV	Pomona	151,713	1.511%	\$60,433	\$167,000
SGV	Rosemead	54,762	0.545%	\$21,814	\$167,000
SGV	San Dimas	34,072	0.339%	\$13,572	\$167,000
SGV	San Gabriel	40,313	0.401%	\$16,058	\$167,000
SGV	San Marino	13,341	0.133%	\$5,314	\$167,000
SGV	Sierra Madre	11,094	0.110%	\$4,419	\$167,000
SGV	South El Monte	20,426	0.203%	\$8,136	\$167,000
SGV	South Pasadena	26,011	0.259%	\$10,361	\$167,000
SGV	Temple City	36,134	0.360%	\$14,393	\$167,000
SGV	Walnut	30,112	0.300%	\$11,995	\$167,000
SGV	West Covina	107,828	1.074%	\$42,952	\$167,000
South Bay	Carson	92,636	0.923%	\$36,900	\$167,000
South Bay	El Segundo	16,897	0.168%	\$6,731	\$167,000
South Bay	Gardena	60,082	0.598%	\$23,933	\$167,000
South Bay	Hawthorne	86,644	0.863%	\$34,513	\$167,000
South Bay	Hermosa Beach	19,750	0.197%	\$7,867	\$167,000
South Bay	Inglewood	111,795	1.113%	\$44,532	\$167,000
South Bay	Lawndale	33,228	0.331%	\$13,236	\$167,000
South Bay	Lomita	20,630	0.205%	\$8,218	\$167,000
South Bay	Manhattan Beach	35,619	0.355%	\$14,188	\$167,000
South Bay	Palos Verdes Estates	13,665	0.136%	\$5,443	\$167,000
South Bay	Rancho Palos Verdes	42,358	0.422%	\$16,873	\$167,000
South Bay	Redondo Beach	67,717	0.674%	\$26,974	\$167,000
South Bay	Rolling Hills	1,895	0.019%	\$755	\$167,000
South Bay	Rolling Hills Estates	8,184	0.081%	\$3,260	\$167,000
South Bay	Torrance	147,706	1.471%	\$58,836	\$167,000
Westside	Beverly Hills	34,677	0.345%	\$13,813	\$167,000
Westside	Culver City	39,579	0.394%	\$15,766	\$167,000
Westside	Santa Monica	92,185	0.918%	\$36,721	\$167,000
Westside	West Hollywood	35,072	0.349%	\$13,970	\$167,000
Unincorporated	County unincorporated	1,046,557	10.422%	\$416,880	\$416,800
	TOTAL	10,041,797	100.000%	\$4,000,000	NA

Application

General Information

1. City/Government Agency Name:

2. Project Manager Name:

3. Project Manager Title and Department:

4. Project Manager Phone Number:

5. Project Manager E-mail Address:

6. City Manager Name:

7. City Manager Phone Number:

8. City Manager E-mail Address:

General Open Street Event Information

9. Open Street Event Name

(Example: Sunnyside Sunday Parkways Open Street Event.)

Maximum Allowed: 150 characters.

10. Event Description

(Example: Main Street, Flower Street, Spring Street, 7th Street, 1st Street and Broadway Avenue in downtown Sunnyside will be closed to cars from downtown to Mid-Town to invite people on foot and on bikes to rediscover the streets of their community in a car-free environment. Local retailers and restaurants will be invited to expand their operation in to the street. A health fair, yoga in the street, booths from local community organizations, and an art show will be included in the route.)

Maximum Allowed: 500 characters.

11. Estimated Route Length (in miles):

Maximum Allowed: 4 digits.

12. Estimated Number of Signalized Intersections:

Maximum Allowed: 3 digits

13. Attach a map of the proposed route including a clear demarcation of event bounds by street name. A digital map made in Google maps or ArcGIS is preferred

14. Describe the pavement quality along the route and any considerations that will be made for poor quality pavement.

Maximum Allowed: 150 characters.

15. Does the event route cross any freeway on or off ramps? (Y/N)

If "YES" for Question 15

15A. How many freeway crossings exist along the proposed route and what are their locations? (NOTE: Additional coordination with CalTrans will be required for each freeway ramp crossing at the cost of grantee).

Maximum Allowed: 150 characters

16. Does the event include rail grade crossings? (Y/N)

If "YES" for Question 16

16A. How many grade crossing exist along the proposed route and what are their locations? (NOTE: Additional staff resources will be required for each grade crossing at the cost of grantee).

Maximum Allowed: 150 characters

17. Municipal and private motorized vehicles are prohibited from the route for the entirety of the event. List how your jurisdiction will monitor the route without motorized vehicles, what measures will be taken to ensure that vehicles do not enter the route, and any other safety measures that will be taken.

Maximum Allowed: 300 characters

Project Feasibility

18 Estimated Month & Year of Event (Funds will be available starting in January 2019, pending Metro Board approval. Event must be staged by December 31, 2020)

Maximum Allowed: 6 digits

19. Does your City's General Plan or other planning program support open street events and/or active transportation?

(Examples include: adopted a Complete Streets Policy or Updated Circulation Element to include Complete Streets, adopted a Bike Plan, adopted a Pedestrian Plan, Developing or implementing Bike Share Programs, adopted Climate Action Plans, and Implementation of Parking Management Programs to encourage more efficient use of parking resources)

Maximum Allowed: 500 characters

20. Would your jurisdiction be amenable to reduced scope or route length? (Y/N)

Demonstration of Event Success

21. Does your city plan to partner with any non-profits, event production companies and other community partners to assist in event implementation and planning? (Y/N)

If "YES" for question 21

21a. List your proposed partners and their role in the event planning and implementation:

Maximum Allowed: 600 Characters

If "NO" for question 21

21b. What is your city doing in lieu of partnerships with outside agencies (including non-profits and other community partners) to engage the community and make the event successful? *Maximum Allowed: 800 Characters*

22. Does your city have previous experience organizing open street events or other large public events (such as large city-wide or region-wide events related to transportation, athletics, cultural celebrations and/or events that require street closures)? List and describe.

Maximum Allowed: 800 Characters

If "YES" for question 22

22a. What lessons has your city learned from previous open street (or similar) events that will increase the success of the proposed event? *Maximum Allowed: 800 Characters*

Event Budget

23. What is the total estimated cost of the event?

Maximum Allowed: 10 characters.

24. What is the requested grant amount? *Maximum Allowed: 10 characters*

25. What is the proposed local match amount? (min 20% in-kind required)

Maximum Allowed: 10 characters.

26. What are the estimated outreach costs?

Maximum Allowed: 10 characters.

27. What are the estimated pre-event planning costs?

Maximum Allowed: 10 characters.

28. What are the estimated day of event staging costs (including staffing, rentals, permits, etc.)?

Maximum Allowed: 7 characters.

29. Agencies are required to provide a 20% match: Will you provide an in-kind or a local fund match?

1. In-kind
2. Local Fund Match

30. What is the event cost per mile (Answer to #23 / Answer #11)?

31. Attach completed Financial Plan and event Scope of Work templates provided at <https://www.metro.net/projects/active-transportation/metro-open-streets-grant-program/>

Route Setting

32. Will the route connect multiple cities? Y/N List partner cities.

If "YES" to question 32

32a. How will your city insure connectivity throughout the route, coordination between multiple agencies and a sense of one contiguous event?

Maximum Allowed: 1000 characters.

33. Will the route be along or connect to commercial corridors? Y/N Explain.

Maximum Allowed: 1000 characters.

34. Will the route be along any residential corridors? (Y/N)

Maximum Allowed: 1000 characters

If “YES” to question 34

34a. How will your city ensure connectivity throughout the route, a sense of one contiguous event through residential areas, and that participants do not feel isolated from the more active commercial areas of the event?

Maximum Allowed: 1000 characters.

35. Will the route be along any industrial or institutional corridors (such as large medical centers, universities, or fairgrounds)? (Y/N)

Maximum Allowed: 1000 characters

If “YES” to question 35

35a. How will your city insure connectivity throughout the route, a sense of one contiguous event through industrial/institutional areas, and that participants do not feel isolated from the more active commercial areas of the event?

Maximum Allowed: 1000 characters.

36. Will the route be along or connect to cultural, architectural, recreational and/or historical destinations and events? Y/N Explain.

Maximum Allowed: 1000 characters.

37. List and describe the bicycle and off-street pedestrian infrastructure along or adjacent to the route. *Maximum Allowed: 1000 characters.*

38. What is the elevation change between the highest and lowest points along the proposed route? (Tip: you can use a free website like www.mapmyride.com or google maps to calculate this information).

39. Will the event be innovative? Y/N

If “YES” to question 39

39a. List ways that the event will deviate from previous LA County Open Street events and how it will attract new participants (examples include afternoon or evening events, events that celebrate holidays or other special occasions such as Valentine’s Day and Halloween, events that encourage increased retail/stakeholder participation, etc.).

40. Provide an outline of the general programming elements/ideas/goals that will be represented in activities along the route the day of the event (an example is public health goals will be highlighted by fitness classes such as yoga along the route).

Maximum Allowed: 1000 characters.

41. Use EnviroScreen score to determine the average score of the combined census tracts that are located directly adjacent to the route.

<http://oehha.maps.arcgis.com/apps/Viewer/index.html?appid=112d915348834263ab8ecd5c6da67f68>

Maximum Allowed: 4 digits

Regional Significance

42. Will the event route connect directly to a Metro Rail Station? Y/N List stations.

If “NO” to question 42

42a. How will your city transport people to the event other than by personal automobile? Explain how you will use organized bike trains/feeder rides (groups of people who travel by bike together), bike-bus shuttles (that carry a minimum of 10 bikes each) or other multi-modal options to transport people to the event.

Maximum Allowed: 1000 characters

43. List all other transit stations within ½ mile radius of the proposed event (including Metrolink, Amtrak and Metro) and describe how you will coordinate with the stations transit operators and why they will not be connected to the event route.

Maximum Allowed: 1000 characters

Marketing and Outreach

44. Briefly describe the marketing strategy you will employ to encourage event participation from nearby jurisdictions and throughout the county. *Maximum allowed: 150 characters*

45. What strategies will you employ to encourage increased participation of businesses located along the event route (examples include temporary suspension of sidewalk display permitting, workshops, door-to-door outreach, etc.)? *Maximum allowed 150 characters*

46. Upload a letter of support from the city/county applicant and if applicable each city/non-profit/other partner. (Please include all letters in one PDF).

47. Describe how your city will satisfy Metro’s data collection requirements (i.e. agency staff, volunteers, consultant, etc.) and any additional event data the agency may collect.

48. If your agency plans to submit more than one application, please rank this application in order of priority with 1 being the most important and 2 the second most important, etc.

CYCLE TWO APPLICATIONS

Applicant	Open Street Event	Date	Rail Stations and Regional Bike/Ped Paths	Length in		Disadvantaged	Multi-Jurisdictional	Score	Total Request	Awarded
				Miles	Time Event					
1	West Hollywood	CicLAvia: Meet the Hollywoods	Spring 2018	Sunset/Vermont, Hollywood/Western, Hollywood/Vine, Hollywood/Highland	5.5	X	X	92.3	\$ 298,000.00	\$ 298,000.00
2	Burbank	Burbank on the Boulevard	Spring 2017	North Hollywood Station, Downtown Burbank Station, Chandler Bike Path	3.27	X		89.3	\$ 149,000.00	\$ 149,000.00
3	Culver City	CicLAvia: Culver City to the Beach	Spring 2017	Culver City Station, Ballona Creek Bike Path, North County Bike Path	6.58		X	89.0	\$ 298,000.00	\$ 298,000.00
4	Los Angeles	CicLAvia Heart of LA	Winter 2018	7th/Metro Center, Westlake/MacArthur Park, Pershing Square, Civic Center/Grand Park, Union Station	6		X	87.0	\$ 312,800.00	\$ 312,800.00
5	Baldwin Park	Pride of the Valley Open Streets	Summer 2017	Baldwin Park Station, Duarte/City of Hope Station, San Gabriel River Trail	6.8	X	X	86.8	\$ 206,821.00	\$ 206,821.00
6	Vernon	River to Rail: Vernon & Huntington Park's Open Streets Event	Summer 2017	Slauson Station, Los Angeles River Bike Path	5.17	X	X	86.8	\$ 199,000.00	\$ 199,000.00
7	Los Angeles	CicLAvia Heart of LA	Fall 2017	7th/Metro Center, Westlake/MacArthur Park, Pershing Square, Civic Center/Grand Park, Union Station	6		X	83.8	\$ 312,800.00	\$ 312,800.00
8	Los Angeles	CicLAvia Iconic Wilshire	Winter 2017	7th/Metro Center, Westlake/MacArthur Park, Wilshire/Vermont, and Wilshire/Western	6.3			79.5	\$ 312,800.00	\$ 312,800.00
9	Glendale	CicLAvia: Glendale meets Atwater Village	Spring 2017	Glendale Station, Los Angeles River Bike Trail	3	X	X	78.8	\$ 179,520.00	\$ 179,520.00
10	Santa Monica	Coast Santa Monica's Open Street Event	Summer 2018	Downtown Santa Monica Station. North County Bike Path, Expo Bike Path	2.06			78.7	\$ 149,000.00	\$ 149,000.00
11	Downey	Downey Ride & Stride Open Steets Event	Spring 2017	Lakewood Station	4.96		X	78.0	\$ 125,528.00	\$ 125,528.00
12	San Fernando	Healthy San Fernando Open Street Event	Fall 2017	San Fernando Station, Metrolink Bike path	4	X	X	77.5	\$ 148,800.00	\$ 148,800.00
13	Long Beach	Beach Streets: Anaheim Corridor	Fall 2016	Anaheim Street Blue Line Station, Los Angeles River Bike Trail	4.1		X	77.3	\$ 190,000.00	\$ 190,000.00
14	Whittier	Whittier Walk and Roll Street Festival	Summer 2017	Whittier Greenway Trail	6	X	X	76.8	\$ 119,000.00	\$ 119,000.00
15	Montebello	Cruising Whittier Blvd.	Spring 2018	Maravilla Station, Rio Hondo Bike Path	4.95	X	X	76.0	\$ 149,000.00	\$ 149,000.00
16	San Dimas	CicLAvia: Route 66	Spring 2018	Claremont Station, Pomona North Station	5.76	X	X	75.0	\$ 596,000.00	\$ 596,000.00
17	Los Angeles	San Pedro Willmington Open Streets	Summer 2017		4.23		X	74.3	\$ 289,600.00	\$ 289,600.00
18	Artesia	Artesia International Street Fair & Diversity Festival	Fall 2016		0.5	X		68.3	\$ 96,000.00	\$ -
19	Redondo Beach	Artesia-A-Go-Go	Summer 2018		1	X		62.3	\$ 120,000.00	\$ -
Total									\$ 4,251,669.00	\$ 4,035,669.00

CYCLE ONE CANCELED EVENT

Applicant	Open Street Event	Date	Rail Stations and Regional Bike/Ped Paths	Length in Miles	New App	Disadvantaged	Score	Award	Reprgramed to Cycle Two
Carson	Car Free Carson	Spring 2016	Del Amo Station	5	X	X	92	\$ 100,000.00	\$ 100,000.00

CYCLE ONE POSTPONED EVENT

Applicant	Open Street Event	New Date	Rail Stations and Regional Bike/Ped Paths	Length in Miles	New App	Disadvantaged	Score	Original Award	Max needed to execute event
South Pasadena	626 Gloden Streets	Spring 2017	Arcadia, Monrovia, Duarte, Irwindale, Alameda in Azusa, Citrus. San Gabriel River Regional Pedestrian/Bicycle Trail	17+	X	X		393,600	200000

Open Streets Cycle Three



Metro

Recommendation

Authorize the Metro Open Streets Grant Program Cycle Three Application and Guidelines



Metro

Cycle Three Guidelines and Application

- In June 2013 the Board introduced Motion 72 (Attachment A), directing staff to award up to \$2 million annually to support Open Street events.
- Cycle Three guidelines and application
 - Board authorization of the Open Streets Cycle Three competitive grant program, application package and guidelines are requested in order to proceed.
 - Build on the Cycle One and Two framework to support a competitive process.



Cycle One and Two Open Street Implementation

- Board has awarded \$7.74 million to 28 events in 32 jurisdictions
 - 19 of 28 events have been staged totaling over 125 miles
 - 9 events planned through December 2018 for another 44 additional miles
 - Additional points granted to multijurisdictional events and disadvantaged communities
- Initial findings from Cycle One
 - 8% ridership increase systemwide on the day of events
 - 11% increase in new tap card sales on the day of events which indicates new riders experiencing transit
 - 10% increase in day of event sales for retailers along route



Funded Cycle One and Two Events



Updates to Cycle Three Application

- **Max Funding Ceiling**
 - Based on population share for large cities and \$167,000 for smaller cities not partnering with other jurisdictions.
 - To encourage multijurisdictional cooperation and leverage equitable coverage of LA County, supplemental funding is awarded for each additional city on an event application, based on population share
- **Points added for enhanced data collection**
 - Standardized data collection template provided
- **Separate criteria for new and existing applicants**
 - Existing applicants demonstrate success with previous events
 - New applicants demonstrate the capacity to produce a successful event
- **Additional Scoring Criteria to encourage innovative events**

Cycle Three Funding Alternatives

- **Based on the Planning & Programming Committee discussion, Staff has developed three alternatives for the full Board to consider:**
 - (1) Honor Board Motion 72 funding cap of \$2,000,000 annually and maintain \$167,000 funding ceiling for single jurisdictions with the goal of 12 events per year**
 - (2) Honor Board Motion 72 funding cap but increase funding ceiling to \$200,000 with the goal of average 10 events per year**
 - (3) Increase the annual funding cap above \$2,000,000
(Budget modification required)**

Open Streets Grant Program Moving Forward

- An evaluation of the Open Streets Grant Program is ongoing
- Cycle One evaluation is anticipated to complete in Summer 2018
- Cycle Two evaluation will be completed in early 2019 after completion of all awarded events
- Staff will provide evaluation results and recommendations regarding future Open Street Grants in Spring 2019



Cycle Three Next Steps

- **Pending Board Approval:**
 - Release online application in late March 2018
 - Hold an informational workshop
 - Outreach to COGs, the Metro TAC and TAC subcommittees
 - Return to Board for Cycle Three funding recommendations in September 2018

