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ATTACHMENT C 22

**PLANNING AND PROGRAMMING COMMITTEE
JUNE 18, 2014**

SUBJECT: 2014 OPEN STREETS GRANT PROGRAM

ACTION: APPROVE 2014 OPEN STREETS GRANT PROGRAM - CYCLE 1

RECOMMENDATION

Award and program cycle one (1) of the biennial Open Streets Grant Program including fiscal years 14/15 and 15/16. Award \$3.7 million to 12 Open Street events and set aside \$300,000 to conduct a comprehensive evaluation of these events and evaluate the costs and benefits per the June 2013 Motion 72 (Attachment A).

ISSUE

In September 2013 the Metro Board approved the Open Streets Competitive Grant Program framework to fund a series of regional car-free events in response to the June 2013 Board Motion 72. The approved framework includes the following;

- An annual allocation up to \$2 million.
- Competitive process and program.
- Technical process to collect data and evaluate the events.

We are recommending a biannual grant cycle based on the high interest we received, the administrative advantages for both grantor and grantees of having a biannual versus an annual grant cycle, and on the precedent of other Metro grant programs. This first cycle includes funding for 12 events totaling \$3.7 million and a \$300,000 set aside to conduct a comprehensive evaluation of these events and evaluate the costs and benefits per the June 2013 Motion 72, for a total of \$4 million over two fiscal years. This funding recommendation mirrors the approved framework of an annual allocation of up to \$2 million. Board approval is necessary to program the funds to these 12 events and to a comprehensive technical evaluation.

DISCUSSION

Open Street events are temporary one-day events that close the streets to automotive traffic and open them to people to walk or bike. The goals of the Open Streets Grant Program is to provide opportunities for 1) riding transit, walking and riding a bike, possibly for the first time, to encourage future mode shift, and for 2) civic engagement to foster the development of multi-modal policies and infrastructure at the local level.

Outreach

Following and proceeding the Board approval of the Open Streets Grant Program in September 2013, staff conducted extensive outreach, presenting the program to the Councils of Governments (COG), the Technical Advisory Committee (TAC) and The Streets and Freeways Subcommittee. We released the Open Streets Grant Application online in late January and subsequently hosted an Open Streets Program Workshop on January 29, 2014. The workshop featured speakers from San Francisco and Los Angeles, who have implemented open street events, sharing guidance on how to plan and implement an event and Metro staff providing instructions on how to apply for grant funding. Over 80 people attended the event representing the cities and agencies across the Los Angeles Region.

Scoring and Evaluation

A total of 21 project applications were received on March 14, 2014 that included a total of \$5.2 million of funding requests. The event applications were diverse in scope ranging from 0.5 to 18 miles in length and are representative of the region. The application evaluation was conducted by an internal technical team with experience in multi-modal transportation. The events were evaluated based on their ability to meet the project feasibility and route setting guidelines approved by the Board that stressed readiness, partnership expertise and connections to transit and existing active transportation infrastructure (Attachment B). Out of the 21 applications submitted, 20 received passing scores for a total of \$5.17 million of passing funding requests.

Open Streets Cycle 1 – FY 14/15 & FY 15/16

Following the the Board direction to fund up to \$2 million annually for Open Street Events, this first cycle includes two years (14/15 and 15/16) and thus, this first cycle will include \$4 million of grant awards. The biannual timeline will allow for the staging of events within the July 2016 deadline and provides time to study and evaluate these events as a group. Funded events are regionally diverse, connected to transit stations, regional bikeways and major activity centers (Attachment C).

In terms of funding requests that can be fulfilled for the next two fiscal years, based on score ranking and prioritizing one application per jurisdiction (before funding multiple applications from the same city), 12 open street events from 12 different jurisdictions can be funded for a total of \$3.7 million (Attachment D). An additional \$300,000 for a technical evaluation study of these events is included. Out of the 12 events, 10 will receive 100% of their funding request and the last two funded applications, that received the same score, will receive 80% of their respective request.

Evaluation Study

We are requesting a \$300,000 set-aside for an evaluation study of the 12 recommended open street events. Metro will solicit a research firm/university to assist Metro to collect data and to utilize it in a comprehensive analysis of the program. Local cities are required to report back on participation numbers, and the participants and businesses response to the event. The consultant will unify these reports by providing a standardized methodology to count participation and collect responses from participants and businesses. The outcome of the study will be a comprehensive analysis of all 12 events and a tool kit that Metro can adopt as methodology for future awardees to use to conduct evaluations. By selecting one group to lead an evaluation, versus having each city evaluate themselves, we will be using consistent methodologies across all the events and thus produce a more cohesive, valid and uniform evaluation of these events.

DETERMINATION OF SAFETY IMPACT

The 2014 Open Streets Grant Program Cycle 1 will not have any adverse safety impacts on our employees and patrons. The principals of the Open Streets Grant Program include promoting multi-modalism and active transportation that can improve the mobility and wellness of patrons.

FINANCIAL IMPACT

The funding of \$2 Million for the first year of the program is included in the FY15 budget in cost center number 4320, Transit Corridors, under project number 410077, Open Street Grant Program. Since this is a multi-year program, the cost center manager and Chief Planning Officer of Countywide Planning will be accountable for budgeting the costs in future years. We are recommending a local funding source for open street events in order for cities to most efficiently utilize the funds and stage the events in the next two years.

Impact to Budget

The source of funds for these Open Street Events is Congestion Mitigation Air Quality (CMAQ). Metro will serve as a pass-through agency for the CMAQ funds with local cities invoicing Metro directly. These funds are eligible for transportation system management/demand management (TSM/TDM) programs such as Open Streets events. SCAG identifies Open Street Events as Transportation System Management / Demand Management (TSM/TDM) programs in the 2012 RTP Congestion Management Appendix in the section titled Congestion Management Toolbox - Motor Vehicle Restriction Zones.

These funds are eligible for transit capital projects and improved transit services, limited to operational assistance for new or expanded service for up to 3 years. Should other eligible funding sources become available, they may be used in place of the identified funds

ALTERNATIVES CONSIDERED

The Board may choose to not approve the recommended funding of cycle 1 of the Open Streets Grant Program. This alternative is not recommended as it is not in line with the June Board Motion 72 establishing an Open Streets Program. The Board could also choose to fund only one fiscal year of the program, for a total of \$2 million. This is not recommended since that amount would only fund 7 events (6 fully, 1 partial funded) and include a set-aside of \$300,000 for an evaluation study. This scenario would prevent many qualified Open Street events from moving forward, only 39% of qualified events would be funded compared to the recommended scenario which funds 77% of qualified events.

NEXT STEPS

Upon approval, we will notify project sponsors of the final funding award and proceed to initiate memorandum of understanding. We plan to return to the Board in late 2015 to request authorization to initiate cycle two of the Open Streets Program.

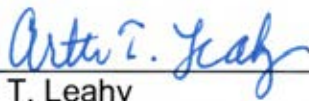
ATTACHMENTS

- A. June 2013 Metro Board Motion 72
- B. Open Streets Program Guidelines
- C. Recommended Open Street Events Map
- D. 2014 Open Streets Event Grants Cycle 1: Summary of Funding and Recommendations

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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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Open Street Application Guidelines

Application Questions/Requirements

- Provide the following grantee general information: grantee agency name, project manager contact name, phone #, e-mail, and address.
- Provide a description of the open street event, route and schedule.
- Provide the intersection for the start and end points and the route length.
- Provide a map of the proposed route. Include any alternate route being considered on the map using a different color or symbol to differentiate it from the main route (a digital map made in Google or ArcGIS is preferred).
- Are there any Metro funded pedestrian or bicycle projects along the route? List and describe.
- Coordinate with Metro and/or applicable municipal transit service operators to provide access to the event under one of these conditions:
 - Is the route within ½ mile Metro Rail or Metrolink station? List all the stations within a ½ mile radius. (Proximity to a transit station is a critical element of the open streets event success and the organizer should encourage and assist participants to take transit, walk or bike to the event)
 - If the route is not within ½ of a mile of a Metro Rail or Metrolink station, explain and specifically identify how you will transport people to the event from the nearest transit station using a combination or “bike trains” (groups of people who travel by bike together – www.labiketains.com) and/or a special bike shuttle that carry a minimum of 10 bikes each (see Mammoth Bike Shuttle for an example of a shuttle service that accommodates 20-30 bikes).
- List and describe supportive activities (dancing, pedestrian zones, games and educational programs) that will be offered the day of the event.
- List and identify all community partners and provide letter(s) of support/commitment from each one.
- Describe the partners experience producing large city-wide or region-wide events related to transportation, athletics, cultural celebrations and/or public health. Include the number of people who where in attendance and any demographic information regarding the attendance.
- Provide an estimated budget (include matching funds or in-kind donation)
- Describe how your cities general plan and/or other existing planning programs/projects are supportive of an Open Streets event. Include in your description programs and projects that support and encourage the use of walking and biking for transportation purposes.
- Provide a minimum 20% local match. Match may be in-kind services.
- Provide a letter of support from the COG/sub-region

Application Evaluation will be based on the following criteria:

1. Project Feasibility

- Event readiness
- Transit accessibility
- Agency/Partnership expertise
- Matching funds committed
- Community support
- Agency's existing active transportation programs

2. Route Setting

- Proximity and access to transit
- Topography. The grantee should select a route that minimizes hills (for example see San Francisco's "Wiggle" - http://en.wikipedia.org/wiki/The_Wiggle)
- Route is along existing bicycle infrastructure – lanes & paths funded through Metro's Call For Projects, TDA Article 3, Propositions A, C, or Measure R Local Return
- Connections between multiple cities and/or central business districts
- Connections to cultural, architectural, and/or historical destinations and events
- Connecting neighborhoods and cities that have active transportation and/or transit facility gaps
- Activities for pedestrians (dance classes, yoga, concessions, information booths)
- Cost Effectiveness (cost/per mile and the value of connections & destinations)

Grantee's Post Implementation Reporting Requirements

Grantee's are required to provide a post implementation report and enter participation counts online in Metro's Bike Count Clearinghouse at www.bikecounts.luskin.ucla.edu/ no later than three months after the event including the following:

1. Participation Counts of Pedestrians and Cyclists

Using at least one of the following count methods

- Install temporary electronic loop detection counters
- Conduct an "incomplete count" (a methodology from ecological studies) using visual or pictorial counts using crowdsourcing via Facebook, Twitter or Instagram

2. Personal Anecdotes

Provide personal stories from participants, business owners along the route or event volunteers describing how the open street event has positively affected their lives or community. The grantee shall engage in a dialogue with the

community in person, via e-mail or through a social media platform like Facebook, Twitter or Instagram using (at least) one of the following questions:

- **Participants & Volunteers**
 - How has the open street event improved your neighborhood/community?
 - Has the open street event encouraged you to use active transportation or transit modes more often?
- **Business owners**
 - Has the open street event brought new or more patrons to you?
 - In light of the open street event, do you think that active transportation (pedestrian and bicycle) infrastructure improvements would improve your business opportunities?

3. Bike-Trains & Bike Bus Shuttles Ridership

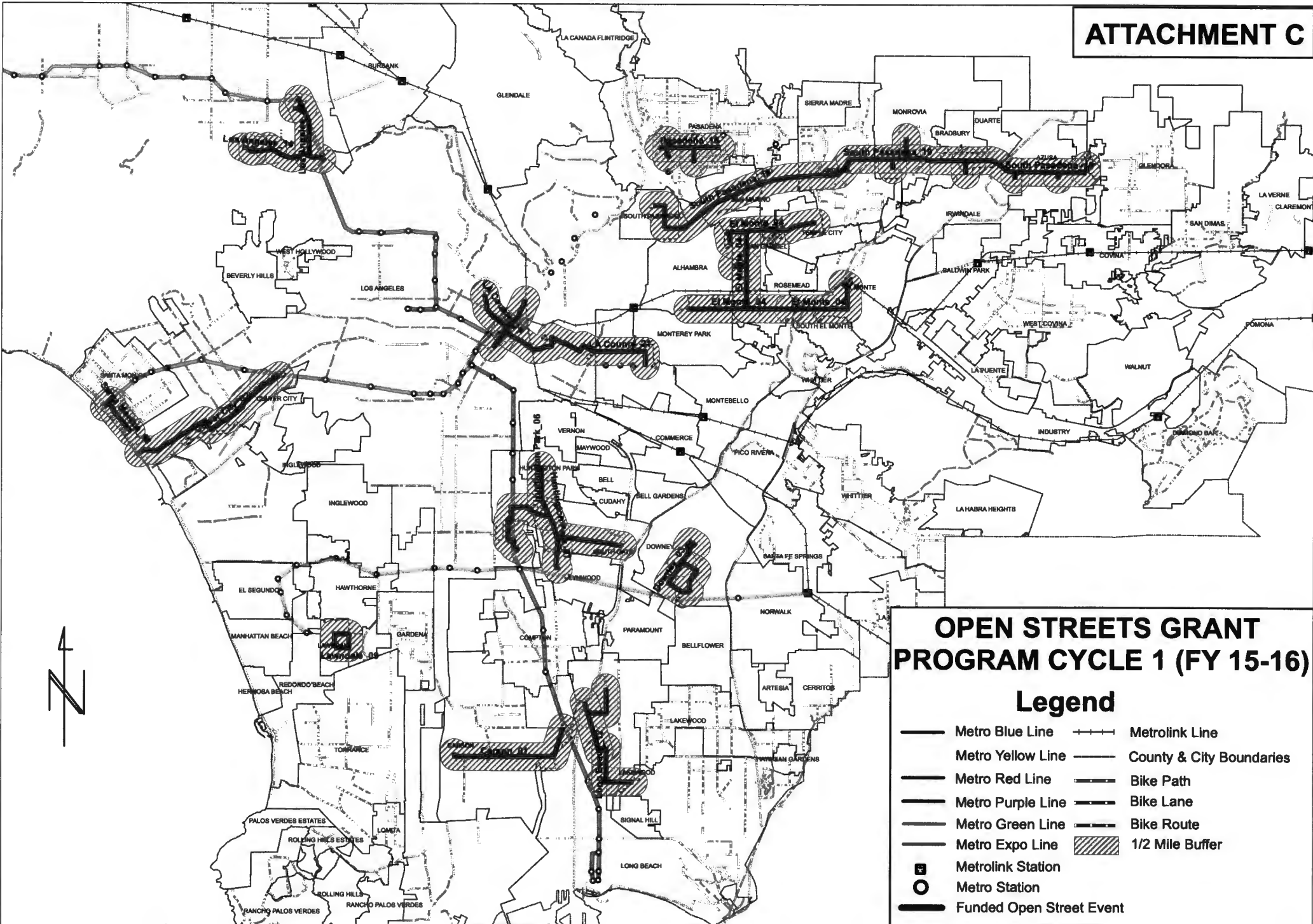
If bike-trains or special bike shuttles were used to transport participants to the event, then report the ridership of these services.

4. Local Economic Benefit

Provide at least one of the following:

- Report the sales tax receipts revenue for all businesses along the route and/or within $\frac{1}{4}$ mile of the route for the day of the open street event and a monthly average for that same day of the week for comparison.
- Report how the event affected sales at selected participating businesses along the route (a minimum of one business for every mile of the event). These businesses may have participated by providing discounts to pedestrians and cyclists or by having a sales display or dining tables on the sidewalk.

ATTACHMENT C



OPEN STREETS GRANT PROGRAM CYCLE 1 (FY 15-16)

Legend

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|--|--------------------------|--|--------------------------|
| | Metro Blue Line | | Metrolink Line |
| | Metro Yellow Line | | County & City Boundaries |
| | Metro Red Line | | Bike Path |
| | Metro Purple Line | | Bike Lane |
| | Metro Green Line | | Bike Route |
| | Metro Expo Line | | 1/2 Mile Buffer |
| | Metrolink Station | | |
| | Metro Station | | |
| | Funded Open Street Event | | |

2014 Open Streets Events Grants Cycle 1
 Summary and Funding
 Recommendation

ID #	Applicant	Open Street Event Name	Co-Applicants/ Major Partners	Rail Stations & Regional Pedestrian/Bicycle Paths	Estimated Date of Event	Score	Total Request	Awarded
12	City of Long Beach	Beach Streets: Bixby Knolls & North Long Beach	BIKEable Communities, Retro Row Business Association, LACBC, Women on Bikes, Safe Moves, Noble Pursuit.	Metro Blue Line Wardlow Station, LA River Regional Bicycle/Pedestrian Path	Spring 2015	93	\$ 260,800	\$ 260,800
4	City of El Monte	SGV Earth Day Festival	South El Monte, Rosemead, Temple City, San Gabriel and Monterey Park, BikeSGV, Day One, APIOPA.	El Monte Metrolink Station, Upper Rio Hondo Regional Pedestrian/Bicycle Trail	Spring 2015	90	\$ 291,520	\$ 291,520
16	City of Pasadena	CicLAvia Pasadena	CicLAvia	Gold Line Stations: Del Mar, Memorial Park, Lake, and Allen	Spring 2015	90	\$ 424,000	\$ 424,000
11	City of Long Beach	Beach Streets: Downtown Long Beach	BIKEable Communities, Retro Row Business Association, LACBC, Women on Bikes, Safe Moves, Noble Pursuit,	Metro Blue Line stops at Pacific Avenue, Downtown Long Beach, 1st Street, and 5th Street.	Fall 2015	90	\$ 156,000	\$ -
21	County of Los Angeles	CicLAvia: Heart of LA	CicLAvia	Union Station Red/Purple Line: Pershing Square, 7th Street/Metro Center and Civic Center Gold Line: Chinatown, Little Tokyo/Arts District, Mariachi Plaza, Soto Station, Indiana Station, Maravilla Station and East LA Civic Center Station.	Fall 2014	89	\$ 508,000	\$ 508,000

ID #	Applicant	Open Street Event Name	Co-Applicants/ Major Partners	Rail Stations & Regional Pedestrian/Bicycle Paths	Estimated Date of Event	Score	Total Request	Awarded
1	City of Carson	Car-Free Carson		The Metro Blue Line Del Amo Station	Spring 2016	88	\$ 100,000	\$ 100,000
3	City of Downey	Downey Ride & Stride Open Street Event	Downey Bicycle Coalition, YMCA and Kaiser Permanente	Metro Green Line Station (0 .4 mile from the route)	Spring 2016	88	\$ 62,655	\$ 62,655
19	City of South Pasadena	SGV Golden Streets	San Marino, East Pasadena, Arcadia, Monrovia, Duarte, Irwindale, Azusa , BikeSGV, AQMD	Existing & Future Metro Gold Line Stations : South Pasadena, Arcadia, Monrovia, Duarte, Irwindale, Alameda in Azusa, Citrus. San Gabriel River Regional Pedestrian/Bicycle Trail	Spring 2016	86	\$ 393,600	\$ 393,600
2	City of Culver City	CicLAvia Culver City	CicLAvia, City of LA	Culver City Expo Line Station, Ballona Creak Regional Pedestrian/Bicycle Trail	Spring 2015	85	\$ 453,600	\$ 453,600
9	City of Lawndale	Lawndale Community Bicycle Ride and Open Street Event	Lot to Spot (FLTS), L.A. County Recreation Department , The South Bay Bicycle Coalition,		Spring 2015	85	\$ 40,536	\$ 40,536
18	City of Santa Monica	Expo Opens Santa Monica	Main Street Merchants Association, the SOULstice to the Expo Opens Santa Monica event. Santa Monica Pier, Santa Monica Spoke	Future Santa Monica Expo Light Rail Station	Spring/ Summer 2016	85	\$ 200,000	\$ 200,000

ID #	Applicant	Open Street Event Name	Co-Applicants/ Major Partners	Rail Stations & Regional Pedestrian/Bicycle Paths	Estimated Date of Event	Score	Total Request	Awarded
14	City of Los Angeles	CicLAvia: The Valley	CicLAvia	North Hollywood Red Line, North Hollywood Orange Line Station, Universal City Red Line Station	Spring 2015	82	\$ 462,000	\$ 366,773
7	City of Huntington Park	CicLAvia: Southeast Cities	CicLAvia, Huntington Park, South Gate, Lynwood, City of Los Angeles (Council District 15), County of Los Angeles, South Gate, Lynwood, City of Los Angeles (First Supervisorial District)	Blue Line Slauson Station and 103rd St / Watts Towers Statio, Green Line Long Beach Blvd Station	Spring 2015	82	\$ 753,910	\$ 598,515
10	City of Long Beach	Beach Streets: Grand Prix Open Course Pre-Ride	BIKEable Communities, Retro Row Business Association, LACBC, Women on Bikes, Safe Moves, Noble Pursuit,	Metro Blue Line stops at the Downtown Long Beach Station, 1st Street Station, and Pacific Avenue Station.	Spring 2015	81	\$ 40,000	\$ -
13	City of Los Angeles	CicLAvia: South LA	CicLAvia	Expo Line - Expo/Western Station - Expo/Vermont Station - Expo Park / USC Station Blue Line - San Pedro Station	Winter 2014	80	\$ 419,200	\$ -
17	City of Pico Rivera	Walking the Gold Line Open Street Event	The Cities of Pico Rivera, Santa Fe Springs, and Whittier.	San Gabriel River Regional Pedestrian/Bicycle Trail	Summer 2015	79	\$ 160,000	
5	City of Hawthorne	Taste of Hawthorne	Moneta Gardens Improvement, Hawthorne/LAX/Lennox Rotary Club		Spring 2015	77	\$ 30,000	

ID #	Applicant	Open Street Event Name	Co-Applicants/ Major Partners	Rail Stations & Regional Pedestrian/Bicycle Paths	Estimated Date of Event	Score	Total Request	Awarded
20	City of Walnut	Walnut Family Festival Open Street Faire	LA County Sheriff Department Walnut/Diamond Bar Lion's Club, Walnut Valley Chamber of Commerce, Calamba Sister City Filipino Organization		Fall 2014	77	\$ 40,000	
15	City of Montebello	Montebello Walk and Roll: Pedal, Walk and Stroll for Wellness	Montebello Bicycle Coalition: Montebello YMCA:	Montebello Metrolink Station (1/2 mile from route)	Spring 2015	75	\$ 96,000	
8	City of Inglewood	Inglewood Open Streets/Open Studios	Social Justice Learning Institute (SJLI)		Fall 2015	73	\$ 280,000	
6	City of Huntington Park	HP Gran Prix	Wolfpack Hustle (WH)		Fall 2014	60	\$45,000	\$ -
Total							\$ 5,216,821	
Total (with Passing Score)							\$ 5,171,821	\$ 3,700,000
% qualified requests funded								77%
Evaluation Study								\$ 300,000
Grand Total								\$ 4,000,000
1.Guidelines prioritized funding one event per city before funding multiple events.								