



Board Report

File #: 2020-0049, File Type: Program

Agenda Number:

PLANNING AND PROGRAMMING COMMITTEE MARCH 18, 2020

SUBJECT: OPEN STREETS GRANT PROGRAM CYCLE FOUR

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE the Metro Open Streets Grant Program Cycle Four Application Package and Guidelines.

ISSUE

In June 2013 the Board introduced Motion 72 (Attachment A), directing staff to award up to \$2 million annually to support Open Streets events. Cycle Four Application and Guidelines (Attachment B) build on the Cycles One, Two, Three and 2020 Mini-Cycle framework and support a competitive, regional, and equitable process. Board authorization of the Metro Open Streets Cycle Four competitive grant program framework and release of competitive application package and guidelines are needed in order to proceed.

BACKGROUND

Open Streets events are one-day events that temporarily close streets to automotive traffic and open them to people walking, bicycling, or rolling. Cycles One, Two, Three, and the 2020 Mini-Cycle of the Metro Open Streets Grant Program were successful in encouraging participants to ride transit, walk and ride a bicycle on urban streets, possibly for the first time. The program contributes to meeting Metro objectives by encouraging future transportation mode shift and encouraging civic engagement to foster the development of multi-modal policies and infrastructure at the local level. The Metro Open Streets Grant Program provides opportunities for economic development and the improvement of public health by getting people out of their cars and onto the streets, patronizing local businesses, while exercising and interacting with their community.

The Metro Outreach booth at Open Streets events also provides a platform for public input on Metro active transportation corridor projects and programs, such as the LA River Gap Closure, Rail to River, and the Metro Bike Share Program, as well as various transit corridor projects throughout Los Angeles County. During Cycle Four events, the Metro booth will continue to provide a platform for Metro departments to promote Metro projects and programs in the communities where constituents live and work.

DISCUSSION

Cycle One Implementation

In response to Motion 72, staff developed a comprehensive framework and competitive grant process to solicit and evaluate applications for Open Streets events throughout Los Angeles County. At the September 18, 2013 meeting, the Metro Board awarded \$3.7 million to fund 12 separate event applications. One event was subsequently cancelled, and the funding was reprogrammed to Cycle Two. Of the 11 events completed, nearly 84 miles of streets were 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 Streets events, staff held a half-day workshop prior to accepting applications that highlighted the objectives of the program; provided application assistance; described 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 include disadvantaged communities as determined by CalEnviroScreen. Staff provided outreach to cities across LA County and hosted application workshops at Metro Headquarters and Councils of Government offices in LA County. 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 (13) of the 17 awarded Cycle Two events included disadvantaged communities and seven (7) were multi-jurisdictional. In total 14 Cycle Two events were delivered totaling 76 miles of car-free streets.

Open Streets Evaluation Study

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 Cycles One and Two events utilizing grantee's Cycle One post-implementation reports, transit TAP data and other sources. Due to inconsistency in the data collected independently by cities during Cycle One, the contractor collected standardized data at the Cycle Two events. Some key findings of the evaluation study indicate that:

- Systemwide rail boarding increased an average of 7% on the day of the events compared with other typical weekend days;
- Lines directly adjacent to events saw the largest increase, with Metro Gold Line boarding increasing by 32% during the May 31, 2015 CicLAvia event in Pasadena;
- Overall sales of TAP Cards increased an average of 11% systemwide on the day of the events

- indicating introduction of new riders to the system; and
- People ride bikes more often after attending Open Streets events for the first time.

Cycle Three and 2020 Mini-Cycle Implementation

On September 27, 2018, the Metro Board awarded \$4 million in funding to 15 new Open Streets events scheduled through December 2020. The Board also reprogrammed \$447,000 from two cancelled Cycle Two events toward Cycle Three, which received the largest number of funding applications of any Cycle to-date due to extensive community outreach to notify Los Angeles County jurisdictions of the program. In total 26 applications were received, of which 15 received funding. A motion put forth by Directors Hahn, Garcia, and Dupont-Walker directed staff to report back on the regional diversity of previous cycles and potential strategies to ensure regional diversity of funding in future cycles; and to create a \$1 million dollar Mini-Cycle in 2020.

After initial authorization and subsequent workshops, staff returned to the Board for approval authorizing the 2020 Mini-Cycle. In May 2019, the Board awarded \$1,053,341 to five (5) new Open Streets events scheduled through December 2020, reprogrammed \$242,000 from one cancelled Cycle Three event towards the next-highest-scored Cycle Three event, Beach Streets Downtown, in accordance with funding policy; and reserved the remaining \$44,347 in Board-awarded Cycle Three and 2020 Mini-Cycle funds to be reprogrammed in any future Board-authorized funding Cycles of the program. To date, 8 Cycle Three and Mini-Cycle events have been implemented totaling nearly 40 miles of streets temporarily closed to automotive traffic.

Cycle Four 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; the Council of Governments; and nonprofit community-based organizations (CBOs), such as CicLAvia, Bikeable Communities, Community Arts Resources, BikeSGV, and others. Staff will encourage similar partnerships with the Cycle Four Open Streets Grant Program solicitation process.

The proposed Application Package and Guidelines for Cycle Four are informed by feedback from applicants, grantees and participants of Cycles One, Two, Three, and the 2020 Mini-Cycle as well as recommendations solicited from the Open Streets Evaluation Study. In response to feedback and in order to ensure that the Cycle Four program continues to increase multi-modal access, advance active transportation at the local level, and encourage transit usage, the Cycle Four Application Package and Guidelines emphasize the following:

- The Board-directed funding ceiling of \$500,000 per single event will remain in effect and continue to be implemented during Cycle Four.
- An increased focus on regional distribution and disadvantaged communities will continue to be implemented.
- An increased focus on innovative events that encourage new and increased participation in Open Streets will also continue to be implemented.

During Cycle Three of the Open Streets Grant Program significantly more funding requests were

received than available. Because of this, staff is recommending to increase the annual allocation from \$2 million to \$2.5 million. The increase in funding is consistent with the September 2018 Board Motion 16.1 which directed staff to create a \$1 million 2020 Mini-Cycle with a focus on ensuring regional distribution of events.

Equity Platform

By providing additional scoring points to events held in disadvantaged communities during the competitive application review process, as defined by the CalEnviroScreen, Cycle Four of the Open Streets Grant Program advances the Equity Platform. Metro has the opportunity to provide these communities with informational resources on a variety of transportation options and ongoing and planned initiatives with community members in the communities where they live.

DETERMINATION OF SAFETY IMPACT

Authorizing the Application Package and Guidelines for Cycle Four of the Open Streets Grant Program will not have any adverse safety impacts on our employees and patrons, and increases safety for people walking, bicycling or rolling at the events.

FINANCIAL IMPACT

There is no impact or amendment required to the FY 2020 budget authorizing the Metro Open Streets Grant Program Cycle Four Application Package and Guidelines.

Cycle Four funding will be requested during the FY 2021 and FY 2022 budget process. Staff will work with Regional Programming, Budget and Local Programs, and the Office of Management and Budget (OMB) to identify a funding source through FY 2022. As this is a multi-year program, the cost center manager and the Chief Planning Officer will be responsible for budgeting funds in future Cycles.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The Metro Open Streets Grant Program Cycle Four aligns well with Strategic Plan Goal 3. By introducing local communities and stakeholders to the value of car-free and car-light mobility and providing opportunities to experience this mobility firsthand and possibly for the first time, Metro is leveraging its investment through the Open Streets Grant Program to promote the development of communities that are not reliant on personal automobile.

ALTERNATIVES CONSIDERED

The Board has the option to not authorize the Cycle Four initiation. This alternative is not recommended as it does not align with Board goals to increase awareness of opportunities throughout Los Angeles County for taking public transportation, walking, riding and rolling.

NEXT STEPS

Upon Board approval, staff will release the Metro Open Streets Grant Program Cycle Four Application Package and Guidelines. 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 spring 2020 with staff returning for Board approval of the Cycle Four Open Streets Grant Program in early fall 2020.

ATTACHMENTS

Attachment A - June 27, 2013 Board Motion #72

Attachment B - Metro Open Streets Grant Program Cycle Four Application Package and Guidelines

Attachment C - Metro Open Streets Grant Program Evaluation Study

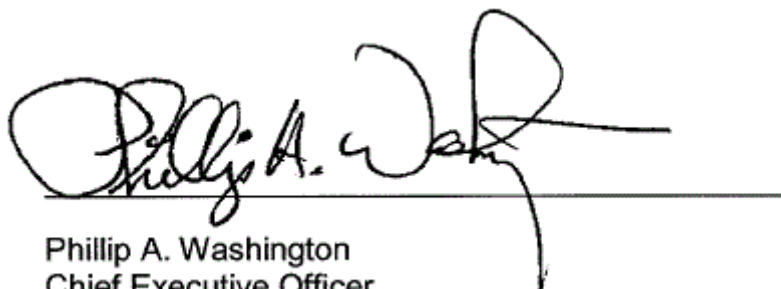
Prepared by: Brett Atencio Thomas, Principal Transportation Planner, Countywide Planning & Development, (213) 922-7535

Paula Carvajal-Paez, Senior Director, Countywide Planning & Development, (213) 922-4258

Frank Ching, DEO, Countywide Planning & Development, (213) 922-3033

Holly Rockwell, SEO, Countywide Planning & Development, (213) 922-5585

Reviewed by: James de la Loza, Chief Planning Officer, (213) 922-2920



Phillip A. Washington
Chief Executive Officer

**MOTION BY
MAYOR ANTONIO R. VILLARAIGOSA,
SUPERVISOR GLORIA MOLINA,
DIRECTOR ARA NAJARIAN, DIRECTOR MEL WILSON**

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**Los Angeles County
Metropolitan Transportation AuthorityOne Gateway Plaza
Los Angeles, CA 90012-2952213.922.2000 Tel
metro.net

Open Streets Cycle Four 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, riding a bicycle, rollerblading or pushing a stroller in a car-free environment. The goals of the program are to encourage sustainable modes of transportation (bicycling, 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

With a focus on regional equity, Cycle Four applications are open to Los Angeles County city and county jurisdictions as well as Council of Government offices. Funding may be distributed to more than one event per city/jurisdiction until the maximum funding allocation is reached. Applicants shall rank applications for 2 or more events in order of priority with 1 being the most important, 2 being the second most important, etc.

Funding

There is up to \$5 million available for grants for the Open Streets Grant Program Cycle Four. There are no minimum funding guarantees per applicant jurisdiction or event. Any city/jurisdiction, or a combined multi-jurisdictional team, can apply for a maximum of \$500,000 per single event. Any agreement on funding distributions among jurisdictions participating in a multi-jurisdictional event must be negotiated directly between the applicant and all other jurisdictions that are participating in the event. There is no guarantee that applicant will receive full funding request. If grant applicant is unable to accept amended award amount and commit to producing the event as scoped, award will be available to next highest scored application. Funds will be available starting in January 2021, pending Metro Board approval and events must be staged by December 31, 2022. Funding sources may be federal and cities/jurisdictions will be required to comply with all federal funding procedures and requirements.

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. Innovative events that differentiate themselves from past Los Angeles County Open Street events are highly favored in the scoring process.

General Event Information – 10 points

Project Feasibility – 20 points

Proposed partnerships and demonstration of potential for event success*	5
Event readiness (Funds will be required to be expended by December 31, 2022)	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 – 45 points

Route is innovative (Examples include evening events, weekday events, holiday events, multi-day events, themed events, events that encourage increased local retail/stakeholder participation, and events that differentiate themselves from previous LA County Open Street events)	12
Route includes disadvantaged communities*	6
Proximity and access to commercial and retail corridors	5
Connections to cultural, architectural, historical and/or important destinations in the community	5
Event cost per mile	5
Route is along or intersects with existing bicycle infrastructure**	3
Route activation strategy	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 - 25 points

Accessibility to Metro Rail	6
Route includes multiple jurisdictions	5
Applicant jurisdiction has not had a previous Open Street event in their community	5
Connections between multiple central business districts or retail corridors	5
Plan to attract participants from surrounding and countywide jurisdictions	4

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. Non material 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 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. Data should be provided to Metro in a post-implementation spreadsheet 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. 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 quantitative and qualitative impact on local retailers such as anecdotes and event day change in sales compared to previous sales of the same day of the week. Additional reporting criteria will be added to the Memorandum of Understanding and standardized data collection template to better evaluate how the event contributes toward achieving the program goals presented in Board Motion 72, including providing plans for any new permanent active transportation infrastructure in the community and plans for increasing bicycle and pedestrian mode shares post event.

General and Administrative Conditions Lapsing Policy

Open Streets Cycle Four events must be staged by December 31, 2022. Funds not expended by this date 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 new applicants and applicants from previously successful events will be prioritized.

Grant Agreement

Each awarded applicant must execute a grant agreement with Metro before the event. 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's request events may be rescheduled to avoid overlapping events.

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, street yoga, booths from local community organizations and transportation entities, and art shows 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. Estimated Number of Hard and Soft Closures:

Maximum Allowed: 4 digits

14. 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

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

Maximum Allowed: 150 characters.

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

If "YES" for Question 16

16a. 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

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

If "YES" for Question 17

17A. How many rail grade crossings 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

18. 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

19. Estimated month & year of Event (Funds will be available starting in January 2021, pending Metro Board approval. Event must be staged by December 31, 2022)

Maximum Allowed: 6 digits

20. Describe how your City's General Plan or other planning program documents and procedures support open street events and/or active transportation?

(Examples include: adopted 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, implementation of local Transportation Demand Management ordinances and implementation of Parking Management Programs to encourage more efficient use of parking resources and curbside management)

Maximum Allowed: 500 characters

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

Demonstration of Ability to Produce Successful Event

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

If "YES" for question 22

22a. List your proposed partners and their role in the event planning and implementation.

Maximum Allowed: 600 Characters

If "NO" for question 22

22b. What is your city/jurisdiction 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*

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

Maximum Allowed: 800 Characters

If "YES" for question 23

23a. What lessons has your city learned from previous open street events (or similar events that closed streets to auto traffic) that will increase the success of the proposed event? *Maximum Allowed: 800 Characters*

Event Budget

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

Maximum Allowed: 10 characters.

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

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

Maximum Allowed: 10 characters.

27. What are the estimated outreach costs?

Maximum Allowed: 10 characters.

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

Maximum Allowed: 10 characters.

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

Maximum Allowed: 7 characters.

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

31. What is the event cost per mile (Answer to #24 / Answer #11)?

32. 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

33. Will the route connect multiple cities? Y/N

List all partner cities.

If "YES" to question 33

33a. How will your city ensure connectivity throughout the route, coordination between multiple agencies and a sense of one contiguous event?

Maximum Allowed: 1000 characters.

34. Will the route be along or connect various commercial corridors? Y/N Explain.

Maximum Allowed: 1000 characters.

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

Maximum Allowed: 1000 characters

If "YES" to question 35

35a. How will your city ensure connectivity throughout the route, a sense of one contiguous event through residential areas, and that participants in the residential area do not feel isolated from the more active commercial areas of the event?

Maximum Allowed: 1000 characters.

36. 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 36

36a. How will your city ensure connectivity throughout the route, a sense of one contiguous event through industrial/institutional areas, and that participants in the industrial area do not feel isolated from the more active commercial areas of the event?

Maximum Allowed: 1000 characters.

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

Maximum Allowed: 1000 characters.

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

39. What is the elevation change (in feet) 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).

40. List ways that the event will differentiate itself from previous LA County Open Street events and how it will attract new participants (examples include afternoon or evening events, weekday events, events that celebrate holidays or other special occasions such as Valentine's Day and Halloween, events that encourage increased local retail/stakeholder participation, multi-day events, etc.).

Maximum Allowed: 1000 characters.

41. Provide an outline of how the route will be activated.

Maximum Allowed: 1000 characters.

42. Use CalEnviroScreen score to determine the average score of the combined census tracts that the route traverses.

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

Maximum Allowed: 4 digits

Marketing and Outreach

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

44. Briefly describe the marketing strategy to increase regional awareness of the event and attract more participants. *Maximum allowed: 150 characters*

45. 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).

46. Describe how your city will satisfy Metro's data collection requirements (i.e. agency staff, volunteers, consultant, etc.) and any additional data the agency may request.

47. 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.

Regional Significance and Route Accessibility

48. List all rail stations within a ½ mile radius of the event route.

Maximum Allowed: 250 characters

49. For those rail stations within a ½ mile radius of the event that do not connect directly to the route, please provide explanation for the lack of connection, and describe how you will ensure safe transport of participants from those stations to the route (including coordination with the station operators, local transit operators and other means).

Maximum Allowed: 1000 characters

50. How will your city encourage people to access the event other than by personal automobile?

Maximum Allowed: 1000 characters

Post Event Significance

51. Closing the roadway is often one of the most expensive elements of implementing on-street bicycle and pedestrian infrastructure. Do you have any plans to utilize your open street event related road closures to implement any pilot or permanent infrastructure.

Maximum Allowed: 500 characters

52. What measures will your city take increase bicycle and pedestrian mode shares post event?

Maximum Allowed: 500 characters

Attachment C

Metro Open Streets Grant Program Evaluation Study

http://libraryarchives.metro.net/DB_Attachments/ATTACHMENT%20C%20-%20Open%20Streets%20Evaluation%20Study.pdf



Metro Open Streets Grant Program Cycle Four



Metro

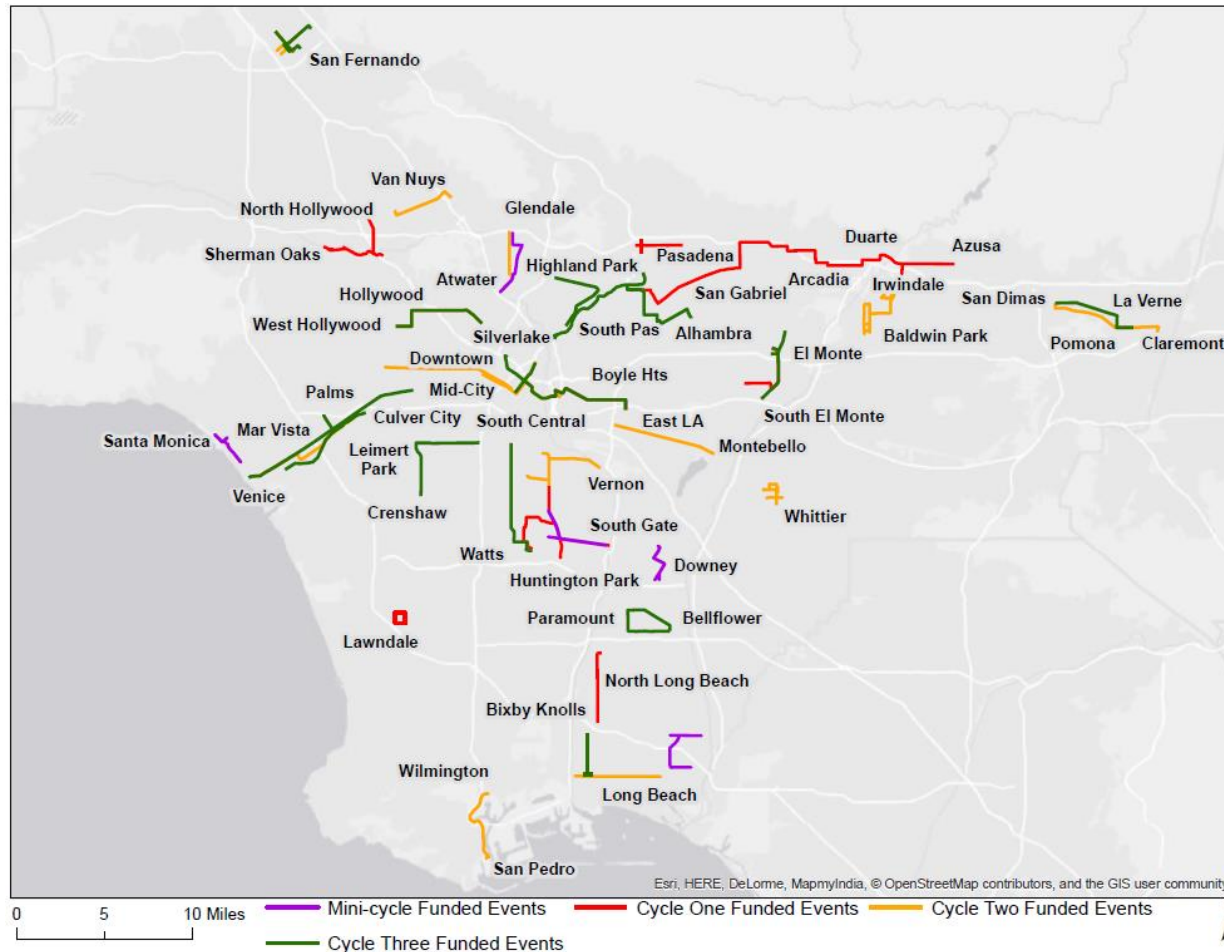
Open Streets Grant Program

Recommendation: Authorize the Metro Open Streets Grant Program Cycle Four Application and Guidelines.

- In June 2013, the Board introduced Motion 72, directing staff to award up to \$2 million annually to support Open Street events.
- Cycle Four builds on past cycles and supports a competitive application process for events through December 2022.
- Based on experience from the 2020 Mini-Cycle, staff recommends increasing the available annual funding from \$2 million to \$2.5 million.
- Board authorization of the Open Streets Grant Program Cycle Four Application Package and Guidelines is requested in order to proceed.

Program Implementation

- To date, \$12.74 million has been awarded to 46 events in 34 jurisdictions.
- Of these, 33 events totaling over 206 miles have been implemented.
- 13 additional events are planned though December 2020.



Open Streets Evaluation Study

Key findings from event-day data:

- Rail boardings systemwide increased 7% (average).
- Lines directly adjacent to events saw the largest increase.
- TAP card sales systemwide increased 11% (average).
- People ride bikes more often after attending Open Streets for the first time.



Cycle Four Application and Guidelines

- Increase annual funding from \$2 million to \$2.5 million.
- Maintain \$500,000 max funding ceiling per event.
- Maintain focus on regional distribution.
- Implement incentives through application scoring:
 - Events in resource challenged communities;
 - Innovative events; and
 - New routes and improvements on previous routes.



Cycle Four Next Steps

Pending Board Approval:

- Release online application spring 2020.
- Hold an informational application workshop.
- Outreach to COGs, the Metro TAC and TAC subcommittees.
- Return to Board for Cycle Four funding recommendations fall 2020.

