



CITY OF POMONA COUNCIL REPORT

December 4, 2017

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted by: Meg McWade, Public Works Director

Subject: **Authorize Execution of a Memorandum of Understanding Between the Cities of Pomona, San Dimas, La Verne, and Claremont, and the San Gabriel Valley Council of Governments to Host a CicLAvia Event on April 22, 2018; and Adopt a Resolution Amending the FY 2017-18 Revenues and Expenditures for the General Fund and Traffic Offender Fund by Appropriating \$20,000 in Prop C Grant Funds for the Event**

OVERVIEW

Recommendation – That the City Council:

1. Authorize the City Manager to execute the proposed Memorandum of Understanding (MOU) between the cities of Pomona, San Dimas, La Verne, and Claremont, and the San Gabriel Valley Council of Governments (SGVCOG) to host a CicLAvia event on April 22, 2018, in substantially the form submitted as Attachment 2; and
2. Adopt the attached Resolution amending the FY 2017-18 Operating Budget by:
 - A. Increasing the revenue estimates for the General Fund (101) and Traffic Offender Fund (Fund 219) as follows: a) Public Works Department by \$3,000 in 101-2506-40930-00000, b) Neighborhood Services Department (Community Services) by \$10,000 in 101-4201-40930-00000, and c) Police Department by \$7,000 in 219-2090-40284-00000; and
 - B. Increasing the Operating Expense for the following Departments: a) Public Works Department by \$3,000 in 101-2506-52082-00000, b) Neighborhood Services Department (Community Services) by \$10,000 in 101-4201-52082-00000, and c) Police Department by \$7,000 in 219-2090-51039-00000.

Fiscal Impact – On September 22, 2016, the SGVCOG was successful in securing \$596,000 in Proposition C funds from the Los Angeles County Metropolitan Transportation Authority (LACMTA) for a countywide “Open Streets Event” program. From the grant total, \$123,000 has been allocated to host the Four Cities CicLAvia Open Street Event, from which Pomona will receive \$20,000. The City’s portion of the grant funds will be used to pay for day-of event expenses for public safety services (\$7,000), general public works services (\$3,000), and community services (\$10,000). The City will be responsible for a grant match of in-kind services. The value of the City’s in-kind services is \$24,227.64.

Previous Related Action – On February 27, 2017, City Council received a presentation from Romel Pascal, CicLAvia's Executive Director and the SGVCOG regarding planning efforts associated with the anticipated CicLAvia event to be held on April 22, 2018.

EXECUTIVE SUMMARY

Approval of the MOU will formalize Pomona's participation in the CicLAvia open streets event (Four Cities Open Streets Festival) planned for April 22, 2018, and funded by a grant from the LACMTA. The event, with participation from San Dimas, LaVerne, Pomona, and Claremont, and the SGVCOG will promote active transportation by closing designated streets to automotive traffic (see map – Attachment 3) and opening them for walking, biking, and other modes of non-motorized transportation.

DISCUSSION

CicLAvia is a non-profit organization that encourages the use of public spaces and active transportation through hosting events that are car-free by temporarily closing major city streets. Since 2010, CicLAvia has held multiple open street events across Los Angeles County, traversing 140 miles across the following communities: San Fernando Valley, Culver City, Venice, Mar Vista, Wilshire Blvd., Koreatown, MacArthur Park, South LA, Echo Park, Chinatown, Little Tokyo, Boyle Heights, Historic Downtown, East L.A., Pasadena, Pacoima, Arleta, Panorama City, and Southeast Cities.

The City of Pomona, in cooperation with the cities of San Dimas, La Verne and Claremont, together with the SGVCOG, applied for funds from the LACMTA to host a one-day open streets event. These types of events promote active transportation by closing the streets to automotive traffic and opening them for walking, biking, and other modes of non-motorized transportation. On September 22, 2016, the LACMTA Board approved the 2016 Open Streets Grant Program, which provided funding for the event in the amount of \$123,000 allocated among the four participating cities (see Exhibit A to the MOU). The event is scheduled for April 22, 2018. The SGVCOG will serve as the lead applicant and contract with Metro, as well as CicLAvia, to produce this event.

CicLAvia will be responsible for the production of the event, which includes planning, permitting, outreach, programming, and working with Staff and community members in programming the event. The 6.5-mile route, between San Dimas and Claremont, will be on Arrow Highway in the City of Pomona between Fulton Road and the East City Limit (see Attachment 3). Pomona's Hub is planned to be at the intersection of Arrow Hwy. and Orange Grove Ave., and at Palomares Park. CicLAvia will be contracted to provide the following activities:

- Direct all day-of event logistics that include setting up Hubs, volunteer management, and all necessary signage;

Authorization to Execute a Memorandum of Understanding Between the Cities of Pomona, San Dimas, La Verne and Claremont and the San Gabriel Valley COG to Host a CicLAvia Event on April 22, 2018

December 4, 2017

Page 3 of 3

- Work closely with all City departments to create a strategic route plan and develop program elements;
- Conduct all necessary outreach along the route and encourage stakeholder participation and support; and
- Work with LACMTA and other transportation agencies to determine appropriate bus line detours due to event street closures.

Each City will be responsible for participating in the planning of the event, as well as providing municipal services, such as public safety, street closures, and sanitation on the day of the event. Prop C grant funds used for this program require a local fund grant match or in-kind services match. The City is providing an in-kind match of \$24,227.64. The MOU creates an “Open Streets Working Group” with the purpose of combining resources (financial, staffing and other in-kind) to plan and host the Four Cities Open Streets Festival. The working group has been meeting regularly over the past several months, and will continue to meet to plan and implement the event.

CicLAvia will be coordinating the logistics for the Hub in Pomona, but Staff anticipates several local non-profits will be interested in participating. A “Hub” during a CicLAvia event is a designated stop along the route where attendees may find event information/merchandise booths and other services such as bike parking and repair, free water, restrooms, and first aid stations. Enhancements to the Pomona Hub will be coordinated by City staff, including Community Services. Approximately \$10,0000, of the \$20,000 allocated for Pomona, will be used to assist in these efforts. Pomona staff will soon begin meeting with other City Departments and several local organizations to talk about possible collaborations for the Hub including: the Water Resources Department’s Earth Day coordinators, DPOA, PUSD, DayOne, the Pomona Valley Bicycle Coalition, and We Run Pomona, to name a few. City staff will continue to work with CicLAvia and the working group on the planning and marketing efforts for this event.

Attachments: 1. Resolution
 2. Memorandum of Understanding
 3. Street Route Map

Prepared by: Rene Guerrero, City Engineer

17-1111