

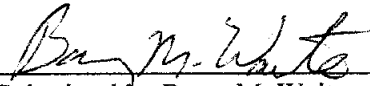


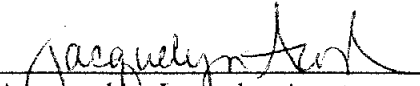
City of Carson

Report to Mayor and City Council

March 4, 2014
New Business Discussion

SUBJECT: CONSIDER APPROVAL FOR SUBMISSION OF METRO OPEN STREETS GRANT


Submitted by Barry M. Waite
Acting Director of Community Development


Approved by Jacquelyn Acosta
Acting City Manager

I. SUMMARY

In September 2013, Metro approved \$2 million to be allocated for open streets events in Los Angeles County through a competitive grant process. Open streets events temporarily close a limited section of streets to automobiles and open the streets up to people for walking, biking, rollerblading or pushing a stroller safely in a car-free environment. Staff is seeking Council approval to apply for the grant.

II. RECOMMENDATION

TAKE the following actions:

1. APPROVE submitting an application for a \$100,000.00 grant from Metro Open Streets Program.
2. APPROVE a \$20,000.00 use of staff time as an in-kind contribution to the grant.

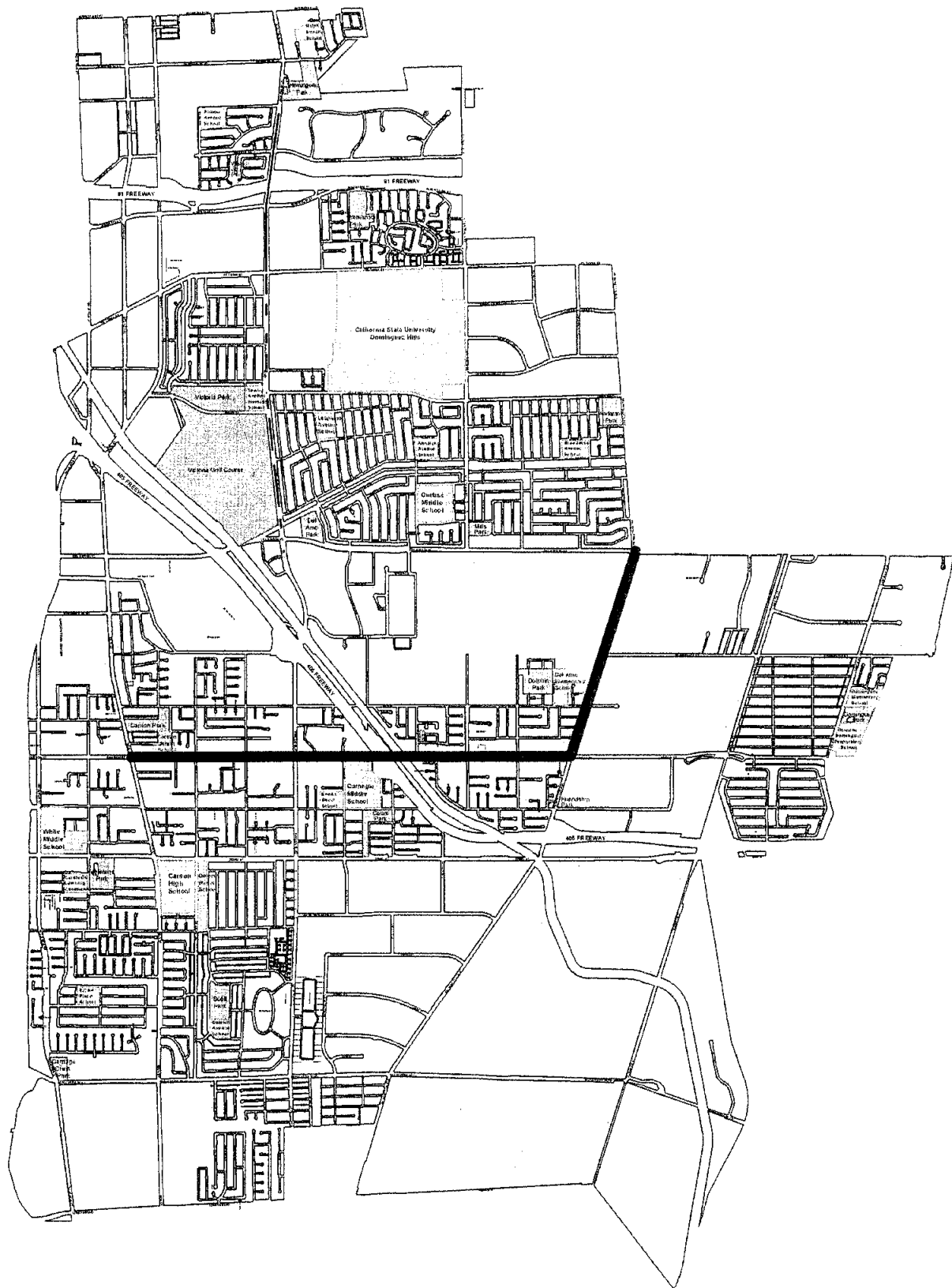
III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

In September 2013, the Metro Board of Directors approved the Metro Open Streets Program, which includes the allocation of up to \$2 million for open streets events in Los Angeles County to be distributed through a competitive grants process. The goals of the open streets program are to encourage sustainable modes of transportation (biking, walking and transit), provide an opportunity to take transit for the first time, foster civic engagement, and promote local businesses.

Research by the UCLA Luskin School of Affairs shows significant economic benefits from open streets events. For example, businesses along open streets in Los Angeles in June 2013 experienced a 10 percent increase in sales on the day of the event. The increase was greater among those businesses that engaged with open streets participants such as with a vending table or music. These active participant businesses saw sales increase 57 percent according to the study, with sales revenue increases of \$1,356.00 on average compared to \$407.00 on average for all businesses.



Location Map
Proposed Metro Open Streets Route

EXHIBIT NO. 1

