



# City of Hermosa Beach

## Information Item

**DATE:** Friday, May 22, 2020  
**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Douglas Krauss, Environmental Programs Manager  
**SUBJECT:** Summer Streets Program Update

### **Executive Summary**

City staff has been exploring the various components of the Summer Streets program and potential funding opportunities to support it. This Information Item provides an update on the progress of these efforts.

### **Background**

At the May 12, 2020 City Council meeting, City staff brought before the Council an item describing a proposed Summer Streets program. This program would explore opportunities to repurpose sections of public rights of way to improve multi-modal traffic safety and expand physical distancing options for the public and businesses per LA County Health orders related to the COVID-19 pandemic. These opportunities could include such measures as expanding bike lanes, converting parking spaces to outdoor dining areas, traffic calming associated with enhancing multi-modal transportation, and a number of other potential measures.

At the May 12 meeting, Council provided direction to staff to work with the Economic Development Committee to explore aspects of the program that could directly benefit local businesses. Council allocated annual AQMD funding to the program and directed staff to investigate other funding opportunities to support these programs. Staff was further directed to develop an outreach plan related to possible programs in residential areas and, lastly, to come back to Council with updates on the Summer Streets program.

### **Discussion**

Council provided staff three directions to pursue in regards to the Summer Streets program. Below is a summary of progress made on each:

**1. Work with the Economic Development Committee to explore aspects of the program that could benefit local businesses.**

Staff has met with Community Development Department staff and will have a Summer Streets item on the agenda for the Committee's first meeting, scheduled for June 1.



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Staff has additionally been coordinating with the Community Development Department's study of strategies for allowing expanded outdoor dining opportunities.

### **2. Identify additional funding opportunities to support the program, in addition to the allocation of \$17,145 in AQMD funding to this program.**

City staff assisted the Downtown Hermosa Business Association with submittal of an application to the Southern California Association of Governments (SCAG) for their Local Community Engagement and Safety mini-grant. The application requests funding to help support implementation of certain elements of the Summer Streets program, specifically repurposing public and private spaces to help businesses provide adequate areas for physical distancing and the traffic calming measures associated with these. This request was for \$10,000 and SCAG will be announcing the successful applicants by May 21. Staff is also leveraging the overlapping goals of its SCAG grant for Prospect Avenue to gain information on costs and strategies that will assist the Summer Streets program (see below).

Staff has also identified a grant opportunity offered by Smart Growth America for their Art and Transportation Rapid Response program. This unique program matches agencies with artists to implement projects that can creatively address transportation related issues resulting from the COVID-19 pandemic. The program offers up to \$20,000 to the artists and \$7,500 to the partnering agency. Staff is drafting an application for this funding that will target creative use of downtown public spaces to assist businesses and improve access for pedestrians and cyclists. Applications for this are due May 26.

Staff is also assessing appropriate uses of the appropriated AQMD funds for the program.

### **3. Develop an outreach plan related to Summer Streets program components for residential areas**

Staff has met with representatives from SCAG on the City's existing grant to address mobility on the Prospect Avenue corridor. This project will explore some of the strategies available to enhance multi-modal traffic coordination and safety on Prospect Ave (<https://streetmix.net/lydiakenselaar/3/prospect>). The project will include extensive community engagement as well as a real-world demonstration of some of these strategies. The messaging and outreach for this project will inform the Summer Streets programs own strategies for other streets identified as possible locations for



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demonstration projects, such as 2<sup>nd</sup> Street and 14<sup>th</sup> Street. The Prospect Avenue project will also help provide information on cost and logistics involved in implementation of any proposed projects. Staff is expecting an update on branding, traffic control plans, and community outreach strategies from SCAG in early-June.

In conclusion, City staff is actively proceeding at Council's direction on the Summer Streets project. Summer Streets initiative team members are engaging other City staff and community partners to coordinate efforts and will return to Council with more updates and possible action items as they evolve.