

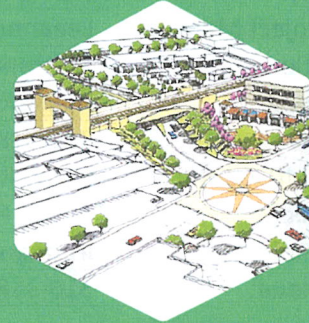
SUSTAINABILITY PLANNING GRANTS



ACTIVE TRANSPORTATION



GREEN REGION



INTEGRATED LAND USE

Southern California Association of Governments

2017 Active Transportation Call for Proposals

Non-Infrastructure Application Form

Agency Name: City of Hermosa Beach

Project Name: A Safer Prospect: Safety and Traffic Calming Demonstration Project



Project Information

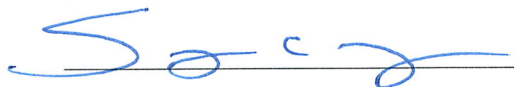
A. General Information

Project Name: A Safer Prospect: Safety and Traffic Calming Demonstration Project
Agency Name: City of Hermosa Beach
Street Address: 1315 Valley Drive
City: Hermosa Beach State: CA Zip: 90254
Project Manager: Leeanne Singleton
Title: Environmental Analyst
Email: lsingleton@hermosabch.org
Phone: 310-318-0252
Addtl. Contact: Lucho Rodriguez
Title: Acting Public Works Director
Email: lrodriguez@hermosabch.org
Phone: 310-318-0210

B. Authorizing Signature

Name (City Manager or Equivalent): Sergio Gonzalez
Title: City Manager
Phone Number: 310-318-0216
Email: sgonzalez@hermosabch.org

Signature: _____



Date: 8/30/17

C. Project Details

Project Start Date:	<u>April 1, 2018</u>	Project End Date:	<u>March 31, 2019</u>
Subregion or COG	<u>South Bay Cities COG</u>	County:	<u>Los Angeles</u>
Requested Amount:	<u>\$179,655</u>	Local Match:	<u>\$55,000</u>

If your agency is submitting multiple applications, please prioritize them below.

Number of Applications Submitted:	<u>1</u>	Priority of this Application (Ex. 1 of 3):	<u>1</u>
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If your agency is partnering with additional agencies or community based organizations for this project, please list them here and identify their roles.

Partner Name:	<u>Beach Cities Health District</u>	Role:	<u>Public Outreach + Health</u>
Partner Name:	<u>Hermosa Beach City School District</u>	Role:	<u>Public Outreach + Safe Routes to School</u>
Partner Name:	_____	Role:	_____
Partner Name:	_____	Role:	_____

If your project is part of a proposed multijurisdictional effort, please list cities applying for the same project and the name of the project being applied for if different.

City Name: _____	Project Name: _____
City Name: _____	Project Name: _____
City Name: _____	Project Name: _____

D. Project Description

- Please provide a short summary of your project that includes the major deliverables.

Provide a short description of the scope of your project. (500 Character Limit)
Hermosa Beach is proposing to study, test, and evaluate various safety enhancements along a 1.4 mile corridor spanning the city and connecting to Manhattan and Redondo Beach. Prospect Ave was the focus of a multi-city education/outreach campaign in 2016 under SCAG's GoHuman initiative, which helped to raise awareness, but did not include engineering solutions. The focus of this project is to identify engineering solutions that are embraced by the community and can be successfully implemented.

E. Background Information

- Is your agency a member of SCAG? ☒ Yes/☐ No
- SCAG requires that each jurisdiction submit a supporting resolution from the elected body or a letter of intent in support of the project from the appropriate executive officer prior to receiving funding.
 - Is your agency willing to adopt/provide documentation of support? ☒ Yes/☐ No
- Has your city adopted a Complete Streets ordinance/resolution/policy or an updated mobility element that incorporates complete streets? ☒ Yes/☐ No

- If yes, check all that apply:

	Type	Date of Adoption	Link to Document
<input type="checkbox"/>	Resolution	Date	Link
<input type="checkbox"/>	Ordinance	Date	Link
<input checked="" type="checkbox"/>	Policy	12/5/12	Living Streets Policy:
<input checked="" type="checkbox"/>	Mobility Plan Update	8/22/17	Comprehensive General Plan and Coastal Land Use Plan Update (pgs 115-143) http://www.hermosabch.org/index.aspx?page=885

- The 2016 RTP/SCS seeks to "Protect the environment and health of our residents by improving air quality and encouraging active transportation (e.g., bicycling and walking)." The [Active Transportation Appendix](#) outlines strategies for implementing the Active Transportation Component of the RTP/SCS. Please list the strategies your project will implement:

Strategy:	Transit Integration Strategy: Livable Corridors
Strategy:	Short-Trip Strategy: Sidewalks
Strategy:	Short-Trip Strategy: Local Bikeways
Strategy:	Short-Trip Strategy: Neighborhood Mobility Strategy
Strategy:	Education and Encouragement Strategy: Safe Routes to School

F. Grant Administration

Grants will be managed by SCAG and implemented through its consultants for a five percent fee, deducted from the grant award, unless the applicant chooses to opt out of this service. (See opt-out option below). As part of the grant administration, SCAG will pursue funding allocation from the California Transportation Commission, procure consultant support, and provide all necessary reporting and documentation required by CTC and Caltrans. The Sponsoring Agency will assign a project manager and assume responsibility for the timely use of funds. Grantees not wishing to use SCAG's grant administration services will be required to complete all Caltrans allocation and contractual paperwork and be responsible for hiring their own consultants. See [California Transportation Commission 2017 Active Transportation Program Guidelines](#) for details on programming, allocation, evaluation and reporting.

☐ **Opt-Out of SCAG Grant Administration Services:** My agency would like to decline SCAG's Grant Administration Services and is prepared to pursue funding allocation directly from the CTC and assume responsibility for all aspects of grant management.

Application: Non-Infrastructure Projects

Mark the type(s) of project activity that you are proposing. You may mark more than one. (Information only)

- ☒ Go Human Partnership Project ([See Resources](#))
- ☒ Demonstration Project
- ☐ Open Streets Event
- ☒ Safety Programming/Educational Classes
- ☒ Safe Routes to School Program
- ☐ Citywide Media Campaign

A. Project Need (50 pts)

1. Mobility Benefit (15 points)

- a. Does your community currently have a bicycle, pedestrian, safe routes to school or comprehensive Active Transportation Plan? ☒ Yes/☐ No

Mark all that your community currently has:

	Type	Year Completed	Link
<input checked="" type="checkbox"/>	Bicycle Master Plan	10/25/11	http://hermosabeach.granicus.com/MetaViewer.php?view_id=4&clip_id=1513&meta_id=94926
<input type="checkbox"/>	Pedestrian Master Plan	Date	Link
<input checked="" type="checkbox"/>	Safe Routes to School Master Plan	8/22/17	Updated SRTS plan as part of Mobility Element (pg 134) Update http://www.hermosabch.org/index.aspx?page=885
<input type="checkbox"/>	Active Transportation Plan	Date	Link

*If your plan is not currently available via hyperlink, please submit a PDF of the document with your application.

- b. If yes, describe how this project will support implementation of the plan(s).
If no, describe how this project will contribute to or build local capacity to facilitate the development of a plan in the future.

Open Ended (1500 character limit)

In recent years, the City of Hermosa Beach capitalized on the community's interest and support for active transportation initiatives by adopting policies such as the South Bay Bicycle Master Plan, Mobility Element, Living Streets Policy, and Bicycle Mini Corral Plan.

Due to the prevalence of schools, public parks, and commercial businesses, the Bicycle Master Plan, adopted in 2011, included the designation of Prospect Ave as a proposed bicycle friendly street. Prospect Avenue includes two elementary schools (one public, one private) and connects to the two high schools located just outside of the city. In 2016, as part of the Mobility Element Update, the City collaborated with the School District to update the Safe Routes to School program. In addition to updating the route maps and identifying current gaps, this collaboration included a survey of school families to understand walk/bike to school patterns, barriers to greater rates of walking/biking, and interest in future walk and bike to school programs.

Implementation of this project would allow the City to test and evaluate the various traffic calming and bicycle enhancements proposed in the Bicycle Master Plan and the Safe Routes to School Program along this corridor. The potential solutions identified in these plans included: intersection crossing markings, bicycle detection at signals, bulbouts, high visibility crosswalks, traffic circles, increased landscaping, and additional street markings.

Points	Mobility	Score
5 Points	Applicant currently has a bicycle, pedestrian or Safe Routes to School Plan and demonstrates a clear linkage between the proposed project and the plan.	For Reviewer Only
2-4 Points	Applicant currently has some form of bicycle, pedestrian or Safe Routes to School Plan and the applicant demonstrates there is at least some connection between the proposed project and the plan. Alternatively, the applicant describes how this project will reasonably lead to the development of a plan in the future.	For Reviewer Only
0-1 Points	Applicant has no plans, and does not clearly articulate how the project will lead to future plan development.	For Reviewer Only

- c. Describe the state of active transportation in your city and the project area. What bicycle and pedestrian infrastructure/non-infrastructure programs are in place? What needs exist that you would hope to address with the project? If the non-infrastructure program will support the development of an infrastructure project, explain how.

Open Ended (1500 character limit)

As a beach community with nearly 20,000 residents, over 1,000 businesses, and more than a million annual beach visitors in 1.4 square miles, Hermosa Beach already has a

large number of residents and visitors that walk or bike for recreational, commute, or shopping purposes.

Some of the City's recent active transportation accomplishments include: the use of living streets principles in the Upper Pier Avenue Project, installation of bicycle facilities along several main corridors, installation of four bicycle mini-corral, and support for Redondo Beach's Harbor Drive cycletrack and Herondo Street bicycle lane project.

In recent years, the City has heard concern from residents over speed and safety along Prospect Avenue. While some requests include specific traffic control devices at certain locations, the City is interested in taking a comprehensive approach to evaluating and providing traffic control devices and other enhancements. The implementation of a demonstration project would serve two key purposes that are critical to the development of a future infrastructure project along this corridor.

- Allow the community to participate in the design of the corridor. Often times the engineering solutions are straight-forward, but community acceptance of changes to the network configuration can be more difficult to obtain.
- Provide city staff with an opportunity to systematically evaluate the effectiveness of various treatments prior to permanent installation.

Points	Mobility	Score
8-10 Points	A clear need exists for non-infrastructure funding within the community and the project is well suited to address these needs.	For Reviewer Only
4-7 Points	Limited need exists for non-infrastructure funding within the community and the project should be sufficient to meet the need.	For Reviewer Only
0-3 Points	A limited need exists for non-infrastructure funding within the community or the project is not well suited to meet the needs described.	For Reviewer Only

2. Safety (20 points)

- For community wide non-infrastructure projects, identify the rate of bicycle or pedestrian collisions in your city in this [document](#). If the non-infrastructure project will be targeted at a specific area, select the census tracts within ½ mile of your project, use this [document](#) to select the census tracts within your project area, sum the total bicycle and/or pedestrian injuries/fatalities for the selected census tracts and divide by the area's combined population.

Geographic Unit of Rate (Area or City): (City)

☒ Bicycle Rate (Bicycle Projects Only): (0.0023)

☒ Pedestrian Rate (Pedestrian Projects Only): (0.0024)

☒ Combined Rate (Projects that address both bicycle and pedestrians): (0.0047)

Points	Safety	Score
15 Points	0.0025 bicycle, or 0.0022 or greater pedestrian, or 0.0048 or greater combined collisions per capita.	For Reviewer Only
12 Points	0.0013-0.0024 bicycle, or 0.0013-0.0021 pedestrian, or 0.0026-0.0047 combined collisions per capita.	For Reviewer Only
5 Points	0.0004-0.0012 bicycle, or 0.0004-0.0012 pedestrian, or 0.0008-0.0025 combined collisions per capita.	For Reviewer Only

- b. Describe any additional factors that impact real or perceived safety in the area (high speeds, lack of infrastructure, crime, need for additional enforcement, etc.). How will this project engage stakeholders and agency staff to address these factors?

Open Ended (1500 character limit)	
<p>The City has conducted traffic counts, a speed survey, and evaluated collision data for Prospect Avenue. The capacity for the corridor is 15,000 ADT and the entire corridor has a posted speed limit of 25 MPH. The corridor has both real and perceived safety concerns regarding speed, safety of intersections, and volume of traffic.</p> <p>Because this corridor runs parallel to Pacific Coast Highway, and connects multiple jurisdictions, it is frequently used as an alternative route for commuting with more than 11,000 ADT along the southern portion (6,000 northern). 85th percentile speeds along the corridor are above 25 MPH for all four segments, including one segment with speeds above 30 MPH. Between 2011 and 2016, there were 43 reported collisions, including 9 involving pedestrians or bicyclists.</p> <p>The traditional solutions to address safety concerns by adding stop signs, of which the corridor now has 10, has resulted in some drivers failing to fully stop at stop signs, including when pedestrians are present. Additionally, the educational campaign helped to raise awareness, but was limited in its ability to influence major behavior changes by drivers to improve safety. This demonstration project will involve the identification of relevant speed, traffic volume, safety, and utilization metrics and allow the City to evaluate the effectiveness of the proposed enhancements through actual observation of behavior changes rather than having to rely solely on modeled behavior.</p>	

Points	Safety	Score
3-5 Points	Additional factors are identified that pose significant challenges to expanding rates of walking and bicycling. A clear plan for engaging stakeholders and agency staff to address the issues identified.	For Reviewer Only
0-2 Points	Additional factors are mentioned but clear strategies for engaging stakeholders are not provided.	For Reviewer Only

3. Public Health (5 points)

- a. Provide health statistics for the community/area where the project will be completed. For citywide projects use [CHIS Neighborhood Edition](#) to determine the rates in your city. For area wide projects use the lowest level of geography available. If data is not available at your project level, use the smallest geography available. If you need assistance with finding data for this question [contact your county health department](#). Results below are based on 2014 [California Health Interview](#) Survey data.

Geographic Unit of Data Provided: (City)

- i. Percentage of the population with Obesity (SCAG Regional Average 26.7%): (15.7%)
- ii. Percentage of the population with Diabetes (SCAG Regional Average 9.3%): (4.9%)
- iii. Percentage of the population with Heart Disease (SCAG Regional Average 5.6%): (5.1%)

Points	Public Health	Score
0-5	One point for each chronic disease score that is higher than the regional average. Five points if all three are higher than the regional average.	For Reviewer Only

4. Disadvantaged Community (10 points)

- a. What percentage of your community qualifies as a disadvantaged community? To qualify, residents must either live in an area that is in the top 25% of communities identified by CalEnviroScreen, have a Median Household Income of Less than 80% of the state median, or be located in a SCAG Community of Concern ([Map of Existing DACs](#)).
- For community wide non-infrastructure project, the percentage should be based on the total population that meets one or more of the criteria listed above. SCAG has calculated the data in this [document](#) for your convenience.
 - For area-wide non-infrastructure projects, estimate the percentage of the population that lives within a Disadvantaged Community based on census tracts within ½ mile of the project. Add together the total disadvantaged population (Dis_pop) living in the census tracts from this [document](#) and divide by the total population (Tract_pop).
 - For first-last mile transit related project, include the percentage of the population based on census tracts within three miles of the transit stop or station. Add together the total disadvantaged population (Dis_pop) living in the census tracts from this [document](#) and divide by the total population (Tract_pop).
 - For community-wide Safe Routes to School Master projects, the percentage should be based on the percentage of the school district student body that is eligible for free and reduced priced lunches (Column E - <http://www.cde.ca.gov/ds/sd/sd/documents/frpm1516.xls>). If the project will

target specific schools use the student population for those schools to determine eligibility.

If your agency needs technical assistance to determine this percentage, please contact SCAG by 10/15/16.

- i. Percentage of population that is disadvantaged: (0%)

Points	Disadvantaged Communities	Score
10 Points	80% or more of the population is considered disadvantaged.	For Reviewer Only
8 Points	60%-79% of the population is considered disadvantaged.	For Reviewer Only
6 Points	40%-59% of the population is considered disadvantaged.	For Reviewer Only
4 Points	20%-39% of the population is considered disadvantaged.	For Reviewer Only
2 Points	0-19% of the population is considered disadvantaged.	For Reviewer Only

B. Project Goals, Objectives and Outcomes (35 points)

1. Mobility (20 points)

- a. State the goals and objectives in measurable terms that relate directly to the identified need/problem(s) identified in Part A. The objectives should be concise (use bullets), address a specific issue(s), and be realistic with a reasonable probability of achievement.

For example:

- The goal of this project is to conduct community outreach to XX% of community residents to gain support for future bicycle and pedestrian projects that will reduce collisions within the corridor by XX%.
- The goal of the program is to increase rates of walking and bicycling to school by XX% at the target schools.
- The objective of the program is to increase awareness of laws related to bicyclists and pedestrians by achieving XXX million media impressions.

Open Ended (1000 character limit)
Identify and address the real and perceived traffic safety concerns of the corridor; Incorporate the City's Safe Routes to School Network and Living Streets and Complete Streets policies with at least five different concepts/treatments implemented; Increase the rate of school-aged children walking and biking to school Engage the community in a dialogue about the range of potential solutions reaching at least 1,000 community members; Identify a set of metrics that evaluate the safety, speed, access, and rate of use by travel mode

Provide a detailed set of recommended improvements for the corridor and each intersection that balances the safety needs of vehicles, pedestrians, and other modes of transportation;

Evaluate the effective use of the City’s financial and physical resources to proactively implement the recommended improvements.

Points	Mobility	Score
3-5 Points	Applicant identifies goals and objectives that meet the needs of the community that are achievable.	For Reviewer Only
0-2 Points	Applicant identifies the goals and objectives but does not tie them to the needs of the community or they are inappropriate for the context of the project.	For Reviewer Only

- b. Identify the outcomes (tasks and deliverables) to be conducted in order to accomplish the stated objectives. Describe how long the project will run and the number of people expected to be served. For Go Human demonstration projects, applicants may choose to use the Model Scope of Work for Pop Ups as a guide (It can be downloaded on the application website).

For example:

- Host a Go Human demonstration project for one month that will demonstrate the benefits of cycletracks to the community with a goal of reaching XX% of residents.
- Complete a month long Go Human media campaign using bus backs, bus shelters, radio and other forms of advertising.
- Complete 10 bicycle safety classes within the community with 15 participants each to teach rules of the road and bicycle handling skills.

Open Ended (1000 character limit)

The City is proposing to engage in a year-long effort to develop, host, and evaluate the effectiveness of this demonstration project, and will rely upon the GoHuman model scope of work. Key deliverables from the project will include a six to eight week long demonstration project, a clear set of recommendations for implementation of traffic calming features on a permanent basis, a tactical urbanism toolkit, and identification and quantification of evaluation metrics. The specific tasks and sub-tasks are provided in the scope of work attachment.

In order to successfully implement this initiative the City is proposing a suite of innovative community engagement methods to engage at least 1,000 residents, businesses, and travelers along the corridor. These methods include several in-person opportunities to physically participate in the project and are described in more detail in the public participation section.

Points	Mobility	Score
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Sustainability Planning Grant Application
Active Transportation – Non-Infrastructure Projects

6-10 Points	Applicant identifies reasonable tasks to achieve the stated objectives within the requested budget amount. Tasks described are reasonably achievable with the proposed budget.	For Reviewer Only
0-5 Points	Applicant identifies tasks but they are not appropriate for the community or realistic for completing the project with the proposed budget.	For Reviewer Only

- b. Describe steps to be taken to ensure the project can be continued beyond the life of the grant. Include funding sources and other resources available to continue the project.

Open Ended (1500 character limit)
<p>The City has funding allocated on an annual basis to implement neighborhood safety enhancements and street improvements. Additionally, the local return funds for Measure M have yet to be allocated to certain projects or initiatives in Hermosa Beach and could be a potential source of funds. By completing a demonstration project as part of the grant, the City can use the dedicated traffic improvement funds to implement the recommended improvements on a permanent basis for the Prospect Corridor in a manner that leverages traditional traffic safety solutions with streetscape enhancements to create a more walkable, livable corridor.</p> <p>Additionally, the scope of work proposes to develop marketing materials and a tactical urbanism toolkit that can be used by the City in future projects as other corridors are considered for improvements. The tactical urbanism toolkit is intended to identify a range of intersection, segment, and public space treatments that may be effective to address visibility, speed, safety, and enhance greenspace.</p>

Points	Mobility	Score
3-5 Points	There is a clear plan for sustaining program activities or securing funding to make the demonstration project permanent.	For Reviewer Only
0-2 Points	Plan for sustaining program activities or making the demonstration project permanent lacks detail or is not clearly articulated.	For Reviewer Only

2. Safety (5 points)

- a. How will safety and the role of education and enforcement activities be considered in the development of the project? Discuss any analysis tools, outreach or other strategies to be considered in the scope of work that will help ensure education and enforcement strategies are considered in the project development process. Provide a letter of support from a School District, Law Enforcement agency or other partnering organization that is committed to enhancing safety in the project area. The letter should include a description of the support or strategies the agency or organization will provide or how the organization will be engaged in the project (such as participate on a technical advisory committee).

Open Ended (1500 character limit)

Many requests received by the City from residents include specific strategies or treatments along a street (i.e. request for stop signs or speed humps), which may not take into consideration all of the necessary elements or factors. The City is proposing to implement several outreach strategies as part of this demonstration project centered around education and enforcement to broaden the community conversation about traffic safety and understanding the range of different treatments that may be effective. These engagement strategies include a walk/bike audit of the corridor to evaluate barriers and opportunities in person, a tactical urbanism toolkit, and the event and programming component for the community to learn, test, and provide feedback on the different treatments. The audit, toolkit, and event will serve an important role in the Prospect Corridor project in educating the community about safe travel practices, effective solutions, and appropriate changes along the corridor.

Additionally, there are two schools located along the corridor committed to enhancing safety in the area. Letters of support from the Hermosa Beach City School District and Our Lady of Guadalupe School are provided as an attachment to this application. The schools will be involved in the planning committee, event programming, and serve an important role in educating students and parents about safety along the corridor.

Points	Safety	Score
3-5 Points	Approach is clear and comprehensive. Illustrates data based methodology for identifying and targeting collision “hot spots” and informing educational programs. A letter of support from a supporting agency is provided.	For Reviewer Only
1-2 Points	Approach is feasible but lacks a data driven approach for identifying collision “hot spots” or informing targeted educational programs. No partnership with a supporting agency.	For Reviewer Only

3. Public Health (5 points)

- How will public health be considered in the development of the program and deliverables? Discuss any analysis tools, outreach or other strategies incorporated into the scope of work that will help ensure health outcomes are considered in project implementation. Provide a letter of support from the County Health Department, health care agency or health focused community based organization. The letter should include a description of the support the partner will provide for the project.

Open Ended (1500 character limit)

Part of the core vision for the city of Hermosa Beach is a commitment to offer a healthy environment and lifestyles to residents and visitors. Through general plan community engagement workshops between 2013 and 2017, as well as the safe routes to school survey conducted in 2016, the City has found that many residents and visitors are interested in choosing to walk or bike because of the health benefits, but often cite the speed of vehicles, lack of safe crossing locations, and need for better quality accessible sidewalks as a barrier to greater rates of biking and walking.

Several of the evaluation metrics to be identified and quantified as part of this project will focus on health and safety. Metrics are likely to include the existing and projected rate of use by different modes, rate of collisions, and the health and environmental benefits associated with streetscape enhancements and safety measures.

Additionally, the Beach Cities Health District has taken on a number of active transportation and safety initiatives in recent years and is committed to enhancing active transportation in the area. Letters of support from the Beach Cities Health District, as well as the Health District's Livability Committee are provided as an attachment to this application. The health district will be involved in the planning committee, event programming, and serve an important role in quantifying the health benefits of this and similar projects in the beach cities.

Points	Public Health	Score
3-5 Points	Approach is clear and comprehensive and describes tools and strategies that will be used to incorporate health outcomes. A letter of support from public health partner is provided.	For Reviewer Only
1-2 Points	Approach is not clear and/or comprehensive, tools and strategies are not clearly defined. Lacks a letter of support from health partner.	For Reviewer Only

4. Public Participation (5 points)

- a. Describe innovative approaches for outreach that will be included in your project. Include target audiences, outreach strategies and desired outcomes. Include strategies for reaching members of disadvantaged communities and non-English speaking populations if applicable.

Open Ended (1500 character limit)

To successfully implement this demonstration project the City is proposing a suite of innovative community engagement methods to engage at least 1,000 residents, businesses, school-aged children and their parents and travelers of the corridor. Through the General Plan update process, Hermosa Beach had significant participation and success in obtaining feedback from the community by creating a community working group and hosting community walking tours to discuss topics like mobility, sustainability, community character, and coastal resources. The community engagement strategy for this project proposes to emulate recent local engagement efforts that have been successful by:

- Development of a planning committee,
- Use of SCAG's event branding and marketing materials,
- A walk/bike audit to evaluate barriers and opportunities,

- A community event and programming in connection with the demonstration project (similar to an open streets event, though the street would remain open to vehicles and programming will occur at public spaces along the corridor).
- The walk/bike audit and community event will provide residents the opportunity to physically participate in the evaluation and testing of different solutions. Finally, providing the community with opportunities to see solutions in context, and even test different solutions will lead to greater community understanding of the proposed solutions and will help to address both the actual and perceived safety concerns.

Points	Public Participation	Score
4-5 Points	Project includes robust and innovative outreach strategies that will engage the target audience.	For Reviewer Only
2-3 Points	Project includes sufficient outreach and includes outreach strategies to reach the target audience.	For Reviewer Only
1 Point	Project includes minimal or limited outreach strategies.	For Reviewer Only

C. Partnerships and Leveraging (15pts)

1. Leveraging (5 points)

- No local match is required to receive AT-SPG funding, however, additional points will be provided for agencies that provide local match or in-kind match. Additional points will also be provided to projects that utilize existing partnerships and resources to extend the reach of AT-SPG funding.
 - Will your agency provide a local match? ☒ Yes/☐ No
 - What is the monetary value of the match? (\$55,000)
 - What percentage of the project does this represent? (30%)

Points	% of Local Match pledged to the project.	Score
4 Points	20% or more of total project cost	For Reviewer Only
3 Points	15% to 19.9% of total project cost	For Reviewer Only
2 Points	11.5% to 14.9% of total project cost	For Reviewer Only
1 Point	1% to 11.4% of total project cost	For Reviewer Only

- Please describe the source of the local match (In-Kind, Local Funding, Existing Grants, etc.).

Open Ended (1500 character limit)

The City will contribute an estimated in-kind match of \$35,000 in the form of dedicated staff time. This will include staff time from the city manager's office, public works

engineers, planning department staff, and public works field staff to participate in the project management, work product review, evaluation metric identification, and community engagement tasks.

Additionally, the City has retained on-call traffic engineering consultants that will participate during project development in the evaluation of various solutions and take the recommended solutions identified through this process and develop specifications so the project can be implemented on a permanent basis. The estimated value of the City's on-call traffic engineering support is approximately \$20,000 representing a total local match of approximately \$55,000 for this effort.

Points	Leveraged Funds	Score
1 point	The applicant clearly demonstrates commitment to leverage funds and details additional sources of funding that will be used to support the project.	For Reviewer Only

2. Cost Effectiveness (5 points)

- a. SCAG is seeking to limit duplication of efforts across the region and provide best practices for many of the project components eligible through the AT-SPG. If selected what existing methodologies/tools/templates will be integrated into your non-infrastructure project ([Go Human](#), [California SRTS Curriculum](#), etc.)? Alternatively, please describe how the plan promotes multijurisdictional collaboration and/or otherwise seeks to leverage and expand the impacts of the project beyond a single municipality.

Open Ended (1500 character limit)

This project proposes to rely upon the Go Human scope of work and outreach materials in the promotion of the demonstration project and event programming. In utilizing the GoHuman resources, Hermosa Beach is proposing to limit duplication of efforts and allow SCAG to maximize consistency across similar types of projects in the region. Additionally, the City has included a task to develop a tactical urbanism toolkit to leverage and expand the impacts of the project beyond Hermosa Beach and to future projects within Hermosa Beach.

Hermosa Beach has identified the Prospect Avenue corridor to implement a demonstration project specifically because it is a prominent local corridor, connects to other nearby cities, and serves a total of seven public and private schools between Manhattan, Hermosa, and Redondo Beach. Additionally, the corridor and intersections along it have also been included in several sub-regional studies such as the South Bay Bicycle Master Plan, the Beach Cities Livability Plan, and the South Bay Neighborhood Oriented Development Study. A letter of support from the South Bay Bicycle Coalition, Beach Cities Cycling Club, and the South Bay Cities Council of Governments are provided as an attachment to this application. These organizations will be involved in the planning committee, event programming, and serve an important role in expanding the impact of this project and similar projects in the beach cities.

Points	Cost Effectiveness	Score
3-5 Points	Applicant identifies existing methodologies/tools/templates to be included in the plan and clearly describes how they will be incorporated into project. Alternatively the applicant agrees to use the Model Scope of Work for community-wide plans. Alternatively, applicant clearly defines method and approach for ensuring project results in multi-jurisdictional impact.	For Reviewer Only
0-2 Points	Project identifies existing methodologies/tools/templates but fails to clearly describe how they will be incorporated into the project. Applicant provides limited or no evidence to support that the project will have multi-jurisdictional impacts.	For Reviewer Only

3. Public Participation / Collaboration (5 pts)

- a. Provide letters of commitment for your plan from a minimum of three (3) other jurisdictions or stakeholder groups that will contribute resources to the project's success. These letters are in addition to other letters required throughout this application. Each letter should include a brief list of the types of activities that the other jurisdiction or stakeholder group will commit to providing as part of the project. Stakeholder groups can include the following:
- i. Youth/Senior Group
 - ii. School District
 - iii. City Agency
 - iv. Community Based Organization
 - v. Faith Based Organization
 - vi. Chamber of Commerce/Business Group
 - vii. Advocacy Group (Social Equity, Health, Environment, etc.)

Points	Public Participation	Score
5 Points	The applicant has provided more than 3 letters of commitment for the project and they clearly outline the types of activities each jurisdiction or stakeholder will undertake to support the project.	For Reviewer Only
3-4 Points	The applicant has provided 3 letters of commitment for the project and they clearly outline the types of activities each jurisdiction or stakeholder will undertake to support the project.	For Reviewer Only
1-2 Points	The applicant has provided less than 3 letters of commitment for the project.	For Reviewer Only

Go Human Event			
A Safer Prospect (City of Hermosa Beach) Scope of Work			
	Task	Description	Deliverables
Task 1: Project Management			
1.1	Project Kick-off meeting	Consultant shall schedule a kick off meeting with the SCAG Project Manager, Agency Project Manager and other relevant staff.	Meeting Agenda, Meeting Notes
1.2	Monthly reporting/invoicing	Consultant shall prepare monthly invoices and reports in accordance with SCAG invoicing and reporting methodologies.	Status reports, invoices
1.3	Regular Project Management Meetings	Consultant shall host monthly project management meeting with the SCAG Project Manager, Agency Project Manager and other relevant staff.	Agendas, Meetings Notes
Task 2: Stakeholder Engagement			
2.1	Outreach & Communications Plan	SCAG staff shall draft a 2-3 page Outreach and Communications Plan outlining proposed outreach and marketing strategy to engage the community. Plan will include draft outreach schedule and proposed methods of community engagement with a focus on how to engage low income residents in the project area.	Outreach and Communications Plan
2.2	Marketing and Communications	SCAG will produce specific deliverables for the project as outlined in the Communication Plans including, but not limited to, event logos/branding, E-Flyers, postcards, reporter briefings, op-eds, media pitching, press releases, posters, temporary message boards, and banners. In addition, the SCAG will be responsible for developing collateral and placing all earned and social media, including any media buys required to achieve a high level of event attendance. Finally, SCAG will be responsible for day of press coordination and documentation of the event including photography of each event.	Press Releases, Earned and Social Media Placements, Press Coordination, Event Photos
2.3	Planning Committee	SCAG shall coordinate with the Agency to develop a Planning Committee tasked with providing input on the development of the plan. The committee should include members of the local business community, resident representatives, health district officials, school district officials, law enforcement representatives, community members, Agency representatives, members of the local bike coalition, and other relevant stakeholders. The committee shall meet a minimum of four (4) times.	List of Planning Committee Members, Committee Agendas, Presentation Materials, Meeting Notes
2.4	Fund Raising/Volunteer Engagement	Consultant shall work with local partners and regional stakeholders to identify sponsors and additional funds to supplement the project budget with a goal of securing an additional 15-25% of additional funding for the event. Consultant shall draft a 1-2 page memo outlining possible sponsors and how they will engage them. The Consultant shall develop a Sponsorship Packet to communicate the benefits of sponsorship to possible sponsors. The Consultant will also develop a volunteer roster and coordinate volunteers to help staff the event.	Sponsorship Packet, Additional Revenue Raised
Task 3: Site Design + Demonstration Project			
3.1	Walk/Bike Audit	Consultant shall work with the committee to conduct a walk and bike audit of the corridor that is open to the community. The audit should evaluate barriers and opportunities along the corridor to improve safety and enhance the quality of the streetscape environment.	Walk Audit Evaluation and Recommendations
3.2	Evaluation Metrics	The Project Consultant will work with the committee to identify the relevant metrics or objectives that will be used to evaluate the various components of the demonstration project. Consideration of existing safety factors such as speed, traffic volume (vehicles, bikes, and pedestrians), and rate of collisions should be incorporated. This will include a pre-project count of pedestrian and bicycle usage. Additionally, the memo should identify the potential rate of change that can be observed through implementation of traffic calming features to inform the final evaluation.	Memo of Proposed Evaluation Metrics

3.3	Tactical Urbanism Toolkit	The Project Consultant will work with the committee to develop a tactical urbanism toolkit to identify potential tactical urbanism components, best practices for application of design treatments, and benefits/tradeoffs of the various design components. The toolkit will support the development of the site design plan in a manner that best fits the conditions of the corridor, accomplishes the stated objectives, and can also be used in future city demonstration projects.	Tactical Urbanism Toolkit
3.4	Site Design Plan	The Project Consultant will work with the committee to develop a Site Design Plan for the demonstration project. The Site Design Plan will include any proposed tactical urbanism components (such as temporary infrastructure demonstrations such as temporary bike lanes, curb extensions, parklets, etc.), and event programming areas (which should use public spaces but avoid street closures), a preliminary budget for all materials needed, documentation of proposed signage, a detailed timeline for implementation and any other anticipated enhancements. The Consultant will also consider an appropriate plan for staging materials and vendors during set up and takedown of the events. The strategy should include a material acquisition plan that relies to the greatest extent possible on materials sourced locally through donations from local business/agencies (ex. planters, barriers, etc.). The Site Design Plan will be designed to meet all local regulations; the schedule and budget should consider the time and budget needed to acquire necessary permits. The Consultant will be responsible for obtaining and paying for all necessary permits.	Site Design Plan
3.5	Site Plan Implementation	The Project Consultant will work with the committee to develop a Site Design Plan for the demonstration project. The Site Design Plan will include any proposed tactical urbanism components (such as temporary infrastructure demonstrations such as temporary bike lanes, curb extensions, parklets, etc.), and event programming areas (which should use public spaces but avoid street closures), a preliminary budget for all materials needed, documentation of proposed signage, a detailed timeline for implementation and any other anticipated enhancements. The Consultant will also consider an appropriate plan for staging materials and vendors during set up and takedown of the events. The strategy should include a material acquisition plan that relies to the greatest extent possible on materials sourced locally through donations from local business/agencies (ex. planters, barriers, etc.). The Site Design Plan will be designed to meet all local regulations; the schedule and budget should consider the time and budget needed to acquire necessary permits. The Consultant will be responsible for obtaining and paying for all necessary permits.	Implementation of Demonstration Project
Task 4: Community Event			
4.1	Event Plan	The Consultant will develop an Event Plan for the event in concert with the Site Design Plan and Programming Plan. The Event Plan will layout the strategies, budget and schedule for operating the event, event staffing (volunteers, etc.) needed, 24-hour security, and other programmatic elements needed to create a safe and festive event during which residents can experience the installation. Consultant shall draft and execute an Agreement or Memorandum of Understanding with the respective City to carry out the event. The Agency Project Manager shall be given the opportunity to review and approve the final document prior to the full execution of the Agreement. The Consultant shall carry necessary insurance coverage to conduct these events in the respective locations. The Event Plan should consider staffing requirements and delineate those roles.	Event Plan
4.2	Programming Plan	The Consultant shall develop a Programming Plan and corresponding event program to outline the types of activities to be conducted at each event. The implementation of the programming at these events will be directed toward safety education and promotion of walking and biking on a daily basis and will aim to make use of public spaces and facilities along the corridor. The programming may take the form of a Passport Program with education and encouragement-based stations across the route; or other innovative, cost effective education/encouragement installations may also be considered. Programming elements that do not specifically advance a transportation purpose may not be eligible expenses under this contract. Therefore, these additional costs will need to be covered through the fundraising strategy.	Programming Plan, Timeline, Permits
4.3	Event Plan Implementation	The Consultant will be responsible for managing the event production as outlined in the Site Design Plans and Event Plans. The Consultant will be responsible for ensuring that the event is produced to the expectations and standards determined by the committee as well as the successful integration of the Go Human design and message.	Design Plan, Implementation of Demonstration Project

Task 5: Final Evaluation and Report			
5.1	Community wrap-up	The Consultant shall conduct a wrap-up event or meeting in which the community, residents of the corridor, and planning committee members can provide overall feedback and input at the conclusion of the demonstration project.	Community Feedback Summary
5.2	Evaluation	The events are anticipated to support or launch efforts for future active transportation infrastructure projects or programs. Event evaluation will be vital to determine the impacts of the events. At a minimum, the Consultant will report on the number of event attendees, media coverage, community input on proposed changes in street design, and conduct intercept surveys and analysis in targeted locations during the event to determine the effect of the tactical urbanism strategies. SCAG has existing survey tools available for use in evaluation.	Evaluation Tool, Evaluation Summary
5.3	Draft Report	Draft Report highlighting the scope of the demonstration project, engagement opportunities, evaluation results and all documents produced as part of the project.	Draft Report
5.4	Final Report	Final Report highlighting the scope of the demonstration project, engagement opportunities, evaluation results and all documents produced as part of the project. Final electronic copies will be provided to SCAG and the implementing agency.	Final Report

[illegible]

City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254
310-318-0252
lsingleton@hermosabch.org

LINE ITEM BUDGET: Project Name

Complete the fields with **blue text** only.

Warning! If you add or delete any columns make sure all formulas are still functioning to give correct totals.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Cost Categories	Maximum Hourly Rate	Task 1		Task 2		Task 3		Task 4		Task 5		Task 6		Grand Total (All tasks)	
		Task 1: Project Management		Task 2: Stakeholder Engagement		Task 3: Site Design + Demonstration Project		Task 4: Community Event		Task 5: Final Evaluation and Report		XXX			
		Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount		
<u>Direct Labor Classification(s):</u>															
Principal-in-Charge	\$200.00	8.00	\$1,600.00	24.00	\$4,800.00	12.00	\$2,400.00	16.00	\$3,200.00	4.00	\$800.00	0.00	\$0.00	64.00	\$12,800.00
Project Manager	\$175.00	32.00	\$5,600.00	48.00	\$8,400.00	80.00	\$14,000.00	64.00	\$11,200.00	20.00	\$3,500.00	0.00	\$0.00	244.00	\$42,700.00
Sr. Planner/Modeler	\$150.00	16.00	\$2,400.00	0.00	\$0.00	48.00	\$7,200.00	0.00	\$0.00	16.00	\$2,400.00	0.00	\$0.00	80.00	\$12,000.00
Intermediate Planner/Modeler	\$100.00	8.00	\$800.00	100.00	\$10,000.00	100.00	\$10,000.00	120.00	\$12,000.00	40.00	\$4,000.00	0.00	\$0.00	368.00	\$36,800.00
Add additional as needed		0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00
Subtotal - Direct Labor		64.00	\$10,400.00	172.00	\$23,200.00	240.00	\$33,600.00	200.00	\$26,400.00	80.00	\$10,700.00	0.00	\$0.00	756.00	\$104,300.00
<u>Overhead & Fringe (inc. G&A):</u>	%														
Overhead	0.00%		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
Fringe	0.00%		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
Subtotal - Overhead & Fringe (inc G&A):			\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
<u>Fixed Fee (SCAG's Project Management)</u>	5.00%														
Subtotal - Fixed Fee:			\$520.00		\$1,860.00		\$3,280.00		\$2,340.00		\$555.00		\$0.00		\$8,555.00
<u>Other Direct Costs (ODCs)</u>															
Travel			\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
Printing - Directly Chargeable only			\$0.00		\$4,000.00		\$2,000.00		\$400.00		\$400.00		\$0.00		\$6,800.00
Social Media			\$0.00		\$8,000.00		\$0.00		\$0.00		\$0.00		\$0.00		\$8,000.00
Programming Activities			\$0.00		\$2,000.00		\$0.00		\$20,000.00		\$0.00		\$0.00		\$22,000.00
Demonstration Project Materials			\$0.00		\$0.00		\$30,000.00		\$0.00		\$0.00		\$0.00		\$30,000.00
Subtotal - ODCs:			\$0.00		\$14,000.00		\$32,000.00		\$20,400.00		\$400.00		\$0.00		\$66,800.00
<u>Subconsultant(s)*</u>															
Other	0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00
Subtotal - Subconsultant(s):		0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00
GRAND TOTAL		64.00	\$10,920.00	172.00	\$39,060.00	240.00	\$68,880.00	200.00	\$49,140.00	80.00	\$11,655.00	0.00	\$0.00	756.00	\$179,655.00

Attachment 1

Scoring Matrix

Sustainability Planning Grant Application
Active Transportation – Non-Infrastructure Projects

Reviewer's Name: _____
Agency: _____
Phone Number: _____
Email: _____

Scoring Matrix	Sub-question	Possible	Total Received
Question A: Project Need		50 Points	
Mobility	1	15	
Safety	2	20	
Public Health	3	5	
Disadvantaged Communities	4	10	
Question B: Project Goals, Objectives and Outcomes		35 Points	
Mobility	1	20	
Safety	2	5	
Public Health	3	5	
Public Participation	4	5	
Question C: Partnerships and Leveraging		15 Points	
Leveraging	1	5	
Cost Effectiveness	2	5	
Public Participation / Collaboration	3	5	
		Final Score	

Reviewer's Notes
<div></div>

Signature: _____ Date: _____

Attachment 2

Letters of Support

August 21, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

We are writing to express our support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles, and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses. Traffic safety along this corridor is of paramount concern to the entire community.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety along Prospect Avenue.

We are a group of over 50 residents and their families living on the east side of Prospect Avenue between 14th and 16th Streets. We are supportive of the City's efforts to pursue this project as it aligns with our year's long petition to address the inadequate traffic-calming and safety measures along this wide, curved section with limited views and that lacks speed limit signage, pedestrian crossings, and safe bike paths, particularly for children using this as a Walking School Bus Route.

We believe this project will also have positive impacts beyond the immediate area of the City and promote multi-jurisdictional collaboration as our neighborhood is used daily by students, commuters, and residents both in our area but also Redondo Beach's Golden Triangle as a convenient route to businesses and the beach via Pier Avenue; to View, Valley, and Mira Costa schools; and, to bypass PCH during morning and afternoon rush hours.

We will happily contribute our time and commitment in helping the City to ensure the safety and welfare of this wonderful neighborhood. We look forward to working with you on this exciting endeavor.

Sincerely,

Residents living on the east side of Prospect Avenue

Coordinating Residents: Nicole and Ron Glick Family, neglick@gmail.com

Tamar and Jeff Colen Family – Silver St.

Erika and Brian Cooley Family – Silver St.

Joanna Ryder – Silver St.

Sue and Arvin Collins – Silver St.

Laurie and David Docktor Family – Silver St.
Kathleen and Boris Hahn Family – Silver St.
Tom and Connie Visistsri Family – Silver St.
Larry Brown – Silver St.
Earl Yessmann – Silver St.
Lisa and Joe Spano Family – Silver St.
Zully Lara – Silver St.
Dave and Claire Neuberger Family – Silver St.
Deborah Ryan – Silver St.
Dave and Michelle Bradin Family – 15th St.
Erin and Steve Bender Family – 15th St.
Eiko and Charles Hashibe – 15th St.
Lois Donaldson – 14th St.
Shannon Stegall – 14th St.
Sharon McNeil – 14th St.
Damien Stafford – 14th St.
Fran Stratton – 14th St.
Byron McMahon – 14th St.
Leslie Kolczak and Family – 14th St.
Erin, Bill, and Michael Kruse – Prospect Ave.
Jonathan Wood – Prospect Ave.
Maddison McKibbin – Prospect Ave.
Brian Schermer – Prospect Ave.
Susan Haggerty – Prospect Ave.
Jeff Chaput Family – Prospect Ave.
Jennifer and Brent Bushbaum – Prospect Ave.
Darlene Abbitt and Family – Prospect Ave.
Melissa and Clint Lau – Golden Ave.
Joanna and Travis Bowe – Golden Ave.
Kent and Diana Allen – Golden Ave.
Briana Angeleri – Golden Ave.



1645 Valley Drive
Hermosa Beach
California 90254
(310) 937-5877
FAX: (310) 376-4974
www.hbcsd.org

HERMOSA BEACH

City School District

August 31, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express our support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles, and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses. Traffic safety along this corridor is of paramount concern to the entire community. We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety along Prospect Avenue.

We are supportive of the City's efforts to pursue this project as it aligns with our organizational goals to provide safe routes to school, facilitate the Walking School Bus program, bike access and safety, and wellness. We believe this project will also have positive impacts beyond the immediate area of the City and will promote multi-jurisdictional collaboration. The students in the Hermosa Beach City School District have to cross a major traffic artery and narrow streets, many without sidewalks, to access school. Additionally, our students have the right to attend high school in either Manhattan or Redondo Beach which will require them to walk, drive or ride a bike, through neighboring cities. The district is committed to participating in working groups, communicating outreach to parents, and to provide feedback on documents.

We look forward to working with you on this exciting endeavor.

Sincerely,

Patricia Escalante
Superintendent
Hermosa Beach City School District

Members of the
Board of Education

Patricia S. Ackerman

Carleen R. Beste

Margaret R. Bove-LaMonica

Mary K. Campbell

Monique Ehsan

Superintendent of Schools
Patricia W. Escalante



Our Lady of Guadalupe School
340 Massey Street
Hermosa Beach, CA 90254
310-372-7486

August 31, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express our support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles, and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses. Traffic safety along this corridor is of paramount concern to the entire community.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety along Prospect Avenue.

Our Lady of Guadalupe School is located in close proximity to Prospect Avenue and is supportive of this project as it aligns with our mission to provide a safe and secure educational experience for our students as well as encourage our families to engage in environmentally responsible practices such as carpooling, walk/biking to school, etc.

We believe this project will also have positive impacts beyond the immediate area of the City and promote multi-jurisdictional collaboration as our organization. Our school represents hundreds of young families from the area with children ranging in age from preschool through 8th grade. We are committed to supporting our community and are ready to contribute through the distribution of outreach materials, participate in workshops, and provide volunteers when possible.

We look forward to working with you on this exciting endeavor.

Sincerely,

Mrs. April Beuder
Principal, Our Lady of Guadalupe School

August 31, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express Beach Cities Health District's (BCHD) support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses lining it.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various traffic calming enhancements to improve safety along Prospect Avenue.

Beach Cities Health District is a local public agency focused on preventive health in the beach cities of Hermosa Beach, Redondo Beach and Manhattan Beach. Since 2010, we have worked in partnership with the three cities to implement the Blue Zones Project—a community-wide well-being initiative incorporating environmental and policy changes to measurably improve health. As part of the Project, we worked closely with the Cities to adopt Living Streets Policies, a Beach Cities Livability Plan and a multi-city South Bay Bicycle Master Plan.

In response to safety concerns raised by local parents, school staff and Walking School Bus volunteers, as well as alarming crash data, BCHD organized a Door-Knocking Day along Prospect Avenue in October 2016 to distribute lawn signs and materials created in partnership with SCAG's Go Human Campaign. The goal was to raise awareness and engage one-on-one with community members about traffic safety issues. As a result, we support the City's efforts to further street safety through proven engineering solutions that make streets more accessible for all users.

As a City partner with a demonstrated interest in the health and well-being of our community, BCHD is able to support creating a Safer Prospect Avenue through community education and outreach, engagement of key stakeholders, participation in workshops, and assist in reviewing recommendations from a public health perspective.

We look forward to working with you on this exciting endeavor.

Sincerely,



Thomas B. Bakaly
Chief Executive Officer
Beach Cities Health District

August 31, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express Beach Cities Livability Committee's support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses lining it.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various traffic calming enhancements to improve safety along Prospect Avenue.

Since 2010, the Livability Committee has played a pivotal role in supporting Beach Cities Health District (BCHD) and the three Beach Cities (Hermosa Beach, Manhattan Beach and Redondo Beach) in implementing the Blue Zones Project—a community-wide well-being initiative incorporating environmental and policy changes to measurably improve health. The Livability Committee is represented by appointed stakeholders who serve in an advisory capacity to Beach Cities Health District. The focus of the Livability Committee is to influence the built environment through policies and projects. We advocate for infrastructure that improves walking, biking, placemaking and livability in the Beach Cities.

Our primary work is to promote safety, active transportation and healthy communities through policies and projects and to educate the community about the importance of Complete/Living Streets principles. This grant represents a perfect opportunity to further street safety and promote active transportation through proven engineering solutions.

As a group of residents with an interest in safer streets, our Committee understands that changes to a street can be contentious and should involve many engaged groups and stakeholders in the process. The Beach Cities Livability Committee is able to support creating a Safer Prospect Avenue through community education and outreach, engagement of key stakeholders, and participation in workshops to aid in the community input process.

We look forward to working with you on this exciting endeavor.

Sincerely,



Jim Hannon
Co-Chair, Livability Committee



Steve Gerhardt
Co-Chair, Livability Committee

**BEACH CITIES
LIVABILITY COMMITTEE**

Jim Hannon
Committee Co-Chair
Redondo Beach

Steve Gerhardt
Committee Co-Chair
Redondo Beach

Hermosa Beach

Jeff Duclos
Andrea N. Giancoli, MPH, RD
George Schmeltzer

Manhattan Beach

Mary Jo Ford, MD
Fred Manna

Redondo Beach

January Blandford
Renee Daigneault
Sean Guthrie



Beach Cities Cycling Club, Inc. Non-profit 501(c)3

Beach Cities Cycling Club, Inc.

August 31, 2017

Sergio Gonzalez, City Manager,
City of Hermosa Beach

1315 Valley Drive Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express our support of the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles, and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses. Traffic safety along this corridor is of paramount concern to the entire community.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety along Prospect Avenue.

The Beach Cities Cycling Club, with over 800 members, is active in the South Bay by providing education classes for youngsters at schools, adult bike safety classes and education in the soon- to- be started Bicycle Diversion Program. We support the South Bay cities with free bike corrals at events such as the Hermosa Beach Fiestas.

We believe this project will also have positive impacts beyond the immediate area of the City and promote multi-jurisdictional collaboration as our organization represents cyclists throughout the South Bay.

Working with the South Bay Bicycle Coalition, we will support study workshops, provide education classes and materials, and assist the contractor by providing local knowledge. We look forward to working with you on this exciting endeavor.

Sincerely,

Julian Katz

Vice President, Beach Cities Cycling Club



South Bay Bicycle Coalition
www.southbaybicyclecoalition.org

August 31, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

The South Bay Bicycle Coalition (SBBC) is pleased to submit our letter of support for the City's application for a Safer Prospect Avenue through the Southern California Association of Governments' Sustainability Planning Grant Program. We applaud Hermosa Beach's efforts to improve the safety of Prospect Avenue as it is an important multi-jurisdictional corridor for pedestrians, vehicles and bicyclists given the corridor's linkage to neighboring cities and proximity to commercial corridors, area schools, public parks, residences and local businesses.

The SBBC is dedicated to advancing active transportation in the South Bay having spearheaded the adoption of the South Bay Bicycle Master Plan in 2011 by the seven cities of Redondo Beach, Manhattan Beach, Hermosa Beach, Torrance, Gardena Lawndale and El Segundo. We work with these cities to create bikable networks in this area of Los Angeles County that connect to adjoining communities.

A Safer Prospect Avenue is a unique demonstration project that will address existing community concerns regarding pedestrian and bicycle safety, and traffic speeds. The SBBC is excited about the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety and active transportation along Prospect Avenue. The SBBC feels this project will have positive impacts beyond the immediate area of the City and will promote multi-jurisdictional collaboration.

We are gratified that Hermosa Beach has demonstrated their commitment to improving bicycle infrastructure in the city with the pending installation of bikeways this fiscal year on Ardmore Avenue, Pier Ave, 27th Street, among others. This will improve the safety of those streets for the community, take more cars off the street and encourage healthful behaviors. The Prospect Avenue demonstration project is the next step in this endeavor as it will provide the necessary data to appropriately implement future bikeways on this corridor.

Please be assured that the SBBC intends to partner with the City of Hermosa Beach in the development of the plan for a Safer Prospect Avenue by providing expert input, serving on the planning committee, facilitating community workshops and providing bicycle safety training educational endeavors.

The SBBC looks forward to working with you on this progressive endeavor. Please do not hesitate to contact me with any questions via email at Giancoli_RD@yahoo.com or phone (310) 344-6548.

Healthful best,

Andrea N. Giancoli

Andrea N. Giancoli, MPH, RD
Executive Director
South Bay Bicycle Coalition



20285 S. Western Ave., #100
Torrance, CA 90501
(310) 371-7222
sbccog@southbaycities.org
www.southbaycities.org

August 21, 2017

Sergio Gonzalez, City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez,

I am writing to express the support of the South Bay Cities Council of Governments for the City's efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional arterial for pedestrians, vehicles, and bicyclists due to the road's proximity to the PCH / Sepulveda (State Highway 1). With the mix of neighborhood-serving retail, schools, public parks, and residences on Prospect, traffic safety for all users is of paramount concern to the entire community. Prospect provides a slower, lower volume alternative for bicyclists and pedestrians in this travel corridor than the crowded state highway.

We are excited about the unique opportunity of this demonstration project to address existing concerns regarding pedestrian safety and traffic speeds and the City's commitment to engaging the community in testing and evaluating various safety enhancements that will lead to the implementation of long-term solutions to improve safety along Prospect Avenue.

The South Bay Cities Council of Governments has been focused on developing South Bay mobility and safety projects on state highways and adjacent arterials for nearly a decade. We are supportive of the City's efforts to pursue this project as it aligns with our organization's goal to improve South Bay mobility for all users. We believe this project will also have positive impacts beyond the immediate area of the City and promote multi-jurisdictional collaboration as our organization represents 16 South Bay local jurisdictions and unincorporated communities.

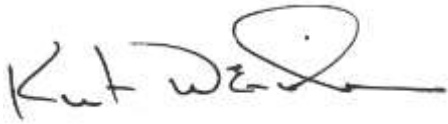
LOCAL GOVERNMENTS IN ACTION

Carson El Segundo Gardena Hawthorne Hermosa Beach Inglewood Lawndale Lomita
Manhattan Beach Palos Verdes Estates Rancho Palos Verdes Redondo Beach Rolling Hills
Rolling Hills Estates Torrance Los Angeles District #15 Los Angeles County

We look forward to working with the city to include adjacent cities in your planning process for this study and to use the study as a model for our other communities as they begin to address the importance of comprehensive multi-modal corridor planning. We would be happy to also bring this initiative to the attention of other elected officials and staff throughout the South Bay.

We are happy to support your funding application and look forward to working with you on this innovative project.

Sincerely,

A handwritten signature in black ink, appearing to read "Kurt Weideman". The signature is fluid and cursive, with a large loop at the end.

Kurt Weideman, SBCCOG Chair
Mayor Pro Tem, Torrance

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0066
(916) 319-2066
FAX (916) 319-2166



COMMITTEES
CHAIR: JOINT LEGISLATIVE AUDIT
APPROPRIATIONS
NATURAL RESOURCES
UTILITIES & ENERGY
VETERANS AFFAIRS

August 31, 2017

Sergio Gonzalez
City Manager
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: City of Hermosa Beach Sustainability Planning Grant Application for a Safer Prospect Avenue

Dear Mr. Gonzalez:

I am writing to express my support for the City of Hermosa Beach and your efforts to improve the safety of the Prospect Avenue Corridor and your application to the Southern California Association of Governments' Sustainability Planning Grant Program. Prospect Avenue is an important multi-jurisdictional corridor for pedestrians, vehicles, and bicyclists due to the corridor's proximity to commercial corridors and prevalence of schools, public parks, residences, and local businesses. Traffic safety along this corridor is of paramount concern to the entire South Bay community.

I am excited to support this demonstration project that will address existing pedestrian safety and traffic speed concerns. I know Hermosa Beach is committed to meaningful community engagement during the testing and evaluation of safety enhancements that will lead to long-term solutions that will improve safety for all who use Prospect Avenue.

As the 66th Assembly District encompasses most of the South Bay, I believe this project will also have positive impacts beyond the immediate area of the City of Hermosa Beach and have a positive regional impact benefiting constituents in multiple municipalities.

I look forward to working with you on this exciting endeavor. Should you have any questions regarding this letter, please contact my District Director, Melissa Ramoso at (310) 375-0691.

Sincerely,

A handwritten signature in black ink that reads 'Al Muratsuchi'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

AL MURATSUCHI
ASSEMBLYMEMBER, 66TH DISTRICT