

Lompoc City Council Agenda Item



City Council Meeting Date: September 2, 2014

TO: Patrick Wiemiller, City Administrator
FROM: JoAnne Plummer, Recreation Manager
j_plummer@ci.lompoc.ca.us
SUBJECT: Creative Crosswalk Grant Application

Recommendation:

Staff recommends the City Council:

- 1) Provide a letter of support for the grant application submitted by Lompoc Valley Healthcare Organization; or
- 2) Provide alternate direction.

Background:

In 2013, the California Park and Recreation Society shared an article titled, "75 Seriously Fun Ways to Make Your Town More Playful." One idea from this article was to incorporate Creative Crosswalks in local communities. The Lompoc Valley Community Healthcare Organization (LVCHO) and the Healthy Lompoc Coalition are working closely with the City on the Safe Routes to School Program. That program has been responsible for improving sidewalks and crosswalks in Lompoc, creating safe access for children to walk or bike to school through the support of federal funding. Unfortunately, after exploration of the funding guidelines for the Safe Routes to School Program, a Creative Crosswalk project would not be possible through this resource, so the idea was shelved until a funding source could be identified.

Discussion:

In June of this year, the Santa Barbara Foundation released the "2014 Community Investment Opportunity," a grant application specifically for Creative Communities. The Foundation is currently seeking proposals that: "attract and grow new audiences, increase support and sustainability for the sector, develop new business models and collaborative approaches to strengthen sector capacity, establish or expand the regional identity as a modern and vibrant arts destination, revitalize and enliven a cultural community or district and cultivate career pathways and opportunity for young, emerging, and working artists." Community Health Director, Ashley Costa, approached the Recreation Division to explore the idea of Creative Crosswalks, as a competitive

proposal to the Santa Barbara Foundation. LVCHO would act as the author and fiscal agent for the grant with collaborative efforts from the City Recreation and Engineering Divisions, the Lompoc Arts Council, the City's Economic Development Committee and all partnering agencies of the Healthy Lompoc Coalition.

The proposal would include the following:

- 1) Four Creative Crosswalks installed at the intersection of South H and Cypress Streets;
- 2) Two Creative Crosswalks installed at the intersection of North I Street and West Walnut Avenue; and
- 3) One Creative Crosswalk installed at the three-way intersection of South O Street and Cypress Avenue.

Those locations were chosen to maximize the economic impact to the downtown businesses on both sides of Ocean Avenue and to create an artistic connection to large community events at Ryon Park, while also increasing pedestrian connectivity from the residential regions adjacent to the Creative Crosswalks. The Lompoc Arts Council will conduct outreach and host a competition amongst local artists for the design of the artwork to be used at each location. The winners will receive a stipend from the grant. LVCHO will work directly with a licensed contractor to fabricate templates, and for the installation of the Creative Crosswalks themselves under a City-issued Encroachment Permit.

The Public Works Department has expressed concerns related to this proposed project regarding safety and maintenance. The City of Lompoc utilizes the California Manual on Uniform Traffic Control Devices (California MUTCD) to provide for uniform standards and specifications for all official traffic control devices. The Engineering Division is not aware of an adopted standard for Creative Crosswalk installations. Research is currently underway to determine if a standard exists for Creative Crosswalks in California or any other state, and to date, nothing has been confirmed. To minimize safety concerns, all of the proposed locations will be installed where existing stop signs and crosswalks are already located. In addition, the design guidelines will require artists to incorporate the two white lines of the transverse crosswalk into their artwork. The short term maintenance will be included in the grant proposal, and LVCHO has committed to working with the City, local artists, and organizations to coordinate maintenance of the Creative Crosswalks by volunteers at no additional cost to the Street Maintenance Division.

Fiscal Impact:

There is no fiscal impact to the City of Lompoc for LVCHO to apply for the \$75,000 “2014 Community Investment Opportunity” grant. If awarded, then the installation and project oversight would be funded. The application, if awarded, includes limited term funding for project maintenance costs once the installation is completed. Securing longer term maintenance resources would be coordinated by the grantee, LVCHO.

Conclusion:

While this project fulfills all of the mandated criteria of the Grant program, it is a competitive process and this project may not be funded. The grant proposal is due to the Santa Barbara Foundation on Monday, September 8, 2014, and the collaborative partners would like to include the support of the City Council in the packet. While each partnering agency working on this project is excited for different organizational goals, the common goal of improving our community is abundantly clear.

Respectfully submitted,

JoAnne Plummer, Recreation Manager

APPROVED FOR SUBMITTAL TO THE CITY ADMINISTRATOR:

Teresa Gallavan, Economic Development Director/Assistant City Administrator

APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:

Patrick Wiemiller, City Administrator

Attachment: [Letter of Support](#)