

May 19, 2020

**C-9**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Authorize the City Manager, or designee, to execute an agreement, and any necessary amendments, with the Southern California Association of Governments (SCAG), to offset costs for the Go Human Event on Artesia Boulevard; and,

Increase appropriations in the Capital Projects Fund Group in the Public Works Department by \$126,500, offset by grant reimbursement revenue. (District 9)

**DISCUSSION**

City Council approval is requested to execute an agreement with SCAG for the receipt of grant funding, in the amount not to exceed \$126,500, to offset costs for the Go Human Event on Artesia Boulevard between Atlantic and Myrtle Avenues.

Go Human is a nationally-recognized, award winning community engagement and advertising campaign, with the goals of reducing traffic collisions and encouraging people to walk and bike more in the SCAG region. The Go Human campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region – Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

Since its inception in August 2016, the campaign has achieved over 1 billion impressions. In addition to the advertising campaign, Go Human develops tactical urbanism projects and events intended to support local governments throughout the six-county SCAG region. Go Human collaborates with cities to transform local streets through temporary improvements, innovative street and curb design demonstrations, educational activities, and other strategies.

Activities aim to raise awareness around traffic safety issues, as well as provide opportunities to test complete streets concepts (concepts that will make it safer for people to walk and bike) with the public. Community engagement and feedback has been a critical component of these events. To date, SCAG and Go Human partner cities have completed over 45 projects and are planning to support more jurisdictions through the Kit of Parts and Quick Build efforts in 2020 and beyond.

In March 2019, the City pursued funding for a Go Human Event through the SCAG Fiscal Year 2020 Go Human Event Grant Program, which provides SCAG Mobile Source Air Pollution Reduction Review Committee (MSRC) funds for such events. These MSRC funds are used to invest in clean air initiatives and reduce pollution from motor vehicles. In this case, the clean air pollution reduction would be manifest by the installation of active transportation amenities for bicycling and pedestrian modes.

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In March 2020, SCAG awarded the City \$126,500 for the this Go Human Event Demonstration. This event is currently being planned for a Saturday in August, transforming 0.2 miles of Artesia Boulevard from the Atlantic Avenue on the west to Myrtle Avenue on the east. Given the current COVID-19 pandemic it is possible this event could be delayed until fall 2020.

The purpose of this demonstration event is to provide project outreach for the Artesia Great Boulevard project, show residents, for a half a day, what the built-out civil engineering project could look like once construction has been completed on the larger Artesia Great Boulevard Improvements that will soon be in design.

This matter was reviewed by Deputy City Attorney Amy R. Webber on April 23, 2020 and by Revenue Management Officer Geraldine Alejo on May 4, 2020.

**SUSTAINABILITY**

Go Human events include a focus on sustainability, efficiency, and alternative transportation modalities, which are intended to reduce or eliminate greenhouse gas emissions while also prioritizing and promoting active transportation options, in accordance with SCAG's mobility goals for the region.

**TIMING CONSIDERATIONS**

The City Council action is requested on May 19, 2020, to execute the agreement and appropriate the funds to allow the planning of the event to occur later in the year.

**FISCAL IMPACT**

The total cost of the Go Human event is estimated at \$126,500, and will be funded by a reimbursement grant from SCAG. The grant has no match requirement. An appropriation increase in the amount of \$126,500 is requested in the Capital Projects Fund Group in the Public Works Department, offset by grant revenue. This recommendation is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



CRAIG A. BECK  
DIRECTOR OF PUBLIC WORKS

APPROVED:



THOMAS B. MODICA  
CITY MANAGER