

Acknowledgements

This report was submitted in fulfillment of ML16051 and Open Streets Event by the City of South Pasadena under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC) under the AB2766 Discretionary Fund Work Program.

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MARCH 5, 2017

626 GOLDEN STREETS

Event Report & Evaluation

OPEN STREETS
MADE POSSIBLE BY



18.5 MILES OF CAR-FREE STREETS IN THE SAN GABRIEL VALLEY

626 GOLDEN STREETS

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This report was designed and published by
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What is 626 Golden Streets?

WWW.626GOLDENSTREETS.COM

Modeled after the thousands of other "open streets" or "ciclovia" events that have been staged in cities around the world in the past decade, 626 Golden Streets temporarily opened stretches of roadway from South Pasadena to Azusa for people to walk, jog, skate, bike, run and play.

Over 18 miles of streets, linking 6 Metro Gold Line stations, were made car-free on March 5th, 2017 from 9am-3pm. Eight San Gabriel Valley communities participated in the event - South Pasadena, San Marino, East Pasadena, Arcadia, Monrovia, Duarte, Irwindale and Azusa - which was staged on the one-year anniversary of the Foothill Gold Line Phase 2A Azusa extension opening.



TIMELINE OF 626 GOLDEN STREETS

March 5, 2017

626 Golden Streets takes place on on year anniversary of the Foothill Gold Line Extension!
Over 18.5 miles of streets were made car-free. Thousands of people participated in the event despite rain showers and a high of 57F..



2016

Major outreach efforts and route notification begins.
Over 60,000 flyers were distributed at multiple open streets and community events across Los Angeles County. Notification team walks the entire 18.5 mile route multiple times to notify businesses and residents.



2014

Metro releases first Open Streets call for projects with \$2 million in competitive funding available for projects. Local non-profits BikeSGV, Day One, and Aztlan Athletics, work with the City of South Pasadena to develop Gold Line extension proposal; 6 City Councils endorse project (San Marino, Arcadia, Monrovia, Duarte, Irwindale, Azusa)



June 26, 2016

Original 6/26/2016 event date cancelled due to the 'San Gabriel Complex Fires' above cities of Duarte, Irwindale, and Azusa.



2015

Event planning begins. From 2015-2017, over 22 planning meetings with staff from 8 participating communities facilitated by BikeSGV to coordinate safety, route development, hub activities, and event logistics.





Planning the Largest Open Streets Event in the United States

Over two dozen city departments, non-profit organizations and stakeholders played a key role in staging 626 Golden Streets. The event was the first "ciclovía" or "open streets" event to be hosted in 7 of 8 participating communities - only LA County staff had experience hosting similar events - making the planning process even more complex insofar as many city staff, business owners, and other key stakeholders had never even heard of, let alone attended, an open streets event.

Facilitated by Bike San Gabriel Valley (BikeSGV) staff, event coordination was led by two steering committees. The first was an all-City Working Group, which was convened 15 times from May 2015 to June 2016, and then another 6 times between the event's postponement in June 2016 and final staging on March 5, 2017. Meetings were conducted in person at a central location (generally Arcadia City Hall), or via teleconference.





Each jurisdiction appointed one point person for the working group, with a diverse set of City staff taking leadership roles, including Parks and Recreation, Planning, Public Works, and Law Enforcement personnel. Point staff were the conduit for all project-related information to other city departments, and worked with their counterparts from other participating communities to reach agreement on key event parameters (e.g., event date, time, routing, etc). Given the long lead time in planning and then (re)planning an 8-community open streets event, point staff in several communities changed as a result of retirements and life occurrences (2 staff became first-time parents!).

Also actively engaged in the committee were lead non-profit partners Aztlán Athletics (hub logistics, Train Run half-marathon), California Conservation

Corps (volunteer support), and Day One (live music/arts coordination, fitness activities), as well as Right-of-Way, the event's traffic control consultant.

Following the launch of All-City working group, a Public Safety Technical Advisory Committee (TAC) was formed to focus on traffic control and safety issues within and between jurisdictions. Over the course of 7 meetings, public safety staff from over a dozen law enforcement and fire agencies developed an inter-agency plan to coordinate public safety staffing and logistics, setting the groundwork for a final event that went off without any major incidents.





Volunteer Coordination

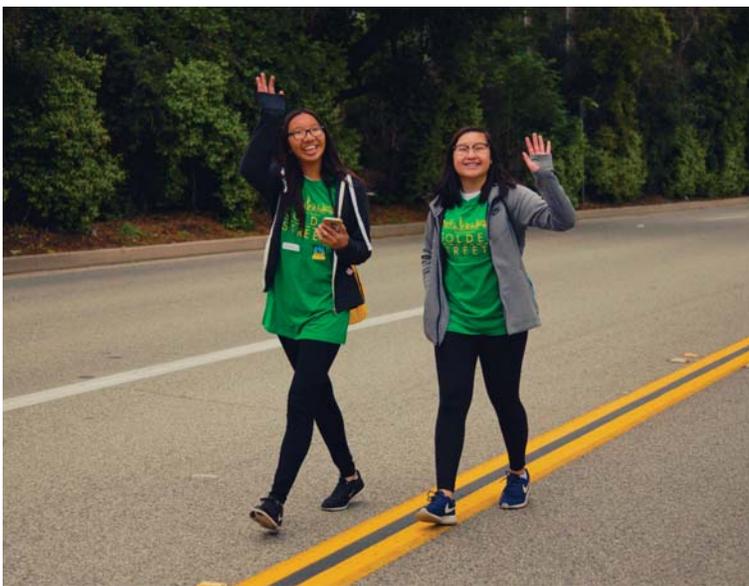
500+
Volunteers

12+
Organizations

15+
Trainings/Orientations



626 Golden Streets would not have been possible without tremendous volunteer support. Over 500 persons from across Los Angeles, San Bernardino, Riverside and Orange Counties converged on the 18.5 mile route on Sunday March 5th to staff intersections, activity hubs, information booths, and roving support teams.



In exchange for their time and support, event volunteers received a limited edition 626 Golden Streets Metro TAP card, event t-shirt, volunteer-only raffle tickets (prizes included new bikes, skateboards, and swag), as well as an invitation to a special post-event VIP party hosted by Gabe the Sasquatch at the Jeff Seymour Family Center in El Monte.

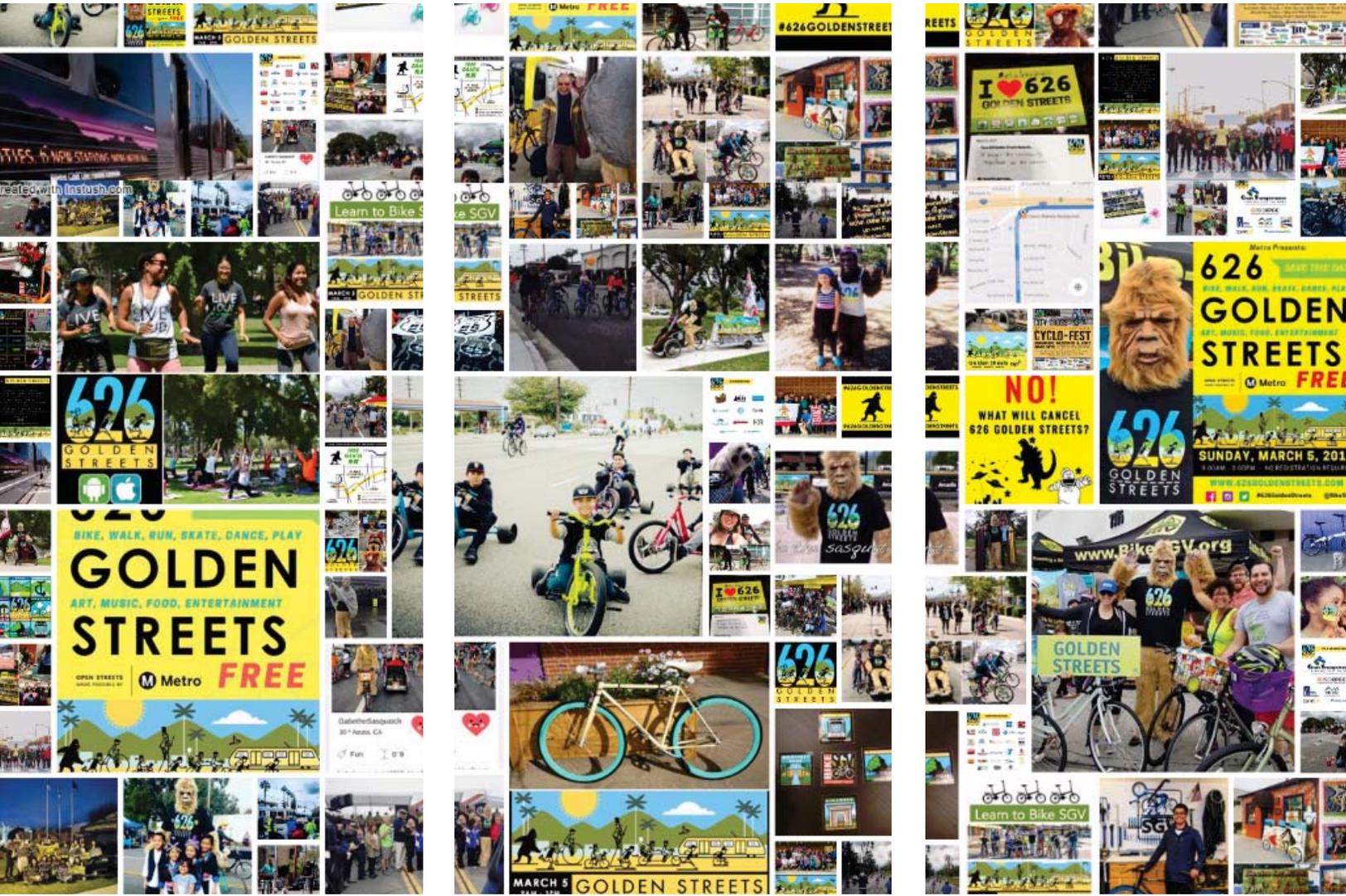


Outreach



626 Golden Streets was only the second multi-jurisdictional open streets event in the San Gabriel Valley, and first for 7 of the 8 participating communities. As a result, the outreach team not only had to inform community members about the upcoming event, they had to educate many residents and businesses what an open streets event was in the first place. Tasked with the dual role of informing and educating the residents of one of the most diverse regions in the United States about a type of event their communities had never seen before, the outreach team developed and employed a series of creative ways to market the event. Specific tools included community meetings; over 80,000 flyers and 800 posters in 3 languages (Chinese, Spanish, English); donated freeway billboards; a wrapped mail truck; street, lamp post, and fence banners; an 8' rolling ad bike trailer (used by staff to commute to/from work, during community rides and other regional ciclovias); and a friendly, social-media-loving mascot: Gabe the San Gabriel Sasquatch. In the process staff fielded many questions about what open streets events were not (e.g., a race, a timed event, a fundraiser, a parade), a major barrier that event day finally helped settle!





Social Media

PROMOTING THE EVENT
TO THE MASSES

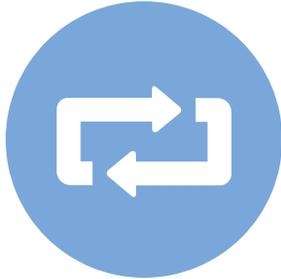
Over 2400 Instagram posts
were generated under the
#626GoldenStreets hashtag.

50.17%

of survey participants heard about 626 Golden Streets through social media platforms, including Facebook, Instagram, and Twitter.



Participant Survey



99.06%

would like to see open streets events like this again in the San Gabriel Valley.



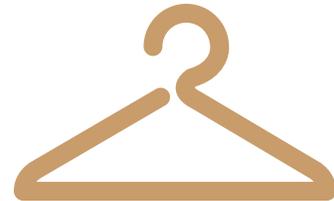
48%

attended their first open streets event at 626 Golden Streets.



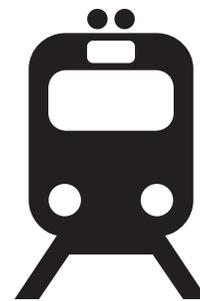
1,196

event participants completed a survey on their experience at 626 Golden Streets



69.13%

shopped at businesses along the event route.



17%

had never used the Metro Gold Line before.



Economic Impact

17.81% - Average sales impact



"Busiest day we've ever had. We were making coffee all day. We had to run to the store for supplies." - Manager, La Monarca (So. Pasadena)

BikeSGV staff requested sales data and qualitative feedback from 33 businesses across the 18.5 mile event route. Business types surveyed included coffee shops (e.g, Starbucks), fast-food retailers (e.g., In-In-Out), big box stores (e.g., Target, REI), pubs (e.g., Congregation), gas stations, grocery stores (e.g., Trader Joe's), an antique shop, ice cream and donut shops, and restaurants. Sales data was compared to that for Sunday 3/6/2016, sunny, dry day with a high of 66F (versus the 60-90 minutes of rain showers mid-event with a high of 59F). 21 of the businesses were located directly on the route, and 12 were route-adjacent, generally within a half-mile of the route and the same business district (e.g., downtown Azusa).

"Sales increased 6%, that's not normal, a normal increase is 1% to 2%." - Manager, Target (Azusa)

Of the 33 businesses surveyed, the average year-over-year impact on sales was an increase of almost 18%, despite the inclement weather. In general, businesses that served food and drink, activated the front of their stores, or that were located within the event "hubs" at either end of the route fared best. For example, in South Pasadena "The Moo on Mission" experienced a 150% increase in sales, Mix N' Munch (+100%), Hodgson's Antiques (100%), Griffins Kinsale pub (+50%), and La Fiesta Grande (+25%). Auto-focused retailers and those between hubs that did not place a booth or other activation in front of their stores did not do as well. For example, Trader Joe's informed staff sales were 10% lower than an average Sunday, Coco's Restaurant (-4%), Tony's Pizza (-30%), and Arco/AM-PM (-50%).

"The event was great but it's too bad that it rained. A lot of people from the neighborhood came in and found out about the shop, 1st street was really busy." - Owner, Hecho de Mano (Arcadia)





Challenges & Triumphs



626 Golden Streets simply would not have been possible without the support of community members, non-profit professionals, city staff, and elected officials at all different levels. From local illustrator and Monrovia resident Dan Sipple - who donated the original event logo to BikeSGV at a time when event funding was in limbo and the project still very much tentative - to AQMD Board Member and South Pasadena Council Member Michael Cacciotti, who personally went to each of the 6 other City Councils to endorse the project, in some cases on multiple occasions, the efforts of SGV residents and passionate community members individuals was instrumental in turning a grand idea into a reality. Every obstacle thrown at the event, including a massive wildfire in June 2016 to changes in City political leadership over the course of the 3-year run-up, were overcome by the event's diverse group of committed supporters.





Closing

The BikeSGV team would like to thank everyone who helped make 626 possible. The event raised the bar for multi-jurisdictional collaboration by bringing together 8 very distinct communities, 3 local non-profits, and countless committed individuals, in support of reimagining our streets.

We hope this one-of-a-kind #OpenStreets event will inspire others to think big, reimagine what is possible, and work to transform our streets to meet the challenges of the 21st century. As first time open streets organizers, we also are hopeful that #626goldenstreets will encourage regular ciclovias in our region - of all sizes - that create monthly, if not weekly, opportunities for SGV residents to recreate, socialize, and forge community connections in a safe, inexpensive, sustainable and healthy manner.

Until then our friend #GabeTheSasquatch invites you to join him in exploring Los Angeles County by foot, skate, bike and Metro.

#626goldenstreets #bikeSGV



VIDEOS/PRESS

01 LA Curbed
tinyurl.com/z2ocyd7

02 SGV Tribune
tinyurl.com/hpraweq

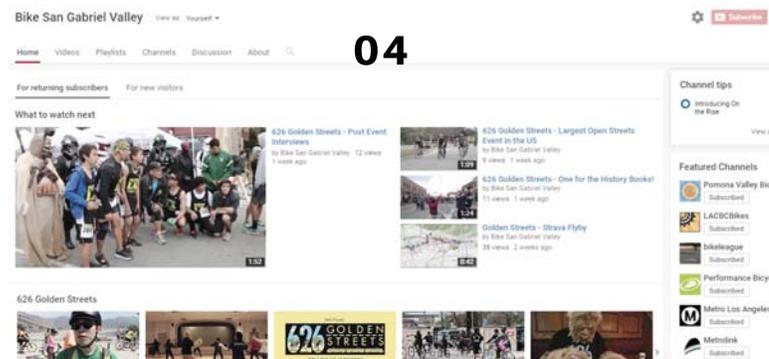
03 KPCC
tinyurl.com/lndffg8

04 BikeSGV Youtube
tinyurl.com/m7qdopq

05 SGV Tribune
tinyurl.com/kw343b6

06 Streetsblog LA
tinyurl.com/kgd6wz6

07 NBC 4
tinyurl.com/k5rpvpa



APPENDIX: Evaluation Results

Who completed surveys during 626 Golden Streets?

Answer Choices	Responses	
Latino/a	32.24%	372
Asian or Pacific Islander	30.24%	349
White Non-Hispanic	27.04%	312
Multiracial	4.94%	57
Black or African American	2.25%	26
American Indian or Alaska Native	1.65%	19
Other (please specify)	Responses	1.65%
Total		1,154

Median Age: 40.14

<18: 6.25% 19-24: 5.79% 25-44: 50.09 45-59: 28.98 60+: 8.87

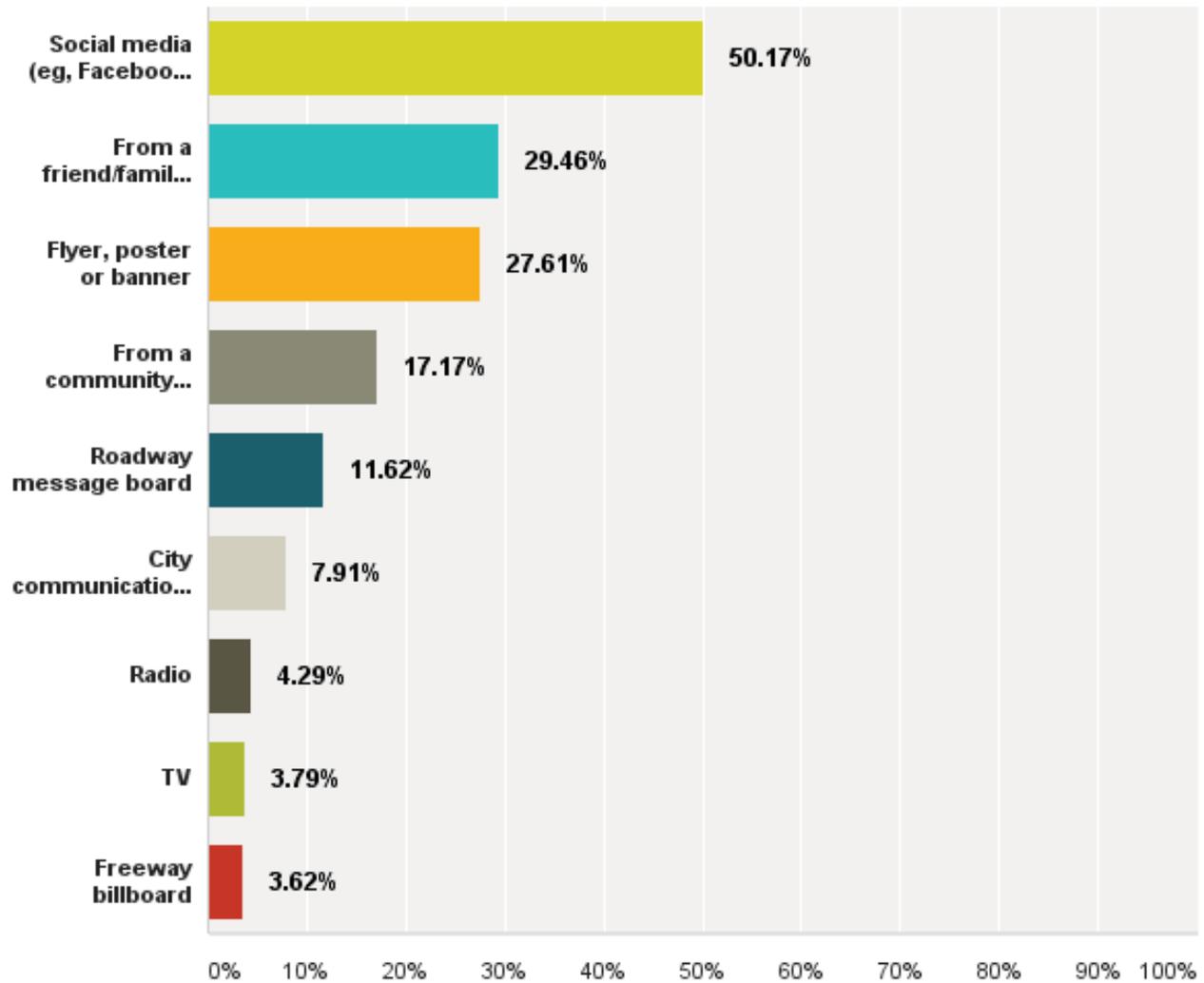
Answer Choices	Responses	
Female	49.04%	561
Male	50.61%	579
Other (please specify)	Responses	0.35%
Total		1,144

- 32.24% of respondents were Latino and 23% were non-White.
- 30.24% were Asian or Pacific Islander
- Most respondents were middle-aged. Families and children were present, but minors were not targeted for the survey.
- Almost half of the respondents were women.
- The results reflect the diverse makeup of the San Gabriel Valley.



Q1 How did you hear about 626 Golden Streets? (Select all that apply)

Answered: 1,188 Skipped: 8

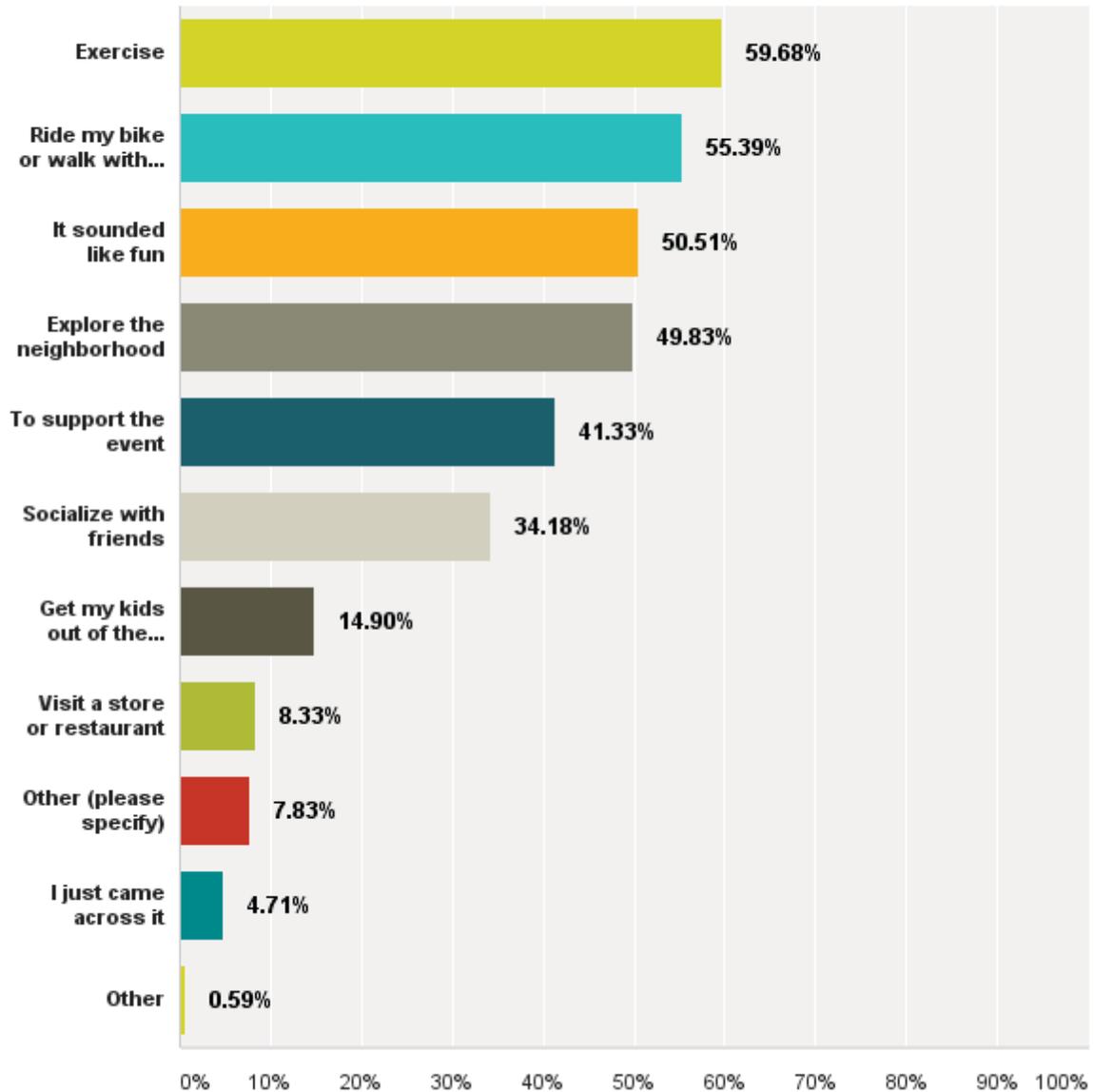


- A majority of the attendees heard about the event through social media.
- Traditional media (radio, television advertisements, billboards) were not as successful.
- Word of mouth, flyers, and posters reflect a need for person-person outreach.



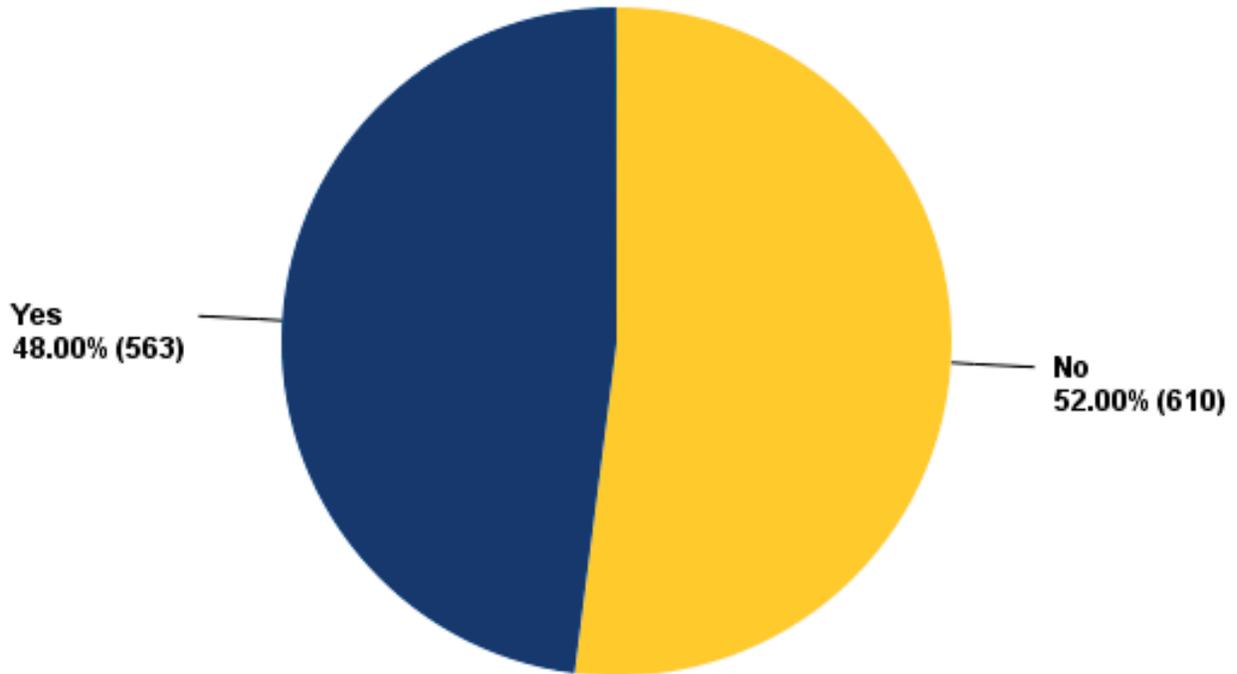
Q2 What are the main reasons you came to 626 Golden Streets? (Select all that apply)

Answered: 1,188 Skipped: 8



Q3 Is this the first time you have attended this type of event (ciclovia, open streets)?

Answered: 1,173 Skipped: 23

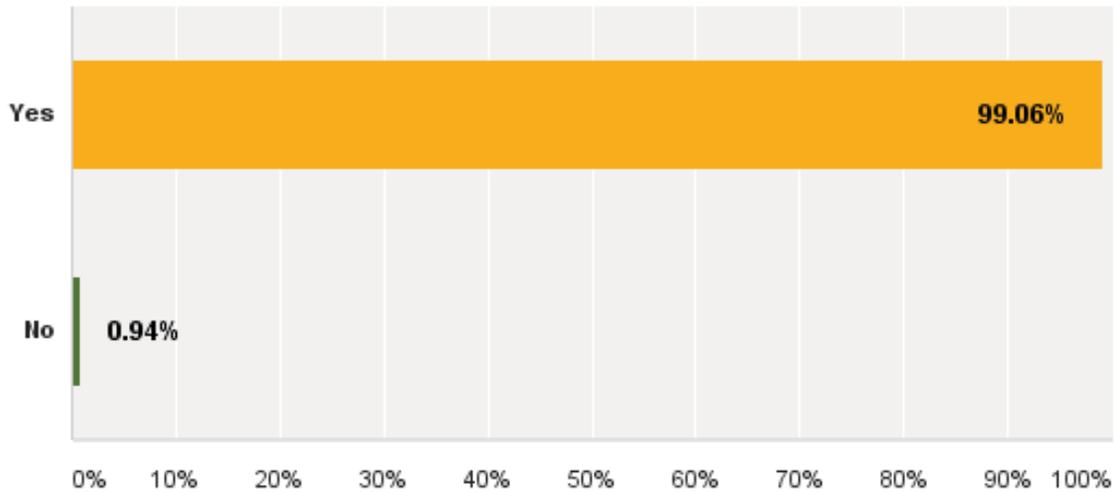


- Half of the participants have never attended an open streets event prior to 626 Golden Streets.
- Close to half of all respondents were from the San Gabriel Valley.
- The other half of all respondents were from the Los Angeles City area.



Q4 Would you like to see open streets events like this again in the San Gabriel Valley?

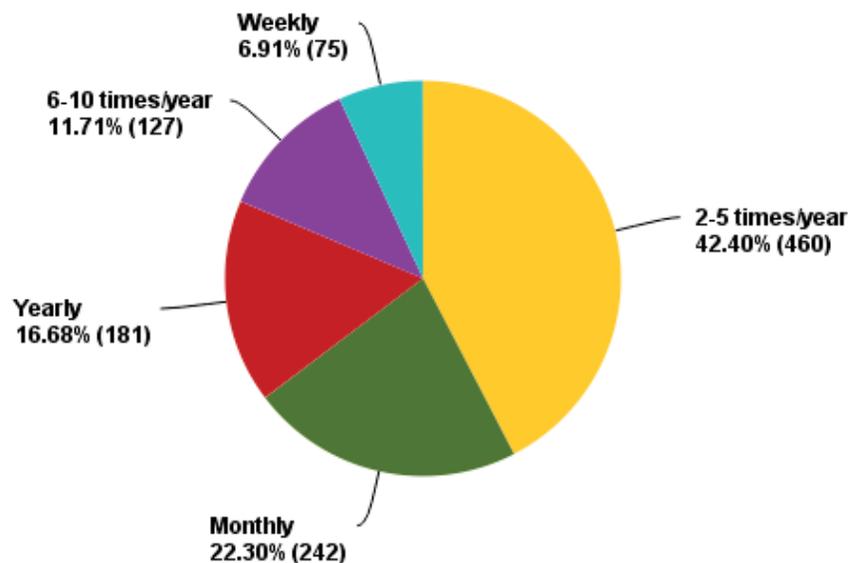
Answered: 1,176 Skipped: 20



- Many comments include questions or encouragement for the event.
- Comments specifically point to the same event.
- Respondents prefer multiple open streets events in a year.

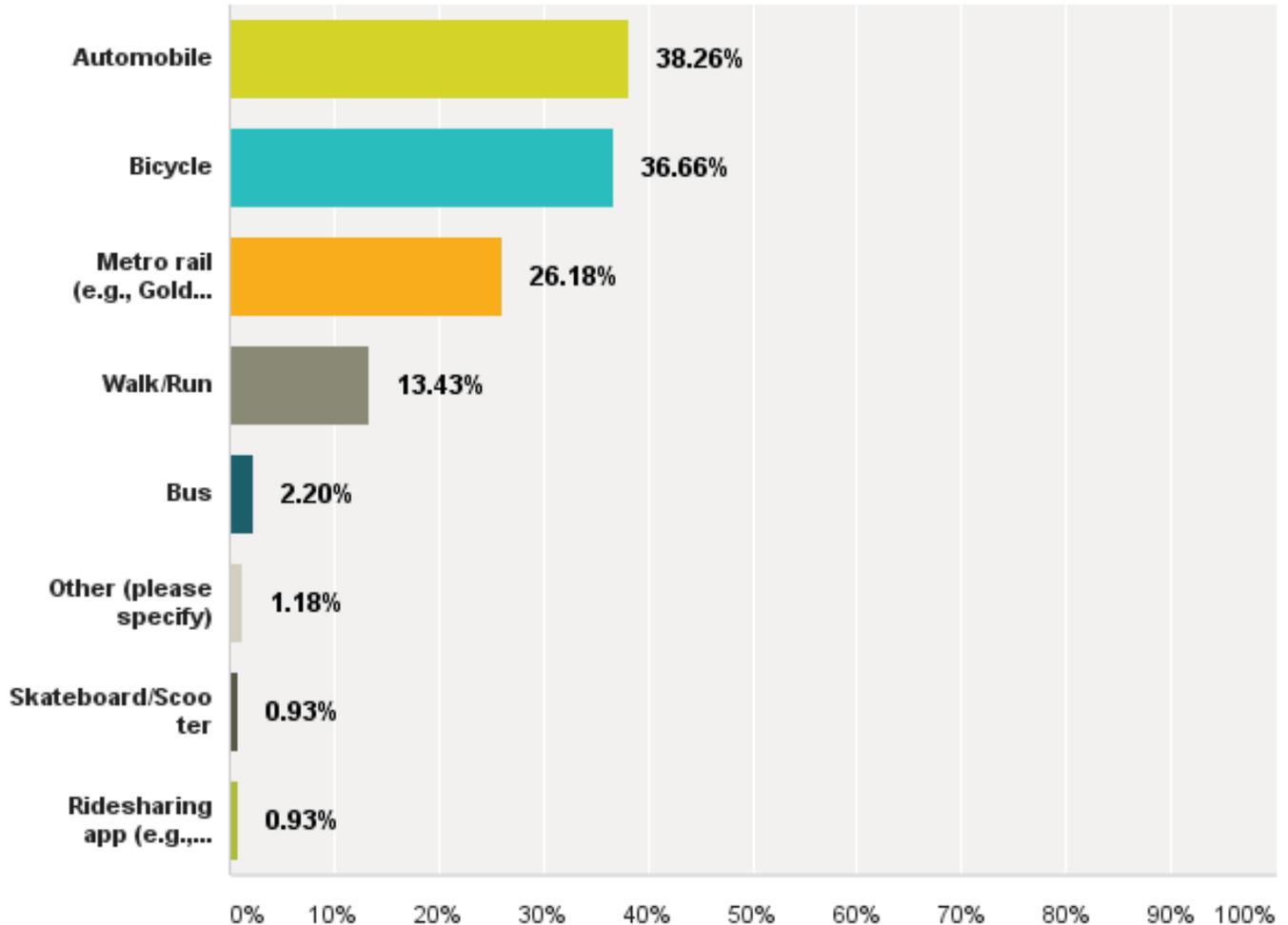
Q5 If YES to Question 4, how often?

Answered: 1,085 Skipped: 111



Q6 How did you get to 626 Golden Streets? (Select all that apply)

Answered: 1,184 Skipped: 12

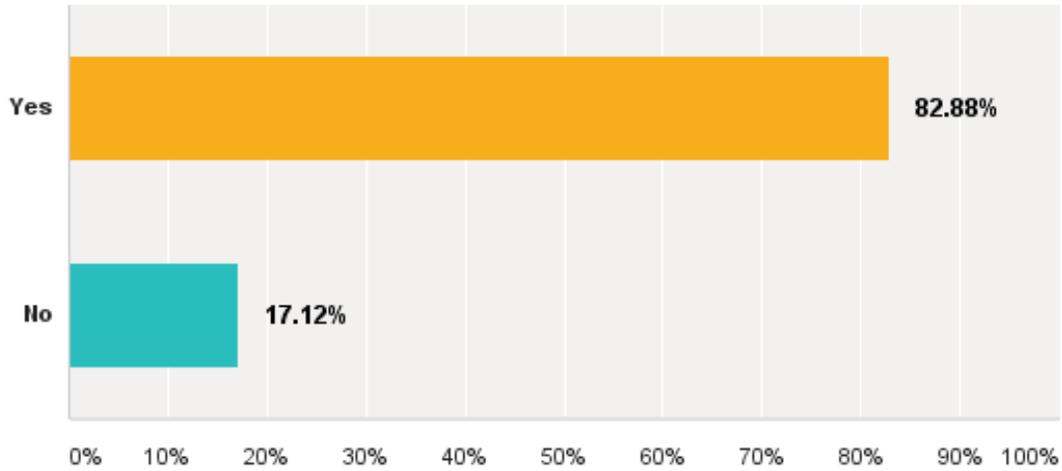


- Majority of participants arrived to the event by car.
- Almost the same amount of people rode a bike to the event.
- The Metro Gold Line was also utilized heavily by participants.
- It is possible that participants utilized a combination of modes of transportation.



Q7 Have you ever used the Metro Gold Line before?

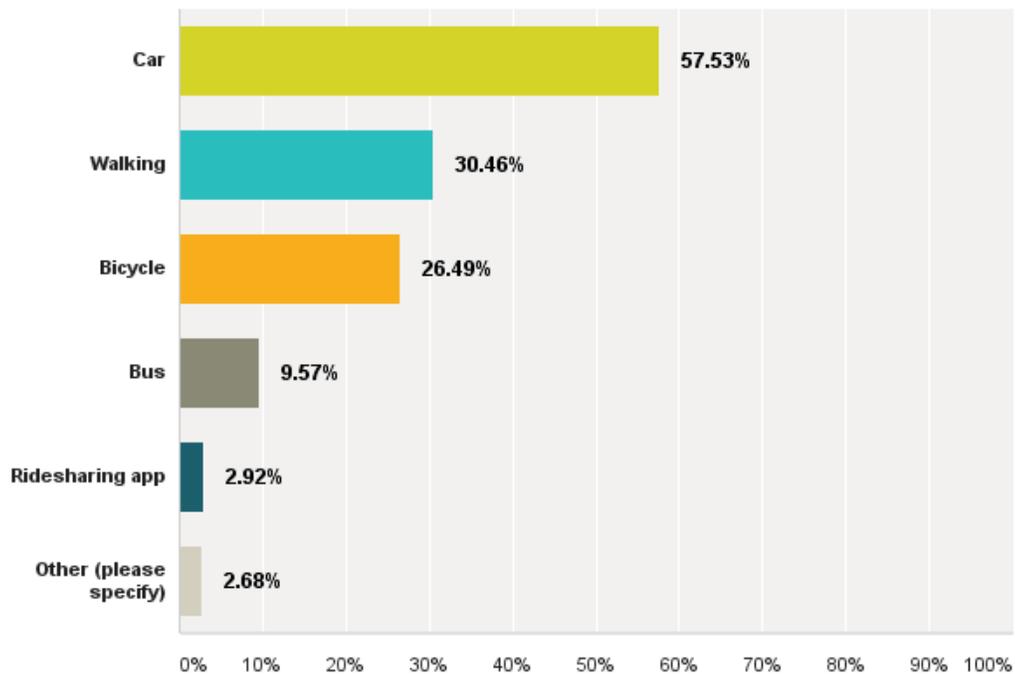
Answered: 1,186 Skipped: 10



- Only 17.17% have never used the Metro Gold Line before.
- A large majority of respondents have already used the Metro Gold Line.
- Although a majority of participants arrived by car, most walked and bike in combination with their car trip to get to the event.

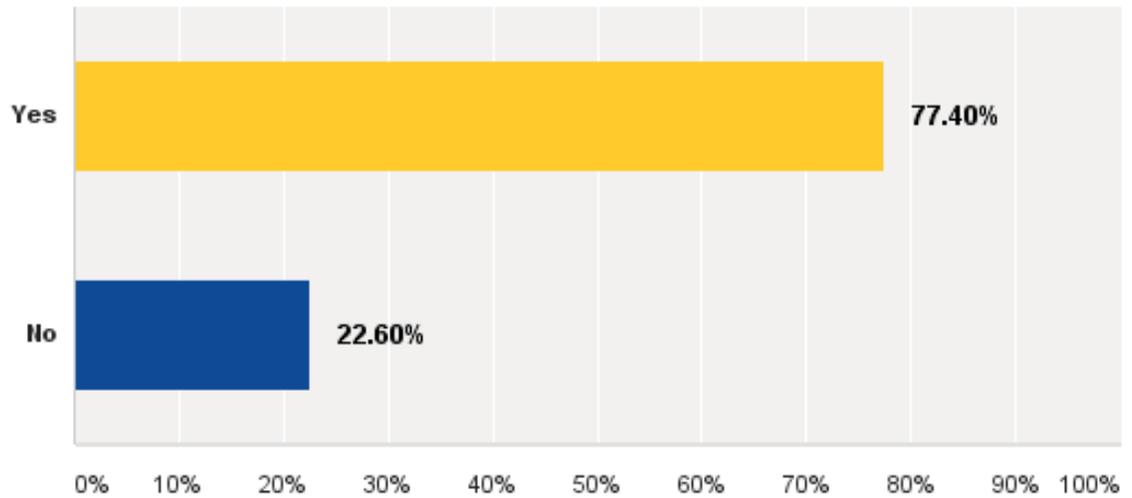
Q8 If YES to Question 7, how do you usually get to the station (select all that apply)

Answered: 857 Skipped: 339



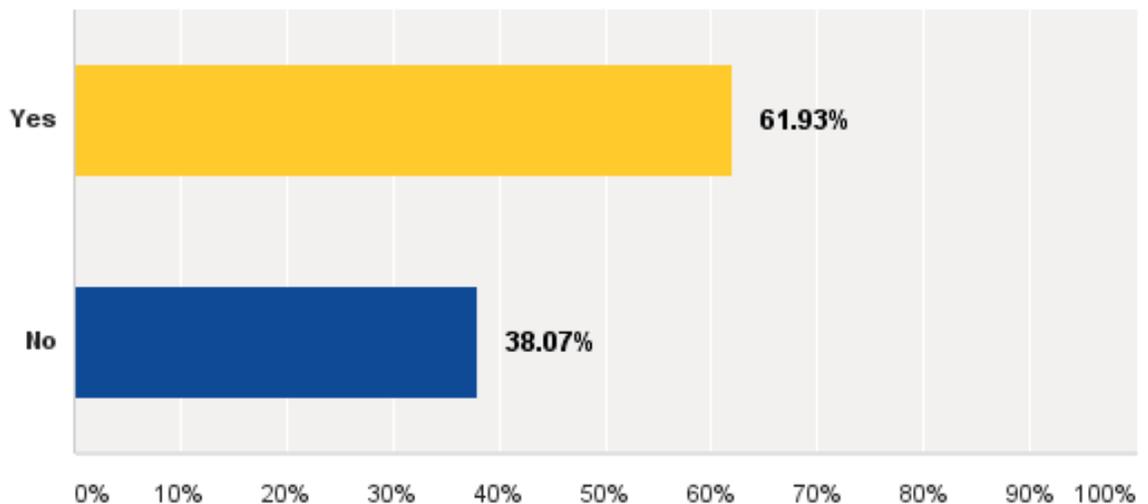
Q9 Did you buy any food or drinks along the event route?

Answered: 1,177 Skipped: 19



Q10 Did you shop at any local businesses along the event route?

Answered: 1,161 Skipped: 35



Economic Impact Data

BikeSGV staff interviewed 33 businesses along or adjacent to the 626 Golden Streets event route. Staff requested sales data for 3/5/2017 and 3/6/2016, as well as qualitative feedback about their experience on event day.

Azusa (n-7): 15.92%

BUSINESS NAME	CITY	3/5/2017 AND 3/6/2016	NOTES
Costco (on route)	Azusa	no impact to business	"We had a Costco tent on the route side in front of Costco. We gave out water and fruit, we were not able to sell any memberships. Then it started raining and it slowed down" - Casey, Manager
Target (route adjacent)	Azusa	sales increased 6%	"Sales increased 6%, that's not normal, a normal increase is 1% to 2%. Meeting our sales goal for that day and increasing by 6% is not normal" - Karen, Manager
Tardinos Brothers Italian Kitchen (route adjacent)	Azusa	sales decreased, exact amount not available from business	"We're not usually open on Sundays, I was barbecuing outside but then it rained and I had too much staff for that day. I liked the event" - Sam, Manager
Max's Mexican Cuisine (route adjacent)	Azusa	sales increased 9.5%	
Bambinos Pizza (route adjacent)	Azusa	sales increased by 10%	"We had a lot of Asian people, I know they were from out of the area but I like it because we don't usually see that many people from out of the area here" - Samuel, Manager
Congregation Ale House (route adjacent)	Azusa	sales increased by 50%	"We were super slammed, all the tables were taken. You should have the event run through the downtown instead. I looked up the street and wasn't sure where it was starting or ending" - Miguel, Manager
City Cafe (route adjacent)	Azusa	sales increased by 20%	"On that day we had 55 people for lunch, 120 people total, on March 6th 2016 we only had 78 people all day"



Arcadia (n-5): -21.00%

East Pasadena (n-1): -10.00%

Duarte (n-1): n/a

CITY	BUSINESS NAME	Proximity	3/5/17 vs. 3/6/16	Quotes
Arcadia	REI	adjacent	-14.00%	"We sold a few rain jackets." - Jim Gray, Manager
	In-N-Out	on route	will not share	"We liked the event, we used the alley in the back for traffic. We had a lot bikes and were trying to get them served as fast as possible." -Aarika, Manager; Corporate office: "sales numbers not available to public"
	Royal Oaks Liquor	adjacent	-76%	"I dont mind the event but <u>splitting</u> the streets might help" - Eli; "3/5/17 profit: \$400; 3/6/16 profits: \$1,700"
	Hecho De Mano	on route	10.00%	"The event was great but it's too bad that it rained. A lot of people from the neighborhood came in and found out about the shop, 1st street was really busy so everything was great except for the rain. We were busy here and a lot of people came in." - Azalea, Owner
	Coco's Restaurant	on route	-4%	Includes \$2,270 purchase of food from BikeSGV for staff and volunteers
			-21.00%	
East Pasadena	Trader Joes	on route	-10.00%	"I liked the event but not a lot of people came in, people did come in to buy refreshments and use the restroom but that's it. Maybe next year cars and bikes can share the road" - Trader Joe's
				-10.00%
Duarte	Duarte Market	on route		"Business was bad because our driveways were blocked, I didn't mind the business but we didn't get many cars." - Manager



South Pasadena (n-10): 55.45%

South Pasadena	Aro Latin Restaurant	on route	50.00%	"We got crushed, we were busy for 4 hours straight" - Christian, Manager
	Griffins Kinsale	on route	50.00%	"We got slammed, i wish i <u>would of</u> had more staff for that day" - Joe, Manager
	Hodgson's Antiques	on route	100.00%	"Terrible terrible music. Other than that it was profitable, at least double what we make on a Sunday" - Mick, Manager
	Mix N' Munch	on route	100.00%	spoke to manager, Susy
	La Monarca Bakery	on route	50.00%	"Busiest day we've ever had, we were making coffee all day, people ordered a lot of coffee. We had to run to the store for supplies."
	Munch Company	on route	50.00%	"I thought it was a great event, we don't usually open on Sundays but we did and were super busy"
	The Moo on Mission	on route	150.00%	"It was super busy, we were brewing coffee all day, most of the sales were coffee"
	Mike and Anne's	on route	10.00%	"The event was well organized compared to other events on mission. The port-a-potties were next to us so we didn't have an issue with people just coming in to use our restrooms. we didn't sell a lot of liquor but we were definitely busier. We had some large groups and a lot of families" - Camaren, Manager
	La Fiesta Grande	on route	25.00%	
	Menchie's Yogurt	on route	will not share	Corporate: "sales numbers are not available to the public"
Fair Oaks Pharmacy	on route	15.00%	called on 3/15 and 3/23/17 - manager on medical leave	
Heirloom Bakery	adjacent	10.00%	"We got a lot of new people from out of the area. I liked this event compared to other events here on mission, like <u>theres</u> this car thing they do and close the street and people just avoid the area" - Sally, Manager	
			55.45%	



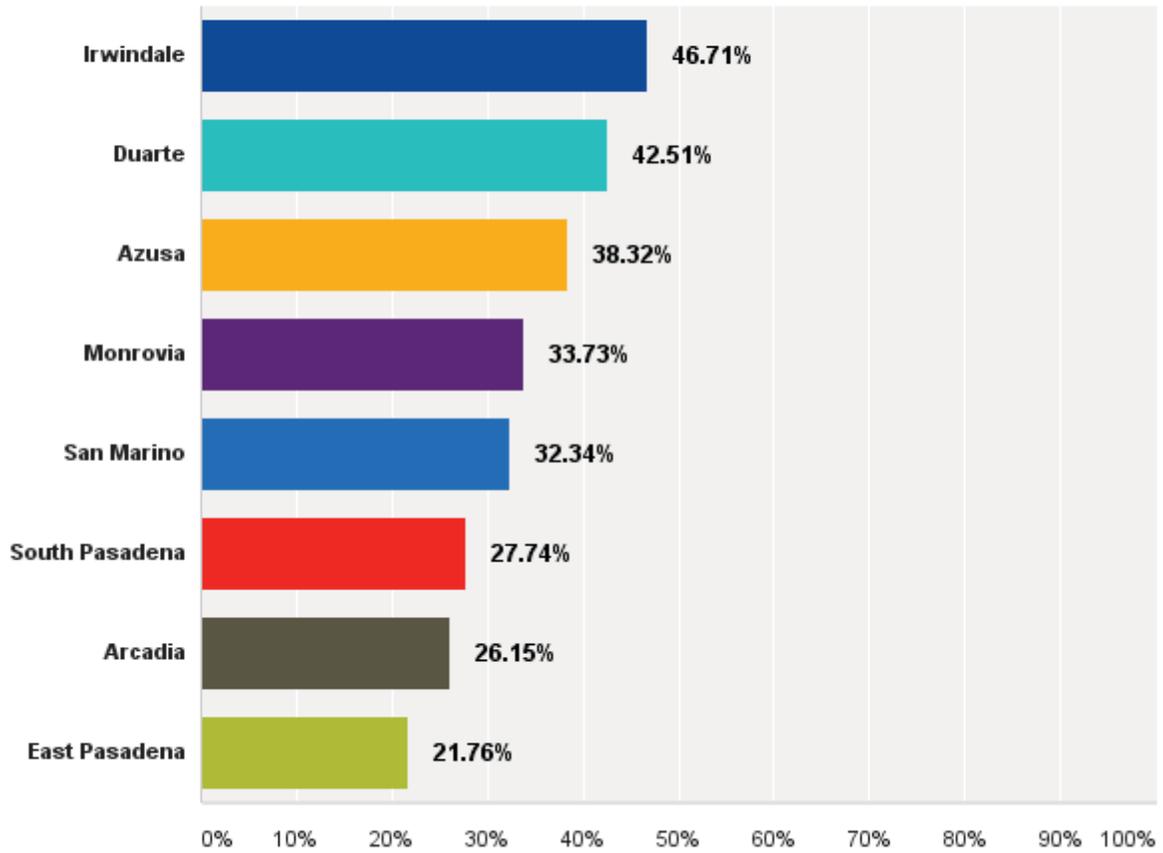
Economic Impact: Summary/Recommendations

- Business districts at either “end” of the route fared best, with visitors frequenting both on-route and route-adjacent stores.
- Businesses in-between hubs can attract visitors by activating storefronts.
- Event routing critical to economic return - ideally route should pass by local retailers.



Q11 Was this your first time visiting any of the following communities (select all that apply)?

Answered: 501 Skipped: 695

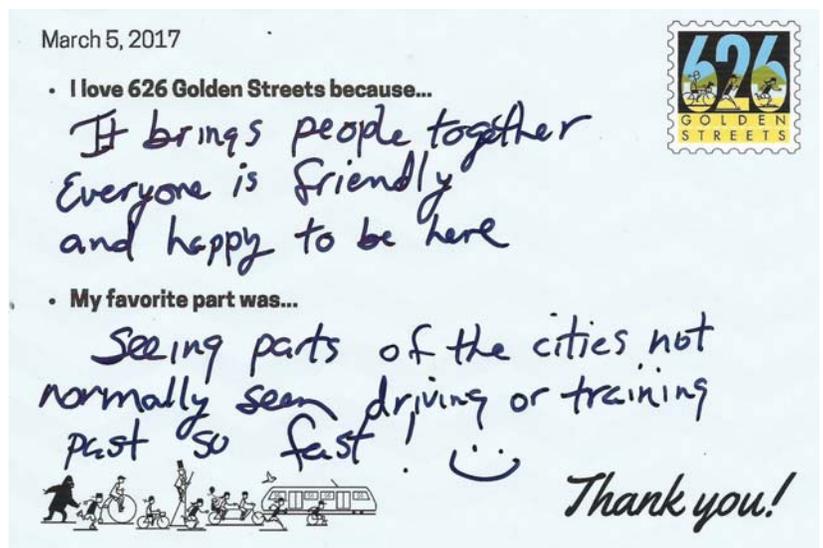
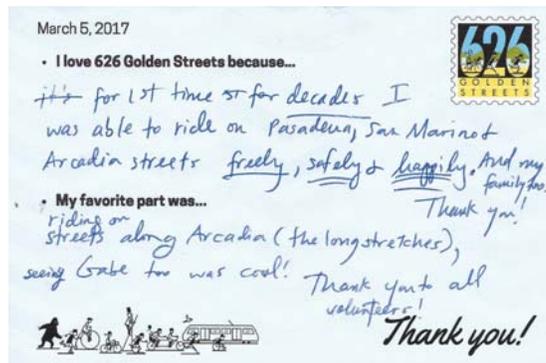
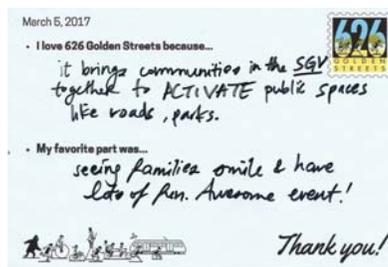
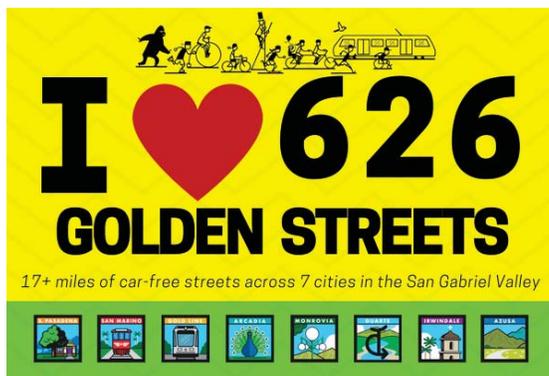


	Very Supportive	Somewhat Supportive	Neutral	Somewhat Unsupportive	Very Unsupportive	Total	Weighted Average
Select One	80.10% 926	11.76% 136	5.02% 58	1.73% 20	1.38% 16	1,156	1.33



Postcard Comments

Event staff and volunteers collected qualitative feedback from participants by distributing 626 Golden Streets postcards at each community's event hub (8 total). Several hundred cards were completed, a sample of which can be viewed below and online here.



Key Themes

- **Sense of community** - Rare to have a community-focused event which encouraged participants to meet their neighbors and explore new places.
- **Freedom** - to ride, walk, and be in the streets without worrying about vehicular traffic
- **Family-friendly** - event was accessible to families
- **Rain** - did not ruin event, many enjoyed it nonetheless
- **Active Living** - event promoted physical activity



ACKNOWLEDGEMENTS

Working Group Point Persons

City of South Pasadena - Margaret Lin / Samuel Zneimer, City Manager's Office
City of San Marino - Aaron Blonde, San Marino Police Department
East Pasadena - Matt Suska, Los Angeles County Department of Public Works
City of Arcadia - Linda Hui, Transportation Department
City of Monrovia - Rebecca Romero and Katie Distelrath, Recreation Department
City of Duarte - Cesar Monsalve, Parks and Recreation Department
City of Irwindale - Gus Romo, Community Development Department
City of Azusa - Phillip Flores, Public Works Department
Bike San Gabriel Valley - Wes Reutimann
Aztlan Athletics - Jose Zavala
California Conservation Corps - Duane Wilson, Nikki Morales, Mia Morales
Right-of-Way Traffic Control - Matt Coumans

Public Safety Point Persons

City of South Pasadena - Jeff Holland (Police), Robert Bartl (Police)
City of San Marino - Aaron Blonde (Police); Jason Sutliff (Fire)
East Pasadena - Ernie Emaya (CHP); Frederic Stowers (Fire)
City of Arcadia - Kollin Ceadlo (Police); Cody Cerwin (Fire)
City of Monrovia - Jaime Alfaro (Police); Ron Pelham (Fire)
City of Duarte - Brian Villalobos (Sheriff's); Frederic Stowers (Fire)
City of Irwindale - Rudy Gatto (Police); Frederic Stowers (Fire)
City of Azusa - Charles Wilkins (Police)

Other Working Group / Public Safety Members

Michael Cacciotti, SCAQMD Board Member and Mayor, City of South Pasadena
Sho Tay, Council Member, City of Arcadia
John Fasana, Metro Board Chair, Council Member, City of Duarte

Amazing Friends of #GabeTheSasquatch

Dan Sipple, 626 Event Logos and Design, Dan Sipple Illustration
Andy Au, South Pasadena Hub MC and Volunteer Extraordinaire
John Jones III, East Side Bike Club
Kenny Uong, VIP, Social Media
Carlos Morales, Stan's Bike Shop
Benson Lam, Jones' Bike Shop
Brett Thomas and Avital Shavit, Metro Open Streets Program



Volunteer Groups

California Conservation Corps
PAA Cycling | JPL Bike Club | Luna Cyclers
Pasadena Pacers
The Way Church
Arroyo High School Key Club
Arcadia Civic Youth Council
Arcadia High School Leo Club
Arcadia HS National Honor Society (ArchSNHS)
Arroyo High School Division35 West Key Club
Arcadia High School Key Club (ArchSKEY)
Boy Scout Troop 125
Duarte High School Key Club
Target
Infinity Roller Derby
American Cancer Society
Mark Keppel HS National Honor Society (MKHSNHS)

