



Mountain View Coalition for Sustainable Planning  
817 Montgomery Street  
Mountain View, CA 94041

March 26, 2017

Bicycle/Pedestrian Advisory Committee  
City Hall, 500 Castro Street  
PO Box 7540  
Mountain View, CA 94039-7540

Re: CIP and Council Goals 2017 priorities

Dear B/PAC members and City Staff:

The Mountain View Coalition for Sustainable Planning (MVCSP) would like to request that you give your highest consideration to the following projects, and in the following order of priority, as reflected in both your current work plan and the Capital Improvement Program (CIP) projects defined in the memorandum for the 6.1 agenda item for your meeting this week:

1. **CIP projects called out in the attached memorandum**, with the Pedestrian Master Plan update a requirement in order to meet the established five-year update schedule.
2. **Adopt and implement a Vision Zero Policy/Program.** As you know, B/PAC officially recommended Council action on this at your February 2016 meeting, and we support the recommendation. Locally, San Francisco, San Jose, and Sunnyvale have all implemented Vision Zero programs or are actively developing them, so Mountain View is in a good position to help expand this effort regionally.
3. **Explore and develop vision, options, and funding plan for an Open Streets event.** We envision this as a free recreational program that closes miles of Mountain View streets on a Sunday and transforms them into vibrant and engaging “paved parks.” Patterned after successful projects in San Jose (VivaCalleSJ) and Los Angeles (CicLAvia), MVCSP plans to work with a local non-profit agency to pursue grant funding for a similar Mountain View demonstration project. In San Jose, over 60 different nonprofits, businesses, and city/county offices participated in their successful pilot project, with high attendance and great success achieved overall.

There are four elements of impact a VivaCalle event can have:

- *Social integration:* People visit neighborhoods they never usually go to. In San Jose, their initial route connected Little Saigon (Vietnamese cultural center) and East San Jose (the most mono-lingual Spanish-speaking area of the city) via Willow Glen.
- *Public Health:* Of course, physical exercise through walking or biking are part of what these events achieve, but they foster social connections for improved mental health as well.
- *Economic impact:* During a VivaCalle-style event, more people fill a given shopping zone, and cyclists are more likely to stop and shop! Ed Solis from San Jose called VivaCalleSJ an “Economic juggernaut.”

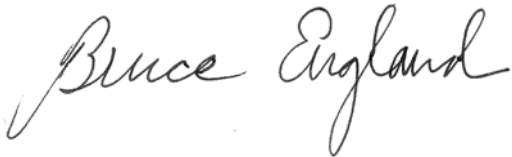
- *Environmental impact:* During San Jose's events, 260K tons fewer carbon emissions were emitted.

The project is ideal for building community among Mountain View's diverse neighborhoods and business districts, helping residents and visitors alike learn that we're more than just Castro Street. Route and event planning could be conducted in coordination with City and Chamber and Commerce staff.

Note that MVCSP currently plans to put their efforts behind such an event to take place no sooner than 2018.

4. **Apply for a Walk-Friendly Community (WFC) designation.** This is something interested members of our group and in the community have been seeking for some time, in part to be in representative parity with the Silver-Level Bicycle Friendly Community designation by the League of American Bicyclists, which the City has held for some time.

Sincerely,



Bruce England

for the Mountain View Coalition for Sustainable Planning

cc:

Nate Baird, Transportation Planner

Dan Rich, City Manager

Michael Fuller, Public Works Director

Lorrie Brewer, City Clerk

#### **About Mountain View Coalition for Sustainable Planning**

The Mountain View Coalition for Sustainable Planning is a group of local volunteers dedicated to making Mountain View as beautiful, economically healthy, transit, bicycle, and pedestrian accessible, and affordable as possible. MVCSP member interest and expertise covers areas such as housing, transportation, the environment, the economy, and beyond!

For more information, see <http://www.mvcsp.org>.

To contact us, send email to [mvcsp.info@gmail.com](mailto:mvcsp.info@gmail.com).