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California City Solutions: Youth-Led Ciclovía Helps Bring Salinas Community Together in Health

This story is part of an ongoing series featuring Helen Putnam Award entries. The 2015 entries are available on the League's website as a resource for cities in a searchable database called [California City Solutions](#). The city of Salinas's Youth-Led Ciclovía was submitted in 2015 for the Ruth Vreeland Award for Engaging Youth in City Government award category.

The first ciclovías, or open streets attempts, occurred in Bogotá, Colombia in 1974 and 1976. Today many open streets projects are popping up throughout the U.S. A ciclovía, otherwise known as closing a stretch of public streets to vehicle motorists so that visitors and residents can enjoy physically active play and socialize, can boost community health and engagement. A youth-led committee in Salinas thought the city would benefit from an open streets project and launched [Ciclovía Salinas](#) in 2013. *For more, see Page 2.*



A Few Weeks Remain to Register for Two Mayors and Council Members Events in June

June 22, 23 and 24 in Monterey

There are just three weeks left to register for two premiere [back-to-back League of California Cities® events](#) geared towards mayors and council members of all tenures. The Mayors & Council Members Executive Forum, which will be held at the Hyatt Regency in Monterey on June 22-23, will be followed immediately by the Advanced Leadership Workshops at the same location on June 24. There is a separate registration for both events. *For more, see Page 3.*



Volunteer Judges Needed for Helen Putnam Award for Excellence

The 2016 Helen Putnam Award for Excellence applications have been submitted and now it is time to score them to determine the winning cities in each of the 11 categories. The League of California Cities® is recruiting volunteer judges to review the applications and select the winning programs. *For more, see Page 4.*

[Open Streets Project](#) initiatives temporarily close streets to automobile traffic to allow people to use them for walking, bicycling, dancing, playing and socializing. With approximately 100 initiatives in North America, Open Streets programs are becoming increasingly common in cities looking to achieve environmental, social, and economic and public health goals. Unique among Open Streets projects, Ciclovía Salinas is a youth-led initiative.

A diverse coalition of individuals and organizations team up in a variety of ways to make Ciclovía Salinas successful. The youth planning committee enlists the help of government, foundations, media outlets, nonprofits, neighborhood associations, faith-based entities, as well as large, medium and small businesses.

Provided in their own words, Salinas' youth identified five impacts:

- 1) Salinas for too long has been viewed negatively and seen only through the media's portrayal, while many valuable assets in the community go unnoticed. Youth want to show others that there is more to Salinas than the routinely depicted violence. It is a vibrant community, and it is our hope that people will not fear the city but learn to love it the way residents do. At Ciclovía Salinas, people can see it is a safe community.
- 2) Ciclovía Salinas promotes health and well-being; it allows residents an accessible space to practice physical activity. There are not very many safe, open spaces for residents to exercise and this provides a unique, free opportunity for the entire family to have fun while doing physical activity.
- 3) The event route, East to West Alisal Street, has been strategically chosen because it bridges two historically segregated parts of the city. It is quite common for people from the East side to have never stepped foot in downtown or South Salinas and vice versa. The idea is to unite the community and to gradually, overtime encourage people to feel safe and welcomed on either side of town.
- 4) Ciclovías also attract tourism and stimulate the local economy. The idea is to have people from different parts of the city and its surroundings explore businesses along the route, which in turn boosts the economy.
- 5) Lastly, because this is the only Open Streets Project that is youth-led, it is deeply rooted in youth empowerment. The goal of Ciclovía is to foster youth leadership development and demonstrate that youth have the ability to accomplish anything they set their minds to. There are so many talented youth in our community and we want to allow them to find a means to express their love for their community and the opportunity to make a difference.

Thirteen high school students and a hand full of college students coordinated the first Annual Ciclovía Salinas in 2013. The event featured 35 community partner organizations and 2,500 attendees. The second year, more than 50 students from four different high schools formed the planning team with a youth captain and coordinator for each committee, with more than 50 community partner organizations participating and 3,000 people attending.

Volunteers run every aspect of the event from the disc jockey playing music to the professionals providing physical activity classes, and agencies with informational booths. Each event day also relies on more than 100 youth volunteers.

Along the route are free activities such as open-air salsa, baile folklórico, and Zumba dancing; bike polo demonstrations; CrossFit activities; hula hoop games; face painting; kids' zone with tricycles and the educational "Wheelie Mobilee;" cheerleading clinic; football game, bookmobile; plus live music, art, and more.

A free valet parking station is made available during the event for bicycles, bike trailers and strollers. This makes it easier to stop and patronize local businesses along the route. Youth

communicate directly with business owners, whom due to an appropriate event permit, are allowed to setup on the street.

Ciclovía Salinas received a 2013 Transportation Excellence Award from the Transportation Agency for Monterey County (TAMC). TAMC board members and others also expressed their eagerness for more Ciclovía Salinas dates to be scheduled. The Monterey County Commission on the Status of Women recognizes the value of Open Streets in improving quality of life. In March 2014, the commission honored one of the Ciclovía Salinas Youth Leaders as an Outstanding Woman of Monterey County.

City leaders caught the vision of this youth-led initiative and now provide tangible support to help youth turn their dream into reality. Ciclovía Salinas maintains support from the Salinas City Council, which was unanimous in approving an allocation of \$5,000 for the initiative. The cost to the city for the first annual event was \$5,000 and for the second, larger event was \$10,000, plus some in-kind services. The youth's success in securing contributions of financial sponsorships from two local hospitals, local and statewide foundations, local businesses, and the Monterey Salinas Transit, plus significant in-kind donations and the numerous barricade and other volunteers has been the key to keeping costs down.

This initiative is paying off by inspiring participating youth to become more involved with the city. Several alumni have become members of the Parks and Recreation, Traffic and Transportation and Library commissions.

'Events' Continued from Page 1...

June 22-23, Mayors and Council Members Executive Forum

This conference is designed for elected officials and staff who are interested in cutting-edge approaches to challenges facing cities. Topics will include trends in economic development, labor negotiations, city finance, council-manager relations, election year issues, water innovation, and much more.

Additional information is available on the [agenda and full list of educational sessions](#).

Register for the [MCM Executive Forum](#) online.

June 24, Mayors and Council Members Advanced Leadership Workshops

City officials who are interested in more education should also register for the Advanced Leadership Workshops on June 24. Choose between two informative workshops:

- City Finances — What You Need to Know; or
- Stretching Community Dollars through Local and Regional Leadership.

Both sessions will be held between 9:00 a.m.–3:00 p.m. and include breakfast and lunch. Class size is limited to 110 participants. Review the [announcement and workshop information](#) to help determine which workshop is for you.

Register for the [MCM Advanced Leadership Workshops](#) on the League website. Register early, as space is limited.

For more information about the Mayors and Council Members events, please visit the League [website](#).

Please contact [Caitlin Cole](#) with questions.

'Jurors' Continued from Page 1...

Sponsored by the League Partners Program, the Helen Putnam Award for Excellence program was designed to recognize and promote the outstanding efforts and innovative solutions made by city governments each year. Award Winners are recognized at the League's Annual Conference, *Western City* magazine, press release notifications, on the League's website, and in presentations made to city council meetings.

The League is recruiting 60 volunteers to serve on the various juries. Interested volunteer jurors must apply by Friday, May 20. Information and application form are available online at www.helenputnam.org.

Applications should be sent to [Melissa Lienau via email](mailto:Melissa.Lienau@leagueofcities.org) or faxed to (916) 658-8240.

If you know your city has applied under a certain category please do not volunteer for that category.

Award categories include:

- CCS Partnership Intergovernmental Collaboration Award
- Community Services and Economic Development
- Economic Development through the Arts
- Enhancing Public Trust, Ethics, and Community Involvement
- Health and Wellness Programs
- Housing Programs and Innovations
- Internal Administration
- Planning and Environmental Quality
- Public Safety
- Public Works, Infrastructure, Transportation
- Ruth Vreeland Award for Engaging Youth in City Government

Please contact [Melissa Lienau](mailto:Melissa.Lienau@leagueofcities.org) at (916) 658-8216 with questions.

SB 272 Compliance Deadline Fast Approaching

Cities Must Create and Post Catalog of Enterprise Systems by July 1

The Legislature expanded the California Public Records Act in 2015 by requiring local agencies to create and make available online a catalog of enterprise systems. This catalog must be made public upon request and be posted in a prominent location on the local agency's website. [SB 272](#) goes into effect on July 1 and going forward cities will need to update the public data annually.

An unfunded state mandate, SB 272 was drafted to enhance government transparency by making local agencies' data more accessible easier, as well as increase governmental efficiency.

Requirements

Under SB 272, an enterprise system is defined as a software application or computer system that collects, stores, exchanges and analyzes information that the agency uses that is both:

- A multi-departmental system or a system that contains information collected about the public; and
- A system that serves as an original source of data within an agency.

There are a few important exemptions under SB 272. An Enterprise System does not include:

- Information technology security systems, including firewalls and other cybersecurity systems;
- Physical access control systems, employee identification management systems, video monitoring and other physical control systems;
- Infrastructure and mechanical control systems, including those that control or manage street lights, electrical, natural gas or water or sewer functions;

- Systems related to 9-1-1 dispatch and operation or emergency services; and
- Systems that would be restricted from disclosure by Section 6254.19.

The publically available catalog of enterprise systems must contain the following information:

- Current system vendor;
- Current system product;
- System's purpose;
- A description of categories or types of data;
- The department that is the prime custodian of the data;
- The frequency that system data is collected; and
- The frequency that system data is updated.

Please note, aside from the exempted items listed above, a local agency made determine that additional information should remain private. If the public interest served by not disclosing the information described clearly outweighs the public interest served by disclosure, the local agency may instead provide a system name, brief title or identifier of the system.

Cities can create their own catalog or cities that are members of the Municipal Information Systems Association of California (MISAC) can use the organization's catalog application created under a contract with the city of Garden Grove. For information about MISAC's application, please contact info@misac.org.

Cities for Workforce Health Announce 2016 Events

First Wellness Talk Coming Up on May 18

City officials will want to mark their calendars for a series of programs offered by [Cities for Workforce Health](#), a League Partner-sponsored program designed to provide practical resources for cities on how to enhance their employees' health and wellbeing. The first Wellness Talk is scheduled for May 18 and will address assessing the health and wellness needs of your city's workforce.

Assessing the Health and Wellness Needs of Your City's Workforce

This one-hour webinar will be held on May 18 from 10-11 a.m. [Online registration](#) is now open.

The discussion will focus on the value of a data-driven approach, key data sources and methods for utilizing data to build your city's program. Specifically, the session will examine:

- What kinds of data are useful in determining the health and wellness needs of your city's workforce population?
- How can that data be collected or accessed?
- What are some rules and other limitations that may be encountered in collecting assessing that data?

2016 Events

Cities for Workforce Health programming will continue from June through November. These include:

- **June 10, 10-11 a.m.:** Wellness Talk entitled, We Have Some Wellness Program Data — Now How Do We Use It?
- **July 16, 10-11 a.m.:** Wellness Talk entitled, Creating Wellness Program Goals and Measurable Objectives
- **Aug. 11, 10-11 a.m.:** Webinar entitled, Establishing and Implementing Healthy Workplace Policies
- **September, date and time TBD:** Wellness Talk entitled, Making the Most of the City Wellness Committee
- **October, date and time TBD:** League Annual Conference Presentation entitled, Sitting is the New Smoking: How to Get Employees Moving
- **Nov. 10, 10-11 a.m.:** Webinar entitled, Is Your Program in Compliance? An Update on Current Wellness Program Regulations

Background

In partnership with Kaiser Permanente, the Healthy Eating Active Living Cities Campaign (HEAL), and Keenan & Associates, the League of California Cities' Partners Program launched Cities for Workforce Health initiative to support League cities in improving employee wellness.

The Cities for Workforce Health program provides access to online resources and toolkits as well as a yearlong series of educational webinars and interactive wellness talks with workforce health experts. Each year the League Partners Program offers five participating cities a \$5,000 grant to use towards workforce health program implementation. Along with this grant comes a year of consultation from employee wellness experts that will help cities further develop their employee wellness initiatives.

Legislation Proposes Changes to Taxicab Regulations and Authority

AB 650 Would Give Authority to California Public Utilities Commission (CPUC)

Assembly Member Evan Low's (D-Campbell) [AB 650](#) seeks to 'level the playing field' between taxis and Transportation Network Companies (TNCs), such as Uber and Lyft, by limiting taxicab regulations and shifting regulatory authority over taxicabs from local governments to the state, via the California Public Utilities Commission (CPUC) which currently has authority over TNCs.

In large part, cities and counties currently have unrestricted regulatory authority over the taxicab industry. AB 650 is another effort to address the heightening debate over disparate regulations for traditional taxicabs and emerging TNCs. Under the CPUC, AB 650 provides taxicabs pricing flexibility, larger operating boundaries, and no restrictions on number of vehicles.

The introduction of smart phone-enabled applications and new business models are shaking up the traditional taxicab industry. The emergence of companies that offer transportation services through mobile applications and often operate outside of regulatory reach has required state legislatures and local governments to rethink standing regulations. This legislative session, a number of bills have been introduced to regulate TNCs in similar fashion to taxicabs. However, debate continues over the appropriate regulatory response, including consideration of loosening taxicab regulations rather than strengthening rules for TNCs.

AB 650 (Low) is double referred to the Senate Energy, Utilities, and Communications and Transportation and Housing Committees. Hearing dates have not yet been set.

The League will continue to monitor this measure and assess its potential impact on local control.
