

**AGENDA
ITEM**

17




CITY COUNCIL
AGENDA STAFF REPORT

DATE: November 1, 2023

TO: Mayor and City Council

APPROVED BY: Esperanza Colio Warren, City Manager 

REVIEWED BY: Sandra L. Fonseca, Interim Finance Director 

PREPARED BY: Lilliana Falomir, Public Works Manager – Administrative 

SUBJECT: Rockwood Avenue Promenade Project
a) Option No. 1 – Reopen Rockwood Avenue between 1st Street and 2nd Street for Vehicular Traffic.
b) Option No. 2 – Provide Direction to Staff to Schedule Public Hearing for the Permanent Closure of Rockwood Avenue between 1st Street and 2nd Street.

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Recommendation:

It is recommended that the City Council of the City of Calexico approve one (1) of the following options:

- a) Option No. 1 – Reopen Rockwood Avenue between 1st Street and 2nd Street for Vehicular Traffic.
- b) Option No. 2 – Provide Direction to Staff to Schedule Public Hearing for the Permanent Closure of Rockwood Avenue between 1st Street and 2nd Street.

Background:

Back in 2018, the Southern California Association of Governments (SCAG) issued a call for grant application under their Sustainable Communities Program – Quick Build Demonstration Project. One (1) of the grant requirements is that SCAG would be the lead applicant and the City of Calexico would be the co-applicant. In addition, the City would need to procure a construction contractor to perform the work. The City went ahead and submitted a grant application for Rockwood Avenue (Downtown) Promenade between 1st Street and 2nd Street. The project will consist of implementation of a Quick Build to test out temporary improvements along Rockwood Avenue between 1st Street and 2nd Street to make it safer and more enjoyable to walk.

Improvements will include improved crosswalks and a promenade to increase space for pedestrians on the corridor.

In 2021, SCAG awarded an architectural and engineering consultant agreement to KOA Corporation for our Rockwood Roll-Out Project. Since Dec. 2021 to present the following items have been completed:

- Formation of Community and Technical Advisory Committee
- Data collection and existing condition analysis
- Three (3) community touch points
- Monthly meeting with KOA, City, Bloomberg and Calexico Arts Council, Inc.
- 100% of the plans for Rockwood Roll-Out Project
- Memorandum of Understanding (MOU) between SCAG and City of Calexico

On November 2, 2023, the City Council of the City of Calexico approved the bid documents for SCAG Local Demonstration Initiative Project – Rockwood Avenue and authorized the Public Works Department to send the project out to bid. In addition, the City Council authorized the City Manager to sign an Agreement of Professional Services with SLA Paving, Inc. to overlay Rockwood Avenue between 1st Street and 2nd Street. On January 17, 2023, KOA, KOA subcontractors and City staff began the installation of elements (trees, lighting, tables/chairs) at Rockwood Avenue.

Discussion and Analysis:

On September 6, 2023, Council Member Moreno and Council Member Garcia requested an agenda item to consider the reopening of Rockwood Avenue between 1st Street and 2nd Street for vehicular traffic.

The following options are available for City Council to consider and/or provide direction:

Option No. 1 – Reopen Rockwood Avenue between 1st Street and 2nd Street for Vehicular Traffic.

- Next Step:
 - Remove k-rails and tables/chairs
 - Reinstall 26 parking meters
 - Re-strip Rockwood Avenue between 1st and 2nd Street

Option No. 2 – Provide Direction to Staff to Schedule Public Hearing for the Permanent Closure of Rockwood Avenue between 1st Street and 2nd Street.

- Next Step:
 - Continue with maintenance of Rockwood Promenade
 - Purchase permanent tables/chairs/trash receptacles/benches
 - Purchase permanent shade/canopy

- Purchase permanent signage
- Purchase permanent kiosks
- Purchase permanent bollards
- Purchase trees/plants and install irrigation system
- Promote Rockwood Promenade Project and coordinate events

As of October 18, 2023, the remaining balance of American Rescue Plan Act (ARPA) – Downtown Rehabilitation is \$76,353.00 which can go towards the partial implementation of Option No. 2 if approved by City Council. City staff will need to seek federal, state and/or local grants to purchase and install additional amenities that will not be covered by ARPA.

Fiscal Impact:

Option No. 1	
Revenue	
(\$5.50 per meter x 26 meters x 365 days per year)	\$52,195.00
Expenditure	
Re-Striping Paint and Stencils	(\$1,000.00)
Total	\$51,195.00

Option No. 2	
Revenue	
(\$5.50 per meter x 26 meters x 365 days per year)	(\$52,195.00)
Expenditure	
Maintenance for 1 Year	(\$56,000.00)
Tables/Chairs/Trash Receptacles	(\$21,600.00)
Shade/Canopy	(\$150,000.00)
Signage	(\$5,000.00)
Kiosks	(\$80,000.00)
Bollards	(\$24,000.00)
Trees/Plants and Irrigation System	(\$27,750.00)
Total	(\$416,545.00)

Coordinated With:

City Manager’s Office.
 Finance Department.
 Public Works Department.
 Police Department.

Attachment(s):

1. Rockwood Avenue Promenade Project History and Milestones.
2. Rockwood Avenue Promenade Project Pictures.

ATTACHMENT #1

**CITY OF CALEXICO
ROCKWOOD AVENUE PROMENADE PROJECT**

MILESTONES:

- February 16, 2016 City Council discussed the closure of Rockwood Avenue between First Street and Second Street for a Pedestrian Plaza Area.
- December 14, 2018 City submitted grant application for Rockwood Avenue Promenade **Quick Build** Project to Southern California Association of Governments (SCAG) under their Sustainable Communities Program.
- Applicant: SCAG Co-Applicant: City
- Requested Amount: \$225,000 Local Match: \$25,000.00
- SCAG Overall Work Program No.: 225-3564X4.14
- Performance Period Begins: Oct. 19, 2019**
- Performance Period Ends: February 29, 2024**
- Project Description:
- Calexico's Rockwood Roll-Out will implement a **Quick Build** to test out temporary improvements along Rockwood Avenue, between 1st Street and 2nd Street, to make it safer and more enjoyable to walk. Improvements will include improved crosswalks and a promenade to increase space for pedestrians on the corridor.
- April 23, 2019 SCAG issued letter of award to City of Calexico for Rockwood Avenue Promenade Quick Build Project.
- September 4, 2019 Approve the Elements and Implementation of the Proposed City of Calexico Downtown Action Plan - Creation of a pedestrian plaza on Rockwood Avenue between First Street and Second Street (Rockwood Plaza Promenade). Rockwood Avenue would be closed to vehicular traffic from First Street to Second Street.
- May 14, 2022 Walk and Bicycle Audit and Community Touchpoint.
- June 15, 2022 Presentation to City Council by Public Works Manager on Rockwood Roll-Out Project.
- September 1, 2022 City and KOA met via Zoom with representatives from Business Improvement District (BID) and The Chamber of Commerce for Greater Calexico.
- September 13, 2022 KOA Corporation performed canvassing to thirteen (13) businesses on Rockwood Avenue between 1st Street and 2nd Street. In addition, KOA Corporation attended Recreation Department Viva Mexico Art Exhibit event at Carmen Durazo Cultural Art Center.
- September 14, 2022 City Council approved the following:

**CITY OF CALEXICO
ROCKWOOD AVENUE PROMENADE PROJECT**

1. Adopt a Resolution of the City Council of the City of Calexico Ratifying the Submittal of Asphalt Art Grant Application in the Amount of \$25,000.00 and Authorizing the City Manager to Execute Agreements and/or Any Documentation Pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.
2. Approval of \$3,000.00 from Fund No. 223 – Art in Public Places for Local Match.
3. Approval of \$6,502.00 from Fund No. 111 – General Fund and Fund No. 231 – Streets for City Staff In-Kind Services.

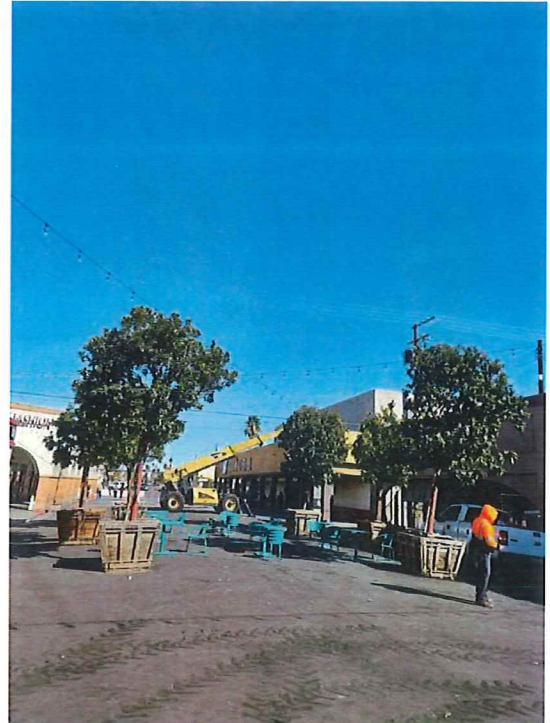
October 1, 2022	KOA Corporation mailed 60 postcards to the property owners of downtown with Rockwood Roll-Out Project information.
October 19, 2022	City Council authorized the City Manager to Sign Memorandum of Understanding between the SCAG and the City of Calexico regarding Rockwood Roll-Out Project.
November 2, 2022	City Council approved the Bid Documents for SCAG Local Demonstration Initiative Project – Rockwood Avenue and Authorize the Public Works Department to Send the Project Out to Bid.
November 2, 2022	City Council authorized City Manager to Sign Agreement of Professional Services with SLA Paving, Inc. in the amount of \$51,990.00 to overlay Rockwood Avenue between 1st Street and 2nd Street.
November 10, 2022	City staff began advertising Notice of Road Closure in English and Spanish.
November 14, 2022	SLA Paving began paving Rockwood Avenue between 1 st Steet and 2 nd Steet.
November 16, 2022	SLA Paving completed the paving of Rockwood Avenue between 1 st Street and 2 nd Street.
November 17, 2022	City Council authorized the installation of the City’s Christmas Tree at Rockwood Avenue Promenade, Schedule the Rockwood Avenue Promenade Tree Lighting/Ribbon Cutting Ceremony for December 8, 2022 at 5:30p.m. and Adopt Budget Amendment Resolution for Fund No. 255 – American Rescue Plan Act (ARPA).
November 28, 2022	Installation of primer for Asphalt Art Initiative Project and furnishings for Rockwood Promenade Project.
December 3, 2022	Calexico Arts Council, Inc. Asphalt Art Initiative Project
December 5, 2022	Installation of Christmas tree and final furnishings for Rockwood Promenade Project
December 8, 2022	Christmas Tree Lighting/Ribbon Cutting Ceremony for Rockwood Promenade Project

**CITY OF CALEXICO
ROCKWOOD AVENUE PROMENADE PROJECT**

January 17, 2023	Delivery of tress in planters at Rockwood Avenue between 1 st Street and 2 nd Street.
February 6, 2023	Installation of tables and chairs at Rockwood Avenue between 1 st Street and 2 nd Street.
February 16, 2023	Installation of string lights at Rockwood Avenue between 1 st Street and 2 nd Street.
March 30, 2023	Calexico Neighborhood House Cesar Chavez Celebration.
April 3, 2023	K-rail vinyl wrap installed at Rockwood Avenue between 1 st Street and 2 nd Street.
April 11, 2023	Recreation Dept. Paint Under the Stairs Event.

ATTACHMENT #2

CITY OF CALEXICO
ROCKWOOD PROMENADE PROJECT



CITY OF CALEXICO
ROCKWOOD PROMENADE PROJECT

