

Shasta Living Streets

Better bikeways, trails, walkable cities and vibrant public places

August 15, 2018

Keep Shasta County Wonderful
Your support builds great neighborhoods and cities

\$15,000 Campaign to Complete the Demonstration Parklet
BUILDING A WALKABLE, VIBRANT DOWNTOWN & PROSPEROUS COMMUNITY
Help us accelerate our work to build quality of life in Shasta County

Dear Friend,

Following the Carr Fire, Shasta Living Streets is focused on doing better at what we do best. We build more prosperous communities by providing amenities, creating community and empowering people to develop great cities and active living excellence in our region.

There is great need in our community. Shasta County has unacceptably high rates of debilitating health outcomes directly related to inactivity and the state's sixth highest rate of pedestrian death. Our families also face an exceptionally high cost of transportation since there is no other choice but to drive for every trip. This high cost and lack of transportation choice destabilizes families, leads to poor health, and drives talented young people and retired couples to seek another place to live and play. Leaving our families stressed, our businesses without the employees they need, and our economy at risk.

Shasta Living Streets has innovated new programs and services, helped shift public vision and understanding, partnered with local agencies and supported projects that have brought new amenities, more funding and breakthrough change to our community.

In the past three years our agencies and local community organizations have come together like never before to revitalize our region. The scope of new city and regional plans and projects is transformational, including two of the state's largest Sustainable Community grants with affordable housing and transportation improvements. Our region is poised to be a model for smart growth and transit-oriented development for non-coastal cities in California, but only *if* we continue to move forward and shape our future to benefit families and businesses.

Today our community needs bright spots and evidence of progress. Following the Carr fire, people in our community need bright spots to provide hope, prevent cynicism, and continue the progress to raise our community into the ranks of top cities with vibrant downtowns, and active and healthy living.

You can help. We invite you to help accelerate completion of this project to support local businesses and help create a more walkable, vibrant downtown for everyone.

Together we will

- Help people connect. Create a place for people to gather and connect in a new and exciting way and watch the progress of the new courthouse being built.
- Create downtown vitality. Provide a demonstration of high-quality amenities to support local business and community vitality.
- Provide hope. Give people an immediate glimpse of the exciting redevelopment and renewal that is on the way for the City of Redding.

Together we build prosperous communities by creating better bikeways, walkable cities and vibrant public places where active living excellence brings a strong and secure economy and enables all people to lead healthy and joyful lives.

Thank you very kindly.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anne Thomas', with a stylized, flowing script.

Anne Thomas, Executive Director

P.S. Your tax-deductible gift today will help us move quickly to open the space and create a bright spot and downtown vitality as early as October. I've attached design concepts and an overview of our progress for you to see. Thank you.

Redding's First Parklet

Reimagine & Renew Downtown

\$15,000 Campaign to Complete the Demonstration Parklet

With your help, this shovel-ready community project can be built in downtown this fall. Today more than ever our community needs bright spots and evidence of progress.

Parklets are sometimes called *street-decks*. Parklets create inviting spaces for outdoor dining, social interaction and street life that support local business and strong communities. This is a citizen-powered prototype of creative placemaking to build a more vibrant downtown. Additionally, this vibrant public space is built in an area that will enhance re-development near the long awaited and soon-to-be-built County Courthouse.



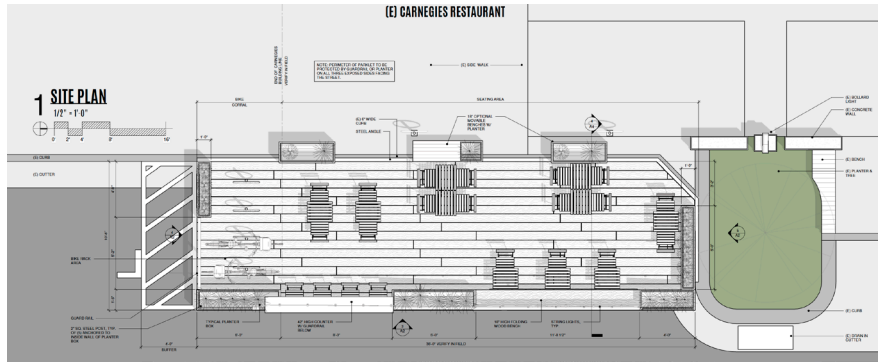
We have a passion for quality of life improvements that create walkable cities and vibrant public places. In the past three years, we collaborated on a number of actions to build this opportunity for a new type of shared civic space.

Accomplishments include

- Successful temporary parklets with broad public support, in 2013 and 2015
- *City of Redding Parklet Policy*, recently approved by Redding City Council
- Excellent location and business partnership for this permanent parklet. Enthusiastic property owner and adjacent business owner support. In an area of emergent re-development, with increasing foot traffic and a spot that has summer shade!
- Seed-funding for demonstration project management and design
- Architectural design by RAD Studios in collaboration with Redding Public Works

We are now ready to build Redding's first permanent parklet with the highest level of quality design and construction. We need your help.

Community Renewal • People Powered • Downtown Play • Public Goodwill • Business Focus • Beautification



Planning by Doing

This is a community-led project to build a new type of amenity for people to enjoy immediately, that also helps our community experience Downtown Redding from a different perspective. It will inspire energy and support for the long-term revitalization of downtown Redding and our city.

The coordinating team is led by Shasta Living Streets and RAD Studio, and includes Chuck Auckland, Director Public Works; Jamie Lynn, Property Owner, Building Adventures; Julie Heleniak, Carnegie's Owner; Larry Morgan, Board Member for Riverfront Playhouse, Viva Downtown; Mike Dahl, Board Member Chamber of Commerce and Former Mayor. Seed funding generously donated by the McConnell Foundation.

We ask for your help to accelerate project completion in this neglected corner of downtown to support redevelopment and local businesses across the city. Would you be willing to donate for purchase of building materials? Let's build this now to give people a glimpse of the exciting redevelopment and renewal that is on the way for the City of Redding.

Donate Today!

Your generous contribution will help build this downtown asset and will support downtown vitality. Thank you. Your contribution is tax deductible.

Tax ID # 68-0417507

Checks to Shasta Living Streets, can be mailed to: 1416 Yuba Street, Redding, CA 96001

Please let me know if you would like to learn more about this exciting project. You can reach me at athomas@shastalivingstreets.org, or my cell phone 530.355.2230.

Thank you for your generous support,

Anne Thomas
Director, Shasta Living Streets





Providing amenities • Creating community • Empowering people

Shasta Living Streets builds prosperous communities by creating better bikeways, trails, walkable cities and vibrant public places where active living excellence brings a strong and secure economy and enables all people to lead healthy and joyful lives.

Unprecedented Opportunity. In the past three years our agencies and local community organizations have come together like never before to revitalize our region. The scope of new city and regional plans and projects is transformational, including two of the state's largest Sustainable Community grants with affordable housing and transportation improvements. Our region is poised to be a model for smart growth and transit-oriented development for non-coastal cities in California, *if* we continue to move forward and shape our future to benefit families and businesses. Following the Carr fire, we need immediate bright spots and evidence of progress to provide hope, prevent cynicism, and continue to raise our community into the ranks of top cities for active and healthy living.

Our Challenge. Today Shasta County has unacceptably high rates of debilitating health outcomes directly related to inactivity and the state's sixth highest rate of pedestrian death. Our families also face an exceptionally high cost of transportation since there is no other choice but to drive for every trip. This high cost and lack of transportation choice destabilizes families, leads to poor health, and drives talented young people and retired couples to seek another place to live and play. Leaving our families stressed, our businesses without the employees they need, and our economy at risk.

Our Results. Established in 2010 by a handful of enthusiasts to motivate improvements to walking, bicycling and livable communities, we began by producing one of the first open street programs in California. Shasta Living Streets has grown considerably, innovated new programs and services, helped shift public vision and understanding, partnered with local agencies and supported projects that have brought new amenities, more funding and breakthrough change to our community.

Major Projects & Grants Underway

Shasta Bike Depot. Phase II services & products for cycling excellence and trail tourism.

Parklet - Redding's First! Approval/Design/Policy complete. Fundraise now, build in September.

Warehouse Activations. A place to test ideas for a vibrant city. W/McConnell Foundation.

AHSC Funds Planning. Bike Depot & Bike Share. Major grant opportunities for Bike Depot.

Awards, State & Local

Caltrans Excellence in Transportation Award 2017 Innovative safety design for people cycling

Redding Chamber of Commerce Recognition 2017 Service to the community

California Streetsblog Streetsie Award 2015 Local organization with the biggest statewide impact

California Walks Advocacy Leadership Award 2015 Exceptional results for More Livable Main Streets

Shasta Public Health Advisory Board Award 2014, 2012 Leveraging local assets to improve health

Contact

Anne Wallach Thomas, Director. athomas@shastalivingstreets.org 530.355.2230

Shasta Bike Depot, 1416 Yuba Street, Redding, 96001 shastalivingstreets.org



California Bicycle Coalition Education Fund and Shasta Living Streets Fiscal Sponsorship Agreement

The mission of the California Bicycle Coalition is to enable more people to bicycle for the health, safety, and prosperity of all of our communities. Our goal since 2012 is to triple biking by 2020. Strategically, we advocate for improved infrastructure, the mainstreaming of the bike, better education and enforcement, and the strength of advocacy organizations across the state.

We serve Shasta Living Streets as a fiscal sponsor because it helps to fulfill our mission and goals and implement our strategy. As fiscal sponsor, we provide fiduciary oversight and ensure compliance with tax law governing 501(c)(3) nonprofit organizations. Except for ensuring such compliance, the leadership of Shasta Living Streets directs and controls the policies and programs of Shasta Living Streets.

The mission of Shasta Living Streets is to build superior lifestyle and active living through excellence in livable communities, active transportation, and sustainable development. A local organization based in Shasta County, Shasta Living Streets is staffed by Executive Director Anne Wallach Thomas. Individual, family and business memberships in Shasta Living Streets are at about 200 members and continue to grow rapidly. More information can be found at shastalivingstreets.org.

Shasta Living Streets depends upon public support for its success.

Contributions can be made to Shasta Living Streets and mailed to
P.O. Box 941, Palo Cedro, CA 96073.
The tax ID is #68-0417507.
IRS determination letter attached.

A handwritten signature in black ink, appearing to read "Dave H. Snyder".

Dave Snyder
Executive Director
California Bicycle Coalition

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 08 2004

CALIFORNIA BICYCLE COALITION
EDUCATION FUND
PO BOX 162848
SACRAMENTO, CA 95816-0000

Employer Identification Number:
68-0417507
DLN:
17053333719033
Contact Person:
L. WAYNE BOTHE ID# 31462
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated October 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

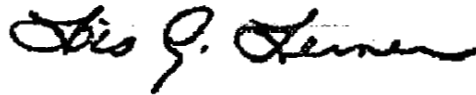
Based on our records and on the information you submitted, we are pleased to inform you that our letter dated February 19, 2003 in which you were presumed to be a private foundation is hereby superseded. You are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

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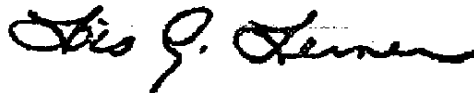
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