

Shasta Living Streets

Better bikeways, trails, walkable cities and vibrant public places

September 1, 2018

Dear Friend,

Thank you for your interest in the warehouse activation project. We're set to launch to the public on October 6th!

Attached is an overview of what we are thinking. This is meant to be a very high-level guide to help you find places you can plug-in with your projects and interests.

We are very excited to see this innovative project moving forward and think it's more important than ever to give our community a place to participate and connect. We see this as a bright spot in our city as downtown development projects and community revitalization are underway.

I look forward to talking and learning more about your ideas! Please feel free to call or email me at 530.355.2230, or athomas@shastalivingstreets.org.

Sincerely,



Anne Wallach Thomas
Executive Director, Shasta Living Streets



California Street Labs

We invite you to join us!

California Street Labs is a place for community members to come together to test ideas and actions that build a vibrant downtown and a great city.

This project will support artists, residents, entrepreneurs, business and organizational partners to refresh and uplift our city.

Activities and prototypes as well as shows and entertainment are designed to help people connect, contribute, address challenges and have fun together.

Our Goals Uplift Our City & Region, Together

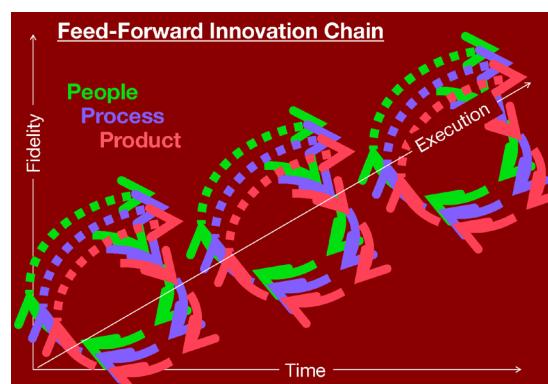
Invite. Increase activities in downtown

Inspire. Create experiences for people to enjoy

Connect. Help connect the many people working to improve our city

Test & learn. Provide a space to prototype ideas for downtown

Build momentum. Build resources while major projects are underway



Note: This is a working document and subject to change as we gather input and develop our plans. V6

Get Involved

Ways to be a co-creator

Participate in What Interests You

Join us for one or more activities based on your interests. There are many ways to contribute as an individual, group or business. Please contact us with your ideas, there are so many ways to help.

- Volunteer as a docent — welcome and assist people
- Be a maven — find, invite, entice people you think would like to join us
- Create displays and informational activities — for a concept that inspires you
- Engage students — on a topic, share their thoughts with the public
- Host a prototype, performance, workshop, class, or DIY activity
- Volunteer to assist — with coordination and desk research for displays
- Help as a contractor — build tables, benches and displays
- Give a presentation — or host a presenter on an issue
- Provide help, rescue, or encouragement to the teams
- Send your thoughts and feedback

Be A Theme Coordinator

You can help as a theme coordinator on a topic for which you have expertise or interest. Theme coordinators will be a small group of people, working to:

- Identify opportunities and invite participants
- Review suggestions from others
- Ensure someone is in attendance for interactive pop-ups
- Help facilitate activities

Micro-grants may be available for infrastructure and build-out of facilities for delivery of themed activities. The process will be determined after identification of theme-creators and initial scoping of each theme.

Visit & Enjoy! Bring your Family, Friends and Co-Workers

Help us be successful by using the space

- Bring your family and friends
- Share your feedback and ideas with us
- Have lunch with your co-workers on Thursday
- Bring your meet-up group to use one of our meeting spaces
- Schedule a play-date for your kids and their friends

Guiding Themes

These themes are open to interpretation and broad enough to leave room for a wide range of topics, activities and speakers.

Civic Life

This is about ways people can and do participate in our community. Civic life is the public life of each of us, concerned with the affairs of the community, state and nation as contrasted with the pursuit of our private and personal interests. Example: *Democracy Lab, Shasta College Civic Expo.*

DIY

People doing things for themselves. The list is endless of things we can teach, learn and employ to refresh and replenish our ourselves and our city.

Future City

Creative, cutting-edge approaches to wellbeing and city life. What new approaches exist in other places, what's happening here: livability, workability, sustainability. Examples: *How the Well-Being Index works in Santa Monica, Parklets and street-decks, how they benefit businesses.*

Real Play

Our world is changing so rapidly that the workers of tomorrow need a different skillset — one that's based on the skills you learn through play. It's confidence, creativity, and critical thinking. Example: *Juggling classes, Downtown CrossFit.*

Science & Natural World in the City

Science is secretly at work behind the scenes of city life and is increasingly providing solutions to problems. By bringing the power of nature into cities, we can simultaneously help cities use nature to address challenges, while also connecting people with the natural world. Example: *Monthly Science Café, Downtown Grotto.*

Culture, Arts & Entertainment

Exhibitions, events, and performances that inspire people and work well in this downtown venue.

New Economy

What is a new economy, why do we need one, and how do we build it? Examples: *Weekly local pop-up retail vendors; How E-Commerce Is Transforming Rural America.*

Examples of Activities

Informative and interactive displays
Presentations by out of area experts
Pop-up retail
Student presentations
Music and performance pieces

Workshops by local professionals
Test implementations & actual infrastructure
DIY projects and classes
Outdoor play
And so much more!

Design Principles for Activities

Advice and assumptions to guide us

Curiosity driven New insights into old problems.

Everyone belongs Everyone has a place downtown, it's a regional resource and a reflection of the contributions from people across the region. People of all interests and backgrounds, all neighborhoods, all businesses. And all ages: If everything we do in our city is great for an 8-year old and an 80-year old, it will be great for all people.

Greater volume, more variation Idea selection is the challenge. The odds of producing an influential or successful idea are a positive function of the total number of ideas generated. We want a larger pool of ideas and will gather feedback.

Temporary by design A portal to the future. Short term, low cost, adjustable, scalable.

Iterate, Iterate, Iterate Why prototype? To make embryonic ideas visual and tangible; To rapidly iterate multiple alternatives, do divergent exploration, explore "crazy" directions, fail constructively, and uncover obstacles as early as possible when investment is still minimal; To stimulate and give direction to the next step of idea development; To serve as a shared medium of information exchange within an expert



Market Hall Pop-up activities on California Street, 2015



Warehouses on California Street, under renovation now. And a concept design.



Overview of the Space

California Street Labs, 1313 California Street

Pop-Up Facility

We are a pop-up space, operating in a set of restored warehouse bays. The warehouses offer rooms and unique spaces, flexible seating and gathering areas, and a fenced open yard. It's a great place to test and learn. Shasta Living Streets will operate this space for a year, open to the public as early as September of 2018.

Open to the Public

Thursday and Saturday 11:00 AM - 7:00 PM

Holidays TBA. Schedule may adjust for specific activities and events.

All Ages

We are an all-ages venue, following the principal that everyone has a place downtown. Ticketed shows that may be restricted will be specifically announced.

Eat and Drink

We will offer some food, with food trucks and pop-up food vendors. Non-alcoholic drinks will be served by Shasta Living Streets. Beer and wine will be served, TBA. We also encourage you to patronize our downtown cafes and restaurants.

How to Get Here? 1313 California Street, Downtown Redding.

- Secure bike parking is available onsite at Shasta Bike Depot.
- RABA bus station is one block west. Schedules: cityofredding.org
- Create your own rideshare! Ride over with a friend.
- There is ample free-parking downtown. Parking within easy walking distance can be found at the parking garage across the street to the north, and on California, Tehama and Oregon Streets.
- Taxi: DDS Taxi 410-0877 ABC Cab 246.0577 Redding Yellow Cab 222-1234

Contact Information

California Street Labs, 1313 California Street, Redding CA 96001

Shasta Living Streets, Anne Thomas, Director

530.355.2230 athomas@shastalivingstreets.org

Shasta Bike Depot is the anchor business operating daily at this location, providing amenities to empower and encourage cycling excellence and trail tourism to raise Redding into the ranks of top cities for active and healthy living.

Use of the facilities on other days

It is possible for your business or group to use the facilities on days other than Thursday or Saturday, depending on availability. Shasta Living Streets and the Bike Depot will be operating daily at this location. Contact us with your interest.

Participate in California Street Labs

Name

Organization

Phone

Email

We will contact you about your interests and send periodic email updates.

Participate in what interests you ~

Choose 1 or more or add your thoughts on the back.

- Volunteer as a docent — welcome and assist people
- Be a maven — find, invite, entice people you think would like to join us
- Create displays and informational activities — for a concept that inspires you
- Engage students — on a topic and share their thoughts with the public
- Host a prototype, performance, art show, workshop, class, or DIY activity
- Volunteer to assist — help with coordination, desk research, printing for displays
- Help as a contractor — build tables, benches, displays, sculpture
- Give a presentation — or host a presenter on a topic
- Provide help, rescue, or encouragement to the teams
- Send your thoughts and feedback
- Be a Theme Coordinator — join a small team to assist for each theme

Themes you have content knowledge, skills, interest in contributing to. Circle choices.

CIVIC LIFE • DIY • FUTURE CITY • REAL PLAY • SCIENCE & NATURAL WORLD
IN THE CITY • CULTURE/ARTS/ENTERTAINMENT • NEW ECONOMY

Availability or Activity Schedule: THURSDAY SATURDAY Times _____

Please describe best timeframe, here or on back.

Thank you!

Include any other thoughts or notes on the back of this page

Note: you may also send this information to info@shastalivingstreets.org

Register for a Pop-Up Retail Space

Name

Business Name

Business Description

Email

Phone

Website & Social Media

Requested date(s): THURS SAT Month _____ Times (11-7) _____

California Street Labs may provide. Circle to show your interest.

Small indoor space with shelving. Or outdoor space.

A table. Tablecloth. Two chairs or stools. Wifi access.

A locker. Secure storage space for load-in/out.

Chalkboards. Printing of some signage to match our branding.

Promotion through our social media and marketing campaigns.

Contribute your ideas and collaborate to build-out California Street Labs

Let us know if you have needs or ideas for additions that would be helpful to you and could also be helpful for other vendors. Small grants are available to build our pop-up retail space, for indoors and outdoors.

Thank you!

Note: you may send this information to info@shastalivingstreets.org

Pop-Up Retail at California Street Labs

Terms & Conditions

Pop-up shops are a great way to build downtown vitality and small local businesses in our community. We are excited to see all the local interest and goods to sell in our region and want to collaborate to help grow your business, as well as provide an inviting space for people of all ages to gather and connect in Downtown Redding. This opportunity is made possible by the Pop-Up provisions in the Downtown Specific Plan.

How to apply

Shasta Living Streets, in collaboration with California Street Labs Theme Coordinators, will review your application, make a selection, and schedule dates based on the portfolio you have provided and available space. Please include 1-3 photos of your work. We want to accommodate local vendors, have limited space, and also want to host a variety of pop-ups. We will curate offerings.

Vendor Fees

Fees are established to provide space and amenities, utilities and other overhead, and to ensure high utilization of warehouse bays during activation.

\$25 for one day \$50 for three days Cash, check, or charge accepted.

\$25 is due within two days of vendor acceptance and space reservation.

Vendors will be charged for a full day even if the entire day is not used. Scholarships available for schools and others in need.

Schedule

Thursday: 11AM – 7PM Saturday: 11AM – 7pm *Partial day may be possible by prior arrangement.*

To start, Vendors will be registered for one to three consecutive days.

Set Up / Set Down

Set-up must be complete by 10:30 AM. Set-up times can be arranged on a case by case basis, typically set-up takes place days before, or one hour before opening. -- We suggest all vendors bring clothing racks if necessary, and decorations. -- Take down must not start before 7PM (*with exceptions by prior arrangement*). Items must be safely secured before you leave in lockers/storage space or taken with you. Space needs to be swept and cleaned, we provide cleaning equipment.

Sales

Vendors are responsible for their own personal POS system and keep 100% of their sales. Vendors are responsible for collecting and submitting sales tax.

To Cancel a Reservation

To obtain a full refund, vendors must cancel their application no later than two weeks before the date.

Insurance

Vendor's, guest's or invitee's personal property and vehicles are not insured by Operator, Shasta Living Streets, or Owner, against loss or damage due to fire, theft, vandalism, rain, water, criminal or negligent acts of others, or any other cause. Vendors are advised to carry Vendor's own insurance to protect Vendor from any such loss or damage.

I agree to the above pop-up terms and conditions.

Signature _____ Date _____

\$25 fee paid on (date) _____ Check # _____

Shasta Living Streets signature _____



Providing amenities • Creating community • Empowering people

Shasta Living Streets builds prosperous communities by creating better bikeways and 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 Underway

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

California Street Labs. A place to test ideas for a vibrant city. W/McConnell Foundation.

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



Invest to create a community where everyone lives well.

VISION We imagine cities and towns with an emphasis on being outdoors on interconnected walking paths and bicycle networks, with vibrant business districts, transit that works and community socializing fostered by trails and parks and an ease for getting out and about. Its the type of place sought after by millenials with children, by young CEOs and by retiring couples who can now live anywhere and want active lifestyles.

This is a cross between traditional small-town America and a modern, progressive thinking city.

CHALLENGE In our region the 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, leaving our families stressed, our businesses without the employees they need, and our economy at risk.

YOU CAN HELP We invite you to join us. Shasta Living Streets powerfully contributes to local prosperity by building true excellence in active living with 21st Century amenities and services and ongoing public involvement.

Join us to create transformational change in our community

Strengthen local economy, make our region thrive

In the new competition between cities for talent and business, our region's superior advantage could be lifestyle and active living. We can lead, follow, or lag behind. Young people and retired couples want to be active in their daily lives, not just on weekends.

Reduce local cost of place, build prosperity for families, youth and seniors

Shasta County families now face exceptionally high cost of transportation since there is no other choice but to drive for every trip. Reducing cost of driving frees money for essentials.

Improve individual health, create an environment for active lives

Shasta County has unacceptably high rates of debilitating health outcomes directly related to inactivity, some of the worst levels in the state. Barriers to movement create disease. We must reduce outrageous levels of obesity, diabetes and other activity-related illnesses.

Ensure public safety, end the epidemic of traffic deaths and serious injuries

Our region has the fifth highest pedestrian fatality rate for cities our size and the county reported the highest number of pedestrian and bicycle injuries and fatalities in the northern most 20 counties. Our streets are dangerous by design. Traffic deaths are not accidents.

Build vibrant public spaces, embrace diversity and empower democracy

People-friendly places are essential to creating culturally rich communities. Public places bring people together to see, meet, learn from and engage with each other. Helping more people be informed, involved and excited about new initiatives builds resilient communities.

Address climate change, accelerate the transition to a low carbon world

Pollution from transportation contributes 40% of the emissions that cause climate change, more than double emissions from energy production. California policies are driven by the worlds most progressive climate legislation, and the state leads the world in active mitigation and adaptation responses. We partner with state agencies to drive change and support initiatives at the regional level. Major shifts are happening faster than people realize and results are showing, but we must be bolder.