

SHASTA LIVING STREETS

Seven Reasons Why

1 Uses Already Existing Resources

Shasta Living Streets is a program that provides fun and community activities by using already existing infrastructure and resources.

2 Supports Our Favorite Pursuit

Getting Outside - this is what we do in the North State. We appreciate our beautiful surroundings in so many ways. We all have our favorite way to enjoy this special place: hiking; horseback riding; gardening; fishing; boating; mountain biking; road biking; cross-country running; golfing, and on and on.

Shasta Living Streets gives us an opportunity to enjoy our community in a new and exciting way. It connects neighborhoods to local businesses to recreational attractions. We have already received support and encouragement from many local individuals and groups, and we are working with a number of local organizations to coordinate activities.

3 Encourages Family Fun and Builds Community

The safe and open streets entice people of all ages to walk, skate, or cycle from their homes and neighborhoods to local businesses and attractions. Children and families especially appreciate the freedom of movement and opportunity to be out together, meeting friends and neighbors, patronizing local business, and building a stronger sense of community.

4 Promotes Safe Physical Activity For All

Regular physical activity is a key to good health and better quality of life. It helps us all maintain a healthy weight, feel more energetic, sleep better, decrease depression, prevent chronic disease, and much more!

This program provides another opportunity in our community for healthy activities as residents come out to walk, bike, run, skate, recreate, picnic, and talk with family, neighbors and new friends.

5 Supports our Local Business

Local businesses will benefit from increased pedestrian and bicycle traffic along commercial corridors. Merchants along open streets routes in other cities have been pleased to see an increase in business during and after the event hours. And in addition to an increase in business on event days, local merchants have the opportunity to reach out to new customers from across the city and throughout the North State.

We encourage businesses along the route to remain open and recommend that participants patronize businesses along the route. As we want local businesses to benefit from these events, we encourage businesses to take advantage of the opportunity to attract more customers by opening up during the event, offering special promotions, and making the front of your business attractive and welcoming with signs, banners, or other decorations.

6 Adds to Our Collection of World Class Biking and Outdoor Activities

This program builds on, and adds to, the world-class biking, pedestrian, recreational and outdoor living facilities and attractions already found in the North State: the Sundial Bridge; the 10-mile Sacramento River Trail, our many parks and sports facilities, and the system of 80 miles of trails that connect our community to nearby National Recreation Areas.

Together these things contribute to the quality of life enjoyed by our residents and they increasingly draw visitors who contribute greatly to our community and economy. Shasta Living Streets will be one more attraction to draw outdoor enthusiasts locally, and from afar, and it will continue the momentum and efforts by local individuals, agencies and private funders to build our infrastructure and reputation as a community with exciting outdoor activities and quality of life.

7 Adds to Momentum for Complete Streets

More and more people embrace the reality that our streets need to be improved for pedestrian, bike, and community access. Our efforts are consistent with continued local efforts to do this, as well as many successful programs internationally, nationally, and statewide.

There has been overwhelmingly positive response in places where these programs have been piloted. Cities are expanding their programs to include more neighborhoods, more miles of open access, for more hours each time, and for more days throughout the year.