



MEDIA RELEASE

CITY OF WATSONVILLE

Public Works and Utilities

250 Main Street • Watsonville, CA 95076

www.cityofwatsonville.org

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CONTACT: Natalie Diaz

Engineering Associate

831-768-3116

(FOR IMMEDIATE RELEASE)

Watsonville Awarded \$250,000 Grant

Watsonville was recently awarded a \$250,000 Planning Grant from Caltrans. The grant will allow the City, in partnership with the Santa Cruz County Regional Transportation Commission and Caltrans, to develop a plan for roadway improvements along Rodriguez Street and Main Street in downtown Watsonville that benefits pedestrians, bicyclists, public transit riders and motorists.

The plan will identify improvements that provide comfortable access to area shopping and services for all users, create a vibrant atmosphere, improve facilities for people living with disabilities and will support City and Statewide greenhouse gas emission reduction goals.

“This grant has come at a good time as it will help the City continue to improve the downtown area,” said Assistant Public Works & Utilities Director Maria Esther Rodriguez. “The plan can extend the recent improvements done on Main Street between Riverside Drive and Beach Street.”

Public engagement will be done to solicit community input and will use a range of outreach techniques designed to solicit broad community involvement and representation for groups unrepresented in transportation planning efforts.

“We appreciate the help we received from the Regional Transportation Commission and Caltrans in securing the grant and look forward to working with them as we develop the plan,” said Natalie Diaz, Engineering Associate with the City.

Work on the plan will be done over the next twelve months.

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About Watsonville: Watsonville, California is known all over the world for its long and rich heritage as a center for agriculture – especially berries. Watsonville is located 95 miles south of San Francisco at the southern end of Santa Cruz County, covers 6.6 square miles, and has a population of 52,087 (January 2015). Watsonville is also a proving ground for entrepreneurs and businesses from all types of industries and emerging technologies. Its central location, nestled between the Monterey Bay and the Santa Cruz mountains, offers growing companies quick and easy highway access. Watsonville’s location is topped only by its ideal climate and the rustic, small town charm of a close-knit rural community. The Watsonville Area offers many amenities to visitors and tourist, including beaches, mountains, wine, food, activities and more! For more information, visit www.cityofwatsonville.org.

