



# Grand Boulevard Initiative

*People Friendly Places from Daly City to San Jose*

## PENINSULA PRIDE

The Peninsula is an amazing place to live, work, and do business. But one of the main roads that links our communities together—El Camino Real—does not match the spirit and high quality of life that make this place great.

El Camino Real needs updating. It passes through the heart of the Peninsula and South Bay, but it does not reflect the vibrant spirit of these communities. The Grand Boulevard initiative aims to change that.



## PEOPLE FRIENDLY PLACES

The Grand Boulevard Initiative supports work to make the El Camino Real Corridor more friendly to the people who live and work here: Parents. Kids. Commuters. Homeowners. Local businesses.

El Camino Real improvements are making it safer and easier for people to walk and bike to school or the store, easier for people to get to and from work, and easier for people to live close to where they work and play.

Projects we support help Peninsula residents commute and get around without their cars, making it possible to walk to restaurants, shop locally, and enjoy an all-around healthier lifestyle. Together we are establishing El Camino Real as a people-friendly destination for all of the surrounding communities.

## GRAND BOULEVARD INITIATIVE PROJECTS

The Grand Boulevard Initiative supports people friendly places all along the El Camino Real Corridor (which includes the half mile strip of neighborhoods on either side of the road). Cities, landowners, and developers are teaming up to make the El Camino corridor a better place through projects like sidewalk and crosswalk improvements, median beautification, transportation and easier access to buses and trains, improved signs and lighting, and development of homes, shops, and offices close to one another. In line with local styles and local needs, each community is working to make the El Camino Real Corridor a more people friendly place for generations to come.

## WE SUPPORT

*Safer sidewalks and crosswalks*

*Parks and green spaces*

*Homes for all incomes near bus and train lines*

*Business opportunities*

## GET INVOLVED!

Transformation takes time, but with the involvement of our neighbors, business leaders, and elected officials, together we'll transform El Camino Real into a thriving, people-friendly corridor. How you can help:

- Support people friendly places in your community by attending a city council meeting
- Talk to your neighbors about what a sustainable community looks like in your neighborhood
- Join the Friends of the Grand Boulevard Initiative
- Visit [www.grandboulevard.net](http://www.grandboulevard.net) to learn more

## TESTIMONIALS



**Yvonne T.**  
Resident, Redwood City

"My city is a success story on the El Camino Corridor because of careful planning and the Grand Boulevard Initiative Vision. We are building a unifying downtown, and a superb transportation system brings people together and connects them to the rest of the Bay area. Young and old thrive here because of mutual respect, caring and a lot of civic pride for this 'small city with a big heart'"



**Lori Lochtfeld**  
Owner, Fox Theater

"New homes along El Camino would be amazing for our business. Smart development will help keep restaurants open and local shops thriving."



**Russel Hancock**  
President & CEO, Joint Venture Silicon Valley

"This is about community. We are doing this so that the people who live here feel like they have an asset that they value, and that works for the lives they lead."

## WHAT'S HAPPENING IN Social Media?

If you would like to receive updates on Grand Boulevard Initiative activities, connect with us on Facebook, Twitter, and LinkedIn!



[facebook.com/grandboulevardinitiative](https://facebook.com/grandboulevardinitiative)



[twitter.com/grand\\_boulevard](https://twitter.com/grand_boulevard)



[linkedin.com/groups/Grand-Boulevard-Initiative-3853614](https://linkedin.com/groups/Grand-Boulevard-Initiative-3853614)



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