

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>03/10/14</u>		Item Number: <u>A-3</u>	
CITY COUNCIL AGENDA ITEM: Adopt a Resolution approving a Joint Application with the City of Los Angeles and CicLAvia for Grant Funds through Los Angeles County Metropolitan Transportation Authority's Open Streets Program for the CicLAvia Culver City Event.			
Contact Person/Dept.: Rudolph R. Galindo/PW		Phone Number: (310) 253-5618	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-mail) Agenda and Meetings – City Council (03/05/2014); DBA (03/05/2014);			
Department Approval: Charles Herbertson (03/05/14)		City Attorney Approval: Carol Schwab (by H. Baker) (03/05/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (03/05/14)		City Manager Approval: John M. Nachbar (03/05/14)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council adopt a resolution approving a joint application with the City of Los Angeles and CicLAvia for grant funds through Los Angeles County Metropolitan Transportation Authority's Open Streets Program for the CicLAvia Culver City Event. <u>BACKGROUND:</u> CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free events (or open street events). CicLAvia engages with people to positively transform their relationship with their communities and with each other. The City of Los Angeles has hosted several CicLAvia events throughout the past few years. In 2013, the City of Culver City had the opportunity to be involved in the CicLAvia held in the City of Los Angeles on Venice Boulevard. The City of Culver City participated in the Venice Boulevard CicLAvia event on April 21, 2013. The CicLAvia event encouraged pedestrians and bicyclists to explore the City of Los Angeles and utilize a space that is normally dominated by automobile traffic. Culver City's downtown served as a "hub", which provided participants with the opportunity to park their bicycle at a secure bicycle parking location (bike valet); explore an area (in this case downtown Culver City); use facilities (such as portable restrooms, bicycle repair and first aid); and eat lunch. The event was a huge success largely due to the support of the City Council and efforts of the Downtown Business Association and Culver City Bicycle Coalition.			

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DISCUSSION:

The City of Culver City has held discussions with CicLAvia regarding plans for a proposed Open Streets Event in July, 2015 from 10:00am to 3:00pm, entitled "*CicLAvia Culver City*." A new grant opportunity through Metro is calling for applications to fund all elements of Open Street Events.

The proposed event involves closure of portions of Washington Boulevard, Washington Place, Centinela Avenue, Venice Boulevard, Grand Boulevard and Winward Circle to car-traffic in Downtown Culver City and West Los Angeles/Venice Beach (see Attachment #1 for a map of the proposed route). While being closed to car traffic, the above streets will be open to pedestrians, cyclists and others to use as a recreational space. Crossing points will be used to allow vehicular traffic to cross the route at designated sections. The crossing points are indicated on Attachment #1). There is no starting or ending point. Participants may enter at any time or point along the entire route.

Multiple hubs at key points along the route will offer a space for participants to rest and recharge. There will be programming at specific hubs along the route which will include food trucks, merchandise sales and entertainment. (Food trucks, however, will not be allowed at the Downtown Culver City hub.) All hubs will provide free water, restrooms, free bike repair, first aid, event merchandise and information. Once again, Downtown Culver City is earmarked as a major hub for the event. CicLAvia will work with local partners to offer cultural and active programs to event participants. These could include local performances, free fitness classes, kid's bike safety training and interactive workshops. Businesses along the route are encouraged to engage participants by bringing their products or services outside.

The benefits of CicLAvia Events include:

- Promotion of Bicycle Use
- Business Development
- Recreational Opportunity
- Awareness of Metro Connection to Culver City
- Increase support for and awareness of the City's Bicycle and Pedestrian Master Plan
- Grant opportunity through Metro for event funding

This event will require the participation and coordination of several City Departments including the City Manager's Office, Public Works, Police, Fire and Transportation. The City will be responsible for delivering streets that are cleared of cars and keeping the event space safe for participants. Production of the event, which includes all elements of advance planning from permitting to publicity to programming to working with individual neighborhoods and

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businesses and directing all day-of-event logistics is the responsibility of CicLAvia.

If the grant is successfully awarded to the City of Culver City, CicLAvia will work closely with the City to create a strategic plan and develop all program elements. CicLAvia will conduct all necessary outreach along the 6.16 mile route and encourage stakeholder participation and support, as well as produce all promotional and informational material.

CicLAvia's range of support will include mitigating any residential, church or business problems along the route prior to the event. CicLAvia will set up the hubs along the route, provide day of staff for setup to ensure participant safety and to provide signage for the event. CicLAvia will also serve as the liaison between the City of Culver City and City of Los Angeles.

Safety considerations are always a priority for events in Culver City and precautions are taken to ensure a fun and safe day for cyclists and pedestrians. Additional ambulances and Fire Department personnel will be available on the day of the event and the Police Department will staff intersections, roving patrols as well as coordinate overall event security for the portion of the event within Culver City. CicLAvia will name the City of Culver City as additionally insured on their liability insurance as well as require any participating vendors to hold liability insurance naming CicLAvia and the City of Culver City as additionally insured. The General Liability Insurance Policy is up to \$3 million per occurrence. CicLAvia has hosted eight successful events in the City of Los Angeles without any major issues. They have emphasized their priority for safety with selection of the route, preparation for the event and troubleshooting on the day of the event.

The deadline for the grant application is March 14, 2014.

FISCAL ANALYSIS:

All costs that will be incurred by the City of Culver City for the planning and day of the event will be included in the grant application for funding by Metro. The amount being requested from the grant is \$61,239 to cover the majority of personnel overtime costs for the Public Works, Transportation, Police and Fire Departments as well as contractual costs to host the event. The 20% required matching amount will be satisfied through in-kind administrative costs such as regular staff hours expended in planning and preparing for the event and a hard match in the form of a cash contribution or contribution of some overtime personnel costs.

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Estimated Project Costs (PENDING):

Culver City Project Costs	
Public Works Contract	\$20,272
Public Works Hard Costs	\$7,899
Police Department Hard Costs	\$22,248
Fire Department Hard Costs	\$3,820
Transportation Hard Costs	\$7,000
Cost of Event (Grant Funds Requested)	\$61,239
Public Works Cost (Soft Match)	\$2,148
Culver City Cash Contribution (Hard Match)	\$10,100
Grand Total	\$73,487

ATTACHMENT:

1. Location Route (Map)
2. Resolution

MOTIONS:

That the City Council

Adopt a resolution approving a joint application with the City of Los Angeles and CicLAvia for grant funds through Los Angeles County Metropolitan Transportation Authority's Open Streets Program for the CicLAvia Culver City Event.