

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

Meeting Date: 02/25/13	Item Number: <u>A-1</u>
CITY COUNCIL AGENDA ITEM: Discussion of the City's Proposed Participation in the Upcoming CicLAVia Event Scheduled for April 21, 2013, including Potential Allocation of City Resources and/or Funds, and Direction to City Manager.	
Contact Person/Dept.: Charles D. Herbertson / Public Works	Phone Number: (310) 253-5630
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 (02/19/13); Downtown Business Association (02/19/13).	
Department Approval: Charles D. Herbertson (02/13/13)	City Attorney Approval: Carol Schwab (by H. Baker) (02/19/13)
Chief Financial Officer Approval: Jeff Muir (02/19/13)	City Manager Approval: John M. Nachbar (02/19/13)

RECOMMENDATION:

Staff recommends that the City Council discuss the City's proposed participation in this event, including potential allocation of City resources and/or funds, and direct the City Manager as deemed appropriate.

BACKGROUND:

CicLAVia is an event that has its origins in Bogotá, Columbia in the mid 70's. During CicLAVia events, selected streets are closed to regular vehicular traffic on a Sunday and made available for exclusive use by pedestrians and bicyclists. The event encourages pedestrians and bicyclists to explore the City and recreate in a space that is normally dominated by automobile traffic. On October 10, 2010 the event was first brought to Los Angeles and focused primarily on the downtown Los Angeles area for the first five events. These events have averaged between 100,000 to 150,000 participants. This sixth Los Angeles based CicLAVia will run approximately fifteen miles along the north side of Venice Boulevard from downtown Los Angeles to Venice Beach and, if successful, will likely become an annual event held in the spring of each year. Although the main route of the actual event will be on Venice Boulevard, there is an opportunity to create a "hub" in Culver City at Main Street.

DISCUSSION:

Discussions regarding a proposed "CicLAVia to the Sea" began last year, and various proposed routes were discussed and vetted. Ultimately, the Venice

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Boulevard route was selected. Major grant funding for the event, which is provided through the City of Los Angeles, will only fund the portions of the event occurring in the City of Los Angeles proper.

On February 5, 2013, organizers of the event met with representatives from the City Council (Council Members Clarke and Sahli-Wells), the Downtown Business Association and City staff representing the Police and Public Works Departments. At this meeting the idea of an event “hub” at Main Street was discussed. The “hub” is basically a rest/activity stop along the designated CicLAVia route that provides participants 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 provided (such as portable restrooms, bicycle repair and first aid), and eat lunch. The “hub” can also be a gathering point from which people will park and set out onto the CicLAVia route. The City’s ample downtown parking in the parking structures may attract this type of activity.

The proposed “hub” at Main Street would require closure of Main Street to automobile traffic beginning around 6 am until approximately 5:30 to 6:00 pm on Sunday, April 21st. The actual CicLAVia event occurs between the hours of 10 a.m. and 4 p.m. The additional hours of closure would allow for set-up of the “hub” before and clean-up and break-down following the event. In addition to the closure on Main Street, the event “hub” is planned to include a bicycle valet and other amenities on Parcel B and the closed portion of Washington Boulevard near the Culver Hotel.

Should the City Council approve the City’s participation in the event, the Public Works Department will provide Traffic Engineering (street closure, signage, etc.) and Sanitation services. The Police Department will staff the event in Culver City with 6 parking enforcement officers, 6 police officers, and 2 sergeants. Due to the anticipated heavy traffic on Culver/Washington Boulevard through the downtown area, the Police Department will be switching downtown traffic lights to flashing red mode from Ince Boulevard to Duquesne Avenue and positioning Police and parking personnel at each controlled intersection in order to facilitate scheduled crossing intervals and to prevent bicycle and pedestrian travelers from interfering with the right-of-way of passing vehicles.

Production of the “hub” in Culver City can be done either independently or as a part of the CicLAVia event. Because CicLAVia’s liability insurance will only apply if the event is produced by CicLAVia, the group favored this approach. The cost for CicLAVia to produce the Culver City “hub” will be between \$10,000 and \$20,000. Sony has offered matching funds of \$10,000 and the Culver City Downtown Business Association has committed to raising \$5,000. An additional \$5,000 will be sought from private donors from persons and entities other than the City.

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FISCAL ANALYSIS:

The cost to the City to provide the above discussed Police and Public Works services will be approximately \$12,500. This amount is not included in the cost of producing the “hub” which is discussed above. The costs for the hub will be covered by private donations. The City Council is requested to discuss how the \$12,500 will be paid.

In the case the City Council determines to provide at least \$1,000 of in-kind support to CicLAVia, the City Council may wish to consider becoming an official co-sponsor of the event.

ATTACHMENTS:

1. Police Department memo dated December 6, 2012 detailing cost for the CicLAVia event.
2. CicLAVia Cost Estimate from the Public Works Department dated 01/30/2013.

MOTIONS:

That the City Council:

Discuss the City's proposed participation in this event, including the potential allocation of City resources and/or funds, and direct the City Manager as deemed appropriate.