



City of Culver City

Staff Report

File #: 19-848, Version: 1

Item #: C-8.

CC - (1) Acceptance of Metro Open Streets Cycle 3 Grant Award for the CicLAvia Event On March 3, 2019; (2) Approval of a Request from CicLAvia Event Producers for City Sponsorship in the Amount of \$25,000 and Designate the Event as City-Sponsored; (3) FOUR-FIFTHS VOTE REQUIREMENT: Approval of Related Budget Amendment for the Cost of Sponsorship; and (4) Adoption of a Resolution Approving Temporary Street Closures for the Event.

Meeting Date: February 11, 2019

Contact Person/Dept: Sanjana Mada/Public Works Administration

Phone Number: (310) 253-5616

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/06/19);

Department Approval: Charles D. Herbertson (Director of Public Works/City Engineer) (02/04/19)

RECOMMENDATION

Staff recommends the City Council (1) accept the Metro Open Streets Grant Program award for the CicLAvia event "CicLAvia: Culver City Meets Mar Vista + Palms" on March 3, 2019 ("Event"); (2) approve a request from the producers of CicLAvia for City sponsorship of the Event in the amount of \$25,000 and designate the Event as City-sponsored; (3) approve a related budget amendment for the cost of Event sponsorship (**four-fifths vote required**); and (4) adopt a resolution approving the temporary closing of portions of Washington Boulevard/Culver Boulevard and Centinela Avenue for the Event and adopting related rules and regulations.

BACKGROUND/DISCUSSION

In April of 2018, Metro's Open Streets Grant Program called for applications to fund Open Streets events in Los Angeles County. Culver City submitted its application on August 29, 2018. On September 27, 2018 the Metro Board of Directors approved the Scoring Panel recommendations for Open Streets Grant Program Cycle Three funding awards. Culver City was selected as one of 15

events that was approved for funding of \$300,000. “CicLAvia: Culver City Meets Mar Vista + Palms” will be a joint effort with the City of Los Angeles and will be Culver City’s third Open Streets event.

The Event would involve closure of portions of Washington Boulevard, Culver Boulevard and Centinela Avenue, Venice Boulevard and Motor Avenue to car-traffic in Culver City and Los Angeles (Palms/Mar Vista). While being closed to car traffic, the above streets would be open to pedestrians, cyclists and others to use as a recreational space. Crossing points would be used to allow vehicular traffic to cross the route at designated sections. The crossing points are indicated on Attachment No. 1 (Route Map). There would be no designated starting or ending point. Participants could enter at any time or point along the entire route.

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 would include all elements of advance planning, from permitting to publicity to programming to working with individual neighborhoods and businesses and directing all day-of-event logistics, will be the responsibility of CicLAvia.

CicLAvia is working closely with the City to create a strategic plan and develop all Event program elements. They are conducting all necessary outreach along the proposed route and encouraging stakeholder participation and support, as well as producing all promotional and informational material. They will be setting up the hubs along the route, providing day-of staff for setup to ensure participant safety and providing 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 will be 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, provide 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 its liability insurance as well as require any participating vendors to hold liability insurance naming CicLAvia and the City of Culver City as additional insureds. The General Liability Insurance Policy is up to \$3 million per occurrence. CicLAvia has hosted 28 successful events in the County of Los Angeles, including two events in Culver City without any major issues. The organization has emphasized its priority for safety, with selection of the route, preparation for the event and troubleshooting on the day of the event.

City Sponsorship

To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof. The CCMC requires both (a) and (b) conditions to be satisfied. Additionally, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

Should CicLAvia receive City-sponsorship, the event producers will be required to list the City as a sponsor and include the City’s logo on event banners/signs and in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

Street Closure

Pursuant to Vehicle Code Section 21101(e), staff has prepared the proposed resolution (Attachment No. 2) for the City Council’s consideration. The proposed resolution contains a recommended finding that the closing is necessary for the safety and protection of persons who are to use those portions of the streets during the temporary closing. The proposed resolution also contains the rules and regulations related to the proposed temporary closure of the streets.

FISCAL ANALYSIS

The total cost of the event is \$375,000. All costs that would 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 \$145,737 to cover the majority of personnel overtime costs for Public Works, Transportation, Police and Fire Department 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.

Culver City Project Costs	
Public Works Contract (Traffic Control)	\$70,000
Public Works (Staffing and services)	\$10,000
Police Department Hard Costs	\$44,000
Fire Department Hard Costs	\$4,000
Transportation Hard Costs	\$17,737
Cost of Event (Grant Funds Requested)	\$145,737
Public Works Cost (Soft Match)	\$3,000
Other Department Costs (Soft Match)	\$1,000
Culver City Cash Contribution (Hard Match)	\$25,000
Grand Total	\$174,737

If the proposed budget amendment to appropriate \$25,000 to Public Works Administration/ Other Contractual Services Account (10160100619800) is approved, that amount will then be transferred into the account, providing \$25,000 to sponsor the event.

ATTACHMENTS

1. 2019-02-11 - ATT Route Map
2. 2019-02-11 - ATT Proposed Resolution

MOTION

That the City Council:

1. Accept the Metro Open Streets Grant Program award for the CicLAvia event “CicLAvia: Culver City Meets Mar Vista + Palms” on March 3, 2019;
2. Approve the request from the producers of CicLAvia for City sponsorship of the Event in the amount of \$25,000 and designate the Event as City-sponsored;
3. Approve a related budget amendment for the cost of City sponsorship (budget amendment requires a 4/5ths vote);
4. Adopt a resolution approving the temporary closing of portions of Washington Boulevard/Culver Boulevard and Centinela Avenue in connection with the CicLAvia Culver City 2019 event;
5. Authorize the City Attorney to review/prepare any necessary documents related to the Event;
and
6. Authorize the City Manager to execute such documents on behalf of the City.