



Laurie Capitelli
Berkeley City Council, District 5

ACTION CALENDAR
January 22, 2013

To: Honorable Mayor and Members of the City Council
From: Councilmember Laurie Capitelli
Subject: Budget Referral: Annual Grant for Sunday Streets Events

RECOMMENDATION

Refer to the FY 2014 budget process an annual budget allocation of \$59,098 to cover City-related services, materials, permits and fees for two Sunday Streets events in Berkeley: Approximately \$44,224 would be for in-kind services and permit fees, and a \$15,000 cash Grant to Livable Berkeley for city-required signage, materials & related labor. (See attached Schedule A)

FINANCIAL IMPLICATIONS

\$59,098 per year for two events: \$44,224 for in-kind services and permits fees and a \$14,874 cash grant to Livable Berkeley. This is a leveraged investment with \$124,000 from Livable Berkeley, partner organizations and private sponsorships to produce and publicize two events and manage the program.

BACKGROUND

On October 14, 2012, more than 40,000 people came to Shattuck Avenue to walk, skate, cycle, stroll, shop, dance to live music, do yoga, and connect with their community and urban environment in a transformative way. For 17 blocks, this car-traffic thoroughway became a public park and showcase for local businesses and community organizations. Everyone from local businesses, non-profits and clubs to individual artists, musicians, soccer and chess coaches used the space creatively to engage the public, lead interactive activities, and elicit spontaneity and discovery.

Sunday Streets is about community interaction, physical activity, and commercial-free fun in a large-scale public space in the urban core/heart of the city. Because of the unique no-outside-vendors aspect of Open Streets, local Berkeley businesses reported a 30-50% increase in sales on the day of the event. The first-ever Berkeley Sunday Streets Berkeley was by all measures a great success. Organizers expect at least 50,000 people for the next Sunday Streets.

Two annual Sunday Streets events will go a long way toward promoting, achieving and communicating the following city goals and values:

- Climate Action and Sustainable Transportation. Located in public-transit accessible city centers, Open Streets is car-free fun. Inspire people to change their transportation patterns by walking and biking more on a day-to-day basis as well as creating advocates for a more bike and pedestrian-friendly city.
- Supporting Local Business and Economic Development. The day itself is brisk for local business, and people return to the businesses they discover at Sunday Streets. On October 14, businesses resoundingly reported a 30%-50% increase in sales from a typical Sunday. Restaurants receipts were 66% more or double. Many businesses were open that were not typically open on Sunday.
- Promoting Downtown Revitalization. Huge numbers of people get the opportunity to see the improvements to Downtown Berkeley, and return and contribute further to its revitalization.
- Fostering social integration. "This is a party that everybody attends – the rich and the poor, the young and the old . . . people of all ages, abilities, and social, economic, or ethnic backgrounds can come out and improve their mental, physical, and emotional health." (Gil Penalosa, Founder of Ciclovia in Bogota and now Director of international advocacy group 8-80 Cities). Sunday Streets is free and family-friendly, and in the center of the city. Sunday Streets brings people together.
- Public Health. Open Streets is about physical activity on the day and beyond. It provides an opportunity for the public to experience the joys of more physically active forms of transport. "Less Car, More Life".
- Arts & Culture. Sunday Streets Berkeley is an opportunity for the public to connect with local artists and musicians, and to get to know the Berkeley Arts District. Spontaneous, free interaction with arts is an important way to foster ongoing arts appreciation.

Around the country, regularly-scheduled Sunday Street events are successful only when there is financial and visible support from their host jurisdictions. Two annual Sunday Streets events in Berkeley will be possible only with in-kind and financial support from the City of Berkeley.

The overall cost of the 10/14/12 event was approximately \$50,000 not including \$20,000 in City of Berkeley costs. (City costs were offset by \$6000 from Alameda County Measure B transportation funds). The Mayor and individual Councilmembers generously donated from their D-13 accounts to support this first-time event. Organizers utilized high-skilled volunteer help for many aspects of planning and

promotion, particularly fundraising and outreach. Funding for event production, publicity and management came primarily from private sponsorship. These forward-thinking companies and organizations - many of which also sponsor Sunday Streets San Francisco - are eager to align themselves with the mission-driven goals of Open Streets.

I respectfully request that the City of Berkeley formally support Sunday Streets Berkeley for FY 2014, October 13, 2013 and April 20, 2014, for Earth Day, by continuing to co-sponsor the events and by covering City-related costs as outlined in the attached Schedule A, "Sunday Streets Berkeley: City-Related Expenses." (Organizers propose that one Sunday Streets event coincide with Earth Day and double as a showcase for City of Berkeley & UC Berkeley Climate Action & Cleantech programs. The Berkeley Earth Day event of years past has been retired, and there is no Earth Day event currently planned for 2013 or 2014.)

CONTACT PERSON

Councilmember Laurie Capitelli, District 5 981-7150

ATTACHED

1. "Sunday Streets Berkeley: City-Related Expenses"
2. Sunday Streets: FAQs

REFERENCES

Open Streets Project <http://openstreetsproject.org/>
8-80 Cities: *Parks, Streets, Public Places for all* <http://www.8-80cities.org>
Alliance for Biking & Walking <http://www.peoplepoweredmovement.org/>
Sunday Streets San Francisco <http://www.sundaystreetssf.com/>

SUNDAY STREETS BERKELEY CITY-RELATED EXPENSES

for individual future Sunday Streets Events (based on October 2012 event)

CASH	IN-KIND	NOTES
SERVICES		
		Reducing city costs: On October 14, 2012 Sunday Streets Berkeley brought out 80 enthusiastic volunteers. We can work with the city to provide volunteer labor for street closure, intersection monitoring, etc.
	11,359	
	5,671	Includes cost of City of Berkeley-owned traffic signs & barricades
	3,240	If configuration remains the same, we can subtract Traffic Plan cost
	3,000	
	3,000	
	20,270	
MATERIALS		
	500	Much of this equipment was required by the City of Berkeley, but the City of Berkeley did not have it available
	1,200	Rental from D&M (Required by City of Berkeley,
	610	
	300	
	600	Rental from City of San Rafael
	1,027	Rental from D&M
	320	
	300	
	4,037	
	820	
	450	
	572	13 @44
	1,022	
	7,037	
	22,112	
	29,149	
TOTAL CASH & IN-KIND VALUE		

Sunday Streets: FAQs

What is Sunday Streets Berkeley? What happened in Berkeley on October 14, 2012 was part of the International Open Streets Movement. The first Open Streets project was founded in Bogota, Columbia 30 years ago as Ciclovía, and today Open Streets are an essential part of civic life in cities around the world. Open Streets contribute to better quality of urban life through a radically unique, mission-driven design.

Why are more and more progressive cities around the world developing Open Streets Projects of their own? Open Streets are increasingly common in cities seeking new and fun ways to achieve economic, environmental, social, and public health goals. These goals are shared across business, civic and community groups.

Who produced the October 2012 Sunday Streets? The production of Sunday Streets Berkeley brought together a very special and diverse coalition of interests: Livable Berkeley, The Ecology Center, The East Bay Bicycle Coalition, the Downtown Berkeley Association, and the North Shattuck Association.

Where else does Sunday Streets happen? Over 70 cities in North America have Open Streets Projects – some every Sunday of the year. San Francisco holds over ten Open Streets per year. Frequency is key to the intent, spirit and definition of Open Streets. This is because the community benefits of Open Streets are tied to its regularity. Multiple events per year are crucial to fulfilling “the broader goal of promoting and extending the myriad benefits associated with active transportation,” (From the Open Streets Project Best Practices Guide.) Multiple events per year also ensure program stability and sustainability via continuity of staffing, and the maintenance of infrastructure, relationships with activity leaders, and infrastructure. Essentially, multiple events per year ensure a level of success for Sunday Streets that the City of Berkeley can be proud of.

How do cities make Open Streets Projects happen? Open Streets are either entirely produced by cities or, at minimum, are a partnership between the City and a non-profit organizing entity where the local government jurisdiction absorbs City-related costs. The positive decision to have Open Streets in our City of Berkeley – by providing city-related services, materials & coverage of fees – reflects the City’s commitment to promoting community cohesion, local business, sustainable living, public health, and Berkeley’s unique values and character.

Are city costs for in-kind services really going to be approximately \$22,000 for each event? Not necessarily. Cities typically find ways to reduce service costs for Open Streets through on-the ground experience with this model, and by leveraging assistance from volunteers recruited by organizers.

What is the organizers’ projected budget & expenses based on? Organizers’ experience with the resources it took to produce the level of success we saw on October 14, 2012, and with budgets for comparable Open Streets around the country.

This ask for full City partnership is based on the minimum needed from the City for program viability, and also based on Open Streets program practices around the country.