

Berkeley City Council  
District 5

CONSENT CALENDAR  
June 12, 2007

To: Honorable Mayor and  
Members of the City Council

From: Councilmember Laurie Capitelli

Subject: City Sponsorship Of The 33rd Annual Solano Stroll

RECOMMENDATION:

That the City of Berkeley cosponsor the 2007 Solano Stroll to be held on Solano Avenue on Sunday, September 9, 2007; that the Council 1) give permission for use of the name of the City of Berkeley and the City's logo in media coverage of the Solano Avenue Stroll (this includes print, internet, radio and television media); and 2) provide services from Police, Transportation and Public Works departments as have been provided in the past, and as itemized in Financial Implications.

BACKGROUND:

The thirty-third annual Solano Stroll will take place on Sunday, September 9 from 10:00 am to 6:00 pm. This popular Berkeley event, which has been designated as a National *Local Legacy*, attracts thousands of attendees each year and is a showcase for local schools, community organizations, advocacy groups, artisans and North Berkeley merchants.

The parade, which kicks off the daylong Berkeley/Albany street gathering, will be limiting vehicles to those that are non-gasoline-powered, with the exception of "art" cars, fire engines and police vehicles.

Consistently in the past, the City has supported this event by an annual grant (\$5000 for 2006, and \$5000 proposed for 2007), police presence, transportation planning, street cleaning and refuse pick up, and the informational participation of the Fire Department. Organizers are respectfully requesting the same level of support from these departments as from years past. The event carries its own insurance, and they are not requesting any few waivers.

The City of Berkeley has been a long time supporter and co-sponsor of the Stroll and we would like to continue the tradition.

FISCAL IMPLICATIONS:

Cash Grant (see CM's Proposed Biennial Budget, FY 2008 - 2009; Special Events) \$5000  
In-kind services provided by the following departments are quantified below:

- Police: \$17,000 projected for 2007 (past two years: Solano Stroll 2005 was \$14,800.68 and 2006 was \$16,000)
- Transportation: planning & traffic rerouting: \$2385
- Public Works, refuse pick up and drivers: \$2300

(Note: The Fire Department participates in the parade and provides informational presence at the event, but does not provide direct services. \$1500)

Total implications of this resolution would be approximately \$28,685.

CONTACT:

Laurie Capitelli, Council Member, District 5, 981-7150

ATTACHMENT:

1. Resolution:

RESOLUTION NO. – N.S.

CITY OF BERKELEY COSPONSORSHIP OF THE SEPTEMBER 9, 2007  
SOLANO STROLL

WHEREAS, Berkeley is a City of neighborhoods; and

WHEREAS, the Solano Stroll has been the premier neighborhood event in North Berkeley for over 30 years; and

WHEREAS, the annual Solano Stroll attracts participants from all Berkeley's neighborhoods and beyond; and

WHEREAS, Solano Ave. is the commercial center of Berkeley's Thousand Oaks Neighborhood; and

WHEREAS, the Solano Stroll has had the honor of being selected by Congresswoman Barbara Lee for inclusion at the Library of Congress in Washington D.C. and was named a *Local Legacy* as part of the Library's bicentennial celebration; and

WHEREAS, this year's theme, *Going Green – It's Easy*, will emphasize our need to address oil dependency and greenhouse gas emissions by being a zero-waste event: specific green guidelines for vendors including a prohibition on Styrofoam and plastic utensils; and

WHEREAS, the City of Berkeley has a long standing tradition of supporting the Stroll through fee waivers, cash grants and in kind support;

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley will be a cosponsor of the September 9, 2007 Solano Stroll.

