



Berkeley City Council

ACTION CALENDAR
November 27, 2012

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 2013 budget process an ongoing budget item of \$30,000 to cover City fees for twice-annual Sunday Streets events in Berkeley.

FINANCIAL IMPLICATIONS

An annual allocation of \$30,000 to cover City-related fees for two events per year.

BACKGROUND

On October 14, 2012, more than 40,000 people came to Shattuck Avenue to walk, skate, ride, stroll, shop, jog, dance or do yoga. The First ever Berkeley Sunday Streets – modeled closely on the San Francisco events – was by all measures a great success. Shattuck Avenue was transformed from a vehicular throughway into a showcase for local businesses and organizations.

The overall cost of the event was approximately \$45,000 not including \$20,000 in City of Berkeley fees (offset by \$5000 from Alameda County Measure B transportation funds). Organizers relied very heavily on high-skilled volunteer help for many aspects of planning and promotion, particularly fundraising and outreach. They anticipate subsequent events will be somewhat less expensive since some of the organizational infrastructure is in place. They are estimating the cost of future events to be \$50,000 total.

Similar “Open Streets” events are held in over 70 cities in North America. All are either paid for or subsidized by the local government jurisdiction. City-related costs subsidized for this event go a long way toward promoting, communicating and achieving the following city goals and values:

- **Climate Action.** It inspires 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.
- **Public Health.** Sunday Streets, as originally conceived, is about physical activity. It encourages people to think about how to walk and bike more. "Less Car, More Life".

- **Supporting local business and economic development.** The day itself is a great day for local business, and people return to the businesses they discover on that day. Restaurants have reported that their receipts were 66% more or double than a regular Sunday.
- **Promoting Downtown Revitalization.** Huge numbers of people have the chance to see the improvements to Downtown, return and contribute further to the revitalization.
- **Fostering social integration.** Sunday Streets is a fun, free and family-friendly event for the public, located in the center of the city. As evidenced by the huge turnout, Berkeley residents desire to have such community interaction and opportunities.
- **Progressive Leadership.** Over 70 cities in the U.S. have Sunday Streets events. Cities see Sunday Streets as great vehicle to convey their priorities and leadership on the progressive and forward-thinking issues above. One attendee even described it as a “gift” to the community.

The Mayor and individual Councilmembers generously donated from their D-13 accounts to support this first-time event. We respectfully request that the City of Berkeley formally support Sunday Streets two times a year by covering the costs of City-related fees.

CONTACT PERSON

Councilmember Laurie Capitelli, District 5 981-7150