



Laurie Capitelli
Berkeley City Council, District 5

RECEIVED AT
COUNCIL MEETING OF:

JAN 22 2013

OFFICE OF THE CITY CLERK
CITY OF BERKELEY

REVISED Item # 16
COUNCIL ACTION CALENDAR
January 22, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmember Laurie Capitelli

Subject: Financial Support for 10/13 Sunday Streets Event and
Budget Referral: Annual Grant for Sunday Streets Events

RECOMMENDATION

1. Direct the City Manager to include a \$7500 cash Grant to Livable Berkeley and an allowance of \$22,100 for in-kind staff support for a Sunday Streets event to be scheduled in October 2013. 2. Refer to the FY 2014 budget process a budget allocation of \$29,600 to cover City-related services, materials, permits and fees for a second Sunday Streets event in April 2014. 3. Refer to the FY 2015 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 Ciclovía 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 support Sunday Streets Berkeley for FY 2014, October 2013 and refer to the budget process for April 20, 2014 (to coincide with Earth Day); and in subsequent years continue to co-sponsor the events and cover 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. Schedule A, "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/>