



Laurie Capitelli
Berkeley City Council, District 5

CONSENT CALENDAR
April 7, 2015

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

RECOMMENDATION

Refer to the FY 2016 & 2017 budget process an annual budget allocation of \$30,000 each year to cover City-related services, materials, permits and fees for two Sunday Streets events in Berkeley. The events will be held on Shattuck Ave and San Pablo Ave.

FINANCIAL IMPLICATIONS

\$30,000 per year for two events each year

BACKGROUND

On October 12, 2015, more than 35,000 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.

This year the North Shattuck Association and Walk Oakland, Bike Oakland are partnering together to host three Sunday Streets Events, two of which will be in Berkeley. With this new partnership, Berkeley will be able to foster new connections with our neighboring city.

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 10/12/14 event was approximately 65,000. The City of Berkeley gave \$30,000 of general fund allocations and the Mayor and Councilmembers donated \$7,950 from their discretionary funds. 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.

CONTACT PERSON

Councilmember Laurie Capitelli, District 5 981-7150
Councilmember Darryl Moore, District 2 981-7120