



# Supplemental City Council Report

City Council Meeting: July 28, 2009

Agenda Item: 8-B

To: Mayor and City Council

From: Elaine Polachek, Deputy City Manager

Subject: **Supplemental Report** - Additional Information on Marathons and Half-Marathons

## Recommended Action

As noted in the original staff report, staff recommends that the City Council assess the benefits and impacts of holding marathons and half-marathons in the City. If Council determines that these races are appropriate, then staff recommends that Council provide direction regarding revisions to the provisions of the Community Events Law to establish on a trial basis the half-marathon route proposed for the February 28, 2010 Santa Monica Half-Marathon in addition to the full marathon route proposed for the March 21, 2010 LA Marathon and designation of the south beach parking lots for licensure for commercial events.

## Executive Summary

This supplemental report provides information regarding half-marathons that was not included in the original staff report. It provides information about the Santa Monica Half-Marathon tentatively scheduled for February 28, 2010, its proposed route and associated logistics and activities, benefits to the community, and discusses potential issues and impacts to the City. It also describes changes in local law and policy that would be required to allow such races and legal issues that would need to be addressed. All City costs and fees associated with the Santa Monica Half-Marathon would be borne by the race organizer.

Council will determine whether marathons and half-marathons are appropriate races for Santa Monica. As part of that determination, Council will consider whether public safety and other associated race impacts to residents, businesses and visitors can be mitigated sufficiently. Council might consider a limit on the number of races, or might want to accommodate all or a portion or one marathon and/or half-marathon on a trial basis and ask staff to return following the use of the route(s) and report on the impacts of the race(s). If Council provides direction to move forward in establishing one or both race routes, staff will return to Council with revisions to the Community Events Law.

## **Discussion**

### **Santa Monica Half-Marathon**

TLC MediaWorks, Inc. is the organizer of the Santa Monica Half-Marathon. From 1995-2008, TLC MediaWorks handled the public relations and marketing for the Los Angeles Marathon. The company was hired to launch the Las Vegas Marathon in 2005 and helped to grow the event from 1,500 to 15,000 participants in its first three years. In January 2009, race organizers met with staff from the Pier Restoration Corporation to propose the Pacific Coast Highway Marathon from the Santa Monica Pier to the Malibu Pier and back to take place in early 2010. From its inception, the event was designed to minimize the hours of street closures and maximize opportunities for the Santa Monica business community, particularly in this challenging economy. Race organizers met with key stakeholders including Santa Monica Convention and Visitors Bureau, the Bayside District, the Santa Monica Chamber of Commerce to gauge their interest. They also met with Santa Monica Police Department, Fire Department and Transportation management Division to address their concerns and filed an event permit application with the City's Open Space Management Division and Caltrans in March, 2009.

As the event evolved, it became clear that the best course for year one would be to utilize the existing 5K Ocean route (which would allow for quick re-opening of city streets) and head onto PCH via Moomat Ahiko to a turnaround at Sunset Blvd before finishing on PCH at the 1440 lot with the closing festivities on the Santa Monica Pier (Attachment 1). The event would only utilize the southbound lanes on the west side of PCH and a reverse lane will be created to allow north and southbound traffic on the east side of the highway. Street closures for the race begin would at 7:30 am and all streets in Santa Monica would re-open by 11:00 am, per the current Community Events policy.

### **Community Benefits**

In addition to the half-marathon race to be held on February 28, 2010, race organizers are proposing a number of community pre-events (Attachment 2). These several race training programs for District high school, middle school and elementary school students and teachers, and a health expo at the Civic Auditorium in association with the Santa

Monica Chamber of Commerce, where upwards of 100 exhibitors will showcase the best of health and fitness.

Race organizers have forged an alliance between the event and the Education Foundation of Santa Monica-Malibu Unified School District. The Foundation is launching athletic endowment in 2010 and will be the sole beneficiary of the Santa Monica Half-Marathon.

### Concerns and Issues

Like the proposed LA Marathon, the Santa Monica Half-Marathon presents the City with public safety and traffic management impacts and coordination challenges. The proposed race route requires Caltrans approval to close the west side of Pacific Coast Highway. When the event application was initially reviewed by the Fire Department and Police Department, both staffs expressed concern about closing Pacific Coast Highway and their ability to respond to emergencies. Police were concerned that the route divides the west portion of the City and does not allow for emergency services to cross runners' paths easily. Both departments shared concerns about the necessity to pre-stage personnel and equipment on the west side of the city to be able to respond to calls for service. There are significant costs that the City would incur to provide staffing, arrange bus re-routing and provide for public safety. Race organizers have committed to providing full cost recovery for all City services.

While the impacts associated with the LA Marathon and Santa Monica Half-Marathon are different, the community would experience those impacts within a very compressed timeframe. The Santa Monica Half-Marathon is proposed for Sunday, February 28, 2010 which is three weeks prior to the LA Marathon date of Sunday, March 21, 2010.

Like the LA Marathon, organizers of the Santa Monica Half-Marathon would be required to conduct extensive community and neighborhood outreach, meeting with neighborhood and business associations and houses of worship.

As noted in the original staff report, changes in the Community Events Law to designate new race routes would be needed as both races conflict with the current law (i.e., unauthorized race route, less than 8 weeks between races, exceed capacities for venues). Council might consider a limit on the number of races, or might want to accommodate all or a portion of one marathon and/or half-marathon on a trial basis and ask staff to return following the use of the route(s) and report on the impacts of the race(s).

**Budget/Financial Impact**

Should Council establish on a trial basis the half-marathon route proposed for the February 29, 2010 Santa Monica Half-Marathon, all costs and fees would be the responsibility of the Santa Monica Half-Marathon. Staff would determine the types and limits of insurance the Santa Monica Half-Marathon would be required to provide.

**Prepared by:** Elaine Polachek, Deputy City Manager

**Approved:**

**Forwarded to Council:**



Elaine Polachek  
Deputy City Manager



P. Lamont Ewell  
City Manager



## PROPOSED EVENTS OVERVIEW

### PCH COASTERS

PCH Coasters is a proprietary training program using real people with inspirational stories as coaches. Based on the Santa Monica Pier, PCH Coasters will meet each week and will be offered free-of-charge to people who live and work in Santa Monica.

#### Santa Monica Half-Marathon

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[laurence@runpch.com](mailto:laurence@runpch.com)

### STUDENTS RUN SANTA MONICA

Students Run Santa Monica will start in the fall. High school students in Santa Monica and Malibu's public schools will train with their teachers to run the Santa Monica Half Marathon.

### SANTA MONICA MARATHON KIDS

Santa Monica Marathon Kids is a multi-week program targeting children at area elementary and middle schools and the alarming increase in childhood obesity and juvenile diabetes. Over the course of ten weeks, children and their families will build a foundation of fitness by walking and/or running a cumulative distance of 26.2 miles culminating with the Run of the Promenade the day before the Santa Monica Half Marathon.

### SANTA MONICA HALF MARATHON HEALTH EXPO

The Santa Monica Half Marathon Health Expo, presented in association with the Santa Monica Chamber of Commerce, will take place at the Santa Monica Civic on February 26 and 27, 2010. Free and open to the public, the Expo is where all race participants and volunteers are required to pick up their t-shirts, goody bags and race day instructions. Upwards of 100 exhibitors will showcase the best of health and fitness.

### RUNNING FILM FESTIVAL

Special screenings of classic running films will take place at a theater on the Third Street Promenade on Saturday, February 27.

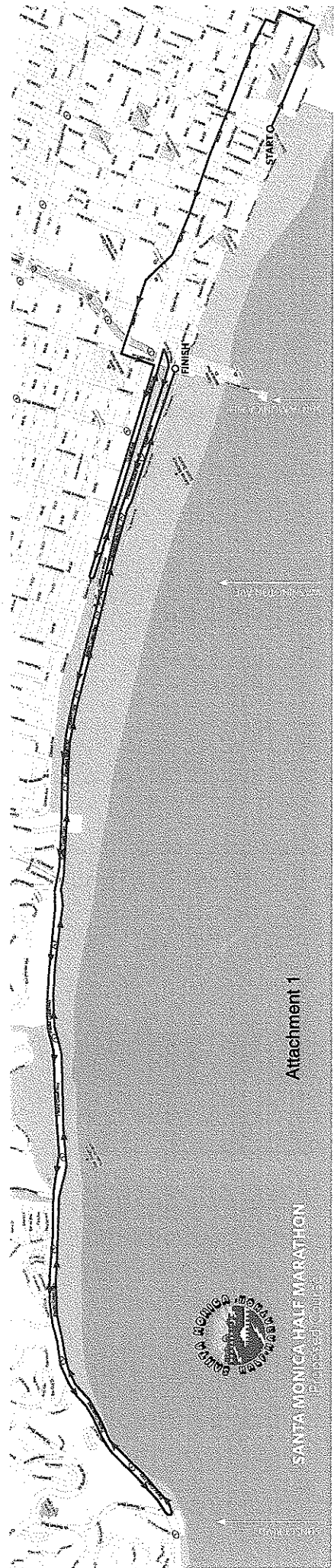


## RACE DAY

Highlights of race day include the Santa Monica Half Marathon and Pacific Coast Highway Bike Tour culminating with the Festival and Family Reunion Celebration on the Santa Monica Pier.

### **Santa Monica Half-Marathon**

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Los Angeles, CA 90024  
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Attachment 1

SANTA MONICA HALF MARATHON



PROCEEDS TO CHARITY