



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 15, 2011
To: Honorable Mayor and City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Honda/LA Marathon 2012
Attachment: 1. Route for Honda/LA Marathon 2012

The City of Beverly Hills is expected to participate in the next Honda/LA Marathon event scheduled for Sunday, March 18, 2012. The “*Stadium to the Sea*” course will remain the same as 2011, traveling from downtown Los Angeles, through the Cities of West Hollywood, Beverly Hills to the ocean in Santa Monica (see Attachment for the route through Beverly Hills).

The route that was initially proposed primarily utilized the City’s major streets (Sunset Boulevard, North Santa Monica, and Wilshire Boulevards) and City staff from all participating departments (Police, Fire, Public Works, Transportation) provided input on the current course. Police, Fire and Public Works staff created a route that attempts to provide the least amount of impact on the community on a Sunday morning, and still incorporate the elements that the Marathon is seeking (inclusion of Rodeo Drive within the Business Triangle; and entering and leaving the City on Santa Monica Boulevard for example). Police, Fire and Public Works recommended that the route remain the same based on actual data for Sunday traffic counts provided by Public Works/Engineering; key routes that public safety vehicles utilize; lessening the impact on residents and L’Ermitage Hotel on Burton Way by keeping route restricted to south side of street; and avoiding North Santa Monica in order to lessen impacts on churches and traffic, to name just a few elements that were considered.

Other Elements

- All City permits and fees have been and will continue to be the responsibility of LA Marathon (and including full cost recovery of personnel costs, equipment, signage, etc.). In addition, General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured is also provided by the LA Marathon.
- Opening of Key Beverly Hills Streets by Noon – City staff has met with LA Marathon representatives to confirm that for 2012, the City will be moving the runners onto the sidewalks starting at noon in order to begin opening up key routes within the City. Once key routes are confirmed, staff will ensure that those paths are cleaned and cleared first, and that runners will be on sidewalks by the time they reach these intersections, and will be required to follow the rules of the road. Marathon information and outreach materials already include language indicating that “runners who do not maintain a pace of less than 13 minutes/mile will be directed to finish race on the sidewalks.”
- Participation in Race by Beverly Hills Residents
In 2011, there was a 39% increase from 2010, in the number of resident runners registered from Beverly Hills zip codes (from 151 to 209).

Benefits

Opportunity for a Regional Test of the City's Emergency Operations Center (EOC)

With a regional event such as the LA Marathon, the City of Beverly Hills is provided an opportunity to test its Emergency Operations Center in real time with neighboring jurisdictions in a non-emergency setting. This type of "real-time" training helps to test the current systems and equipment, and also review and improve any issues or difficulties that occur (as well as further strengthen relationships with neighboring jurisdictions that can prove essential during any wide-scale emergency situations).

Participation in a Community Activity with Beverly Hills Residents at Water Station #16

Even with the torrential rains that occurred during the 2011 event, hundreds of residents turned out along the route, as well as to assist at Water Station #16, lead by former Recreation & Parks Commissioner Kathi Rothner (who has generously volunteered to serve as WS#16 Captain again in 2012). Water Station #16 was comprised of a majority of Beverly Hills residents, school groups (Boy Scouts, PTA, etc.), Team Beverly Hills members, and City employees.

Enhanced Promotion and Marketing of the City of Beverly Hills

- Six Beverly Hills hotels have partnered with the Marathon for 2012 and are currently featured on the Marathon's website. Also, in response to the Beverly Hills Conference and Visitors Bureau (CVB) and hotels' request/recommendations for shuttles for Marathon participants and guests who stay at local hotels, the Marathon has arranged for shuttle buses in 2012 that will pick up guests and transport runners to the starting line, and from the finish line. (Hotel statistics for March 2011 were up with an 11% increase in occupancy rates from the previous year.)
- Local venues are featured on the Marathon's website as well as links to the CVB/Visitors Bureau's, Rodeo Drive Committee's and City's websites. For 2012, promotional materials have been distributed to 30+ international tour operators and translated into five languages. A live four-hour race-day television broadcast is confirmed for KTLA channel 5. The Marathon has also partnered with the Beverly Hills CVB and tour operators in an attempt to increase foreign visitor stays within the City. (*Overseas guests tend to traditionally have longer stays at hotels than domestic travelers, therefore generating greater TOT funding.*) The City receives local and international coverage, that also include the City's own efforts (i.e. the City's newsletters, cable coverage and website), as well as the Chamber of Commerce's and Visitors Bureau's efforts (newsletters and websites; etc.).
- For the "Shopping" category on the Marathon's website, Rodeo Drive is featured first, and includes a link to the Rodeo Drive Committee's website. For 2012, a new sweepstakes element (for registered runners) has also been added, with one of the top prizes featuring the City with a "\$500 shopping spree in Beverly Hills."
- For 2012, Marathon t-shirts will also highlight Rodeo Drive and the Beverly Wilshire Hotel as some of the landmarks along the course.

Participation of Beverly Hills Businesses

- The City plans to include another Block Party element (with possible expansion) at Rodeo Drive and Dayton Way, that will include entertainment as well as booths for local merchants, BH Conference and Visitors Bureau, possible School District, and a City Information and merchandise Booth. In 2011, the Mini Block Party included local merchants Peet's Coffee & Tea, M Café, Corner Bakery Café, Innate Balance Chiropractor (*and even in the torrential rains that occurred in 2011, all of the merchants remained the entire time providing samples, local information and coupons to residents and visitors*).
- The Conference and Visitors Bureau and City staff will also be working with local merchants to explore other promotional opportunities.

Community Response

Several weeks prior to and during the 2011 event, the City received roughly 147 inquiries from the community (business and residential). The majority of inquiries were residents seeking information on parking availability, recommended routes to one's destination for that morning depending on where they lived, and a few required parking accommodations. The majority of calls were able to obtain the information they required on the City's website, and others required or requested more detailed instructions. *(Also, please note: that during the 2011 Marathon, the LA region experienced unusually severe weather/torrential rains on that day that may have increased the number of "day of" calls.)*

The complaints were few (approximately 9), and primarily included:

- Inability to cross the route (although on numerous occasions, once staff received additional information as to their destination and/or the time they were planning to travel, there were many who did not even require to cross the route and were assisted with directions, or were traveling at times that were after the streets would be re-opened).
- Required to go out of their way to reach their destination.

The majority of calls and emails were appreciative of the information that was provided and the quick response by staff. Residents who did provide positive comments included:

- Ability to view the race (and/or support friends/family in the race) by either walking or riding to the route instead of having to travel across town;
- Ability to participate in a community activity of welcoming local visitors and international guests to the City either by providing support along the route, volunteering at Water Station #16 (comprised primarily of BH residents) or the Block Party on Rodeo Drive.

NOTIFICATION

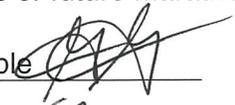
As with any large scale event, the City would begin notification efforts (and any parking restrictions that may apply) well in advance of the event. Advance notification efforts would include, but are not limited to:

- City's Cable Channel
- City's Newsletter
- City's Website
- E-Notices/Social Media *(including the Home Owners Associations groups, which for example were notified of the November 15 Council meeting)*
- Notification boards - *strategically placed around the city on key major streets*

FISCAL IMPACT

As previously mentioned, all City permits and fees will continue to be the responsibility of LA Marathon and including full cost recovery of personnel costs, equipment, signage, etc. (for the 2011 event, approximately \$80,000). In addition, General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured will also be provided by the LA Marathon.

LA Marathon representatives will be in attendance at the November 15 study session to provide any other updates regarding the 2012 Honda/LA Marathon scheduled for Sunday, March 18 and to answer any questions that the City Council may have about the previous or future marathon details.

Gisele Grable 

Steve Zoet 

Approved By

Attachment 1

HONDA LA MARATHON

Honda LA Marathon – 2012 Course City of Beverly Hills Sunday, March 18, 2012

- WATER STATIONS**
-  **Water Station 16**
Crescent/SM south
-  **Water Station 17**
SM south/west of Charleville
-  **Parking Structures**
- Block Party** at Rodeo Drive/
Dayton Way
-  **First Aid Station**
in Rexford Mini Park
-  **Shuttles for runners**

