



**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**



**DEPARTMENT:** Public Services

**MEETING DATE:** June 9, 2015

**PREPARED BY:** Lisa Hansberger,  
Recreation Supervisor

**AGENDA LOCATION:** AR-2

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**TITLE:** 2015 Fountain to the Falls Run/Walk Evaluation

**OBJECTIVE:** To provide the Community Services Commission with the 2015 Fountain to the Falls Run/Walk evaluation.

**BACKGROUND:** The annual Fountain to the Falls Run/Walk is a fitness event consisting of a 6.38 mile out and back route starting at the Library Park Fountain to the Canyon Park Waterfall. A race committee consisting of staff from the Public Services Department, Police and Fire Departments planned, promoted and implemented the race. The entry fees collected offset the entire cost of the race (excluding full-time staff costs).

The race took place on May 9 and began at 7:00 a.m. The race route started at the Library Park Fountain, headed north on Myrtle Avenue to Hillcrest Avenue, east on Hillcrest, north on Canyon Boulevard and continuing on Canyon until the park entrance. The race then followed the Canyon Park entrance road until the middle parking lot (Cabin area) trail head. Participants entered the middle trail head, which transitioned in to the Monrovia Falls, and continued to the Canyon Park waterfall. After racers reached the waterfall, they returned to the Library Park Fountain the same way in which they came.

**ANALYSIS:** This was the 5th annual event, and was offered in conjunction with the Santa Anita Family YMCA Fitness Expo. There were 303 participants registered for the 2015 race compared to 308 in 2014. Race registration (on-line only) was available through the Department's RecPro software via a link from the City's website. Fountain to the Falls entry fee was \$35 per person. No mail-in or day of race registration was accepted. Entry fees included a bib, shirt, participation ribbon, novelty items, local store coupons, and a recycled race bag.

Plaques were given to the top male and female finishers, and 1<sup>st</sup> – 3<sup>rd</sup> place medals were awarded to a male and female in each age category.

**Demographic Information:** The demographic information regarding age, gender and residency is outlined on the following page. Ethnicity information was not obtained through the on-line registration process.

**AR-2**

<b>Age Group</b>	<b>2014</b>	<b>2015</b>
9 – 14	8	11
15 – 19	6	10
20 – 29	26	29
30 - 39	81	63
40 - 49	99	78
50 - 59	62	78
60 - 69	21	30
70 & up	5	4
<b>Total</b>	<b>308</b>	<b>303</b>

<b>Category</b>	<b>2014</b>	<b>2015</b>
Male Participants	137	153
Female Participants	171	147
<b>Total</b>	<b>308</b>	<b>300</b>
Monrovia Resident Participants	148	161
Non-Monrovia Participants	160	142
<b>Total</b>	<b>308</b>	<b>303</b>

### **Publicity**

Fountain to the Falls was publicized via flyers, posters, the Monrovia Today, Pasadena Star News and San Gabriel Valley Tribune, City website, and KGEM's Public Service Announcements.

### **Foothill's Trail Challenge**

This year, the City of Monrovia, Glendale and Sierra Madre partnered to offer the first ***Foothills Trail Challenge***. This challenge is designed as a new competitive opportunity for trail runners, and to encourage participation in all of the following races:

- City of Glendale – ***Verdugo Mountains 10k***, scheduled for Sunday May 3
- City of Monrovia – ***Fountain to the Falls***, scheduled for Saturday May 9
- City of Sierra Madre – ***Mt. Wilson Trail Race***, scheduled for Saturday, May 23

Nineteen participants competed in all three races. The male and female who competed in each race with the lowest cumulative score, received a t-shirt and other fitness gear courtesy of A Snail's Pace, Monrovia.

### **Department Involvement**

Several City departments were responsible for specific components and logistics of the race as listed in the following information:

#### **Public Services Department**

- Set-up internet race registration through the City's RecPro Software
- Partner with A Snails Pace (local fitness related business) to secure race bibs for participants
- Secure company to oversee race timing
- Develop event publicity
- Publicize event via electronic and print media
- Develop/distribute closure notifications to affected residents/businesses
- Secure volunteers to monitor race route on the street and Canyon Park trail
- Order T-shirts for participants and volunteers
- Order awards for participants

- Set-up Start and Finish Line
- Organize and implement race check-in
- Brief route volunteers on assignments
- Transport route volunteers to designated route locations
- Secure various event supplies
- Brief runners on race rules
- Created the race route for participants
- Placed all road closure signage at the Library Park Fountain and the Canyon Park entrance
- Distributed trash receptacles along race route
- All other administrative duties

### **Police Department**

- Developed traffic operations plan for redirecting traffic away from race route
- Assign officers to critical locations along the race route to ensure the safety of participants
- Establish communication protocol between all safety personnel

### **Fire Department**

- Establish a command post in Canyon Park including a transport vehicle, and Fire/EMS personnel to respond to potential medical incidents during the race
- Monitor participants entering and leaving trail to ensure all racers were accounted for
- Establish communication protocols with safety personnel on the trail

### **Santa Anita Family YMCA**

Secured local fitness-oriented vendors which were set-up along Myrtle Avenue. The vendors provided fitness tips and healthy giveaways. Vendors included:

- Rubio's
- Relay for Life
- National Health Bureau – Arcadia Chiropractic Center
- ChapCare
- City of Hope
- Caldwell Banker
- Exelis
- Rotary Club of Monrovia
- YMCA
- Empire Bikes
- Lifeway Foods Inc./Kefir
- Whole Foods

**Volunteers** - Volunteers served a vital role in the success of this event. Volunteer's primary function was to monitor participants during the race, and redirect traffic away from the race route. Volunteer support was provided from the following groups/organizations:

- Canyon Park
- Youth Commission
- Police Cadets
- Santa Anita Family YMCA
- Volunteer Center of San Gabriel Valley
- Rotary Club of Monrovia
- Monrovia High School

Volunteers were assigned to the following locations:

Location	Number of volunteers	Primary Responsibility
Canyon Park Trail	15	Monitor racers on trail
Race Route	29	Redirect traffic away from route
Finish Line	8	Check participant race bags
<b>Total Volunteers</b>	<b>52</b>	

The City saved approximately \$6,864 in staff costs due to volunteer efforts. This amount is determined by using the following formula: 52 volunteers X 6 volunteer hours X \$22/National Volunteer Rate.

**ENVIRONMENTAL IMPACT:** All water stations were stocked with recyclable paper cups, and all trash along the route was collected by staff and event volunteers.

**FISCAL IMPACT:** The following information outlines program costs and revenue for the Fountain to the Falls Run/Walk. Event entry fees collected offset the entire cost of the event with the exception of full-time staff costs. Expenditures were higher this year than in 2014 which is attributed to the purchase of event bags, participant ribbons and volunteer t-shirts.

Although full-time salaries are built into Department budgets, the annual full-time cost to manage the Fountain to the Falls Race is \$17,964. This amount is calculated using the following formula:

- 2% of Two Assistant Recreation Coordinator's Base Salary= \$1,806
- 2% of Park Naturalist Base Salary = \$804
- 7% of Recreation Supervisor Base Salary = \$5,202
- 5% of Street Supervisor Base Salary = \$2,942
- 1% of Library & Recreation Manager Base Salary= \$990
- 2% of Field Services Division Manager Base Salary = \$1,980
- 3% of Police Lieutenant Base Salary = \$2,970
- 1% of Fire Division Chief Base Salary = \$990
- .25% of Director of Public Services Base Salary= \$280

*\*Staff's base salary does not include fully burdened rates or benefits.*

Fountain to the Falls Expenditure/Revenue Chart		
Expenditures		
Personnel Expenditures	2014	2015
Part-Time Staff Expenditure	\$ 1,552	\$ 1,927
<b>Total Personnel Expenditures</b>	<b>\$ 1,552</b>	<b>\$ 1,927</b>
Event Expenditures	2014	2015
Race Timing Services	\$ 1,000	\$ 1,000
Sound System Services	\$ 650	\$ 650
Participant t-shirts	\$ 2,888	\$ 2,552
Volunteer t-shirts	\$ 0	\$ 523
Medals & Plaques (including engraving)	\$ 871	\$ 330
Participant Ribbons	\$ 0	\$ 254
Race Bags	\$ 0	\$ 416
Race Signage	\$ 73	\$ 790
Barricades (for route)	\$ 260	\$ 260
Miscellaneous event supplies	\$ 99	\$ 100
<b>Total Event Expenditures</b>	<b>\$ 5,841</b>	<b>\$ 6,875</b>
<b>Grand Total Expenditures</b>	<b>\$ 7,393</b>	<b>\$8,802</b>

Revenue		
Race Revenue	2014	2015
Race Fees	\$ 10,780	\$ 10,465
<b>Grand Total Revenue</b>	<b>\$ 10,780</b>	<b>\$ 10,465</b>
Event Totals excluding Full-time Staff Costs	2014	2015
Gross Expenditure	\$ 7,393	\$ 8,802
Gross Revenue	\$ 10,780	\$ 10,465
<b>Balance</b>	<b>\$ 3,387</b>	<b>\$ 1,663</b>

Participant Total	308	303
<b>Cost Per Participant</b> (based on total Event Expenditures)	<b>\$ 24.00</b> <b>per person</b>	<b>\$ 29.34</b> <b>per person</b>

\* Event Revenue exceeds expenditures. Funds in excess off-set the cost of other General Fund programs.

### EVENT COMMENTS AND RECOMMENDATIONS:

1. The Foothills Trail Challenge was a new and popular component to this year's Fountain to the Falls Run/Walk. Staff will continue to offer and advertise this race in conjunction with the Fountain to the Falls publicity to encourage additional interest and participation.
2. Staff received positive comments about the new event giveaways (participant ribbons and recyclable bags) and awards offered this year, and will continue to include these goodies for future events.
3. Staff purchased a new "Start and Finish" banner which improved the aesthetics of the race.
4. The awards ceremony was reschedule from 10:00 a.m. to 9:00 a.m. this year. The change was well received by participants who did not have to wait for an extended period of time to receive their awards.
5. Staff received a comment from a first time race participant who enjoyed the race, but indicated that according to his Garmin GPS equipment, the length of the race was not 7 miles, but 6.38 miles. Staff explained that when the race was initially created, it was more of a "fun run", but has since become a more competitive event. Staff will confirm the length of the race route, and update next year's publicity to reflect the exact length of the race.
6. Staff will offer race day registration next year. To encourage individuals to register before the event, staff will investigate increasing the event day registration fee by \$10 - \$15.

**RECOMMENDATION:** Staff recommends that the Community Services Commission move to receive and file this report.

**COMMISSION ACTION REQUIRED:** If Community Services concurs, the appropriate action would be a motion to: **Receive and file AR-2 2015 Fountain to the Falls Run/Walk Evaluation.**