



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



DEPARTMENT: Public Services

MEETING DATE: June 14, 2016

PREPARED BY: Lisa Hansberger,
Senior Recreation Supervisor

AGENDA LOCATION: CC-3

TITLE: 2016 Fountain to the Falls Run/Walk Evaluation

OBJECTIVE: To provide the Community Services Commission with the 2016 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, 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 Saturday, May 7 and began at 7:00 a.m. The race route began 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 entrance, which transitioned to the Monrovia Falls, and continued to the Canyon Park waterfall. After racers reached the waterfall, they returned to the Library Park Fountain following the same route.

ANALYSIS: This was the 6th annual event, and was offered in conjunction with the Santa Anita Family YMCA Fitness Expo. There were 264 participants registered for the 2016 race compared to 303 in 2015. Race registration, offered online and in-house, was available through the Department's RecPro software via a link on the City's website. The Fountain to the Falls early entry fee was \$35 per person. Event day registration was offered, for the first time, for \$45 per person. Twenty seven participants took advantage of event day registration. 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 1st – 3rd place medals were awarded to a male and female in each age category.

Demographic Information: The demographic information, for the last three years, is outlined below. Please note that ethnicity information was not obtained through the on-line registration process.

Age Group	2014	2015	2016
9 – 14	8	11	7
15 – 19	6	10	6
20 – 29	26	29	28
30 - 39	81	63	72

40 - 49	99	78	62
50 - 59	62	78	67
60 - 69	21	30	15
70 & up	5	4	6
Total	308	303	264

Category	2014	2015	2016
Male Participants	137	153	133
Female Participants	171	150	131
Total	308	303	264
Monrovia Resident Participants	148	161	138
Non-Monrovia Participants	160	142	126
Total	308	303	264

Publicity

The Fountain to the Falls event was publicized via flyers, posters, the Monrovia Today, Pasadena Star News, and San Gabriel Valley Tribune and the City website.

Foothill's Trail Challenge

This was the second year that the City of Monrovia, Glendale and Sierra Madre partnered to offer the ***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 1
- City of Monrovia – ***Fountain to the Falls***, scheduled for Saturday May 7
- City of Sierra Madre – ***Mt. Wilson Trail Race***, scheduled for Saturday, May 28

Participants who competed in each race with the lowest cumulative race time, 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. Below is a detailed account of each department's contribution to the event.

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
- Organize and implement day of registration
- 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:

- Kate Yoga
- ChapCare
- Bridges
- Move your Mountain Fitness
- YMCA

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	30	Redirect traffic away from route
Finish Line	5	Check participant race bags
Total Volunteers	50	

The City saved approximately \$6,600 in staff costs due to volunteer efforts. This amount is determined by using the following formula: 50 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.

Revenue		
Race Revenue	2015	2016
Early Registration (\$35 per person)		\$ 8,295
Event Day Registration (\$45 per person)	\$ 10,465	\$ 1,215
Grand Total Revenue	\$ 10,465	\$ 9,510
Event Totals excluding Full-time Staff Costs	2015	2016
Grand Total Revenue	\$ 10,465	\$ 9,510
Grand Total Expenditures	\$ 8,802	\$ 8,340
Net Proceeds	\$ 1,663	\$ 1,170

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.

Although full-time salaries are built into Department budgets, the annual full-time cost to manage the Fountain to the Falls Race is \$15,078. This amount is calculated using the following formula:

- 2% of Hillside Wilderness Preserve Supervisor Base Salary = \$1,063
- 2% of Recreation Supervisor Base Salary = \$1,198
- 5% of Senior Recreation Supervisor Base Salary = \$3,655
- 5% of Street Supervisor Base Salary = \$2,942
- 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	2015	2016
Part-Time Staff Expenditure	\$ 1,927	\$ 1,363
Total Personnel Expenditures	\$ 1,927	\$ 1,363
Event Expenditures	2015	2016
Race Timing Services	\$ 1,000	\$ 1,000
Sound System Services	\$ 650	\$ 650
Participant t-shirts	\$ 2,552	\$ 2,735
Volunteer t-shirts	\$ 523	\$ 531
Medals & Plaques (including engraving)	\$ 330	\$ 584
Participant Ribbons	\$ 254	\$ 271
Race Bags	\$ 416	\$ 433
Race Signage	\$ 790	\$ 277
Barricades (for route)	\$ 260	\$ 0
Miscellaneous event supplies	\$ 100	\$ 497
Total Event Expenditures	\$ 6,875	\$ 6,977
Grand Total Expenditures	\$8,802	\$8,340

Participant Total	303	264
Expense Per Participant	\$ 0 per person	\$ 0 per person

**There is no cost per participant because the event yielded net proceeds.*

EVENT COMMENTS AND RECOMMENDATIONS:

1. Staff has observed that the Fountain to the Falls route signage is becoming worn and needs to be replaced. Staff will investigate replacing the Fountain to the Falls route signage for next year's race.
2. Staff will investigate offering participation medals in place of the participant ribbons.

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 CC-3 2016 Fountain to the Falls Run/Walk Evaluation.***