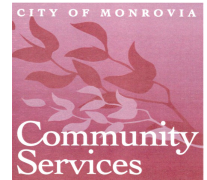




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: June 10, 2014

PREPARED BY: Lisa Hansberger
Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: 2014 Fountain to the Falls Run/Walk Evaluation

OBJECTIVE: The purpose of this report is to provide an evaluation of the 2014 Fountain to the Falls Run/Walk.

BACKGROUND: The 4th annual Fountain to the Falls Run/Walk is a fitness event consisting of a seven mile out and back route starting at the Library Park Fountain to the Canyon Park waterfall. A race committee consisting of Staff from the Department of Community Services, Public Works, Community Development, Police and Fire planned, promoted and implemented the race. The participant fees collected offset the entire cost of the race, excluding full-time staff costs.

The race began at 7:00 a.m. at the fountain in Library Park. The participants headed north on Myrtle Avenue to Hillcrest Avenue, then east on Hillcrest Avenue to Canyon Boulevard and continued on Canyon Boulevard, entering Canyon Park off of Canyon Boulevard. The race then followed the Canyon Park entrance road until the middle parking lot (Cabin area) trail head. Participants entered the middle trail head, and continued to the Canyon Park waterfall.

ANALYSIS: This year there were 308 participants registered compared to 352 in 2013. This year's event was offered in conjunction with the Monrovia Firefighters Association Annual Pancake Breakfast, and the Santa Anita Family YMCA Fitness Expo. Race registration (on-line only) and fee of \$38 per person was accepted by Active.com. A \$3 processing fee for each participant was retained by Active.com and the \$35 entry fee was retained by the City. No mail-in or day of race registration was accepted to ensure the entire registration process was expedited and managed by Active.com, experts in the registration process. Entry fees included a bib, shirt and first through third place medals awarded for males and females in each of the following age categories:

Demographic Information: The demographic information regarding age, gender and resident participation is outlined on the following page.

AR-2

Age Group	2013	2014
9 - 14	11	8
15 - 19	11	6
20 - 29	43	26
30 - 39	102	81
40 - 49	91	99
50 - 59	72	62
60 - 69	18	21
70 & up	4	5
Total	352	308

Category	2013	2014
Male Participants	176	137
Female Participants	176	171
Total	352	308
Monrovia Resident Participants	165	148
Non-Monrovia Participants	187	160
Total	352	308

This event was publicized via flyers, posters, Monrovia Today, Pasadena Star News and San Gabriel Valley Tribune, City website, and KGEM public service announcements.

Department Involvement: Several City departments were responsible for specific components and logistics of the race as listed below:

Public Works Department

- Created the race route for participants
- Placed road closure signage on streets along race route
- Distributed trash receptacles along race route

Police Department

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

Fire Department

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

Community Services

- Set-up internet race registration through Active.com
- Secured race bibs for participants
- Secured company to oversee race timing and event registration
- Developed event publicity
- Publicized event via electronic and print media
- Developed/Distributed closure notifications to affected residents/businesses

- Secured volunteers to monitor race route on the street and Canyon Park trail
- Secured local businesses to provide post race assistance to participants i.e. refreshments
- Ordered t-shirts for participants and volunteers
- Ordered medals for participants
- Set-up Start and Finish Line
- Assisted with race registration
- Briefed route volunteers on assignments
- Transported route volunteers to designated route locations
- Secured various event supplies
- Briefed runners on race rules

Monrovia Firefighters Association

- Offered a pancake breakfast, vendor booths, and children’s activities

Santa Anita Family YMCA

- Secured ten local fitness oriented vendors which were set-up along Myrtle Avenue

Volunteers: Volunteers served a vital role in the success of this event. The Volunteers primary function was to monitor participants during the race and redirect traffic away from the race route. Volunteers were assigned to the following locations:

Location	Number of Volunteers	Primary Responsibility
Canyon Park Trail	15	Monitor racers on trail
Street from Palm to Canyon Park	25	Redirect traffic away from route
Bag Check	4	Check participant personal items
Water Station	4	
Total Volunteers	48	

ENVIRONMENTAL IMPACT: All water stations were stocked with 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.

Fountain to the Falls Expenditure/Revenue Chart		
Expenditures		
Personnel Expenditures	2013	2014
Total Part-Time Staff Expenditure	\$ 1,753	\$ 1,552
Total Personnel Expenditures	\$ 1,753	\$ 1,552
Event Expenditures		
	2013	2014
Race Timing Services	\$ 1,000	\$ 1,000
Sound System Services	\$ 650	\$ 650
Participant t-shirts	\$ 2,545	\$ 2,888
Volunteer t-shirts	\$ 300	\$ 0
Medals	\$ 168	\$ 871
Race Signage	\$ 70	\$ 73
Barricades (for route)	\$ 253	\$ 260
Miscellaneous event supplies	\$ 197	\$ 99
Total Event Expenditures	\$ 5,183	\$ 5,841
Grand Total Expenditures	\$ 6,936	\$ 7,393

Participant Total	352	308
Cost Per Participant (based on total Event Expenditures)	\$ 19.70 per person	\$ 24.00 per person

Revenue		
Race Revenue	2013	2014
Race Fees	\$ 12,320	\$ 10,780
Grand Total Revenue	\$ 12,320	\$ 10,780
Event Totals (* excluding full-time Staff Costs)	2013	2014
Gross Expenditure	\$ 6,936	\$ 7,393
Gross Revenue	\$ 12,320	\$ 10,780
Balance	\$ (5,384)*	\$(3,387)*

**Community Services, Public Works, Police and Fire Department full-time Staff costs were absorbed by each Department's budgets.*

EVENT COMMENTS AND RECOMMENDATIONS:

1. Investigate purchasing a new start/finish banner that would be displayed across Myrtle Avenue to replace the older signage provided by the timing company.
2. Investigate the cost of purchasing larger medals for the first through third place finishers in each age category.
3. Research ordering participation ribbons for all participants.
4. Reschedule the awards ceremony to 9:30 a.m. Staff will inform participants of the awards ceremony by making announcements and including the time on the results board.
5. Work with the Police and Public Works Departments to develop a schedule for removal of barricades and re-opening of the streets that maximizes public safety and adheres to the event time line for re-opening the streets.

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

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: ***Receive and file AR-2 2014 Fountain to the Falls Run/Walk Evaluation.***