

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Jeremy Laurentowski, Parks and Recreation Director 

DATE: July 9, 2014 (CC Meeting of 7/16/14)

SUBJECT: Consider Request from Rotary Club of Moorpark to Co-Sponsor the 2014 Moorpark Mammoth Run

BACKGROUND & DISCUSSION

On Saturday, December 14, 2013, the City held a 5K Fun Run and Fitness Challenge at Arroyo Vista Community Park. The event featured a 5K competitive run, a 5K fun run, and a 1 mile fun run. The event included a health and fitness fair, and outdoor fitness equipment displays. The health and fitness fair featured local businesses and organizations that promote active living and healthy lifestyles. The primary reasons for running the event were to promote public awareness regarding health and fitness, as well as an opportunity to promote the future recreation trail system at AVCP.

159 individuals registered for the 2013 5K Fun Run and Fitness Challenge, resulting in a net cost of \$1,883. The total direct costs for the event were \$8,323, and the City received \$6,440 in revenue. The event met the minimum cost recovery goal, as approximately 77% of the City's direct costs were recovered, and was relatively successful, considering that this was the first time that the event was offered in the City. Due to the success of the 2013 event, staff has programmed the 5K event into the Recreation Division's annual event schedule. The City Council approved a budget of \$10,425 to continue the event in FY 14/15.

During the planning process for the 2014 running event, staff felt that a 10K run would be more popular with competitive runners and would attract runners from neighboring cities. Staff determined that Mammoth Highlands Park would be an appropriate location for the event, due to the installation of the multi-use trails that surround the Moorpark Highlands neighborhoods and direct connection with the park site. During this time, staff approached the Rotary Club of Moorpark (Rotary) to partner with the City for the event. The Rotary would be able to assist the City by providing volunteers, minimizing

the direct costs associated with part time or full time City staff. However, over the course of the planning process, it was determined by both City staff and the Rotary that it would be beneficial for the Rotary to hold the event, and the City to co-sponsor the event. This is primarily due to Rotary's large network of volunteers, their experience organizing and promoting running events, and their ability to keep direct costs to a minimum through business sponsorships.

The City Council is being asked to consider a co-sponsorship with the Rotary for the 2014 Moorpark Mammoth Run event. This request is being brought before the City Council because the Rotary is not eligible for a fee waiver under City Council Policy 6.2, Non-Profit Annual Facility Reservation Policy. The Policy allows a City of Moorpark non-profit organization to hold one event each calendar year, with only direct costs charged to that organization, provided there is a direct benefit to the City residents. However, Policy 6.2 also requires that the majority of the park remain open to the public. Due to the anticipated size of the event, the majority of the park would need to be utilized by the Rotary in order to hold this event. In addition, staff recommends absorbing the direct costs associated with a half-page advertisement promoting the event in the Moorpark Recreation Guide and inclusion in the web version of the guide, total cost of \$425, and recommends absorbing the staff time costs associated with the issuance of an Encroachment Permit issued by the Public Works Department, total cost of \$150. A Temporary Use Permit (TUP) will also be required for this event. However, per the requirements of Resolution No. 2014-3294, the City is allowed to absorb the cost required to prepare the TUP on a one time annual basis for City of Moorpark non-profit organizations, provided the event directly benefits the City residents.

The Moorpark Mammoth Run is scheduled for September 28, 2014, and will feature a 10K run, 5K run and family fun run. The event will be staged at Mammoth Highlands Park and will include a health and fitness fair, food vendors, and music. The proposed course will include approximately 2.5 miles along the multi-use trails that extend north from Mammoth Highlands Park, around the Toll Brother's development, and will continue to the intersection of Spring Road and Elk Run Loop. The last half mile section will be staged along the bicycle path on the south side of Elk Run Loop, and will extend east to the finish line at the park. The run will require a road closure on Spring Road, between Ridgecrest Drive and Walnut Canyon Road, and a controlled intersection at Spring Road and Elk Run Loop. In addition, the bicycle lane on the north and west side of Elk Run Loop, as well as the north and south side of Ridgecrest Drive, will be closed to bicycle traffic, as it will be required for event parking. Moorpark Police will direct traffic at the controlled intersection on Spring Road and Elk Run Loop. Volunteers will monitor vehicular traffic at minor intersections, such as the entries to the several gated communities, and City staff will cover no parking signs on Elk Run Loop and Ridgecrest Drive as appropriate. The City will be responsible for traffic control, medical response, music and MC, and will share responsibilities for the course set-up. The Rotary will be responsible for registration, marketing and materials, certified timing for the run, course certification, event website, sponsorships, signage, volunteers, prizes, and shirts.

The following special conditions will be included on the Temporary Use Permit, subject to final language approval of the City Manager:

- Four weeks prior to event, provide City Engineer/Director of Public Works with a notification plan for all affected residents. Notification shall include printed notice to all affected residences and posting of a 3'x3' orange traffic notification sign with 4" black lettering at neighborhood entries at all affected intersections on Elk Run Loop, Ridgecrest Drive and Spring Road. All notification must be delivered and posted in place one week prior to the event and signs shall be checked daily to ensure they are maintained where required.
- Street and intersection closures shall be planned and implemented to minimize neighborhood impacts and may only take place between 6:00 a.m. and 3:00 p.m. on the day of the event, after which, all streets and intersections shall be re-opened to vehicular traffic.
- Four weeks prior to the event, provide the City Engineer/Public Works Director with a traffic control plan demonstrating street and bicycle lane closures, advance warning signs, intersection control, traffic detours, and demonstrating that there shall be no more than a 5 minute continuous delay at any affected intersection. A listing of Police Department and volunteer staff resources, including the number of staff at each intersection, shall be provided. All required traffic control devices are the responsibility of the applicant. Two weeks prior to the event, obtain an Encroachment Permit from the City Engineer/Public Works Director for any use of the public right-of-way for this event, including placement of directional signs, traffic control devices, and parking restrictions.
- Based on the availability of parking for the event and the need to minimize traffic delays, no more than 1,000 participants may be registered for the event. Directional signs to event parking shall be provided by the applicant.
- The applicant agrees to obtain and keep in full force and effect the following insurance coverage (listed below) for the period of the subject event. Two weeks prior to the event, provide for City review and approval a Certificate of Insurance with endorsements naming the City of Moorpark and its officers, employees, servants and agents as additional insured for the coverage outlined below without deductible. The Certificate of Insurance shall provide for a thirty-day notice for the insurance carrier to the City of Moorpark in the event the insurance is to be cancelled.

Minimum Insurance Requirements are as follows:

1. General (Public) Liability not less than the following amounts:
\$1,000,000 bodily injury, including wrongful death - each person;
\$2,000,000 bodily injury – aggregate;
\$1,000,000 property damage – each occurrence;
\$2,000,000 property damage – aggregate

2. Auto (Comprehensive) Liability not less than the following amounts:

- \$1,000,000 bodily injury, including wrongful death - each person;
- \$2,000,000 bodily injury – aggregate;
- \$1,000,000 property damage – each occurrence;
- \$2,000,000 property damage – aggregate

3. Workers Compensation Insurance as required by law.

Insurance coverage in the minimum amounts set forth herein shall not be construed to relieve Applicant of liability in excess of such coverage, nor shall it preclude City from taking such actions against Applicant as are available to it under any other provisions of this Agreement or otherwise in law or at equity. Applicant shall maintain the insurance required by this paragraph until all of the work required by permit has been released in accordance with the provisions of that paragraph. All insurance policies required herein shall be written on an occurrence basis.

Staff recommends waiving regular park rental fees for this community event, and recouping only the City's direct costs. Staff also recommends waiving the fees associated with the publication of the event in the City's Recreation Guide and web based version, and absorbing the full-time staff costs associated with processing the Encroachment Permit for this event.

FISCAL IMPACT

The City will waive the regular park rental fees (\$612) and absorb overhead and full-time staff costs associated with use of City facilities. The City will also waive advertising costs associated with publication in the Moorpark Recreation Guide and web version (\$425), and shall absorb the staff time costs associated with the issuance of an Encroachment Permit (\$150). The City will not receive any revenue generated from the Moorpark Mammoth Run and will recover all net out of pocket costs. The Rotary will reimburse the City for the direct costs, such as traffic control, Police services, music, and medical response. Staff estimates that the City's direct costs for the event will be approximately \$4,500.

The FY 2014/15 budget includes \$10,425 for this event. Staff estimates that 175 runners, and sponsorships that are equivalent to those received during the 2013 run, would generate approximately \$10,500 in revenue. Since this event will now be co-sponsored with the Rotary, there will be no revenue and as noted, direct and out of pocket costs will be reimbursed.

STAFF RECOMMENDATION

Approve the request from the Rotary Club of Moorpark to co-sponsor the event as described in this report, and waive park rental fees, advertising fees associated with

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publication costs in the Moorpark Recreation Guide and web version, and absorb staff time costs associated with the issuance of an Encroachment Permit, subject to reimbursement of all other City's direct costs.