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Metropolitan Transportation Authority

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REVISED |
OPERATIONS COMMITTEE
MARCH 16, 2006

SUBJECT: SAN FERNANDO VALLEY GREAT PUMPKIN HALF-MARATHON

**ACTION: AUTHORIZE CEO TO NEGOTIATE AND ENTER INTO AN AGREEMENT
TO IMPLEMENT THE SAN FERNANDO VALLEY GREAT PUMPKIN HALF-
MARATHON PILOT PROJECT** |

RECOMMENDATION

Authorize the Chief Executive Officer to negotiate and enter into an agreement with the Economic Alliance of the San Fernando Valley to implement the San Fernando Valley Great Pumpkin Half-Marathon pilot project using the Metro Orange Line (MOL) right-of-way, which includes: |

- Allowing the use of the MOL as a one-time pilot project to be conducted on Sunday, October 29, 2006;
- Negotiating a usage fee and appropriate insurance coverage with the marathon organizers;
- Re-routing MOL service and all north/south service intersecting the MOL during the event;
- Including a \$3 Metro Day Pass in the half-marathon registration fee;
- Providing Metro staff to support the event and re-routed service, including but not limited to, Los Angeles County Sheriff's Department, Operations and Communications staff;
- Requiring event organizers to adhere to Metro's Advertising Policy;
- Waive Metro policies that allow the use of Metro properties only when normal transit service will not be disrupted; and
- Evaluating the pilot program, including the effect on Metro services and costs, and report back to the Board with the findings.

ISSUE

The Economic Alliance of the San Fernando Valley and Assembly Member Lloyd Levine have proposed to conduct a half-marathon using the MOL right-of-way. This event would require the re-routing of Metro service and the provision of additional Metro services.

POLICY IMPLICATIONS

The San Fernando Valley Great Pumpkin Half-Marathon would provide an opportunity to showcase the MOL and create a unique event in the San Fernando Valley. This event will

enjoy broad community support and would provide significant cultural and economic benefits to the San Fernando Valley.

Implementing this program as a pilot project will allow Metro to assess the impact of participation in this event and provide a report back to the Board. The Board may then decide if future participation is warranted. If the Board decides to continue this program in the future, staff would recommend that policies, guidelines and costs be developed. These guidelines would outline Board policy relating to authorizing the exclusive use of the MOL for a community event.

OPTIONS

Staff considered not participating in this event. This option would preclude the ability to participate in an event that benefits the San Fernando Valley and an opportunity to highlight the MOL.

FINANCIAL IMPACT

This project would require the provision of Metro services through the use of various Metro departments and the Los Angeles County Sheriff's Department. A preliminary estimate of \$50,000 has been developed by staff based on the cost to Metro of \$100,000 for service interruption in the Los Angeles Marathon. Metro will negotiate a fee based on our costs with the event organizers; however, the fee may not fully recover all of Metro's costs. Staff will identify the costs as part of the FY07 budget and request approval of the expenditure at the time of budget approval. Costs will be charged to project 300011, task 11.1.02.2.01.

DISCUSSION

The San Fernando Valley Economic Alliance and Assembly Member Lloyd Levine have proposed the San Fernando Valley Great Pumpkin Half-Marathon. The purpose of this event is to bring recognition to the San Fernando Valley and highlight the MOL. However, Metro's participation in this event has policy and financial implications.

Use of the MOL right-of-way will require the re-routing of service during the event. While Metro service has been re-routed for other special events, this event is unique in that it will interrupt a new Metro Service. Additionally, this event will be taking place early on a Sunday morning when ridership is lower. Staff recommends that the event be scheduled for four hours, from 8:00 a.m. until noon, after which time participants would be required to move to the bike and pedestrian path. However, cleanup will take several hours before Metro service can resume.

Metro frequently makes its facilities available for a variety of non-Metro uses. As a matter of policy, Metro charges a fee for use of facilities for all non-transportation related uses. Since this event is not transportation-related, and since significant costs could be incurred, staff recommends that a fee be negotiated with the event organizers to cover Metro costs.

Metro's participation in the event will result in costs due to the re-routing of MOL service and all north/south service intersecting the MOL and use of Metro staff to support the event. It is difficult to determine the actual costs to Metro at this time since the event organizers have not fully developed an organizational structure and event program. Additionally, Metro will need to secure appropriate insurance coverage with the event organizers. Staff will determine the costs of our participation and seek to recoup those costs from the event organizers.

The event organizers have indicated that they would like to use Metro service to transport participants. As currently envisioned, the half-marathon would begin at the North Hollywood Station and end at Warner Center. Participants would need to be transported back to North Hollywood after completing the half-marathon. Under current law, Metro is prohibited from providing exclusive charter service. However, participants could use re-routed Metro Orange Line services to return. Staff recommends that participants be charged \$3 for the cost of a Metro Day Pass. This will allow participants to use Metro services to travel to the event and then return from the finish line on the re-routed service.

Metro's participation in this event will require the use of Metro staff. It is anticipated that staff from various departments will be needed. For example, Metro Operations staff will need to support re-routed service; the Los Angeles County Sheriff's Department and Metro Security will need to provide security; Metro Communications staff will need to coordinate the event with the event organizers; and Metro maintenance staff will need to clear the MOL of any debris caused by the event. As previously noted, it is not possible to determine the costs of Metro's participation since the event organizers have not fully formed an organizational structure or an event plan. Staff will fully determine these costs and seek to recoup these costs from the event organizers.

The event organizers will seek sponsorships and advertising opportunities to support the costs of the event. This may include advertising on Metro property, specifically the MOL. Metro's Advertising Policy contains conditions and restrictions governing this issue. Staff recommends that the event organizers be required to adhere to Metro's Advertising Policy.

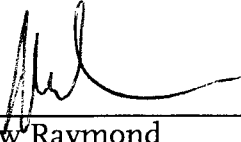
NEXT STEPS

An agreement will be negotiated and executed to move forward with the pilot project. Once the agreement is in place, staff will work with the event organizers to coordinate Metro's participation. At the completion of the event, staff will report back to the board with an analysis of the event and recommendations regarding future policies and guidelines.

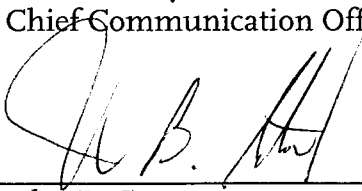
ATTACHMENTS

A. Letter from Assembly Member Lloyd Levine

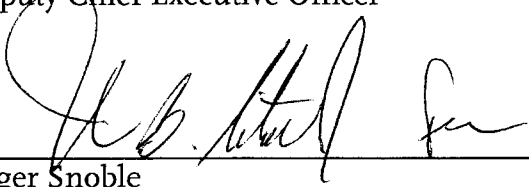
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RECEIVED
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OFFICE OF
THE CEO

January 5, 2006

Dear MTA Board Members:

The San Fernando Valley is a distinctive region of the City of Los Angeles with its own set of priorities, attributes, and challenges. It serves a diverse ethnic, cultural and economic people, and is home to several Fortune 500 companies and industries. With such a large constituency to serve, it is our goal to produce one of the top community and sport festivals in the United States.

I am writing to propose the San Fernando Valley Great Pumpkin Half-Marathon. This event will feature a point-to-point 13.1 mile half-marathon, a runner's festival and community expo. The Half-Marathon will touch many points of interest throughout the valley, from the bustling North Hollywood Red Line Station, the Sepulveda Dam Recreation Area and Pierce College. We anticipate this event to generate huge amounts of publicity and revenue for the valley, from both visitor and community participants.

With the enthusiastic support of Bruce Ackerman, President & CEO of the Economic Alliance of the San Fernando Valley and County Supervisor Zev Yaroslavsky, we hope to feature the Metro Orange Line as the main attraction of the event. The newly launched Metro Orange Line, a convenient 14 mile distance, is one of the greatest assets to the San Fernando Valley.

Currently serving over 16,000 residents a day, the Metro Orange Line has already exceeded our expectations. With your support, the First Annual San Fernando Valley Great Pumpkin Half-Marathon will launch on the First Anniversary of the Metro Orange Line, October 29, 2006, from the North Hollywood Red Line Station.

We look forward to a tremendous partnership.

Very Truly Yours,

Bruce Ackerman
Lloyd Levine



Assemblymember

CC:

Mr. Roger Snoble, CEO, Metro
Mr. Michael Turner, Government Relations, Metro
Supervisor Gloria Molina, First Vice Chair, Metro
Mayor Pam O'Connor, Second Vice Chair, Metro
Supervisor Michael Antonovich
Supervisor Yvonne Burke
Supervisor Don Knabe
City Councilmember John Fasana
City Councilmember Bonnie Lowenthal
City Councilmember Bernard Parks
Mayor Frank Roberts
Mr. David Fleming
Mr. Richard Katz
Mr. Doug Failing