

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM HEALTHIEST AMES FOR FALL HEALTHY STREETS EVENT

BACKGROUND:

Healthiest Ames plans to host a second Healthy Streets event on Sunday, September 20. In May, the Healthiest Ames organization hosted the first Healthy Streets event. This event is intended to promote healthy living, support local businesses, and encourage sustainable transport. To achieve this, activities such as wellness education, healthy food samples, and play activities will occur in the downtown area. Organizers expect up to 1,000 participants in the event, and plan to have 50 volunteers on hand to manage the activities.

The event will take place from 1:00 p.m. to 4:00 p.m. To facilitate this event, organizers have made the following requests:

- Closure of the following streets from 8:00 a.m. to 6:00 p.m. Sunday, September 20: Main Street and Fifth Street from Burnett Avenue to Douglas Avenue, and Douglas Avenue, Kellogg Avenue, and Burnett Avenue from Main Street to Fifth Street
- Closure of 171 metered parking spaces on the streets listed above
- A blanket Temporary Obstruction Permit
- Use of electricity from City-owned electrical outlets along Main Street and waiver of electrical costs (approximately \$5 loss to the Electric Fund)

Although there will be vendors providing samples at the event, no money will change hands. Therefore, a Vending Permit is not required. Additionally, because the event takes place on a Sunday, no parking meter revenues will be affected. Event organizers have met with Main Street Cultural District (MSCD) staff regarding this event and MSCD has indicated its support. CyRide will divert its route to avoid the closed area.

Because this event is being coordinated by the City-sponsored Healthiest Ames organization, the Parks and Recreation Department is assisting with the coordination of activities. **In the opinion of the City's Risk Manager, this event can be considered an official City event, and is therefore covered under the City's liability insurance.** This arrangement is similar to that of the Ames 150 Committee, which was City-affiliated and covered under the City' liability insurance. The Risk Manager has indicated that the

activities taking place at this event present no noteworthy exposures to the City's liability.

ALTERNATIVES:

1. Approve the Healthy Streets Event requests for September 20, including the street and parking closures, blanket Temporary Obstruction Permit, use of electricity, and waiver of fees.
2. Approve the requests, but require \$5 reimbursement for the use of City electrical outlets.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The proposed event is being conducted by a City-sponsored organization to promote healthy activities, nutrition, and lifestyles. It is a community event open to the public and will help draw residents to the downtown area. This event has received approval from the Main Street Cultural District.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Healthy Streets Event requests for September 20, including the street and parking closures, blanket Temporary Obstruction Permit, use of electricity and waiver of fees.

SUMMARY OF EVENT

DESCRIPTION

Event Name Healthy Streets

Description Healthiest Ames is planning their second Healthy Streets event for this upcoming fall. Healthiest Ames was awarded a \$75,000 Matching Assets To Community Health (MATCH) grant from the Wellmark Foundation. The City of Ames has committed to an in kind contribution to match the \$75,000 grant. The project Engaging Ames in Complete Streets is focused on building environments and advancing policies that will enhance walkability and bikeability in the Ames community. Healthiest Ames' goal is to make Ames the healthiest community in Iowa. Healthiest Ames will continue to improve the quality of life of Ames citizens through education and collaboration that promotes lifelong engagement in healthy living.

A portion of these grant funds will be used to host Healthy Streets events. Healthy Streets spiraled off of an initiative that is celebrated throughout the nation called Open Streets. Open Streets events temporarily close streets to automobile traffic to encourage people to use them for walking, biking, dancing, playing, socializing, and wellness education. The initial Open Streets event was held in 1974 in Bogota, Columbia, and now events exist in over 90 cities throughout the nation, including: New York, Los Angeles, Minneapolis, Madison, Chicago, and Houston. Open Streets events are becoming increasingly common in cities seeking innovative and fun ways to achieve environmental, social, economic, and public health goals as well as innovative ways to promote healthy living, support local businesses and encourage sustainable transport!

- Event Category**
- Athletic/Recreation
 - Exhibits/Misc.
 - Festival/Celebration
 - Parade/Procession/March
 - Concert/Performance
 - Farmer/Outdoor Market
 - Other (please explain)

Anticipated Attendance Total 1,000 Per Day 1,000

DATE/TIME

Setup	Date <u>9/20/15</u>	Time <u>8:00 am</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>9/20/15</u>	Time <u>1:00 pm</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>9/20/15</u>	Time <u>4:00 pm</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>9/20/15</u>	Time <u>5:30 pm</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable _____
Rain Location, if applicable NA

LOCATION

Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

events@amesdowntown.org

Campustown - Campustown Action Association: (515) 450-8771

director@amescampustown.com

Iowa State University - Events Authorization Committee: (515) 294-1437

eventauthorization@iastate.edu

CONTACTS

Host Organization

Healthiest Ames

Local Contact (Required)

Must be present during event

Name: Kristen Thompson

Address: 519 Welch Avenue #3, Ames, IA 50014

Telephone: (319) 334-0078

Cell phone: (319) 334-0078

Must be available by cell phone during event

Email: kristent@iastate.edu

At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.

Yes No

Is this an annual event? How many years have you been holding this event? 1

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July, etc.*)?

If yes, please list