

# *City of Brisbane*

## *Agenda Report*

**TO:** Honorable Mayor and City Council

**FROM:** Caroline Cheng via Clay Holstine, City Manager

**DATE:** Meeting of March 15, 2010

**SUBJECT:** City's Participation in "Streets Alive San Mateo County"

**PURPOSE:** Inform the Council about World Health Day and the County's involvement

**RECOMMENDATION:** Receive presentation on City's participation in "Streets Alive San Mateo County" on April 11<sup>th</sup>, World Health Day.

**BACKGROUND:**

Supervisor Carole Groom of San Mateo County has hosted three meetings so far on how cities within the County can get involved for what will be San Mateo County's first "Streets Alive" event. Inspired by a growing movement, cities across the County will join cities across the globe on World Health Day, April 11<sup>th</sup>, by opening their streets between 10am – 2pm to provide a safe space for people to enjoy being active, and promote outdoor activity for a healthy future.

**DISCUSSION:**

The City has many public amenities in town which staff felt could be promoted on April 11<sup>th</sup>, and which also fall in line with the County's overarching goal that public spaces throughout San Mateo County be transformed into outdoor spaces where people can walk, play, walk, bike, and run as they rediscover the uniqueness of their communities.

A subcommittee of the Parks, Beaches, and Recreation Commission met on February 23<sup>rd</sup> to brainstorm activities for Streets Alive. With many regions across the world becoming keen on the idea of closing streets to promote greater outdoor activity, Brisbane will be closing half of San Francisco Ave. between Visitacion and Inyo to vehicular traffic (the other side will remain open so as to not impact the residents at the top of San Francisco Ave. and to keep traffic on Inyo one-way). On the portion with the street closure, there will be a variety of demonstrations and performances, primarily from our class instructors. This will also give them an opportunity to have class sign-ups. Live music is also being planned for the event, and a Census employee will be present distributing Census 2010 water bottles to event participants. Due to the proximity of Old Quarry Rd. and the Crocker Park Recreation Trail to the main site of the event, it's hoped that participants will also explore these parts of town that day as well. The Fire and Police

Departments will also be present during the event, distributing “A Healthy Firefighter’s Cookbook” and promoting biking with one of the officers in full bicycle duty gear.

**FISCAL IMPACT/FINANCING ISSUES:**

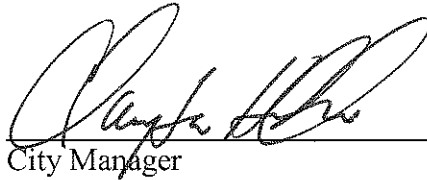
None, due to this being a County-wide event where an event planner has been hired to help cities coordinate and promote day-of activities on the website, [www.streetsalivesmc.org](http://www.streetsalivesmc.org).

**MEASURE OF SUCCESS:**

- 1.) Public awareness of street closures used occasionally for purposes other than vehicular traffic
- 2.) Class instructors increase class participation levels by 10% from exposure to Streets Alive demonstrations.



Administrative Management Analyst



City Manager