



Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Monday, May 2, 2016
4:00 PM

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) Special Event Proposals
 - a. AIDS/LifeCycle Bike Ride
Provides request for proposed route through Beverly Hills. Event is a ride (not race) from San Francisco to West Hollywood, and would include a use (not closure) of a single lane through the City (enter along S. Santa Monica, right on Wilshire Blvd, north/left on Doheny).

 - b. 2017 Los Angeles Marathon
Provides update/information regarding 2017 Los Angeles Marathon event.

 - c. Fred Hayman Tribute
Provides information regarding proposed event on Sunday, May 15 on the 200 block of N. Rodeo Drive.

- 3) Adjournment

for

Byron Pope, City Clerk

Posted: April 27, 2016



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 2, 2016

To: City Council Liaisons - Rodeo Drive/Special Events/Holiday Programs
- Vice Mayor Nancy Krasne
- Councilmember Lili Bosse

From: Gisele Grable, Community Services Administrator
Community Services Department 

Subject: Special Event Proposals:
- AIDS/LifeCycle Bike Ride
- 2017 Los Angeles Marathon
- Fred Hayman Tribute on North Rodeo Drive

Attachments: 1. Map of Proposed Route through Beverly Hills for AIDS/LifeCycle Bike Ride
2. AIDS/LifeCycle Narrative and Code of Conduct/Safety Guidelines
3. Letter from Rodeo Drive Committee Regarding Fred Hayman Tribute

INTRODUCTION

The following proposed events will be reviewed at the City Council Liaison meeting on Monday, May 2, 2016. The information below includes preliminary information received to date.

AIDS/LifeCycle Bike Ride

"Controlled" (not closed) Lane through Beverly Hills – starting at Beverly Hills' western border along South Santa Monica Boulevard; east on Wilshire Boulevard; north on Doheny Drive and east on North Santa Monica Boulevard

For the 15th year, the AIDS LiveCycle event has included a 7-day, 545-mile bike ride (not race) that begins in San Francisco and concludes in Los Angeles. Over the last 13 years, the ride has normally finished at the Veterans' Administration Facility in West Los Angeles, but due to recent developments with the Department of Veteran Affairs, they can no longer utilize the site for the ride, and have now secured a finish area at Fairfax High School on Saturday, June 11, 2016. The event includes approximately 2,500 participants, and benefits the HIV/AIDS services of the San Francisco AIDS Foundation and the Los Angeles LBGT Center.

The first route that was presented by the AIDS/LifeCycle representatives was proposed to travel (and include a lane closure) along North Santa Monica Boulevard through Beverly Hills into West Hollywood (*they have already received approval from West Hollywood to travel through their city*). Beverly Hills city staff, including the Police Department and Traffic Control Division representatives met with the AIDS/LifeCycle representatives to review the details, and determined that on a

Honorable City Council Liaisons- Special Events
May 2, 2016

Saturday, North Santa Monica Boulevard was not the best or safest option for the Beverly Hills community. With Police Department feedback and recommendations, the updated route was redefined and was felt that a "controlled" lane utilizing primarily the parking lanes or traffic lane depending on the location was the preferred option for Beverly Hills. The timeframe is estimated for the cyclists (on an intermittent basis) to begin entering Beverly Hills at approximately 10:30 a.m. and the final cyclist to leave the City at approximately 5:00 p.m.

Since the event is a bike ride, and not a race, the cyclists are required and subject to all rules and regulations of the California Vehicle Code and must obey all traffic laws, signals and signs. *(A copy of the AIDS/LifeCycle's "Code of Conduct and Safety Guidelines" that every cyclist is required to sign in order to participate, is attached.)* All permit fees and associated costs for the permit, including insurance would be the responsibility of the AIDS/LifeCycle organization.

2017 Los Angeles Marathon

City staff will provide verbal update on preliminary information.

Fred Hayman Tribute on North Rodeo Drive

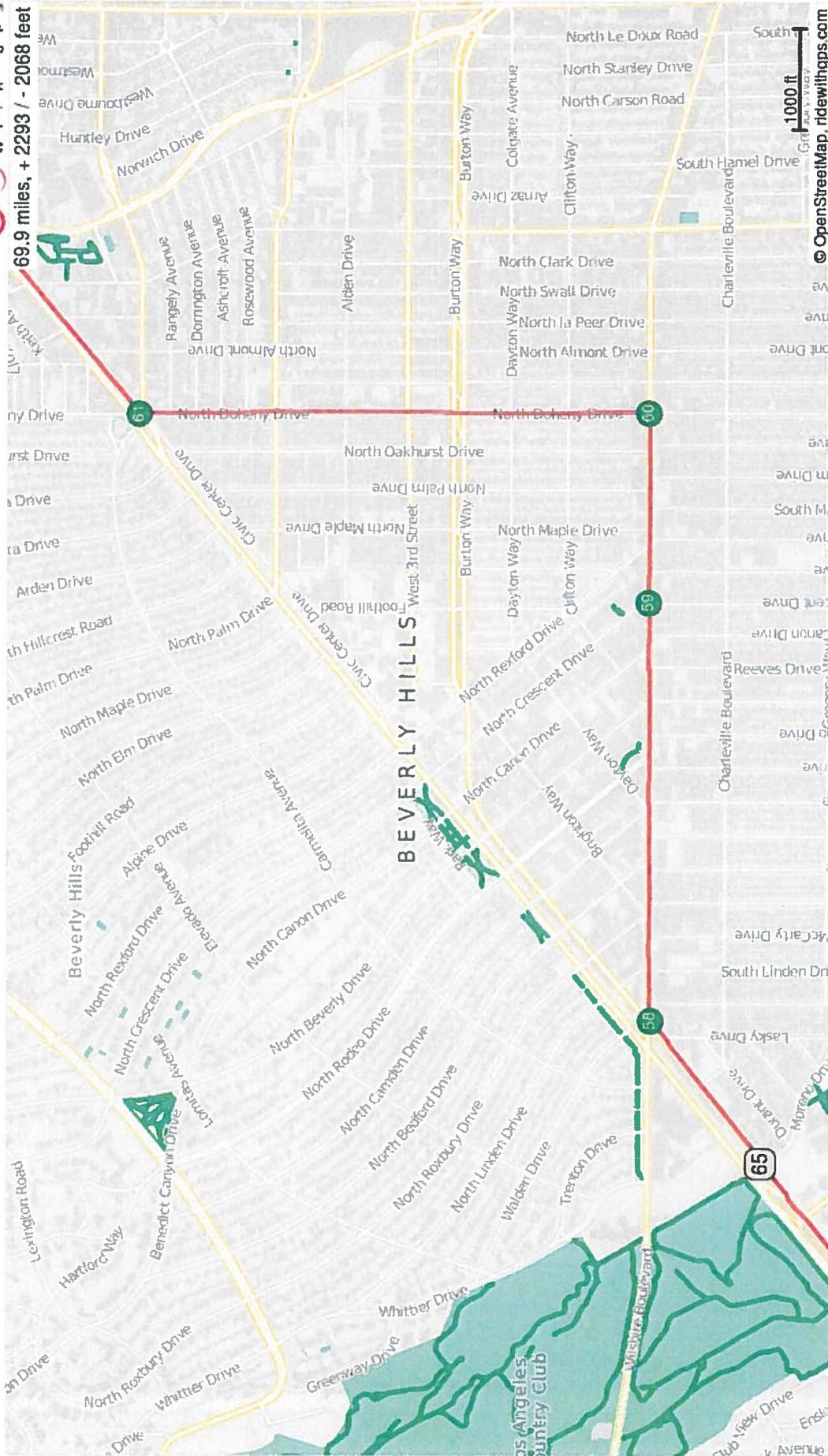
Spago and the Rodeo Drive Committee have requested the closure of the 200 block (only) of North Rodeo Drive on Sunday, May 15 from 11:00 a.m. to 2:00 p.m. in order to hold a memorial event in honor of Fred Hayman. At this time, staff has only received preliminary information regarding the request, and hopes to obtain more details by the May 2 Liaison meeting. The Rodeo Drive Committee has provided a letter of support (attached) for the proposed street closure, and the date has been confirmed for May 15.

City Council Liaison feedback and direction is respectfully requested.

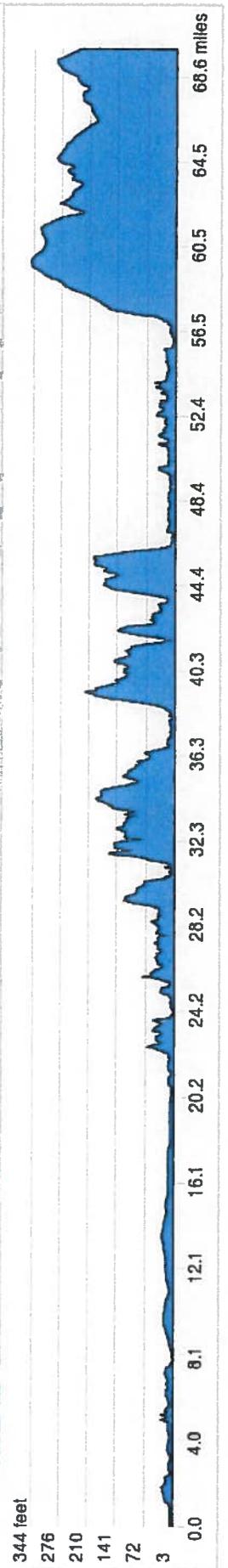
ALC Day 7 - West Hollywood FLF



69.9 miles, + 2293 / - 2068 feet



© OpenStreetMap, ridewithgps.com



AIDS/LifeCycle™

Event Narrative and Site Schedule

**City of Beverly Hills, CA
ALC Day 7, Saturday June 11, 2016**

AIDS/LifeCycle is a 7-day fundraising bicycle ride from San Francisco to Los Angeles benefitting the HIV/AIDS services of the San Francisco AIDS Foundation and the Los Angeles LGBT Center. In its 15th year, the Ride will take place from June 5 through June 11, 2016. We are expecting approximately 2,500 riders to participate in this event, with each participant raising at least \$3,000.00 in order to participate. There will be no solicitation of funds for any reason during the course of the event, and all monies received will be shared by percentage between the San Francisco AIDS Foundation and the Los Angeles LGBT Center, who share the responsibility of producing this event. Both agencies are registered 501c3 California non-profit organizations raising monies for the purpose of caring for persons with HIV and AIDS and AIDS-related issues.

AIDS/LifeCycle is requesting controlled passage through the City of Beverly Hills as we make our way to our new Finish Line Festival site near West Hollywood. We are a ride, not a race, and we require all participants to agree to and sign our Code of Conduct. All Cyclists are expected to adhere to all traffic laws as directed by California vehicle code.

[route revised - SM to Wilshire to Doheny]

We are requesting the ~~closure of the number 2 lane on California Highway 2 Eastbound~~ through the City of Beverly Hills, from the Beverly Hills western border with the City of Los Angeles to the Beverly Hills eastern border with the City of West Hollywood. We are not requesting control of traffic intersections, the complete closure of CA-2, nor anything else that would completely block traffic through town, only a controlled lane in which to pass through the City. Our Cyclists are used to riding on open City roads and are required by our Code of Conduct to stop at all stop signs and stop lights.

Event Timeline

Saturday, June 11, 2016

10:30 AM – First Cyclist passes through Beverly Hills; this will remain a trickle of Cyclists in the morning through mid-day
 3:00 PM – the main pack of AIDS/LifeCycle Cyclists passes through Beverly Hills
 5:00 PM – Final Cyclist passes through Beverly Hills
 5:00 PM – 6:00 PM – Following the passage of the last Cyclist & the Caboose, authorized vendor re-opens number 2 lane on Eastbound CA-2 through City of Beverly Hills

We have the following items specific to our event:

- Sweep vehicles that will assist cyclists if they need help between rest stops
- Caboose - a passenger car that follows the last cyclist at a safe distance
- Motorcycle Safety volunteers to assist cyclists at locations along the route that we deem need a little extra attention other than just signage. It is our name for what other events call course marshals.
- All participants and vehicles are required to follow the California Vehicle code and have signed the attached Safety Speech and participant waiver.

AIDS/LifeCycle 2016 Code of Conduct and Safety Guidelines

Safety is our number one priority on AIDS/LifeCycle. Your behavior will affect not only your safety but also the safety of those around you and the perceptions of the communities we ride through. **All of our Ride Leaders are volunteers and are here for your safety.** Please follow their direction should they instruct you out on the road today.

All participants must understand and adhere to this Code of Conduct on official training rides and on the event. Violation of any of these rules could jeopardize your participation in AIDS/LifeCycle, the safety of your fellow participants, and the future of the event.

- **Bicycles are vehicles under the California Vehicle Code and you are subject to all the rules and regulations of that code.** Obey all traffic laws, traffic signals and signs. Ride as far to the right as is safely possible. Ride defensively, predictably and stay alert. Assume car drivers cannot see you.
- **Stop at all stop signs and stop lights without exception.** When you are on an ALC training ride and on the event, you must make an ALC stop, ceasing all forward motion and placing one foot on the ground before proceeding.
- **Wear your helmet at all times** when on your bicycle. This includes while riding in camp and in rest stops.
- **Ride single file** and leave at least one bike length between you and the rider in front of you. *No drafting. No pacelines.*
- **Communicate your intentions.** Use verbal alerts to point out potential vehicle hazards. Use **hand signals** to indicate right turn, left turn, stopping or slowing. **Alert others to potential hazards** by pointing and/or calling out in a **loud, outside voice.**
- **Look behind you before passing** to make sure it is clear. Pass only when it is safe to do so and pass **only on the left.** When passing, **call out loudly, "On your left!"**
- **Never wear headphones or ear buds while on your bike.** The use of cell phones, iPods, mp3 players, radios, walkie talkies, handheld cameras or video cameras, or any other electronic device is prohibited while riding.
- **Control your bicycle:** keep at least **one hand on the handlebars** at all times.
- **ALC is an alcohol- and drug-free event.** Do not consume alcohol or use recreational drugs on training rides or on the event.
- **Eat before you feel hungry and drink before you feel thirsty.**
- **Emergency Procedures:** If an accident occurs requiring emergency medical services, **call 911 immediately** and direct traffic around the scene. Get the Riders name and wait for emergency personnel to arrive. **Do not move an injured person** if they are unable to move themselves. Notify your Training Ride Leader or an AIDS/LifeCycle staff member.
- **Obey instructions of all law enforcement personnel, roadies and the AIDS/LifeCycle staff.**
- **Keep your bike frame number visible at all times** on the route and in bike parking.
- **Use only the tents provided by AIDS/LifeCycle and camp in your designated space on the grid.** This will enable the staff to locate you in case of an emergency.
- **Do not tamper with any logistical, electrical or structural equipment on the event.** Any participant's personal electronic equipment found plugged into the event's electrical supply will be confiscated by ALC staff.
- **Be courteous and respectful of others.** We are a diverse community. Please be thoughtful in your conduct and choices, and sensitive to the feelings of your fellow participants.

Violation of any of the rules stated above could result in one or all of the following:

I agree that I may be expelled from the Event in the sole discretion of SFAF, LAGLC, and/or their designated Event director with or without cause or warning, and my failure to abide by the rules and regulations in the code of conduct may result in disciplinary action against me up to and including expulsion from the Event without warning.

- Verbal warning
- Written warning
- Suspension for one day
- Expulsion from the event

Print Name (First / Last)

Date

Signature

Participant Number



April 25, 2016

Hon. John Mirisch, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our full support for the Fred Hayman memorial event street closure request.

As you know, Fred Hayman was a founding member of the Rodeo Drive Committee and his vision for the Drive had an everlasting impact. He was instrumental in transforming Rodeo Drive into the world-class destination that it is today.

Our members overwhelmingly support the opportunity to honor his memory on Rodeo Drive where he not only created a retail legend, but where he also had such strong personal connections with so many of our committee members.

To help expedite the street closure request as memorial planning is still taking shape, RDC is in support of the event taking place on the 200 Block of Rodeo Drive either May 14, 15, 28, or 29, 2016.

We appreciate your consideration of this request and helping to honor the memory of a great community member and friend.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Tronstein', is written over a horizontal line.

Mark Tronstein
President
Rodeo Drive Committee

Cc: Megan Roach, Nicola Cagliata, Donna Snyder, Kathy Gohari, Bill Wiley, Tom Blumenthal, Peri Ellen Berne, Joe Richardson