



Agenda Report

19-279

Agenda Date: 3/12/2019

REPORT TO YOUTH COMMISSION

SUBJECT

Youth Commission Committee Report on Work Plan Goal-5K Fun Run

BACKGROUND

Youth Commission FY2018-19 Work Plan goals include hosting a 5K Fun Run. This committee's purpose is to raise awareness of the benefits of an active lifestyle for all ages and to plan and host a 5K Run in Santa Clara. The Youth Commission last hosted a 5K Fun Run in 2017 within Central Park and had approximately 140 registered participants across all age groups.

DISCUSSION

Committee members will provide an update to the Commission on their planning objectives and event logistics, including scheduling, location, route information, and marketing. At the February committee meeting, members reviewed the event route provided by Jon Kawada, staff liaison. The route was based on adjustments from the 2017 event and reach approximately five kilometers, within the constraints of utilizing foot paths in Central Park. Participants could complete four laps to be near five kilometers or three miles, with the start/finish line on the ball fields north of the International Swim Center. Committee members also developed a potential donor list to assist with raffle prizes, first aid station supplies, and runner packet giveaways. Targeted marketing of the event through Instagram, Facebook, and ActiveNet was discussed to reach adults in the greater San Francisco Bay Area. Staff will begin targeted marketing of the week of March 4, 2019.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Youth Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

Reviewed by: Jon Kawada, Recreation Coordinator

Approved by: James Teixeira, Director of Parks & Recreation