



Agenda Item Staff Report

To: Honorable Mayor and Members of City Council
For the Meeting of September 10, 2024

From: Chris Constantin, City Manager

Prepared by: Steven Barragan, Engineering Manager

Subject: Approve the San Dimas High School Homecoming Parade

SUMMARY

City Council to consider approving the annual special event for the San Dimas High School Homecoming Parade through the City's downtown area.

RECOMMENDATION

Staff recommends that the City Council:

1. Approve the annual San Dimas High School Homecoming Parade through the downtown area for this year (2024) and future years with the following conditions:
 - a. The San Dimas High School (SDHS) and/or Bonita Unified School District (BUSD) contribute their fair share in the event's cost by paying for the traffic control consultant services (\$4,000 for 2024).
 - b. Require the San Dimas High School to comply with the Special Event Permit Conditions of Approval which shall include, but not be limited to the following:
 - i. Provide supervising adult monitors to assist with managing the parade participants before, during, and after the event.
 - ii. Notify all impacted businesses and residents along the parade route at least 7 days in advance of the scheduled event.
2. Authorize City Staff to assist with traffic control before, during, and after the event. The City shall continue to subsidize this cost from the General Fund.
3. Authorize the City to pay for Sheriff's Department staff to assist with the event. The City shall continue to subsidize this cost from the General Fund.

FISCAL IMPACT

The day of the event cost for hosting the annual San Dimas High School Homecoming Parade through the City's downtown area is currently estimated to be just under \$10,000. The cost breakdown by year is as follows:

SAN DIMAS HIGH SCHOOL HOMECOMING PARADE COST				
Year	City Staff	Sheriff's Staff	Consultant Services	Total
2008-2019	\$2,500	\$1,000	\$1,500	\$5,000
2020 (Covid)	N/A	N/A	N/A	N/A
2021-2022	\$3,200	\$1,000	\$2,500	\$6,700
2023	\$3,800	\$1,400	\$3,600	\$8,800
*2024	\$4,200	\$1,500	\$4,000	\$9,700
**Future	\$5,200	\$1,800	\$4,500	\$11,500

*Anticipated

The fiscal impact will depend on the Council's directive regarding the sharing of the cost for this event (if any). The table below shows the history of cost contributions and what's proposed for this year (2024). The percentages listed are based on the costs listed above and the percentages may fluctuate in the future depending on actual cost for the consultant services compared to the actual total cost.

SDHS HOMECOMING PARADE COST SHARING		
Year	City's Contribution	School's Contribution
2008-2019	100%	0%
2020	N/A	N/A
2021-2022	100%	0%
2023	100%	0%
*2024	58%	42%
**Future	50% – 60%	40% - 50%

*Proposed

**Future year percentages will vary based actual cost

BACKGROUND

In 2008, the San Dimas High School submitted their first special event permit application to the City for hosting their Homecoming Parade through the downtown area. Since then, the Homecoming Parade has been an annual community event primarily taking place on a Friday afternoon in the month of October. There have been a few expectations where the date has been shifted to as early as the end of September and as late as mid-November. Additionally, the only

year the event has not taken place since its initiation in 2008 is 2020 and that was due to the implemented restrictions from the Coronavirus disease (COVID-19) pandemic.

Over the years the parade route has been essentially the same. See Attachment 1 for a map of the parade route. The parade participants gather and stage near the civic center along Iglesia Street between Bonita Ave and 1st St and along 1st Street east of Iglesia St. The parade route has been primarily on Bonita Avenue from Iglesia Street to Monte Vista Avenue.

Prior to 2020, the annual event was the same year after year and it consisted of temporarily closing the following streets:

- Bonita Avenue from City Hall Parking Lot Driveway just east of Iglesia St to Monte Vista Ave (extended to Cataract Ave to detour traffic)
- 1st Street from Iglesia St to east end
- Iglesia St from 1st Street to Bonita Ave
- Monte Vista Ave from Bonita Ave to 1st St
- San Dimas Avenue both northbound and southbound traffic remained open until the parade started.

Once the parade started, the San Dimas Ave. traffic would be held at the Bonita Ave intersection until breaks in the parade were created by holding the parade participants on Bonita just east of San Dimas Ave. Staff would have to hold the parade participants as well as any pedestrians that wished to cross San Dimas Ave. to allow for the northbound and southbound traffic to go through the intersection.

Starting in 2021, the Gold Line / "A" Line Light Rail Project associated construction activity impacted the traffic control approach for this particular event. In 2021, the intersection of Bonita Ave. and Cataract Ave. was under construction and due to the temporary intersection layout, traffic control plans had to be modified to reflect those temporary conditions and additional traffic control devices were needed to reroute detoured traffic from Cataract Ave to Eucla Ave.

In 2022, the intersection of Bonita Ave and Cataract Ave was near completion, but there was still construction activity which required to have a temporary physical barrier across the intersection along Bonita Ave which prohibited left turn movements from any direction. The temporary barrier also prohibited any northbound and southbound traffic through the intersection. In addition, at the next major intersection east, the physical characteristics of the roadway along San Dimas Avenue had also changed due to the light rail project. A raised concrete median (a physical barrier) was added along San Dimas Ave south of Bonita Ave to separate northbound and southbound traffic. The traffic lane configuration in the area also changed. The traffic control plans had to be revised once again to reflect those temporary restrictions at the Bonita Ave/Cataract Ave intersection and the new lane layout approaching the Bonita Ave/San Dimas Ave intersection. The event was held maintaining northbound and southbound San Dimas Avenue traffic open prior to the event and controlled during the event, but the new roadway characteristics made it more challenging. Due to the additional challenges, the Sheriff's Department recommended closing San Dimas Avenue completely during the event. This would require the closure of San Dimas Avenue at Commercial Street due to the alignment of the median.

In 2023, the Sheriff's Department recommendations were incorporated and additional revisions to the event's traffic control plans included:

- Extending the temporary road closure of Iglesia St from 2nd Street to Bonita Ave

- Extending the temporary road closure of 1st St from Monte Vista Ave to the east end
- Close NB San Dimas Ave just south of the Railroad Tracks between Bonita Ave & Commercial St
- Close SB San Dimas Ave at 2nd Street, but also redirect/detour most SB San Dimas Ave traffic at the Gladstone Street intersection.

DISCUSSION/ANALYSIS

Historically this has been an event intended to support our local high school's team spirit and one that gives that close-knit feeling typically associated with small towns. Some of the businesses and residents have been supportive, some have not. There are also the financial implications associated with hosting this event. To date, the City has incurred all of the cost for hosting this event. Understanding budgetary challenges and the increase in cost for holding this event as a result of the physical changes from the Gold Line / "A" Line Light Rail Project, City staff met with San Dimas High School representatives on May 8, 2023.

City staff informed the school representatives of the ongoing changes causing increase in cost for the event and that the City may need to ask the School and/or School District to contribute a portion if not the entire cost which would be roughly close to \$10,000. The City even suggested looking at alternative routes during that meeting. There were several discussions after that meeting, and the City ultimately decided to host the 2023 parade and pay for it as in previous years, but a cost sharing partnership would need to be considered for future events if the desire was to continue having the event in the downtown area.

On June 10, 2024, the City received an application for the 2024 SDHS Homecoming Parade, but the application package was incomplete. In anticipation of the event being the same as previous years, staff requested cost information from the Traffic Control Consultant (Right of Way Inc.). City Staff attempted to reach out to the school representative for the pending supporting documents which were submitted on August 3, 2024. The application was reviewed at our monthly Event Permit meeting of August 20, 2024. Following the meeting, an email was sent to the SDHS representatives on August 23, 2024, to confirm receipt of this year's parade scheduled for Friday, October 18th and to follow up on items in preparation for the event. One of those items was the associated costs and the reminder that the City had asked to share in the costs associated to host the event in the downtown area. This item has since been brought up for the City Council to review.

City staff recommends continuing hosting the event with the School and/or School District's financial contribution. Please note that this is not only for this year's (2024) SDHS Homecoming Parade but also for future SDHS Homecoming Parades. If the City continues to contribute to hosting the SDHS Homecoming Parade in the downtown area, Staff recommends funding the event from savings in reducing other events due to the projected deficits projected for 2024-25. However, the City can fund these events by utilizing reserves to avoid reducing another event.

Here are several sponsored events and their associated costs:

- City Birthday Event - \$6,500
- Bowser Bash - \$4,800

- Cars and Coffee Series (4 events) - \$9,300
- Dive in Movie (1) - \$2,000

ALTERNATIVES

Below are a few alternative options for Council consideration:

1. No longer approve the parade on City Streets.
2. Change the parade to a different location to reduce cost and impacts.
3. Special event is continued to be held annually without any financial contribution from the Bonita Unified School District and the City would continue to subsidize from the City General Fund.

ENVIRONMENTAL REVIEW

This item is not subject to environmental review under the California Environmental Quality Act (CEQA). Under CEQA guidelines Section 15378 (b)(5), continued administrative activities and organization activities that will not result in a direct or indirect physical change in the environment are not CEQA projects. Moreover, under CEQA guidelines CEQA guidelines Section 15784 (b)(4), government fiscal activities which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment are not CEQA projects.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Steven Barragan". The signature is fluid and cursive, with the first name "Steven" and last name "Barragan" clearly distinguishable.

Steven Barragan
Engineering Manager

Attachments:

1. SDHS Homecoming Parade Route Map