

Resolution

**WHEREAS**, Herbalife Nutrition is producing the “Herbalife 24 Triathlon Los Angeles,” an innovative triathlon race on the streets of Los Angeles beginning in the community of Venice and ending in downtown Los Angeles which is expected to draw 5,000 participants and spectators, to be held October 24, 2021; and

**WHEREAS**, Herbalife Nutrition North America will be submitting an application to Bureau of Street Services (Special Events) for the applicable permits to close City streets for the Herbalife 24 Triathlon Los Angeles; and

**WHEREAS**, the event is consistent with the City’s public policy goals of encouraging exercise and healthy living, creating community, as well as using our transportation infrastructure in creative ways, similar to the opening of City streets to cyclist, runners, and pedestrians during Ciclavia events and the LA Marathon; and

**WHEREAS**, the event is full cost recovery, and will not cost to the City or city departments; and

**WHEREAS**, Herbalife Nutrition North America is not required to obtain signatures, per Bureau of Street Safety guidelines, but will provide the following outreach at minimum:

- Presentation to all impacted Neighborhood Councils;
- Outreach to surrounding Houses of Worship;
- Posting of notification flyers and door hangers along Venice Blvd. West of Lincoln Blvd.;
- Placement of advance notification signs along the Venice Blvd. median and the route;
- Placement of Electronic Changeable Message Signs (CMS) at Lincoln Blvd., Sepulveda, and other streets recommended by LADOT; and

**WHEREAS**, Herbalife Nutrition North America will be submitting an application to the County of Los Angeles in order to obtain a Beach Use Permit for the use of Venice Beach during the swim portion of the Triathlon and transition to the next stage; and

**WHEREAS**, the County will not permit events at Venice Beach without formal City of Los Angeles endorsement; and

**WHEREAS**, temporary street closures to include the following:

- Venice Blvd. between Ocean Front Walk and La Brea
- La Brea Ave. between Venice Blvd. and Olympic Blvd.
- Olympic Blvd. between La Brea and Alvarado St.
- Alvarado St. between Olympic Blvd. and Hoover St.
- Hoover St. between Alvarado St. and Venice Blvd.
- Venice Blvd. between Hoover St. and Figueroa St.
- Figueroa St. between Venice Blvd. and Wilshire Blvd.
- Wilshire Blvd. between Figueroa St. and Western Ave.




**WHEREAS**, the above closures will be “hard closures” from (7:00 a.m. to 9:00 a.m.) and at approximately 9:00 a.m. riders will be stopped, for approximately two minutes, at key intersections (decided by LADOT) to allow the Los Angeles Department of Transportation to shuttle cross traffic; and

**WHEREAS**, soft closures will occur once the main group of cyclist pass the following intersections along Venice Blvd.; Lincoln Blvd., Centinela Ave. and Sepulveda Blvd. with all cyclists to be through Council District 11 by 9:30 a.m. coinciding with street openings; and

**WHEREAS**, this event will also support programs at JDRF (formerly known as Juvenile Diabetes Research Foundation). JDRF is leading the fight against type 1 diabetes (T1D), an autoimmune disease that affects over 1.25 million people of all ages. The cause is unknown and there currently is no cure. It requires constant management, a lifelong dependence on injected insulin and can create life-threatening complications;

**NOW, THEREFORE, BE IT RESOLVED** that by the adoption of this Resolution the Los Angeles City Council hereby expresses support for the use of Venice Beach for portions of the Herbalife 24 Triathlon Los Angeles and the closure of specific City streets for the “Herbalife 24 Triathlon Los Angeles” on October 24, 2021 subject to conditions and payment of applicable City services and permit fees.

PRESENTED BY \_\_\_\_\_

  
JOHN S. LEE  
Councilmember, 12<sup>th</sup> District

SECONDED BY \_\_\_\_\_



**ORIGINAL**