

PETITION

To: The Mayor and Chapel Hill Town Council

Made by: Michele Decker on behalf of Blue Cross and Blue Shield of North Carolina

Regarding: Approval of 5K Road Route for Family Day on Saturday, June 7th, 2008

Date of Petition: Monday, March 3rd, 2008

Background

Blue Cross and Blue Shield of North Carolina (BCBSNC) hosts an annual "Family Day" event at their headquarters site on 15/501 held on the first Saturday in June. Family Day is a private event and all BCBSNC employees and their immediate families are invited to attend. In the past the event has included a meal, children's games and activities and musical entertainment. Since this is an established annual event, most residents in the neighborhoods near the headquarters site are aware of it and in the past, we have informed them of the date and time in advance and invited those who live closest to come and attend the event.

BCBSNC is a major employer in the Chapel Hill/Durham area and has been a leader in establishing employee fitness and wellness programs. One example is Blue Challenge, a program that offered screenings and education for employees. Key health risks were identified and employees were encouraged to adopt healthy lifestyle changes. Numerous policies and programs have been implemented over the past few years with the goal of improving employee health and the company has worked hard to create a culture of wellness where employees are empowered, encouraged and rewarded for their efforts. As part of this focus, Family Day 2008 has undergone a makeover and plans are underway to provide a health fair for attendees and to improve the menu with healthier offerings. Additionally, BCBSNC would like to add a 5k Fun Run/Walk to the event this year. The Fun Run/Walk would be a central component of the event and all employees would be invited to participate. Expected attendance for the entire event is 2000 and pending your approval of the Run/Walk, we would set a goal of 750 runners to participate in that specific activity.

Details of Proposal

The Family Day event takes place on the lawn directly behind the headquarters site and we are proposing that the start and finish for the Run/Walk would be located there. You will find attached the proposed route for the 5k Run/Walk. In mapping the route, care was taken to avoid any major routes and to minimize disruption of traffic. The route is entirely contained within smaller neighborhood streets located behind the site. The proposed start time for the Run is 9:00am with a finish time of no later than 10:30am with roads opening up as soon as possible within that time frame. We would work closely with Chapel Hill police to secure an adequate number of officers to direct traffic and secure the route. Every effort will be made to minimize any negative impact on the

residents who live along the route. Pending approval, we will engage the services of a local race management firm – Young and Associates to ensure that the Run/Walk is handled as professionally as possible. Barricades and traffic cones will be utilized wherever necessary to mark the route course, ensure the safety of runners and facilitate the flow of traffic. If the route needs to be altered in any way, we will work with police or town officials to improve our plan. We are willing to do whatever is necessary to inform residents along the route of the street closures in advance. Our goal would be to minimize any inconvenience to local residents.

Requested Action

BCBSNC respectfully requests that the Mayor and Town Council approve the proposed route for the Family Day 5k Fun Run/Walk to be held on Saturday, June 7th, 2008.

Submitted by:

Michele Decker on behalf of BCBSNC

Phone: 336-384-2371

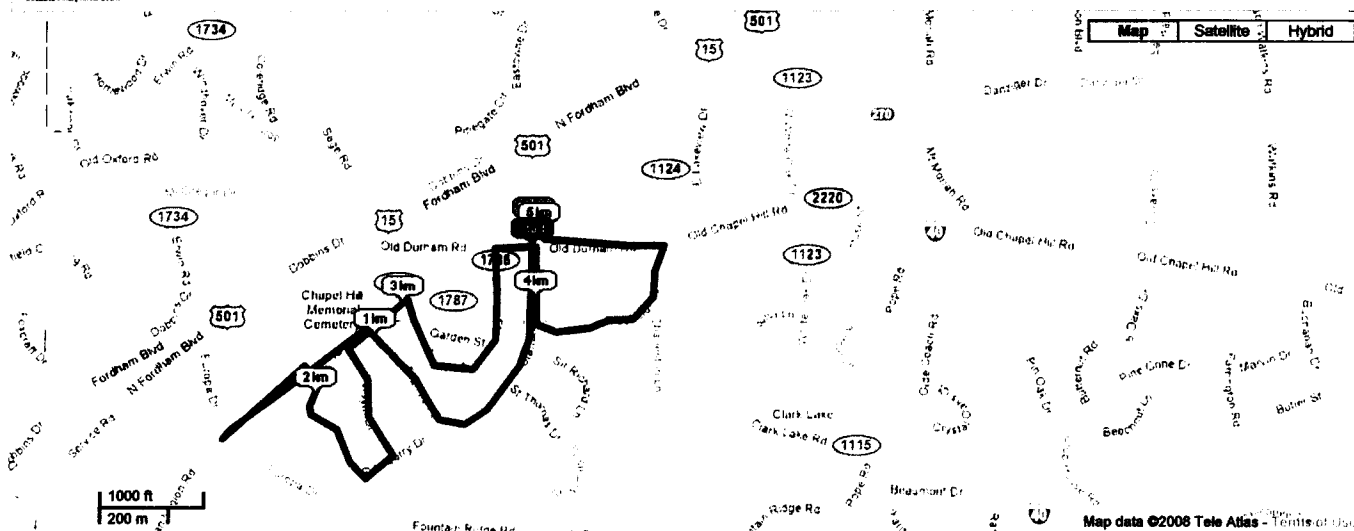


USATF



View Route

Name: Standish Rd Route
Rating: unrated
Distance: 3.12 miles / 5.02 km
Location: Start: Bcbsnc
 - Durham, NC, US
Attributes: loop, mostly flat, roads
Description:



Elevation Profile

[Click to view elevation profile](#)

0

Total climb: 0 feet / 0 m

Total elevation change: 0 feet / 0 m

Added by MSD on 2/8/2008

DISCLAIMER: USATF and the author of this route make no warranties as to the conditions, safety, distance accuracy, or suitability for running of this route. Run at your own risk!

© 2001-2008 USA Track & Field, Inc. All Rights Reserved
[Privacy Statement](#) | [Terms of Use](#) | [Other Policies](#)