

## Special Event Community Outreach Guidelines

An important part of planning your outdoor special event is Community Outreach. Adequate advance notification to the local community members and businesses affected by your event will ensure your activity is welcomed in the community and will prevent you from post-event work. With these goals, the Office of Cultural Affairs (OCA) has established the following outreach requirements for all events:

**Pre-Event Meeting Notifications** – OCA staff will schedule a pre-event meeting with representatives from the departments and agencies who are providing services or permits for your event. This meeting includes stakeholders and representatives from the departments, agencies as well as business and/or neighborhood associations. During this meeting, you will be asked to describe your outreach and event notification process.

**Three Weeks Prior to the first event day** – Provide OCA staff a draft of your community outreach and advance communication to all addresses, both business and residential, for review and approval by OCA staff. Also include the mailing list and/or map of distribution area (minimum 300-foot radius from event site).

It is required that Event Organizers work with local community newspapers, online publications, as well as neighborhood association, business district websites, and social media outlets such as Nextdoor to publicize their events.

**Two weeks prior to the first event day** – Event organizers are required to notify all addresses within a minimum 300-foot radius of the event footprint, by written or electronic communication, as well as those that will be land locked by the event street closures. Event organizers have the option of using a mailing service to send the notification or a flyer distribution service to hand deliver the notifications door-to-door. Please be aware that notification may need to be conducted in multiple languages.

Organizers must notify:

1. Residents and businesses near the event site, route, location, or footprint
2. Churches/Schools in the immediate area  
Arrangements for specific access for churches and schools must be arranged directly with the church and/or school two to three weeks in advance of the event.
3. Council district representative's office [www.sanjoseca.gov](http://www.sanjoseca.gov)
4. Neighborhood and business associations
5. Transit Hubs

**Signage** - Arrange for advance signage on surface streets/highways notifying motorists of street closures, off-ramp/on-ramp closures etc.

## Community Outreach Guidelines

### **Event Notification must include the following information:**

1. Name of the Event.
2. Date and times of the of event. (Include start and end times)
3. Name of the organization(s) producing this event.
4. Day of event contact information for the public to address onsite situations. Should include phone number, email address, and website address,
5. Theme or purpose of the event.
6. Location of the event including road closures, name of parks, trails, and streets for event location, name of facility or venue being used, as well as listing any portions of event which do not take place within the City of San José.
7. Map or route of the event, including the event footprint and written instructions to impacted residences or businesses with alternate route suggestions to avoid road closures.
8. Provide language translations of notification based on community needs.

### **Event organizers are required to implement arrangements for specific access need including parking control plans for designated areas:**

1. Market/Almaden neighborhood (for events held at Discovery Meadow)
2. Arena Neighborhood (for events on Autumn Street and Arena Green)
3. Delmas Neighborhood (for events on San Carlos and Woz Way)
4. The Alameda and Shasta Hanchett Park Neighborhood Association
5. St. Joseph's Cathedral (for events closing Market between Santa Clara and San Fernando)

### **Additional Requirements for events with more than one mile of street closures:**

1. Have a public website with a street closure tab listing each street closure, timeframe of closures and detour routes.
2. Include a turn by turn detailing closed streets used for the event.
3. Provide a day of event community outreach number in advance of the event to mitigate access and event issues in real time during the event.
4. Post street closures with the VTA Re-reroute team ([rerouteTeam@vta.org](mailto:rerouteTeam@vta.org))

Note San Jose Police Department may close streets as needed based on safety considerations.

*Please reference the community outreach flyer and letter examples on the following pages, if needed.*

Revised 7/15/19



# San Jose Wonder Woman Run ROAD CLOSURE NOTICE

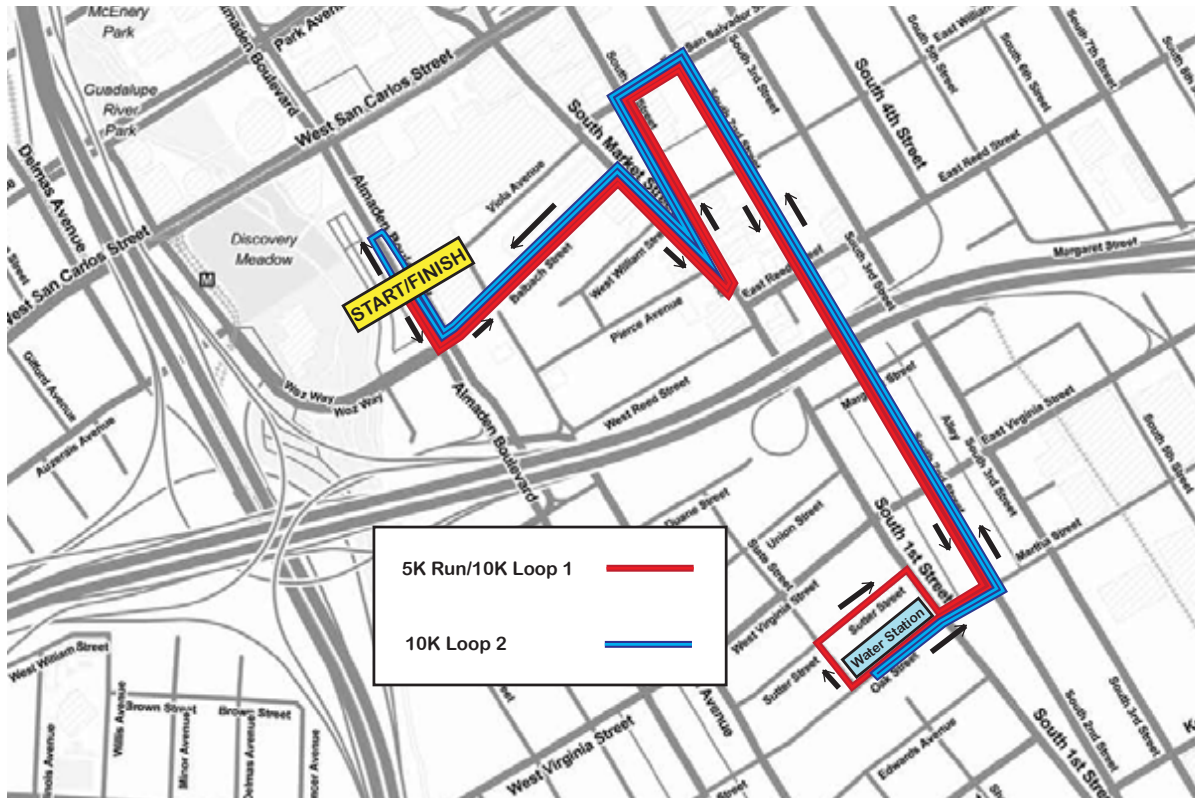
SUNDAY, OCTOBER 21, 2018

We are writing to inform you that on **Sunday, October 21 between the hours of 4:00am and 1:00pm**, all or part of the road near your location will be affected by runners participating in the Wonder Woman 5K and 10K Run, which starts and finishes on Almaden Blvd (between San Carlos St and Woz Way). This event is a 5k and 10K run featuring roughly 3,000 runners. **Please note most closures last only a couple of hours but please see list below to identify the closure timeline in your neighborhood.**

If you have any immediate questions or concerns, please feel free to contact the following:  
Race Manager: Justin Coburn at [justin@representrunning.com](mailto:justin@representrunning.com)

Plus, feel free to contact us if you want to get involved with the race. We always welcome additional volunteers who are interested in supporting the event and we strive to cooperate with all of our neighbors. You may also visit [www.dcwonderwomanrun.com](http://www.dcwonderwomanrun.com) for more information about the race. We thank you in advance for your patience and understanding.

Road Closed	Side of Road	Closed From	Closed To	Time Closed	Time Open
Almaden Blvd	S/B Lanes	W San Carlos St	Woz Way	4:00 AM	1:00 PM
Almaden Blvd	Whole Road	W San Carlos St	Woz Way	8:00 AM	11:00 AM
Balbach St	Whole Road	Almaden Blvd	S Market St	8:30 AM	11:00 AM
S Market St	Whole Road	Viola Ave	Reed St	8:30 AM	11:00 AM
S 1st St	Whole Road	E Reed St	E San Salvador St	8:30 AM	11:00 AM
E San Salvador St	Whole Road	S 1st St	S 2nd St	8:30 AM	11:00 AM
S 2nd St	Whole Road	E San Carlos St	Martha St	8:30 AM	11:00 AM
Martha St	Whole Road	S 2nd St	1st St	8:30 AM	10:30 AM
S 1st St	Whole Road	Martha St/Oak St	Sutter St	8:30 AM	10:30 AM
Sutter St	Whole Road	S 1st St	State St	8:30 AM	10:00 AM
State St	Whole Road	Sutter St	Oak St	8:30 AM	10:00 AM
Oak St	Whole Road	State St	S 1st St	8:30 AM	11:00 AM





## Wonder Woman Carrera de San Jose AVISO CERRADURA DE CALLE

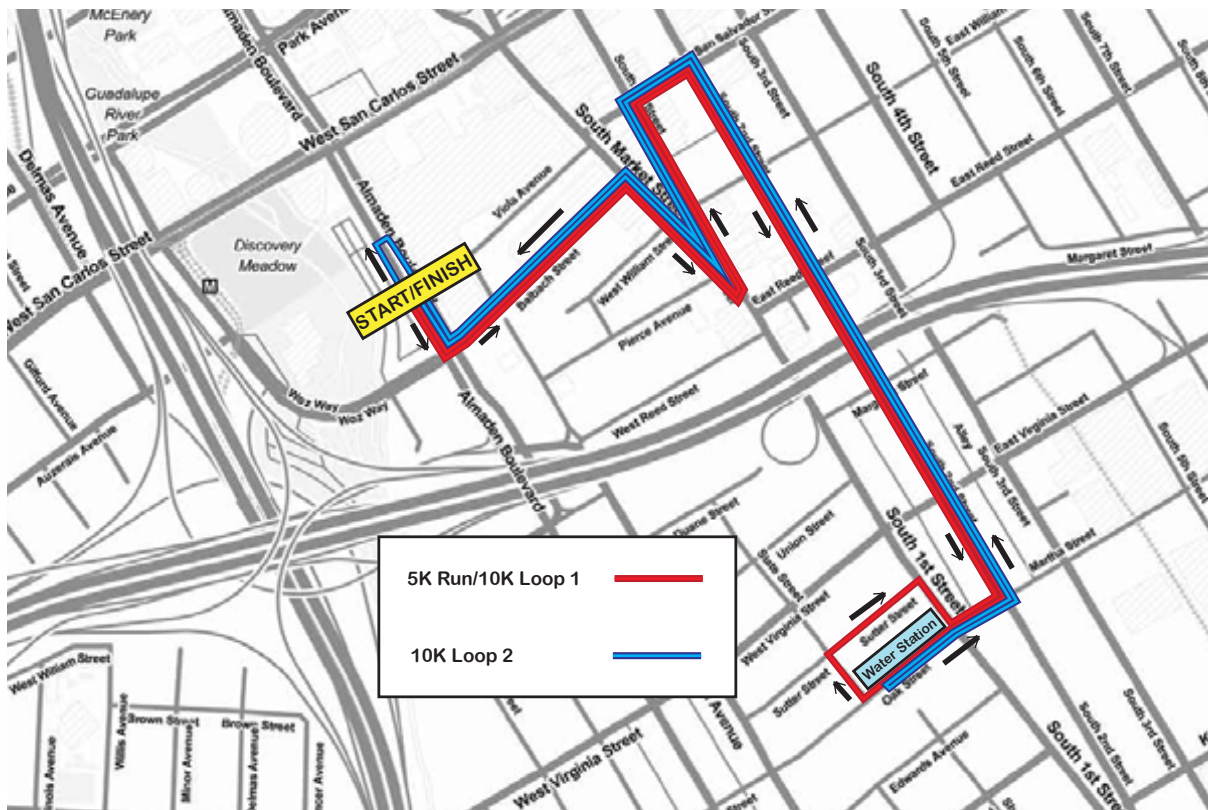
**Domingo 21 de Octubre 2018**

Con esta comunicación se le informa que **Domingo 21 de octubre entre las horas de 4:00am y 1:00pm**, una parte o la calle completa cerca de su locación será afectada por participantes del Wonder Woman 5K y 10K, que empieza y termina en Almaden Blvd (entre San Carlos St y Woz Way). Este evento es una carrera de 5K y 10K con aproximadamente 3,000 participantes. **Por favor, consulte el horario abajo, note que la mayor parte de cerraduras sólo durarán un par de horas.**

Si usted tiene cualquiera pregunta o duda, contacte a:  
Encargado de la Carrera, Justin Coburn a [justin@representrunning.com](mailto:justin@representrunning.com)

Adicionalmente, contáctenos si usted quiere participar en la carrera. Siempre estamos agradecidos por el apoyo de voluntarios al evento y queremos cooperar con todos nuestros vecinos. Para más información sobre la carrera visite [www.dcwonderwomanrun.com](http://www.dcwonderwomanrun.com). Gracias adelantadas por su apoyo, paciencia y comprensión.

Camino Cerrado	Lado del Camino	Cerrado Desde	Cerrado Hasta	Tiempo Cerrado	Tiempo Abierto
Almaden Blvd	S/B Carriles	W San Carlos St	Woz Way	4:00 AM	1:00 PM
Almaden Blvd	Camino Entero	W San Carlos St	Woz Way	8:00 AM	11:00 AM
Balbach St	Camino Entero	Almaden Blvd	S Market St	8:30 AM	11:00 AM
S Market St	Camino Entero	Viola Ave	Reed St	8:30 AM	11:00 AM
S 1st St	Camino Entero	E Reed St	E San Salvador St	8:30 AM	11:00 AM
E San Salvador St	Camino Entero	S 1st St	S 2nd St	8:30 AM	11:00 AM
S 2nd St	Camino Entero	E San Carlos St	Martha St	8:30 AM	11:00 AM
Martha St	Camino Entero	S 2nd St	1st St	8:30 AM	10:30 AM
S 1st St	Camino Entero	Martha St/Oak St	Sutter St	8:30 AM	10:30 AM
Sutter St	Camino Entero	S 1st St	State St	8:30 AM	10:00 AM
State St	Camino Entero	Sutter St	Oak St	8:30 AM	10:00 AM
Oak St	Camino Entero	State St	S 1st St	8:30 AM	11:00 AM





Dear Neighbor,

Conscious San Jose and Be the Change Yoga & Wellness have partnered to bring a unique event to the city of San Jose in September. The Conscious San Jose Festival will promote active and healthy lifestyle activities that will engage the community and support local residents in need through an extensive outreach and service program. The intention of the festival is to provide an empowering, welcoming and accepting environment for all walks of life in our downtown neighborhoods. The event offers yoga, music, art, healing services, and wellness education for the public. The celebration includes live musicians and a mindful, considerate staff that will monitor sound levels throughout the day.

We have also partnered with Downtown Streets to connect with the residents of the park to provide resources and services for them at no cost. We come together in service to celebrate community and wellness.

#### EVENT INFORMATION

Event Name: Conscious San Jose | Wellness, Art & Music Festival

Location: St. James Park

When: Saturday, September 22, 2018

Time: 9am-8pm

There will be no street closures, but we will request a “no parking zone” on St. James and St. John Streets for vendors from 12am (9/21) to 12am (9/22).

If you have any questions or concerns, please feel free to contact:

██████████ | ██████████ | ██████████ | [www.conscioussanjose.com](http://www.conscioussanjose.com)

We look forward to sharing this event with the Community and would love to have you join us in this celebration of Wellness, Art, and Music for All!

Sincerely,

The Conscious San Jose Festival Team