

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, OCA has established the following outreach requirements.

Pre-Event Meeting Notifications –As determined by OCA Staff, stakeholder representatives will be invited to attend the pre event meeting with the event organizer and City staff. During this meeting, you will be asked to describe your outreach and event notification specifics. For those events that will be held in Council District 6, representatives from both the neighborhood and business associations will be invited to attend.

Three Weeks Prior to the first event day- Submit to OCA Staff a sample of your outreach, and advance communication to council offices and neighborhood associations. Work with council representatives to obtain the correct outreach contact for neighborhood and business associations within the individual districts.

It is required that Event Organizers work with local community newspapers, e-news letters, as well as neighborhood association, and business district websites to publicize their events.

A minimum of two weeks prior to the first event day, event organizers are required to notify everyone within a 300 foot radius of the event site, by written or electronic communication, as well as those that will be land locked by the event. Organizers must notify:

- Adjacent businesses
- Residents
- Churches/Schools in the immediate area
- Event staging area residents and businesses
- Residents and businesses near the event route, location or footprint
- Council district representative's office <http://www.sanjoseca.gov/council.asp>
- Neighborhood and business associations

Signage:

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

Event Notification must include the following information;

- Name of your organization, or organization(s) sponsoring this event (to include day of event)
- Informational contact for the public, contact name on the day of the event, as well as post event, website, phone and email contact.
- Name of the Event sample: Walk for Diabetes
- Dates, times of the date(s) of actual use
- Theme/Purpose of the event – sample: Fundraiser for Breast Cancer (can also supply a PR or media info about the event).
- Location(s) of the event including closed street(s), name of park, trail, name of street(s) for festival location, name of facility/church/school/venue being used including portions of event not within the City of San Jose.
- Route or map of the event (include footprint of the event and written instructions to impacted residences/businesses on how they should find alternate routes to get to their destination (include any street closures, traffic impacts and any re-routing information).

Event organizers are required to implement parking control plans for designated residential areas;

- Market/Almaden neighborhood (for events held at Discovery Meadow)
- Arena Neighborhood (events on Autumn Street and Arena Green.)