



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Anthony Mata

**SUBJECT: COMMUNITY OUTREACH
REGARDING STREET CLOSURES
AND TRAFFIC DIVERSIONS FOR
LARGE CROWD EVENTS**

DATE: October 6, 2023

Approved

Date

10/6/2023

RECOMMENDATION

Accept the San José Police Department's plan for community outreach regarding its operational plans for planned large crowd events that include possible street closures and traffic diversions.

SUMMARY AND OUTCOME

Acceptance of this plan will ensure communication and coordination between the San José Police Department (Department), City Council Offices, and specified community stakeholders regarding possible street closures and traffic diversions for planned large crowd events.

BACKGROUND

Historically, the Cinco de Mayo weekend, centered around the fifth of May each year, has drawn large crowds in the downtown and foothill corridors. As with any large event, particularly one drawing a large volume of vehicular traffic, the impact on the City in prior years has been considerable. Each year since the early 1990s, in the months leading up to Cinco de Mayo, the Department has prepared a plan to enable residents and visitors to enjoy this event and also mitigate some of the vehicular impact. The plan involved a measured increase of law enforcement presence in these areas as well as a contingency plan to implement a series of street closures and diversions, if traffic became overly congested.

In 2023, the Police Department devised a three-day (May 5 - May 7) plan that was similar to those implemented in years past. This plan involved a measured increase of law enforcement presence in both the downtown and foothill corridors and a contingency plan to close specified freeway offramps and City streets, if deemed necessary. The use of street closures and traffic diversions is a proactive measure that has proven to reduce both traffic congestion to improve pedestrian safety and while also reducing the need for enforcement measures, such as arrests and citations.

On May 5, 2023, the City experienced a significant increase in traffic congestion in both areas, making it necessary for the Department to close some freeway offramps and conduct traffic diversions both downtown and in the foothill area for approximately three hours. On May 6, 2023, freeway offramp closures were again put into effect for approximately two hours during the evening and a few City streets were closed in the foothill corridor for approximately 30 minutes. On May 7, 2023, there was no need for street closures or traffic diversions.

At the May 24, 2023 Rules and Open Government Committee meeting, City Councilmembers Jimenez, Torres, Ortiz, and Candelas brought forward, and the Committee approved, a memorandum recommending that the Department administration engage the community prior to finalizing operational plans in advance of Cinco de Mayo or similar celebratory occasions that draw large crowds. Specifically, recommendation 1a from the memorandum directs the Department to engage a set of specific stakeholders, recommendation 1b directs the Department to develop a communications plan, and recommendation 1c directs the Department to report out to the City Council on the status of these efforts. Recommendation 1d directs staff to explore the creation of a sanctioned City Cinco de Mayo event and report back at the end of this calendar. Full text of this direction is as follows:

1. Direct the City Manager to:

- a) Ensure that the Police Department engages with relevant community partners prior to finalizing operational plans for Cinco de Mayo and similar celebratory occasions which draw large crowds and gatherings of visitors. Engagement should include topics and or recommendations that prevent and manage street closures or other measures that may impact traffic, pedestrian flow, resident movement, and businesses. The following community partners should be included as part of this engagement:
 - i. District Council Office affected by the Department's operational plans.
 - ii. Downtown and East San José resident associations and other resident and business associations in locations affected by the Department's operational plans.
 - iii. Businesses in downtown along East Santa Clara Street, on Alum Rock Avenue, 24th Street/McLaughlin, and other locations that may be affected by the Department's operational plans.
 - iv. Community partners and stakeholders such as the United Lowrider Council of San José and others with a vested interest in making such events accessible and safe for the broader community.
- b) Ensure the Police Department develops a comprehensive communications plan that effectively communicates the operational approach to Councilmembers, community partners, media outlets, and the general public before future events.
 - i. Ensure outreach materials are in the predominant languages of the area, such as Spanish and Vietnamese.
- c) Have the Police Department provide an update on these efforts to the City Council in August 2023.
- d) Direct Staff to explore the creation of a sanctioned City Cinco de Mayo event and come back with their findings by the end of this calendar year.

ANALYSIS

It is the intent of the Department to facilitate a safe environment for the enjoyment and celebration of Cinco de Mayo and other celebratory occasions in San José. The Department also has a responsibility to protect residents and business owners, in areas where gatherings occur, from potential harm and keep traffic on City streets flowing so that travelers can move around the City safely and emergency vehicles can reach their destinations in a timely manner.

When large crowds gather on City streets and traffic comes to a standstill for extended periods, the Department must take action by closing certain roadways and diverting traffic elsewhere. The use of street closures and traffic diversions is a proactive measure that has proven to reduce both traffic congestion and potential criminal incidents while also reducing the need for deterrent measures, such as arrests and citations.

The Department also recognizes that Cinco de Mayo is an important celebratory occasion for the San José community and is committed to engaging with stakeholders and communicating with the public to enable safe and enjoyable celebrations. This memorandum lays out the steps the Department recommends to ensure that community outreach and engagement, as well as effective communication with all stakeholders, are implemented going forward.

In advance of Cinco de Mayo in 2024 and any other celebratory occasion that is anticipated to draw a large crowd, the Department will pursue community outreach and engagement as directed in recommendation 1a of the memorandum and implement a communications plan as directed in recommendation 1b. The Department established a work plan, outlined below, that describes how these efforts will be implemented. The work plan includes a report on the success of these efforts to the Public Safety, Finance, and Strategic Support Committee after the event as described in recommendation 1c.

In response to recommendation 1d, there currently are sanctioned Cinco de Mayo events, such as the Cinco de Mayo Salsa Fest in the downtown SoFA cultural district that includes vendors, food, live music and a lowrider car show. The Office of Economic Development and Cultural Affairs will work with the Police Department and other appropriate departments and stakeholders to explore the creation of another type of event and/or explore how to raise awareness about planned and authorized outdoor special events that celebrate Cinco de Mayo. That evaluation will be presented to the City Council via an information memorandum no later than December 2023.

Community Outreach and Engagement

In advance of the Cinco de Mayo holiday and any other celebratory occasion that is anticipated to draw a large crowd, the Department will provide briefings to the appropriate City Council Offices on the Department's draft operational plan and communications plan with relevant stakeholders. Consistent with the direction from the Rules and Open Government Committee, outreach will include the following organizations:

1. The United Low Rider Council of San José.
2. Affected business associations, such as the San José Downtown Association, the East Santa Clara Business Association, and the Story Road Business Association.
3. Other affected resident or business organizations, as identified in coordination with the appropriate City Council Offices.

During these outreach meetings, the Department will engage the stakeholders and share any pre-planned street closures or traffic diversions. This will include any contingency plans based on traffic congestion that might occur and the hours and days these plans are most likely to be put in effect. Based on stakeholder input and feedback, the Department will then finalize the operational plan.

Communications Plan

In advance of the 2024 Cinco de Mayo holiday and any other celebratory occasion that is anticipated to draw a large crowd, the Department will develop a comprehensive communications plan through which the Department will communicate its finalized operational plan with the City Council, community partners, stakeholders, and the general public, which will include any potential street closures and traffic diversions. The Department, through its Media Relations Unit, will also communicate the plan through press releases and social media posts.

Work Plan

A work plan describing how these efforts will be implemented for the 2024 Cinco de Mayo event is provided below. A timeframe for each task pertaining to that event is included. This plan will also be implemented, as appropriate, for any other celebratory occasion that is anticipated to draw a large crowd with a timeframe distinct to that event. The Department will assign the Police Captains of Central and Foothill Divisions, the Special Operations Captain, and the Traffic Enforcement Unit Lieutenant to conduct the stakeholder outreach outlined in this work plan.

Task	Description	Timeframe
Stakeholder Outreach and Engagement	City Council Offices and the Department will identify crucial stakeholders and set up meetings, which the Department will attend. During these outreach sessions, the Department will answer questions and receive input from the stakeholders, which will inform its operations plan for the coming event. The Department will also share any contingency plans for street closures based on traffic congestion that might occur, as well as the hours and days these plans are most likely to be put into effect.	April 2024
Develop Communications Plan	The Department will develop a communications plan that effectively communicates the operational approach to City Councilmembers, community partners, media outlets, and the general public. Outreach materials will be provided in English, Spanish, and Vietnamese.	March 2024
Finalize Plan/Stakeholder Follow-Up	The operational plan will be finalized based on the stakeholder outreach and engagement meetings. In advance of Cinco de Mayo, the Department will follow up with stakeholders on any outstanding questions posed at the meetings and continue to answer stakeholder questions through the identified contact person.	April/May 2024
Implement Communications Plan	The Department, through its Media Relations Unit, will communicate its plan to the community through press releases and social media. When street closures are actually implemented, notice of where the closures are and how long they will be in effect will be communicated through social media.	April/May 2024
Report Issues	Department staff will monitor success of the above outlined plan and communicate any issues to the City Council through the Public Safety, Finance, and Strategic Support Committee after the event and prior to the end of the 2024 calendar year.	By end of 2024

EVALUATION AND FOLLOW-UP

The Department will monitor the success of the above-outlined plan and communicate any issues to the City Council through the Public Safety, Finance, and Strategic Support Committee after Cinco de Mayo 2024, and prior to the end of the 2024 calendar year.

COST SUMMARY/IMPLICATIONS

The Department will assign the Captains of Central and Foothill Divisions, the Special Operations Captain, and the Traffic Enforcement Unit Lieutenant, for a total of three captains and one lieutenant, to conduct the outreach outlined in this memorandum. The Department estimates a commitment of six hours per large-crowd event for each of these command officers. Each of these command officers is already working a full weekly workload and would therefore be required to conduct the outreach on overtime.

The below table shows the estimated cost for a single large-crowd event, such as Cinco de Mayo 2024. The cost of outreach for this, or any other single large-crowd event, is estimated at \$4,700.00.

Staffing Deployment - Top Step	Enter Data				Formula		
Single Event (Cinco de Mayo 2024)	Hours per shift	Shifts per week	# of weeks	# of staff per shift	Total # of Hours	OT Rate per Hour	Total Cost
Police Captain	6.00	1.00	1.00	3.00	18.00	\$ 202.27	\$ 3,640.86
Police Lieutenant	6.00	1.00	1.00	1.00	6.00	\$ 174.80	\$ 1,048.80
Grand Total					24.00		\$ 4,689.66

The below table shows a yearly cost estimate for public outreach with an estimated three large-crowd events per year. The yearly cost of public outreach is estimated at \$14,100.00.

Staffing Deployment - Top Step	Enter Data				Formula		
Yearly Estimate (3 Events)	Hours per shift	Shifts per week	# of weeks	# of staff per shift	Total # of Hours	OT Rate per Hour	Total Cost
Police Captain	6.00	1.00	3.00	3.00	54.00	\$ 202.27	\$ 10,922.58
Police Lieutenant	6.00	1.00	3.00	1.00	18.00	\$ 174.80	\$ 3,146.40
Grand Total					72.00		\$ 14,068.98

The Department will utilize on-duty police personnel for translation at the stakeholder outreach and engagement meetings and will utilize pre-existing services for translation of outreach materials, at no additional cost.

COORDINATION

This memorandum has been coordinated with the City Attorney’s Office, the City Manager’s Office, and the City Manager’s Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City’s Council Agenda website for the October 17, 2023 City Council meeting.

HONORABLE MAYOR AND CITY COUNCIL

October 6, 2023

Subject: Community Outreach Regarding Street Closures and Traffic Diversions for Large Crowd Events

Page 7

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

CEQA

Not a Project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City action.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.



ANTHONY MATA
Chief of Police

For questions, please contact Lieutenant Paul Hamblin, San José Police Department, Research and Development Unit, at (408) 277-5200.