



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

SUBJECT: 2019 COLLEGE FOOTBALL
PLAYOFF PREPARATIONS

DATE: December 20, 2018

Approved

Date

12-20-18

INFORMATION

The purpose of this information memorandum is to update the City Council on staff preparations for Championship Campus Weekend held in downtown San Jose during the College Football Playoff (CFP), January 3-7, 2019.

BACKGROUND

On Monday, January 7, 2019, Levi's Stadium will host the 5th Annual College Football Playoff National Championship, which will bring an estimated 100,000 visitors to the area. San Jose has a unique opportunity to display its positive attributes on the national stage. Downtown will host CFP's "Championship Campus" which will be the epicenter of fan and participant activities during Championship Weekend.

On February 26, 2018, staff from the Office of Economic Development and San Jose Sports Authority presented an initial overview of anticipated CFP activation to the Council's Community and Economic Development Committee. Staff provided a progress report to the Community and Economic Development Committee on August 27, 2018 and was asked to provide a similar report to the full City Council on September 18, 2018. At the September Council meeting, Councilmember Peralez requested that staff report back to Council in December on CFP coordination efforts.

ANALYSIS

This information memo is intended to fulfill the September Council directive for a staff update on coordination and preparations for 2019 CFP activities in downtown San Jose.

Airport: Mineta San Jose International Airport (SJC) will be the first point of entry into San Jose for many of the college football fans who travel to the 2019 College Football National Championship. Airport staff is working closely with the Bay Area Host Committee on a variety of tactics to ensure a warm welcome and high level of enthusiasm upon arrival to San Jose. There will be championship game messaging at the airport, a media event for the arrival of the two teams' charter flights and space for volunteer-staffed welcome tables in both terminals to greet CFP fans. Airport staff is exploring the possibility of temporary merchandise kiosks in both terminals related to the game. Staff will use targeted social media advertising/messaging to alert fans of the two participating teams that SJC is their best-choice airport for traveling to the Bay Area. Operations staff has a plan to accommodate an anticipated large number of private aircraft arriving for the event and has also arranged a designated "drop and go" area where private aircrafts can drop off passengers and the immediately depart SJC.

Event Management/Coordination: Planning meetings with the Bay Area Host Committee, CFP staff and the San Jose Sports Authority began in November 2017 and have increased significantly in frequency and participant levels the last three months. Through the City's Outdoor Special Event coordination process, Office of Cultural Affairs staff has hosted a series of planning meetings with City staff, event production partners, and stakeholders to coordinate and secure applicable event services, and permits, and mitigate community impacts. In addition, staff from 15 City departments, Team San Jose, District 3, District 6, and the Mayor's Office have met four times since September for an internal, monthly "all-hands" meeting to discuss Championship Campus preparations.

There have also been a series of ongoing meetings on specific event-related issues including, but not limited to, event waste management, scooter and ride-share coordination, alcohol permit approvals, county health food service permits, street closure and traffic planning, Guadalupe River trail detours, pet adoption activities, Public Works electrical and construction coordination, Fire Department festival permits and pyrotechnics, and San Jose Downtown Association/Groundwerx operations before and during Championship Weekend.

Office of Cultural Affairs staff has led discussions with Christmas in the Park, Winter Wonderland, Downtown Ice, and the San Jose Sports Authority to overlay simultaneously occurring event operations. The extended use of additional outdoor space at the City's Central Service Yard is integral for a successful transition between Christmas in the Park and Championship Weekend activities. Established protocols for the use of additional outside space require some large City-owned equipment typically stored at the City Service Yard to be moved to another city-owned site. Multiple meetings were held with Central Service Yard staff to ensure Service Yard operations were not adversely affected.

Communications: Office of Economic Development Communications staff has convened an ad hoc committee of communicators from City departments and external agencies such as the Valley Transportation Authority, Bay Area Host Committee, Team San Jose, San Jose Downtown Association, and the San Jose Sports Authority to plan and coordinate communications about CFP 2019 to San Jose residents and businesses. The goal is to provide the

City's constituencies with information that will help them enjoy the benefits of the four days of events in Downtown, while helping to mitigate disruption of their daily activities. The main tactics being deployed are a series of web pages hosted on the City site, sanjoseca.gov/CFP2019, that provide maps, transportation guides and additional information about CFP 2019.

Information on these pages will be updated as needed through January 7, 2019. City staff will produce a Fact Sheet that is downloadable and can be printed for sharing. A social media campaign is being launched, on both City and Office of Economic Development social media platforms, providing updates and advising on event-related information such as road closures and transit changes. Team San Jose is fielding a social media listening post/war room function so that partners can quickly learn of issues on social media and can respond appropriately.

Championship Campus Venues: Two downtown parks serve as primary activation areas for Championship Weekend - Plaza de Cesar Chavez Park or "The Quad," and Discovery Meadow as the site for nightly concerts at AT&T Playoff Playlist Live. The Parks Department's Special Park Use and Maintenance District 5 teams have provided critical support for activation in these two areas. Major tasks undertaken by the Parks Department teams include: irrigation inspection and repairs, coordination with 49ers for turf removal and installation, raising the tree canopy, removal/replacement of existing park benches and selective asphalt replacement at Discovery Meadow, lighting repairs, power washing of pathways, hardscapes, and park furniture, graffiti abatement, installation of decorative wood chip at Plaza de Cesar Chavez Park, refurbishment of existing park furniture and infrastructure, replenishing decomposed granite hardscapes, burrowing pest abatement and trail clean-up.

Office of Cultural Affairs staff, together with other pertinent City staff as needed, has been intimately involved in the coordination of events at a variety of other public and private venues that make up Championship Campus including the McEnery Convention Center and City National Civic, the Tech Museum of Innovation, San Pedro Street, the SAP Center, the Hammer Theatre, and the Glass House.

Championship Campus Appearance: A coordinated effort involving five City departments, Groundwerx, and multiple private partners has been made to address maintenance items in and around the Championship Campus that could affect the visitor experience. These efforts include cleaning and painting street light poles, additional sidewalk pressure washing, abatement of blighted and illegal news racks, repairing tree wells, replacing broken utility covers, trimming the palms trees in the median island on Almaden Boulevard, addressing broken bollards, painting faded curbs, and removing trash from locations along the banks of the Guadalupe River.

Street Closures/Traffic Operations: A comprehensive street closure plan has been developed with police, transportation, and fire staff to ensure that Championship Campus allows for safe pedestrian flow around event spaces and maintains vehicular access for business operations. The plan utilizes a combination of k-rail, barricades, cones, signage, and vehicles to secure streets adjacent to event sites while maintaining north-south and east-west vehicular corridors, as a major component of Championship Weekend includes accessibility for private shuttles and courtesy vehicles between venues. The final street closure map will be posted on

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sanjoseca.gov/CFP2019. The traffic management plan also includes designated areas for Ride Share service providers. Staff has been in close coordination with the Valley Transportation Authority and Caltrain for regional transportation planning and communication to riders.

Parking Coordination: All city-owned parking garages will remain open to the public during Championship Weekend. With the increased activity at the Convention Center and nearby event sites, staff anticipates adjacent garages reaching capacity. Downtown visitors should go to <https://parksj.org/parking-map/lots-and-garages-list/> for a list of alternative garages. As with all large public events, visitors and residents are encouraged to take advantage of the convenient alternative transportation options such as Light Rail <http://www.vta.org/getting-around/interactive-light-rail-map> or Caltrain <http://www.caltrain.com/stations/sanjosediridonstation.html>.

Additionally:

- The Almaden/Woz Way parking lot will not be available from December 26, 2018 to January 8, 2019.
- The Woz Way/87 parking lot will only allow entrance until 3 p.m. January 4 – 7, 2019.
- The Market/San Pedro Street Garage will only be accessible through its Market Street entrance from January 1 – 7, 2019.
- There will be staffed bike parking areas within the Championship Campus footprint.

Special Event Zone: On November 16, 2018, Ordinance No. 30156 became effective. The ordinance designates a certain area of downtown as a Special Event Zone from 6 a.m. Friday, December 28, 2018 to 6 p.m. Tuesday, January 8, 2019, prohibiting specific activities on public property including peddling, distribution of merchandise, goods or coupons for commercial purpose, the sale of counterfeit merchandise, and the flying of drones.

Flyers in English, Spanish and Vietnamese have been distributed to vendors registered with a current business tax application via US Mail. Additional outreach to the Five Wounds, Santee, and Mayfair neighborhoods, as well as canvassing of the William Street and Reed Street areas was completed to connect with vendors who frequent the neighborhood around Lowell Elementary School. Copies of the flyer were also provided to San Jose Police Department's Permits Unit to further support outreach efforts and ensure consistent messaging.

At the end of November, a multi-lingual (English, Spanish and Vietnamese) vendor hotline was activated providing vendors the opportunity to leave messages 24/7. Callers can expect a returned call in their preferred language within 48 hours during normal business hours (Monday – Friday, 9 a.m. to 5 p.m.).

Staff conducted outreach to the eight operating downtown construction sites to ensure that food trucks servicing construction workers on these sites could operate unimpeded during the effective period of the Special Event Zone.

Code Enforcement staff will monitor the Special Event Zone and provide enforcement assistance during Championship Weekend, as necessary. Additional details related to Ordinance 30156 can be found at <http://www.sanjoseca.gov/index.aspx?NID=4874>.

Supergraphics & Wayfinding: Earlier this month, Planning staff approved two supergraphic installations to enhance the festive atmosphere of Championship Campus. These graphics will be located on the Marriott Hotel at the corner of Market and San Carlos Streets and on the Oracle building on the southeast corner of West San Carlos Street and Almaden Boulevard.

City staff is working to develop a comprehensive downtown wayfinding system that connects residents and visitors with destinations and events. As part of the early development of the on-street component of this program, Office of Economic Development staff will identify a survey location within Championship Campus that allows on-site interaction with the thousands of attending visitors to understand the effectiveness of the proposed designs. The mock-up will include map-based information and display CFP-specific content such as event venues. The survey team will locate within Championship Campus on January 6, 2019 from 11 a.m. to 5 p.m.

Structure Review/Permitting: Structural and architectural review is underway for temporary structures, interactive installations and a large “2019” sign with Public Works, Building and Fire-Development Services staff. The Bay Area Host Committee is providing the final details of these activations this week and the necessary permits will be secured prior to Championship Weekend. City staff will conduct on-site inspections of these permitted installations.

Additionally, a team of City staff worked together for the expedited review and approval of ESPN’s “living billboard” on the rooftop of 200 Park Avenue where one fan representing each one of the four participating teams will live 24/7 for 12 days leading up to the championship game.

Connectivity & Wi-Fi Fiber: Staff from the Department of Information Technology and Office of Civic Innovation & Digital Strategy are leading a robust effort to provide connectivity for event production support, attendee communication, and overall attendee safety. This effort includes installing and provisioning City fiber outlays around Plaza de Cesar Chavez Park for vendor use within the park and for required strategic placement of COWs (cellular-site on wheels) with two different carriers building commercial as well as public safety cellular network capacity.

An additional effort was made to provide enhanced coverage and good customer Wi-Fi experience through the City’s public Wi-Fi system specifically at the main venues including Plaza de Cesar Chavez Park, Convention Center, and San Pedro Street. This was made possible through a partnership and donated equipment by Smartwave Technologies and Ruckus Networks.

Public Safety & Emergency Operations: The San Jose Police Department will take a layered approach to Championship Weekend operations with uniformed personnel, tactical teams, and mobile active shooter response teams. All police officers will work 12-hour shifts during

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Championship Weekend, with day shift and midnight officers covering city-wide calls for service and swing shift officers assigned to CFP operations.

The Fire Department has developed its CFP event action plan in coordination with Police, EMS, and other law enforcement partners. The plan provides augmented first responder resource levels during expected peak activity periods around event venues and San Jose International Airport. The plan will be effective January 3 – 7, 2019. Fire Department inspectors will ensure that all event venues meet fire safety requirements.

Police, Fire, and Emergency Operations staff have formulated an Emergency Operations Center response plan for Championship Weekend activities. The Emergency Operations Center will be partially staffed Friday - Monday, with personnel available to implement systems, procedures, and protocols, if necessary.

Post-Event Report: After the 2019 CFP and NHL All-Star Game, staff will debrief in early February and provide a report to the Community and Economic Development Committee in March 2019.

/s/

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Director of Economic Development

For questions please contact Blage Zelalich, Downtown Manager at (408) 535-8172 or Tammy Turnipseed, Economic Development Manager at (408) 793-4343.