City of San Ramon
JULY 4TH STAFF ANALYSIS
Updated December, 2013

EXECUTIVE SUMMARY

The City of San Ramon's Star Spangled Spectacular 4th of July event first started in 1985 and has been offered every year since. The Star Spangled Spectacular has been a very successful event for the City of San Ramon to date and has brought significant recognition to the community and the City. As one of the last cities in the Tri Valley holding a fireworks show, San Ramon has become known as the destination for a high quality show and event. However, the event has increasingly become more of a regional event and less of a community San Ramon event. Attendance from outside of San Ramon is equal or higher than attendance by San Ramon residents.

The July 4 event includes a 10K run that starts and finishes at the San Ramon Community Center. The run attracts approximately 1000 runners. Set up starts around 5:30am and the event ends by 11:00am. At the conclusion of the run, city staff transitions the Community Center, Central Park and surrounding parking areas for the evening event. The evening event, known as the Star Spangled Spectacular, includes an aerial fireworks display as the primary feature, along with various other elements such as entertainment, food booths and children's' activity areas. For the past several years, the evening event starts at 6:00p.m. However, the park fills with attendees as early as noon, many of whom make it a full day event with family BBQ's and park activities. The participatory fountain and playground in Central Park is also a big draw.

These events are coordinated by the Parks and Community Services [PCS] Department staff with significant input, staffing and logistical support by the San Ramon Police Department [PD], Public Services [PS] Department, Engineering Department and the San Ramon Valley Fire Protection District [SRVFPD], Bishop Ranch and most recently, the San Ramon Chamber. A large majority (nearly all) of the permanent, full time staff from PCS, PD and PS are on duty on July 4 either a morning shift for the run, or an afternoon/evening shift for the fireworks. Temporary part time staff is assigned to work from PCS and PS equaling about 100 temporary employees. Most are young people who work as lifeguards, office assistants, and day camp leaders for the City during the summer.

Planning for each year's event starts with a debriefing and evaluation meeting from the prior year's event. That meeting generally takes place in September of each year. From there, coordination meetings start in January with all of the Departments and agencies, and at least three meetings are held between January and July to coordinate planning and logistics. A day-of general briefing meeting is also held around 4:45pm for all of the staff on duty for the evening event. At the conclusion of the event, the clean up process includes temporary staff providing trash pick up until 11 pm, Public Services staff

providing clean up of park and Bishop Ranch through the night, and 20 temporary staff cleaning up Bishop Ranch at 6 am the next morning.

While the location of the event is San Ramon Central Park, for purposes of planning, staffing and City resources, the entire city limits of San Ramon are impacted in some way to include the Iron Horse Trail, parks such as Memorial Park, Bishop Ranch Business Park, and neighborhoods such as Vista San Ramon. Event planning takes into account vehicular traffic impacts throughout the City as the aerial display can be seen from various locations throughout the City. Likewise, the SRVFPD plans for and responds to calls for service throughout the City, not just in Central Park.

BACKGROUND:

In 1985, the event was originally staged at the lawn area at the Toyota Warehouse and the fireworks were shot off from the empty lot across the street, which is now the current UPS site. This event included the fireworks, entertainment and food booths that were operated by local non-profit groups.

In 1991, July 4 event moved to Central Park and the fireworks were shot off from what is now Bishop Ranch 3. The City of San Ramon also synchronized their fireworks display to music and the music was played on KKIQ radio for the San Ramon, Livermore and Pleasanton fireworks displays. All three cities purchased their synchronized fireworks display from Pyro Spectaculars, who also operated the fireworks on the night of the event in all three cities at the same time. Starting in 1991, the festivities in San Ramon Central Park included entertainment for the public, a parachute jump by a professional jump team that landed in Central Park, a children's activity area and food booths that were operated by local non-profit groups.

In 1998, there was an unfortunate shooting incident that occurred at the Pleasanton Fairgrounds before the fireworks were scheduled to go off. This led the Alameda County Fairgrounds to cancel their fireworks display on July 4, reducing their fireworks show to a smaller show and hosting the event in the evening on July 3 during the fair instead.

In 2004, as part of budget reductions, the City increased the parking fee to $10/car at all parking lots surrounding Central Park that were under City control. The goal was to offset the cost of the fireworks. Until that time, the City allowed non-profit groups to operate the parking lots and share parking lot profits. The charge prior to 2004 was $5 per car.

In 2009, as part of budget reductions, the City eliminated the event entertainment, children's activity area and food booths of the 4th of July event. Instead, the event was offered as a Picnic in the Park along with the synchronized fireworks display in the evening.

In 2010 and 2011, the San Ramon Chamber of Commerce came on board, under an agreement with the City of San Ramon, to operate the food booths, provided a DJ and

contracted with a vendor to operate carnival rides during the event. The City still provided the synchronized fireworks display and the sound system throughout the park, which allowed music to be played during the evening, along with the music that accompanied the fireworks show. (This sound system could also be used by Police, Public Services and Parks and Community Services staff in case of an emergency and/or crowd control.)

In 2011, three other local cities, including Livermore, cancelled their fireworks due to budget cuts leaving the City of San Ramon as the only remaining fireworks show in the tri-valley area. Although not in the immediate surrounding area, Benicia, Berkley, Concord, Martinez, Moraga and Milpitas all still had a fireworks show in 2011.

When the Star Spangled Spectacular event initially started, parking was free and was simply monitored for safety and security. Between 2001 and 2005, as the Bishop Ranch grew, the parking was moved to the dirt lot at the corner of Bollinger Canyon and Camino Ramon and was managed by non-profit groups. Bishop Ranch parking lots were used both by the City, under permission from Sunset Development, and by Sunset Development separately. From the years of 2006 to present, the City of San Ramon's staff has managed parking and fees at the Dirt Lot and all Bishop Ranch parking lots used.

In 2008, Sunset Development approved non-profit groups to collect the parking fees at Bishop Ranch 2 and 3. In 2010 and 2011, Bishop Ranch 9 and Bishop Ranch 7 were not available for use. Over time, different Bishop Ranch parking lots, the San Ramon Community Center parking lots and the Dirt Lot have all been used for parking for this event. Each year different lots are used and made available or unavailable from Sunset Development based on the needs and requirements of Sunset Development and their office tenants. The City also manages parking lots for staff, volunteers, vendors and City officials that require issuing and checking passes. These are generally the Community Center, Iron Horse Middle School and Bishop Ranch 15. This includes security and entry and exit control over the parking lots. Sufficient accommodations close to the event site for ADA parking must also be accounted for. In 2011, the San Ramon Community Center parking lot was completely filled to capacity by 8:00pm for ADA parking and there was no additional designated parking lot for that use.

As part of a settlement agreement from 1994, the City also closes and monitors the Woodland Drive entrance to Vista San Ramon and checks passes for residents at the Overlook Drive entrance. In 2010, the Homeowners Board of Directors took responsibility for issuing the passes to each Vista San Ramon resident that authorizes entrance to the area by residents and their guests. The passes are checked by a security guard hired by the City.

In 2007, the City started the practice of staffing an event command center at the San Ramon Community Center with one representative from each department and agency at the command center. This command center serves as a version of an EOC where event incidents are logged, tracked and resolved, where intra and inter Department/agency

coordination took place, and where policy decisions regarding the event take place. Representatives from City Departments as well as SRVFPD, Sunset Development and Chevron are represented.

In September of each year, a debriefing meeting is held with all of the agencies involved in the July 4 to discuss success, issues, concerns, solutions and getting started on the next year's event. As a result of good planning and evaluation each year, the City has had successful events with very few major incidents, accidents or emergencies.

EVENT EVALUATION

With the evaluation of the 2011 4th of July event, City staff and agency representatives identified several issues and concerns about the event that would need to be addressed for the 2012 event. The primary issues of concern are:

1. The scale, size and impact of the event on the City's resources including the number of people in the park, in the surrounding areas and neighborhoods and the staff's ability to maintain and manage the size of the crowd for efficiency of the event and the safety of the attendees. There are more contractors and vendors that the City staff must coordinate with and this is becoming increasingly more complex.
2. The negative impact of the event on the park, surrounding neighborhoods, other parks, and commercial areas near the park. Impacts including vehicular gridlock through the streets surrounding the park area, parking throughout San Ramon neighborhoods to view the fireworks, trash, and disturbances by event goers. The Market Place in particular has experienced some negative impact generally related to lack of parking for their customers and employees. Other impacted areas include Canyon Lakes, Club Sport and Whole Foods areas. Other park areas such as Old Ranch Park, Memorial Park, Valley View, and Montevideo School Park are all impacted with people watching the fireworks show.
3. With San Ramon's event being the only aerial fireworks display in the Tri-Valley and East Bay, there is a strong probability of the event growing in size and scale in terms of the numbers of people and vehicles. This has been evident over the last several years.
4. The ability of City staff and other agencies to be able to manage an event that has grown to this point and to be able try to further manage it should more and more people come into the City limits and the park for this event. [The feasibility of fencing the event/park, and closing roads to limit the attendance is discussed below]
5. The need to maintain the budget for the event based despite city overall city wide budget reductions over the past 3-4 years with the need for more resources to manage the size and scale of the event. Additional resources are required despite the City's current budget and economic climate of reducing costs and scaling back some city services. The 2011 event budget was approximately $175,000. Staff estimates a need to increase the budget to approximately $300,000 for a 2012 event. Specific increases are discussed below.
6. The shrinking work force [due to the hiring freeze] and the need for more staff and resources to manage the event.

7. The continued reliance upon the temporary part time staff to work the event, many of whom are not trained to handle some of the more difficult situations that arise during an event such as this.
8. The shift over time of the event from a local community park event for San Ramon to a large-scale regional event with draws from all areas from Livermore to Walnut Creek to Castro Valley/Hayward to Fremont. The nearest event is Concord. With the cancelation of other cities 4th of July events and San Ramon being the only city with a fireworks show in the tri-valley area, there have been increased crowds and more attendees than past events.
9. The need to provide safety and security in the park, shoot site and surrounding areas, parking lots, while simultaneously providing safe traffic control measures, and safe pedestrian access to the park from the surrounding streets and parking lots. The San Ramon Police Department has nearly all employees on duty for this and is becoming increasingly stretched thinner relative to these duties.
10. There was a notable increase in vehicular traffic, parking build-up, pedestrian traffic along the streets and Iron Horse Trail before and after the event, and overall vehicular gridlock around the park between 8:00pm and 10:00pm. This increase in gridlock, traffic and pedestrian use created the need for additional traffic control and safety measures by PD, PS and PCS and difficulty for emergency personnel to gain access to the emergency lanes for quick response. There has also been an increase in property damage throughout Bishop Ranch Business Park over the years caused by crowds leaving the event either on foot or by car.
11. There was a notable increase in the attendance throughout the park, and that created more difficulty for emergency and City personnel to maneuver through the park in the turf and park area to respond to incidents and emergencies, and to get through the crowds [and blankets]. Crowd control barricades have not been used in the past to cordone off pathways and areas where exit and emergency pathways can be maintained.
12. The Central Park outdoor restrooms are overloaded each year with use and staff cannot keep up with cleaning and stocking them. The sewer lines inevitably back up.
13. The Iron Horse Trail, south of Bollinger Canyon, must be closed between 8:45 pm and approximately 10:30pm as that area is part of the drop zone for the aerial fireworks display. Due to safety requirements, no one can be in that area of the trail during the display or until after the display until the Fire Department clears the area and verifies that no unspent shells or misfired shells are in the drop zone. Getting this area cleared and keeping it clear so that pedestrians can use the trail is challenging at best and has required the assistance of Police.
14. Increased use of portable BBQ's and alcohol by attendees at the park. Even though these are not permitted, it is increasingly difficult to monitor this and prevent it. Many times, staff will find a BBQ in full use and it is difficult to ask the attendee to put it out as they are grilling their food. The city has put out containers for hot coals so that attendees do not dump the coals on the grass, or into the garbage. In some cases, attendees dumped coals into garbage cans starting fires with paper goods. Alternately [even though clearly marked], some

attendees put paper garbage into the hot coal bins starting small fires. Alcohol use is difficult to monitor especially when during the fireworks show, the park is dark and police exit the park to provide traffic control.

15. Increased difficulty in managing/preventing dogs and other pets at the event. Dogs, crowds and fireworks are not always compatible activities. However, some attendees will bring pets and even though there is signage not permitting that, it is difficult to monitor and prevent.

Issues that the City will face in the future relative to this event that should be considered now as well include:

16. With the short window of time between the Art and Wind Festival held Memorial Day weekend and the 4th of July event, it is more and more difficult to do any level of large scale renovations or repairs on the park, and specifically on the sports fields. If the City were to do any major renovations to the fields, with the summer being in the prime growing season for turf, or for consideration of other improvements such as synthetic turf, it would be very difficult to find a suitable window of time given the scale and magnitude of the July 4th and the need for the entire park.
17. There is uncertainty about Sunset Development putting any further restrictions in place relative to availability of the parking lots in Bishop Ranch. Those parking lots are key to the event. Sunset Development has been overwhelmingly supportive over the years; however, there is no agreement or guarantee that parking lots will always be available to the City.
18. Once the City Center is built, the dirt lot parking will be displaced [although replaced by City Center parking], as will Bishop Ranch One and there will be no other location in the City that would be large enough to create the drop zone of the aerial fireworks display. During construction of the City Center, the fireworks and event may need to be cancelled due to lack of parking and drop zone. Currently the fireworks shoot site and drop zone [in Bishop Ranch One across from dirt lot on Bollinger Canyon] is large enough, but when buildings are constructed, it will be more difficult to find an area large enough for the drop zone. [The drop zone is the required clearance area for the fireworks shells to drop down to, as well as a clearance area for mis-fired shells, and low bursts. The drop zone must be free and clear of buildings, debris and other structures that can be caught on fire]

<u>EVENT BUDGET -2011</u>

In 2011, the budget for this event was approximately $175,000 with revenues of about $18,000 from parking receipts. A majority of the costs, $120,000 are from staffing for the event including preparation, day-of, overtime, and clean up costs. The fireworks contract is $25,000. The remainder of the costs includes the following:

- Sound System rental [$2,500]
- Security Guards [$1,580]
- Parking Contractor [$4,680]

- Porta potties [$11,175]
- Barricades, traffic control devices, supplies [$6,600]

Staffing costs by totaling $120,000 include:

- Parks and Community Services [$23,225]
- Public Services [$40,360]
- Police Services [$54,000]
- Engineering [$1,500]

EVENT IMPROVEMENTS & INCREASED EXPENDITURES

In order to maintain the existing event in its current format with the event management and coordination of logistics becoming more complex and in response to the issues and concerns identified above, there will be the need for additional event support, resources, staffing, and supplies and contracts. Discussion of each of these areas follows.

1. Increase number of city staff working the event utilizing all employees from City staff including employees from other Departments [i.e. Administrative Services, Engineering, etc]. Schedule some double shifts for employees who work the July 4th Fitness Run to work a second afternoon or evening shift.
2. Increase number of contracts/contractors in selected areas including security, traffic control, parking, garbage collection and event management
3. Increase supplies and equipment such as more barricades and crowd control barriers and fencing, light towers, radios
4. Increase amount of park lighting starting at 8:00pm. Do not shut down all park lighting during the fireworks show.
5. Increase number of porta potties/sinks, and lighting for portable restrooms. Close Central Park outdoor restrooms.
6. Rent a larger PA system that would produce sound throughout the entire park for the music portion of the event and also for any announcements, which would help with crowd control and evacuation if necessary.
7. Hire onsite medical staff personnel in addition to Fire/paramedic staff. These medical personnel will stay on site in the park for the duration of the event specifically for medical emergencies in the park. Often Fire and Paramedic personnel are called away from the Park, have difficulty getting out of or back into the park for response.
8. Rent/utilize temporary k-rail barriers in selected areas of the park and streets. Many road and lane closures, including the safety lane on Alcosta for Police and Fire are marked with cones. However, cones are easily moved by attendees and people trying to find parking, so unless specifically monitored by staff, these safety lanes are easily lost.
9. Hire additional security guards to provide a safe environment during the completion of the event. With Police personnel providing traffic control before, during and after the fireworks show, the park needs more security personnel.

10. Rent water truck and more security personnel for fireworks shoot site and drop zone in case of fire and to deny access to individuals.
11. Designate a certain area(s) for barbecues of those attending the event. This would require staff to monitor and control the area(s)
12. Hire an event coordination company to write a security and evacuation plan for the City. Train staff in advance on implementation of the plan. Have personnel on site to assist in security, safety and emergency plans as needed.

Staff estimates the need to increase the budget by approximately $143,000 for a total budget of approximately $316,525. Parking offsets of approximately $18,000 would still be generated. Specifically increases would be for the following:

- Increased staffing [$40,300]
- Larger PA system [$1,000]
- Security Guards [$5,700]
- Parking Contractor [$1,500]
- Garbage/Clean Up Services [$10,000]
- Event Management [$25,000]
- Traffic Control contracts [$18,000]
- Portable restrooms [$10,225]
- Barricades, crowd control barriers [$4,400]
- Lighting, radios, message boards, water truck, supplies [$5,880]

The idea of fencing the park, charging admission and controlling attendees in the event using fencing is both costly and infeasible. The amount of fencing and exit/entrance/emergency gates that would be needed would be cost prohibitive and logistically very difficult. The park is 50 acres with easy pedestrian access on all sides. Contractors/staff to monitor gates and entry and exit would be prohibitive, particularly if a fee was charged. Many attendees come and go throughout the day so monitoring of in and out privileges, ticketing, etc would be very difficult.

Another option being considered is at a certain point around 7:30pm, to close vehicular access on Camino Ramon, Alcosta and Bollinger Canyon near the park site with closures along Crow Canyon and Norris Canyon, and possibly the freeway exits. This would put push vehicular traffic to outlying areas and parking throughout Bishop Ranch and increase pedestrian traffic into the park. Significant numbers of cars come into the city park site area starting at 7:00pm up until even 9:30pm when the fireworks start. Cars park and come to a complete stop on these roadways to watch the fireworks, thus providing gridlock and blocking access for emergency personnel.

<u>Other Event Alternatives:</u>

In lieu of increasing the budget significantly for a 2012 event, staff has developed other alternatives for consideration. In order for the City to help keep a 4th of July event and help keep costs down, there are a few options the City could consider.

1. Cancel the aerial fireworks portion of the event and either have ground-only fireworks or no fireworks at all. The aerial display, while the major part of a July 4th event, is what generates a majority of the attendance, impact, safety

concerns, traffic control and logistics. An event could still be offered in the park including entertainment [perhaps a concert], children's activities and food booths. It could be held through the afternoon and early evening and the ground display does not need complete darkness, so the event could end prior to full nightfall. Attendance would likely drop as well. This event would still require staff and security, but the resources would be reduced by 50% resulting in a decrease in the budget.

2. Move the event to July 3rd or July 5th. This has been done successfully by the Alameda County Fair. It would likely result in less attendance, less crowd and traffic control. Current costs would not likely decrease due to staffing requirements. Advertise and promote locally only.
3. Move the event to a controlled stadium environment [high school venue] with ticketing, seating, admission. This would reduce participation and attendance. Only a ground display would be feasible.
4. Move event to Fairgrounds and work with other Tri Valley cities on funding, staffing and logistics and create regional event in location that is suitable for that. This would require approval by the Alameda County Fairgrounds and the Alameda County Sheriff's Office. Costs are unknown at this time.
5. Temporarily postpone the 4th of July event for 2012 and begin the work to're-design' a new 4th of July event for the future. The City could get input from the community via survey to get their suggestions and ideas on how to make the event a community based event to increase participation from San Ramon residents. The City could engage local community groups, non-profit groups, schools, sports groups, etc to work with the City on developing and implementing a new event in 2013 or beyond that meets budget requirements and site constraints.

PARKS & COMMUNITY SERVICES COMMISSION RECOMMENDATIONS - 2011

Staff presented the Draft July 4th Report to the Parks & Community Services Commission at their December 14, 2011 meeting. The Commission accepted the report and approved the cancellation of the 2012 4th of July fireworks show while continuing to hold the morning fitness race.

COMMUNITY ENGAGEMENT

Beginning, Monday, February 6, 2012 staff initiated a series of press releases and correspondence to key stakeholders regarding the City Council meeting on February 14, and the invitation to participate in the discussion at the meeting, or in advance via email or other written communication.

Over 700+ emails were received by February 28. The feedback via emails was purposeful, honest, responsive, passionate, well informed, concise and very useful to this discussion. Many emails offered suggestions as well. Many expressed appreciation for the opportunity to respond and provide input. A summary of the emails have been categorized into the following five topic areas:

- Support continuation of the event including the aerial display, and make additional resources available [316]
- Support cancelling the event until the economy and budget picture improves [251]
- Support postponing and deferring to a future year [42]
- Support a reduced/modified event in 2012 [35]
- Other [18]

The opinions were split evenly between continuing the event as is with the aerial display [316], and cancelling indefinitely/deferring to a future year [293].

In both the 'support continuation' and 'support cancelling/deferring' categories, many offered additional comments around other common themes that are categorized as follows:

- Watch fireworks from elsewhere in San Ramon [not in Central Park] [92]
- Concur with issues outlined – traffic, safety, crowds – from first-hand experience [81]
- Has become a family tradition [74]
- Is a City tradition, forms San Ramon's identity, source of civic pride [62]
- Support efforts to work with other cities in the region for coordination and funding [40]
- Concur that it is not a local event any longer – does not have a local feel [37]

The overall themes of the feedback are:

- American tradition, San Ramon tradition, family and neighborhood traditions
- Civic Pride
- Fireworks [aerial display] is the primary draw of the event
- Many residents view display from their home or other parts of the City
- Concern for event costs and resource priorities
- Concerns expressed/validated about public safety, air quality, traffic

CITY COUNCIL DIRECTION

On February 28, 2012, the City Council voted to cancel the aerial display and provide a 2 – 3 hour event that included a concert with the San Ramon Symphonic Band and a family/fun band, along with a special tribute to the Armed Forces to avoid future safety concerns and costs. As well, the City Council voted to direct the Parks and Community Services Commission to lead a committee made up of its members and citizens to plan a future aerial display program for the City in 2013

2012 4TH OF JULY EVENT

The 4th of July 2012 began with approximately 900 participants enjoying the annual ***Run San Ramon 10K Run, 5K Run & Walk and 3K Fun Walk***. The race began and ended in front of the Community Center at Central Park and ran through the streets of the business park. Awards were distributed for the Mayors Cup, which is the 1st Place pre-registered San Ramon resident for both male and female in both events and the 1st place overall finisher for both male and female in both distances as well as the top three finishers. All participants received plenty of fruit, ice cream and other refreshments after the event.

Celebrate America – Celebrate San Ramon, July 4, 2012, was very successful with approximately 2,000 people attending the park beginning at 4pm to hear the San Ramon Symphonic Band and concluding around 7:30 pm with the band, Pride and Joy. A local student sang the national anthem and the flags were posted by local Boy Scout Troop 843. Veterans and those currently serving in the armed forces were recognized through a medley of songs played for each branch of the armed forces. Representatives of the Blue Star Moms and Sentinels of Freedom also made remarks. Several hundred postcards and notes were filled out by attendees addressed to the troops and the Blue Star Moms delivered them in care packages. Poet Laureate Elaine Betts read a poem marking the occasion. Overall, there were no incidents reported by any Department with the exception of two missing children reports, which were resolved, and missing cell phone reports. The cost to produce this event was $41,580.

The East Bay cities that presented July 4th fireworks shows were Antioch, Benicia, Berkeley, Lafayette, Livermore, Martinez, Moraga and Pleasant Hill. The closest displays to San Ramon would be the Livermore display and the Pleasant Hill display. The Livermore display is approximately 13 miles from San Ramon and the Pleasant Hill display is approximately 17 miles from San Ramon. The Pleasanton Fairgrounds held three (3) fireworks displays during the Alameda County Fair on Fridays, June 22, June 29 & July 6. Coca Cola, Fremont Bank, Floratech and Acapulco Restaurant sponsored these displays. The City of Oakland did not have fireworks in 2012 on July 4th, however, the Oakland A's presented a fireworks show after their game on July 3rd.

Staff anticipates that these cities will again present displays in 2013.

PARKS & COMMUNITY SERVICES COMMISSION – COMMUNITY FORUMS & CITIZEN COMMITTEE

First Community Forum

On Saturday, July 14, 2012, the Parks & Community Services Commission hosted the first of two community forums as requested by the City Council at its February 28, 2012 meeting. This forum was advertised to the public in flyers, postcards distributed at all public events starting with the Art & Wind Festival and in all City Facilities, Recreation Guide, on the City website, press releases to all local media, and a personal email to all 700+ respondents to the 4th of July questionnaire in February. In all approximately twenty people attended the forum, including three staff and six Commissioners leaving

eleven (11) residents. The Commission received public input and also requested signups for a citizen committee to be led by three Commissioners with the goal to recommend future 4th of July event (s) for consideration at the second forum to be held September 13, 2012.

Comments from the residents July 14 included:

- Set off fireworks where no one can go. Have an aerial display, which residents can see. Work with Chamber of Commerce, work on viewing locations that tie to commercial locations.

- Put the cost into the budget, we are not in bankruptcy. Tax each home.

- Longer event with nighttime component, movies, laser shows, something else. Look for ideas to make it a more pleasurable experience.

- A daytime component for multicultural celebration for the next event. We have a large diverse population. If those communities could present food and dance it would help us come together.

- Charging a fee would be a good idea like Livermore. Let us find out how their event went.

- We have enjoyed the fireworks, would like to see it come back. Like the idea of moving the location around

- Set off aerial display in a safe but inaccessible location kept private. Partner with Chamber to provide locations with restaurants, hotels and shopping centers – win-win

- Explore the use of Camp Parks for shooting the fireworks display. Collaborate with Dublin and Camp Parks. The new 30-acre community park [Rancho San Ramon] would make a perfect viewing area.

Fifteen (15) emails were received prior to the forum. Fourteen (14) of the emails requested the return of the funded fireworks display and one email requested the continuation of no firework display.

<u>Citizen Committee</u>

On Wednesday, August 8, 2012, the Parks and Community Services Commission held its first Citizen Committee meeting to discuss the 2013 4th of July event as well as future 4th of July events. The Parks Commission appointed three Commissioners (Doerlich, Lopez and Meine) to serve as liaisons from the Commission to this Committee.

The Citizen Committee meeting was advertised to the public through the public meeting notice, direct emails to all 700+ respondents to the February 2012 July 4th review, as well as approximately 5,000 emails to HOA's, local retail managers, Chamber of Commerce, CityLights Volunteers, Symphonic Band, Blue Star Moms, Sentinels of Freedom, Run San Ramon registrants, Co-sponsored organizations, and Foundations. In addition to staff and Commissioners, seven (7) residents attended. Of those seven (7) residents, four (4) new residents attended the meeting as well as three (3) residents who signed up at the July 14 forum.

The Committee reviewed the history of the event, reviewed the timeline (Attachment A), and then worked on an interactive exercise to prioritize the purpose and goals of the July 4, Independence Day event. The goals and purpose as recommended by the Citizen Committee are as follows:

1. Encourage citizen participation and allow neighbors to meet neighbors. *(Master Plan Goal 2.2)*
2. Expand special events, creative experiences and funding through community partnerships with businesses, and organizations like the Chamber of Commerce. *(Master Plan Goal 3.5)*
3. Provide an event that will honor the American spirit as well as recognize veterans and armed forces.
4. Create an event that recognizes fiscal constraints of the City.
5. Create an event that prioritizes public safety.
6. Increase volunteer support to offset staffing costs.

The Citizen Committee then divided into two working sub-committees (at this point two participants resigned leaving 5 residents); 1) Event Planning; and 2) Research. The Event Planning Sub-Committee's charge was to utilize the goals for the event and develop 1 to 10 event options. The Research Sub-Committee's charge was to research Livermore's event; Pleasanton Fairground's change of date history; and set up a meeting with the SRVFPD, San Ramon Police, Transportation Department, and Pyro Spectacular to discuss possible locations, public safety, traffic and fire concerns.

On Wednesday, August 22, 2012, the Parks and Community Services Commission held its second Citizen Committee meeting to discuss the 2013 July 4th, Independence Day event as well as future 4th of July events. The Citizen Committee meeting was advertised to the public through the public meeting notice and direct emails to all those citizens who expressed interest in serving on the Citizen Committee. In attendance on the 22nd were three (3) Commissioners (Doerlich, Lopez, and Meine), three (3) staff, and five (5) residents.

The Committee reviewed the timeline and the six (6) event goals referenced above.

The Research Sub-Committee presented their findings (Attachment B) which included:

- a meeting with the San Ramon Police Chief, San Ramon Valley Fire Protection District Battalion Chief, San Ramon Traffic Engineer, and PYRO Show Producer from Pyro Spectacular (the City's Firework Display contractor);
- interview with City of Cupertino;
- interview with Livermore Citizen Committee;
- interview with Alameda Fairgrounds; and
- information regarding capacity at the two (2) high schools.

The Events Sub-Committee presented their possible event options (Attachment C) as well as reviewed the submissions gathered from San Ramon children during camps held the week of August 10, 2012 (samples, Attachment D).

The Committee then proposed seven (7) event options for the July 4, Independence Day celebration, which were then each scored against the six (6) event goals decided on August 8. It was planned that the top five (5) options plus a sixth (6th) for the No Event Option be presented by the Citizen Committee at the Community Forum on September 13 for public input and then be reduced again to four (4) options to be posted online for public voting and comment during the period September 21 – October 5, 2012. The six (6) options are as follows:

1. Centralized event at Central Park similar to the 2012 celebration. An aerial fireworks display at a separate location. Establish a significant time buffer between the event in Central Park and the fireworks display.

2. Same event as in 2012. (concert in the park, recognition of veterans)

3. Community barbecue event during the day at one location. Followed by fireworks display located at or near Dougherty Valley High School and California High School. Charge admission for people to watch the fireworks at the two high school stadiums.

4. Same event as in 2011 (gathering at Central Park, aerial fireworks display)

5. Celebration in the park to commemorate the City's annual anniversary on the Saturday or Sunday before July 4. Then on July 4 have a fireworks display in two locations.

6. No City sponsored 4th of July event until economic conditions improve.

Second Community Forum

On Thursday, September 13, the Parks & Community Services Commission hosted the second of two community forums as requested by the City Council at its February 28, 2012 meeting. This forum was advertised to the public in flyers, postcards distributed at all public events starting with the Art & Wind Festival and in all City Facilities, Recreation Guide, on the City website, press releases to all local media, as well as 5,000 emails to the 700+ respondents to the February 2012 July 4th review, HOA's, local retail managers, Chamber of Commerce, CityLights Volunteers, Symphonic Band, Blue Star Moms, Sentinels of Freedom, Run San Ramon registrants, Co-sponsored organizations, and Foundations. In all approximately thirty people attended the forum, including four staff and six Commissioners leaving fifteen (15) residents.

The Commission introduced the Citizen's Committee members who provided background information on their process, research, and selection of event options.

The attendees were given an opportunity to ask questions regarding the options and then were asked to vote for their favorite option. Each attendee was given five (5) votes. The six (6) options and their votes follow:

1. Centralized event at Central Park similar to the 2012 celebration. An aerial fireworks display at a separate location. Establish a significant time buffer between the event in Central Park and the fireworks display.

   Votes: Sixteen (16)

2. Same event as in 2012. (concert in the park, recognition of veterans)

   Votes: Nine (9)

3. Community barbecue event during the day at one location. Followed by fireworks display located at or near Dougherty Valley High School and California High School. Charge admission for people to watch the fireworks at the two high school stadiums.

   Votes: Three (3)

4. Same event as in 2011 (gathering at Central Park, aerial fireworks display)

   Votes: Thirty-one (31)

5. Celebration in the park to commemorate the City's annual anniversary on the Saturday or Sunday before the 4th of July. Then on the 4th of July have a fireworks display in two locations.

   Votes: Zero (0)

6. City Sponsored Event on the 4th of July.

   Votes: Zero (0)

Staff explained that the three (3) top ranked options (plus the 6th option) would be posted online for public voting during the week of September 21 through October 5 and that the Commission would consider the item and make a recommendation to the City Council at its October 10, 2012 meeting.

1. **Central Park event including a concert and armed forces/veteran tribute followed by an on-site aerial fireworks display**
   Central Park event with one location for community celebration and aerial fireworks. Estimated cost $318,000
2. **No City-sponsored 4th of July event until economic conditions improve.**
   Estimated event cost: $0
3. **Central Park event including a concert and armed forces/veteran tribute.**
   Central Park event with no aerial fireworks. Estimated event cost: $41,580
4. **Central Park event including a concert and armed forces/veteran tribute followed by aerial fireworks at an offsite separate location.**
   Central Park event but with aerial fireworks at a separate location (TBD). Establish a significant time buffer between the event in Central Park and the fireworks display. Estimated event cost: $318,000.

The Commission then received public comment from the attendees and adjourned.

Comments from the residents on Thursday evening included:

- One resident stated that he would walk down Morgan Drive every year to the open space to view the fireworks and would like to see the fireworks continue. He stated that an alternate location would be acceptable as long as he can see the fireworks from the hillside.
- Another resident stated that he lives near Safeway in Dougherty Valley and watches the fireworks from his neighborhood park with his family. He would like to see the fireworks return and be able to watch them from his neighborhood park with his family and neighbors.
- Another resident [resident for 16 years], stated that San Ramon is known for its fireworks display and to do whatever it takes to bring them back.
- Another resident stated he really did not care if he ever saw another firework for the rest of his life, but it was all about the kids. He has no objection to

contributing cash to pay an entrance fee. Since 1995, he had a routine: go to the fun run, parade in Danville, come back and relax, barbeque, then go watch the fireworks. He thinks the community needs it because it is something everyone expects.

- Another resident [17 years], stated that he has never actually gone to the Central Park event, and has only watched it from Morgan Drive. He felt Scenario #1 was best because there would be less public safety issues.

Comments

Two (2) emails were received prior to the forum. One email suggested using the savings from the cancellation of the fireworks to increase the summer concert series from four to eight. One email requested the return of the funded fireworks display.

PUBLIC NOTIFICATION

Public participation in the process of planning the 2013 4th of July celebration began with the July 14, 2012 Community Forum held at the San Ramon Community Center, numerous meetings of the Citizen's Committee culminating with the September 13, 2012 Community Forum. The following represents the public notification:

- Postcards were posted and distributed at City events (Art & Wind Festival) and facilities beginning in May 2012;
- Notifications posted on the City of San Ramon website beginning May 2012;
- Advertisement in the fall 2012 Recreation Guide (Page 3) mailed to every San Ramon resident on August 7, 2012;
- Public meeting notices were posted on July 11, July 31, August 17, September 10, and October 4, 2012;
- A total of 112,297 email notifications were sent on July 11, August 3, August 11, September 11, September 21 and October 1, 2012.

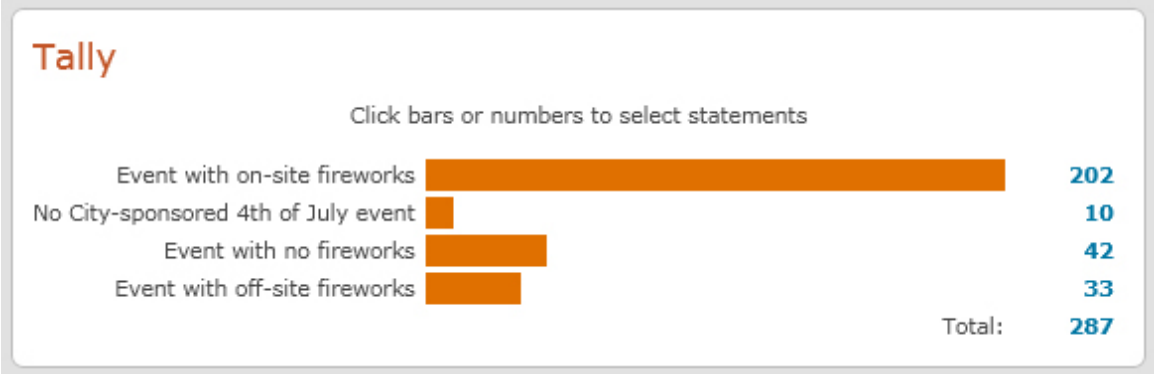
OPEN SAN RAMON PUBLIC INPUT

The City of San Ramon recently implemented a new social media channel to communicate with residents and businesses called Open San Ramon. The use of social media is a part of the City's ongoing commitment to enhance communication, participation and citizen engagement.

Open San Ramon is an online communication platform that has the order and decorum of government meetings -- making them civil and legal as well as insightful, and easy to use. It is meant to augment and diversify feedback from our citizens, and encourage people with busy schedules that would normally be unable to attend meetings to participate in our community discussions.

The Open San Ramon forum provides several different methods for sorting the comments received including 1) listing with name, neighborhood and full comment; 2) By tally to show total selections for each of the four options above; and 3) A map feature, which plots the answers based on neighborhood elementary school. Staff used these features to sort the responses received. (See Attachment E for complete results)

Staff provided to viewers all of the background information regarding the 4th of July event in the online forum to assist the resident in making their decision. The posting was available for public input September 21 through October 5 (2 weeks). As of noon on Thursday, October 4, 2012, 287 responses were received. The following results were tallied:



1. Event with on-site fireworks **- 202**

2. No City-sponsored 4th of July event **- 10**

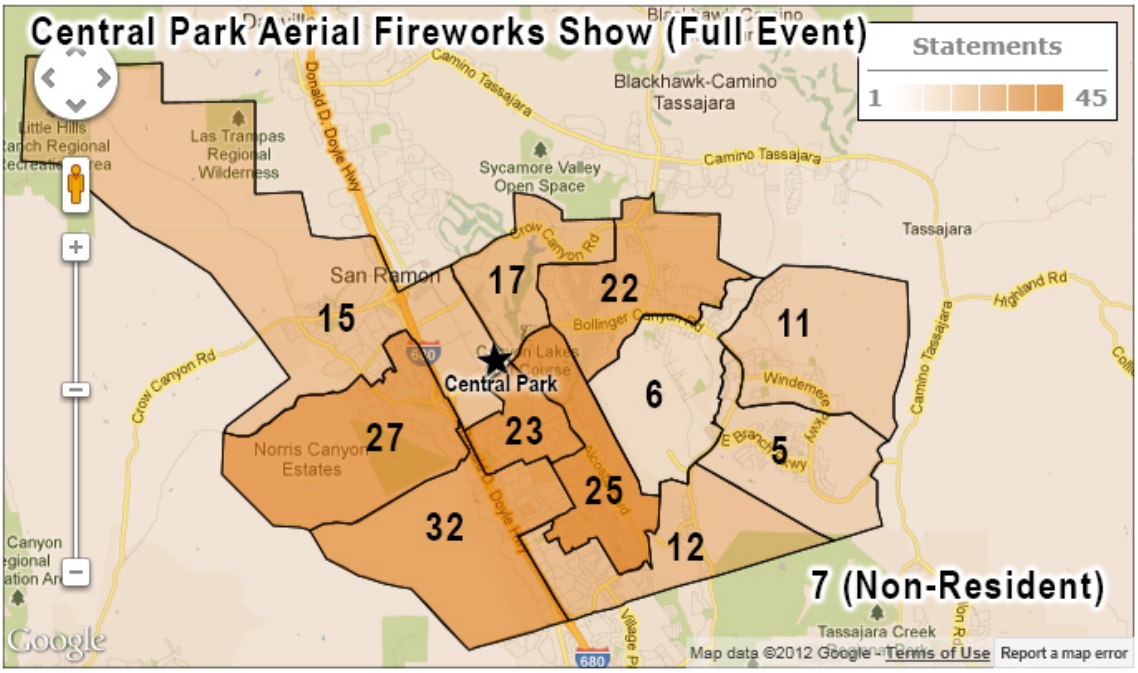
3. Event with no fireworks **- 42**

4. Event with off-site fireworks **- 33**

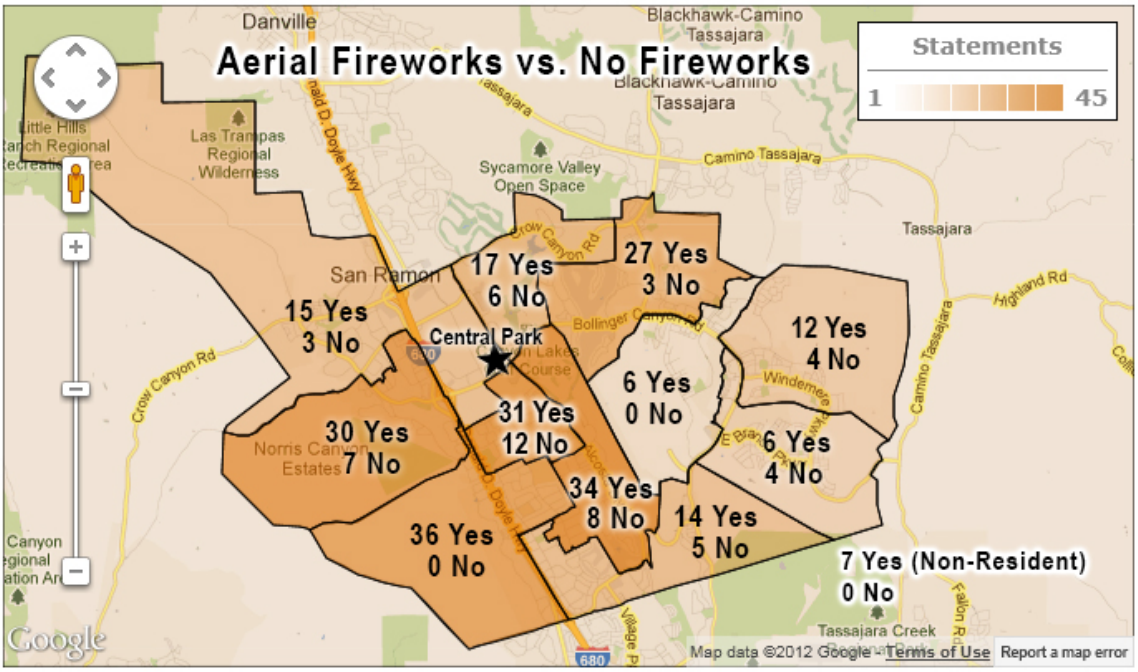
Many of the comments received from the forum follow the same themes as the original 700+ emails received in February 2012 including:

- American tradition, San Ramon tradition, family and neighborhood traditions
- Civic Pride
- Fireworks [aerial display] is the primary draw of the event
- Many residents view display from their home or other parts of the City
- Concern for event costs and resource priorities

One of the features of the Open San Ramon platform is the ability to display responses based on location. Every respondent is required to register with a street address, allowing responses to be tallied by neighborhood. The Open San Ramon map has been divided into zones based on the San Ramon Valley Unified School District elementary school boundaries. This provides a neighborhood based way of evaluating the responses received.



The map above tallies the responses received based on neighborhood for the popular on-site fireworks Option #1. Based on the location of the votes relative to Central Park, staff can infer that a majority of the respondents who selected Option #1 (202) for on-site fireworks generally live in neighborhoods that are ideal for viewing the fireworks at or near their homes. 59 respondents live on the western hillsides, 48 respondents live on the Iron Horse Trail corridor and 39 respondents live on or near the eastern hillsides.



Staff also tallied the results combining Option #1 (on-site fireworks) and Option #4 (off-site fireworks) which both provide the option of aerial fireworks and compared it to Option #2 (no City event) and Option #3 (event with no fireworks) which both offer no firework display option. The map above illustrates that the responses in favor of any aerial fireworks display are mostly in six (6) neighborhoods with views or easy access to Central Park.

Additionally, overall 211 total responses were received from these six (6) neighborhoods in comparison to 69 from the remaining neighborhoods along with seven (7) non-residents.

Based on the current population of the City of San Ramon (74,378), the results of the Open San Ramon public forum represent the opinion of 0.38% of the residents. The 700+ email responses in February 2012 reflect approximately less than 1% of the population. Both of these surveys are nonscientific in nature, may include duplicated responses and only represent the opinion of those who viewed and responded. In contrast, a scientifically valid survey would be approached with the goal of being able to compare data received relative to the population thereby offering statistically valid information.

PARKS & COMMUNITY SERVICES COMMISSION RECOMMENDATIONS – 2012

The Citizen Committee and staff presented their findings as well as the draft July 4th Staff Analysis Report to the Parks & Community Services Commission at their October 10, 2012 meeting. The Commission accepted both of the reports and approved to recommend to the City Council Option #3 for 2013 [Central Park event including a concert and armed forces/veteran tribute with no aerial fireworks]. The Commission also approved a recommendation to the City Council that staff develop a long-range event plan to celebrate July 4th in San Ramon beyond 2013 to include sponsorship development, partnership opportunities, alternate event locations and bringing forward new information as it becomes available.

CITY COUNCIL DIRECTION

On December 11, 2012, the City Council voted to hold a 2013 Fourth of July Independence Day event in Central Park to include a concert and armed forces/veteran tribute with no aerial fireworks display and directed staff to develop a long range event plan to celebrate the Fourth of July beyond 2013.

2013 4TH OF JULY EVENT

Run San Ramon -
Approximately 600 participants enjoyed the annual Run San Ramon 10K Run, 5K Run & Walk and 3K Fun Walk. The race began and ended in front of the San Ramon Community Center at Central Park and ran through the streets of the business park. All participants received fruit, Peet's Coffee, other refreshments and the participants' favorite, ice cream, after the event. Awards included medals for the top three finishers in each age group for each race. Additionally, the Mayors Cup, which is the 1st place pre-registered San Ramon resident for both male and female in both events and the 1st place overall finisher for both male and female in both distances were awarded. In celebration of the 30th Anniversary and "Step Back to the 80's," staff encouraged runners to add an 80's flair to their running outfits. A special prize was given for the best 80's dressed individual and team.

Celebrate America, Celebrate San Ramon
Celebrate America, Celebrate San Ramon took place on Thursday, July 4, 2013 at the Central Park Amphitheater. The event began at 4:00pm with patriotic music performed by *the San Ramon Symphonic Band* followed by a tribute to the 30th Anniversary of the Incorporation of the City of San Ramon. The recognition ceremony included a flag ceremony and the National Anthem. San Ramon Mayor Bill Clarkson recognized all past and present members of the San Ramon City Council that were in attendance.

The high energy band, *The Cheeseballs* performed from 5:30 p.m. to 7:30 p.m. They played some popular songs from the 1980's in honor of the City's incorporation year 1983. Attendees were invited to dress in their favorite 80's outfits and enjoyed a fun-filled evening.

FOURTH OF JULY LONG RANGE EVENT PLAN

At the December 11, 2012 meeting, the City Council confirmed the recommendation of the Parks & Community Services Commission [Minute Order No. 2012-038] which directed staff to hold a 2013 event with no aerial fireworks display and directed staff to develop a long range event plan to celebrate the Fourth of July beyond 2013 to include:

1. Alternate event locations
2. Sponsorship or Foundation Development
3. Partnership Opportunities

The Department's work plan in the adopted 2013/14 budget includes an action item to work with San Ramon Police Department and San Ramon Valley Fire Protection District to research options, including alternative locations, for the 2014 and beyond July 4 celebration and develop a long-term plan for the event that will meet the goals developed by the July 4 Committee. With the City Center construction possibly starting in 2014, a new location is inevitable as the dirt lot and Bishop Ranch One would be unavailable.

Staff began meeting in early October with an investigative team that included the following:

- Police
- San Ramon Valley Fire Protection District
- Engineering
- Public Services
- Parks and Community Services
- Pyrotechnical Expert

The investigative team focused on identifying a site in San Ramon to host an aerial display only with no event attached. This event model was researched by the 4th of July Committee as one that would disperse traffic throughout the City while reducing crowds at Central Park. The following San Ramon sites were identified as potential firework alternate shoot sites to Central Park.

- Old Ranch Park
- Summit View Trails
- California High School
- Dougherty Valley High School
- Memorial Park
- Canyon View parking lot
- Canyon Lakes
- Valleyview Park
- Dougherty Station Community Center
- Rancho San Ramon Community Park
- Bridges driving range

The investigative team, reviewed each site using the following criteria:

1. Safety
2. Security (for public access)
3. Traffic Control (including necessary road closures)
4. Emergency Access
5. Crowd control
6. Affected property ownership (GHAD, School District, HOA)
7. View ability for residents from neighborhoods
8. Maximum firework height (shell size) and drop zone

9. Overall Firework show rating

After thorough review of the criteria above, the investigative team narrowed the list of possible sites to the following. These are listed in ranked order.

1. Old Ranch Park/Summit View Trails
2. Rancho San Ramon
3. Dougherty Station Community Center
4. Valleyview Park
5. Bridges Driving Range

The investigative team concluded that Old Ranch Park/Summit View Trails provides the best opportunity for a fireworks shoot site [with no event] for an aerial display due to the fact that it provides excellent views from both sides of the City which meets the goals of the 4th of July Committee. It is a location where Old Ranch Road can be secured on the east and west during the aerial display with limited impact on traffic flow. The property within the radius of the shoot site is owned by the City. It is felt by the team that this site provides the opportunity for dispersed viewing areas throughout the City rather than a condensed viewing area.

0 105 210 420 630 840 Feet

Old Ranch Park

Property Ownership:
1-3. City of San Ramon

Notes: Good viewing areas central to both sides of the valley.
Grade from Pyro Company = A-

Fireworks Site - Old Ranch Park
With Vista Monte Dr. Closed

Maximum Shell Size 8"

The team is currently focusing on providing further research and cost estimates using the Old Ranch park site for the aerial display. This will include required access, public safety criteria including sufficient drop zone and fire safety protections, logistical criteria such as access and traffic control requirements, and ability to secure the area while providing access to residents to their homes.

Staff is recommending that with this scenario, the special events for the Fourth of July 2014 would be as follows:

1. Run San Ramon (8 am – noon)
2. Aerial Firework Display [firework display only – no other event attached]

At this time, staff has received no requests of either sponsorship or partnership offers towards the Fourth of July events.

PARKS AND COMMUNITY SERVICES COMMISSION

At their December 11, 2013 meeting, the Parks & Community Services Commission reviewed the recommendations of the investigative team for the 4th of July aerial display and recommended that the staff hold 2 public workshops, Wednesday, January 15 at 7 pm and Saturday, February 1 at 10 am at the Dougherty Station Community Center in an effort to receive public comment regarding holding a non event fireworks aerial display at Old Ranch Park on the evening of July 4. Staff will

mail workshop notices to all residents within a 1 mile radius of the park as well as post notices via the City website, Gov Delivery, and in all City facilities.

ATTACHMENTS:

Attachment A:	Citizen Committee Timeline
Attachment B:	Research Sub-Committee Findings
Attachment C:	Event Sub-Committee Findings
Attachment D:	Samples of Children's Input
Attachment E:	Open San Ramon Public Input Results and Comments provided by Peak Democracy as of 10/4/12