



Sunnyvale

Special Event Permit Process Study Session

Michelle Perera, Chip Taylor, Ramana Chinnakotla,
Chief Ngo, Tina Murphy, Trudi Ryan
City Council
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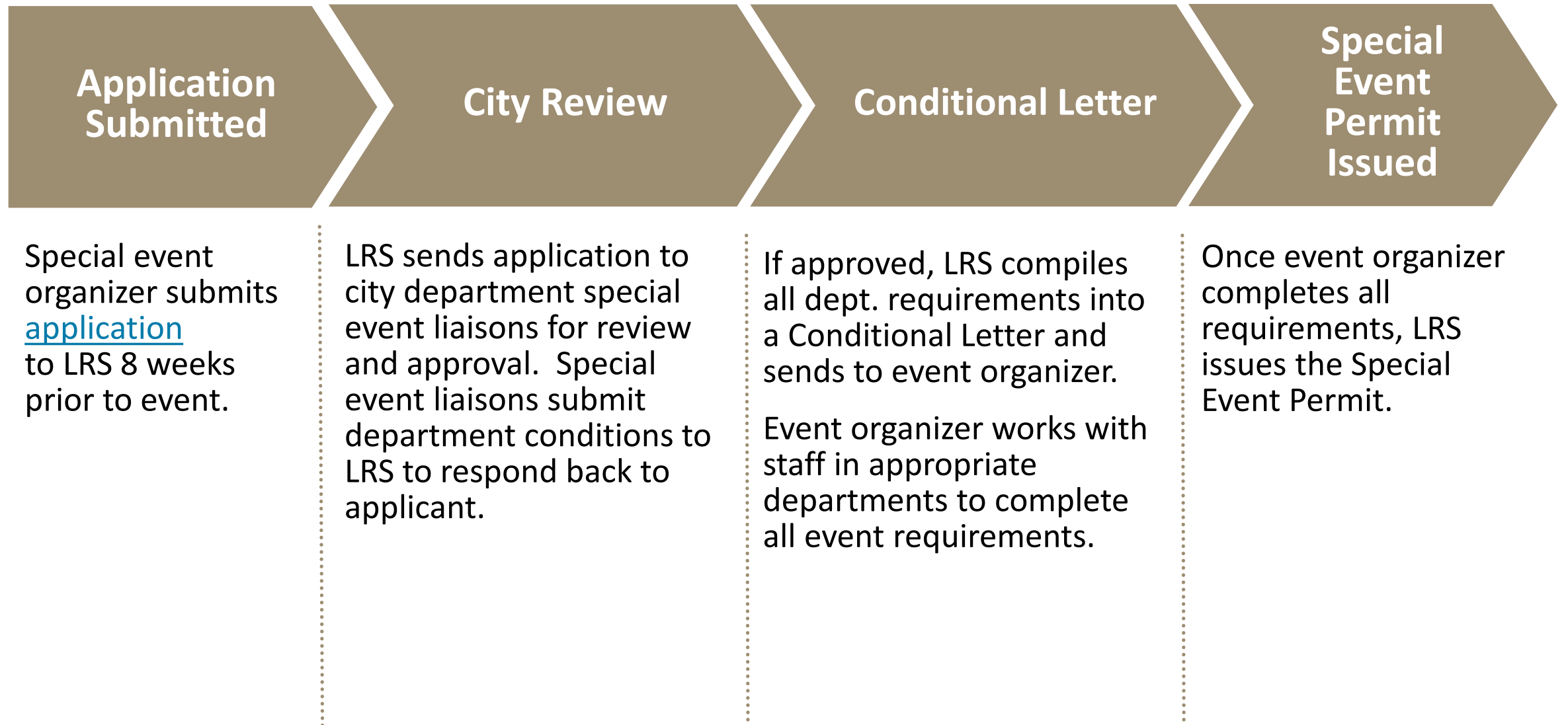


Special Events & Public Parks: Municipal Code & General Plan

- SMC 9.45. [Special Event Permits](#)
- SMC 9.62. [Public Parks](#)
- SMC 19.61 - [Zoning](#)
- Council Policy 7.2.18 - [Special Events](#)



Special Event Process



Types of Events

City Events (paid for and organized by the City) - in 2024, Hands on the Arts, State of the City, Earth Day, Lunar New Year, 4th of July Drone Event.

Special Event (Municipal Code) - An event that will require the closure of a public street, temporary unenclosed use, event that is open to the public and advertised in advance that is reasonably expected to draw a crowd in excess of the permitted occupancy.

Special Event (Council Policy) - A program or set of activities that is unique or out-of-the norm in nature and may require City permits or utilize City resources.

Community Event (Council Policy) - a special event which is open to the public and typically expects a large turnout from Sunnyvale community members.

City Sponsored Events

- Community Engagement & Neighborhood Grants Program – provides \$48,000 in community funding
- Sunnyvale Downtown Association – through Economic Development, City provides approximately \$50,000 to support events and \$15,000 to their marketing, including Tree Lighting Ceremony, Summer Music Series, Jazz & Beyond, Music on the Street, Wine Stroll and Magic Show, Art & Wine, and Restaurant Week.

City Departments Involved

- LRS – initial point of contact, helps applicants meet conditions, and staff liaison to applicant throughout the process
- DPW – parks, streets, traffic control plans, portable restroom rentals, onsite staff, event banners
- ESD – waste management plan – dumpsters/zero waste
- DPS – emergency plan approval, tents larger than 10x10 require meeting with Fire, Fire inspection day of
- HRD – risk and insurance review
- CDD – large tents/engineering for stage plans, one stop permit counter and permits for events on private property
- OCM – economic development involved with Downtown events and business impacts

- ☐ County Public Health
- ☐ ABC License for selling alcohol



Sunnyvale Special Event Data

2023 Special Event Breakdown

- 36 Special Events
- 10 City-run Events
- 10 Low Impact: <500 attendees – NO Services/Conditions
- 17 Mid Impact: <500 attendees – 2 or Less Services/Conditions
- 19 High Impact:>500 attendees – 2+ Services/Conditions

2023 Special Event Statistics

- 51 Applications Submitted
- 46 Events Permitted
- Approximately \$65K Fees Paid
- Range can be from \$134 to \$20,160

NOTE

2024: 50 Events Permitted + 15 Estimated Upcoming Events (Oct-Dec)



Summary of Conditions

- 87% ESD Conditions
- 83% Risk & Insurance Conditions
- 76% Parks Conditions
- 22% Fire Conditions
- 20% Traffic Conditions
- 13% Police Conditions
- 11% Other Conditions
- 24% SCC Conditions

Associated Fees

<u>Permits / Fees</u>	
Special Event Permit	\$155
40 ft Banner	\$1,000
Baylands/Plaza Del Sol	\$1,105/\$800
Dumpster	\$225-\$1,100
Portable Restrooms	\$80-175 / day + \$350 delivery/pickup
Zero Waste Provider	\$1,300
County Health Permits	Up to \$441
Insurance	\$150 - \$1,300
Stage Engineering Plans/Permit	\$2,000/\$600
Deposit for Event	\$676-\$6,762

<u>Staffing Costs / Hr</u>	
Casual Recreation Staff (LRS)	\$19
After Hours Inspection (DPS)	\$161
Traffic Control / Event Security (DPS)	\$215
Park Worker (DPW)	\$75
Traffic Management (DPW)	\$74-84
Banner Hanging (DPW)	\$400

SMC 9.45.010 - This chapter is further intended to create a mechanism for cost recovery for events which result in a need for city services.

City and Community Event Costs

Earth Day & Civic Center Grand Opening (2024)

- Program Costs (activities, zero waste, portable restrooms, entertainment, etc.): **\$49,000**
- Staffing Costs LRS + ESD:
 - ◆ 1,396 hours regular employees - **\$120,000** (with benefits)
 - ◆ 200 hours casual employees - **\$5,000**

Total Cost: \$174,000

***Does not include DPS & DPW**

Art and Wine Festival (2023)

- Application Fee: \$134
- Amplified Sound: \$25
- Dumpster: \$1,100
- Trash Containers: \$500
- Fire Permits (4): \$900
- DPS Contract O/T: \$15,500
- Traffic/Road Closure: \$2,000

Total: \$20,160

***Permit / Fees Only**

4th of July Drone Show (2024)

- Drone Operator: \$65,000
- Equipment: \$9,500
- Logistics: \$895
- Staffing: \$85,000

Total: \$160,395

***Preliminary numbers**

Benchmarking

9 Bay Area Cities:

San Jose, Fremont, Santa Clara, Mountain View, Palo Alto, Cupertino, Campbell, Los Gatos, Los Altos

Event requirements within benchmark cities:

Insurance, Event Permit Fees, Direct Staff Fees, Portable Restrooms, Cleaning: Zero Waste/City Staff/Contractor

Unique to Sunnyvale:

Certified Crowd Managers, Stage Engineering Plans, Damage Deposit



Applicant Pain Points

- Cumbersome application: 18 pages
- Costly: permit fees, portable restrooms, engineered stage
- City conditions: portable restrooms, zero-waste, emergency plan, in-person meetings
- Lead time: 8-weeks
- Applicant equipment needs: cones, barricades, tents, tables/chairs, A-frames, etc.
- Cost recovery (SMC) vs. fee waiver
- Insurance requirements
- Must interact with several departments and no lead department that can override a condition



Opportunities to Streamline Process

Short Term (6 months – 18 months)

- Review and update Municipal Code and Council Policy or for the City Manager to adopt formal administrative guidelines
- Applicant assistance – schedule kick-off and follow-up meetings, increase online assistance (video tutorial, easier online form, streamlined process)
- Templates for most used parks (stage, tent, emergency plan, etc.)
- Increase staffing to assist with coordination and permit process

Long Term (18 months+)

- Evaluate feasibility of online permit tool
- Create Study Issue on providing equipment rental program
- Evaluate City assistance with insurance, portable restrooms and zero-waste



Align Staffing & Resources to Desired Outcomes

Current Staffing for Special Events

- Each department has a liaison assigned to community special events to ensure application is processed, conditions are defined and met, and event is successful
- Staff person assigned as liaison is not dedicated solely to special events

Proposed Staffing Needs

- Staffing / resources to implement short and long term solutions
- Dedicated staff for overseeing and assisting with special events
- Public Safety needs
- Increased staff or OT for facility and park maintenance
- Online permitting process



Improve Cultural Competency and Accessibility

City Cultural Programs – Hands on the Arts, Hispanic Heritage Month, Asian American Pacific Islander Month, Black History Month, Day of the Dead, Diwali, Hanukkah, Lunar New Year, Women’s History Month, Persian New Year, Holi, Ramadan, Day of the Child, Cinco de Mayo, Juneteenth, etc.

City Council Equity Access & Inclusion Priority

Internal Alignment

- ◆ EAI Office partnerships on cultural programming
- ◆ Continued staff training on cultural awareness and allyship

Human Relations Commission

- ◆ EAI Office to help HRC identify where we have gaps in our city programming
- ◆ Members participate on the CENGP subcommittee
- ◆ Help identify and reach out to communities not holding events
- ◆ How does CC envision HRC involved in this process?



Guiding Questions

- What are Council's primary desired outcomes for making these changes (e.g. more events, cost savings for community groups, increased cultural competencies, other)?
- Would Council like staff to propose revisions to the SMC and/or Council policy or for the City Manager to adopt formal administrative guidelines to reflect a less stringent process and/or lower cost (e.g. eliminate cost recovery)?
- City already has a Community Events and Neighborhood Grants Program in place – would Council like staff to look at how it could be enhanced to include more community events and/or to absorb more costs currently paid for by applicant?
- Would Council like staff to bring back a proposal for additional staff to assist with facilitating special events (service level set aside)? Resourcing proposal depending on Council outcomes.



Questions?