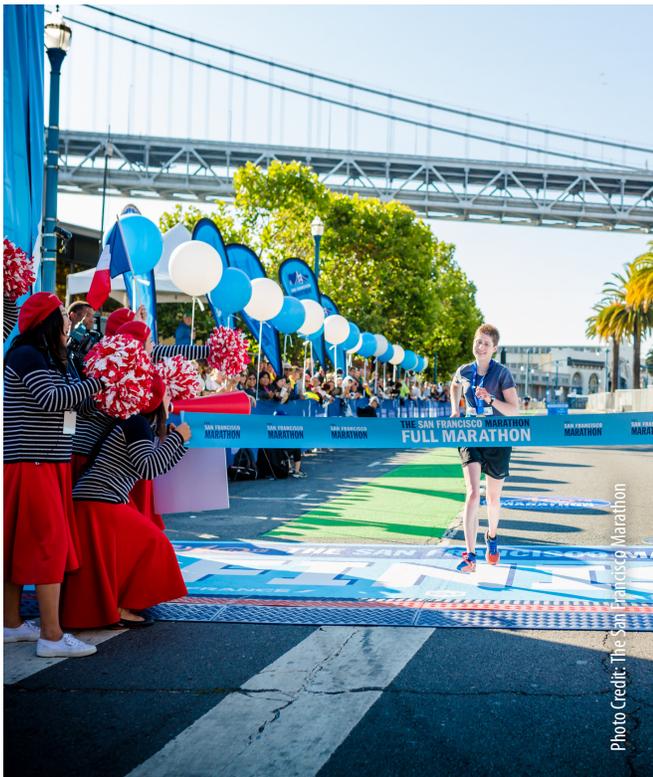


Neighborhood Outreach Plan

In the early planning stages, the Event Sponsor should consider and address the event’s potential impact on the surrounding neighborhood. As the Event Sponsor, you are required to do meaningful outreach in advance to any neighbors, businesses, and community organizations affected by the event. The point of neighborhood outreach is to inform those who may



be affected, listen to any concerns, identify any steps that can be taken to reduce potential impact, and work with the neighborhood toward mutually beneficial outcomes. Contact the Land Authority to determine what neighborhood outreach is required.

Potential neighborhood impacts include but are not limited to:

- » Access to residences and businesses (entrances, driveways, garages, yards, alleys)
- » Increased traffic and parking congestion
- » Alcohol service and consumption; public intoxication
- » Amplified sound (entertainment, stages, generators)
- » Damage to private and public property
- » Uncollected trash and debris
- » Smoke and odors from food vendors
- » Decreased sales or loss of business
- » Local events happening at the same time
- » Noise from work vehicles after hours

THESE TIPS AND BEST PRACTICES ARE INTENDED TO ASSIST YOU WITH YOUR OUTREACH EFFORTS:

Identify Local Community Stakeholders:

- » [Neighborhood & Merchant Associations](#)
- » [Community Benefit Districts](#)
- » [Local Representative from SF Board of Supervisors](#)

Engage, Don’t Just Inform:

Don’t just tell residents and businesses you’re doing the event, engage them and listen to them in a meaningful way. Prepare for questions and concerns that may arise by asking yourself: What are my event’s potential impacts to access, traffic, quiet enjoyment, property, sanitation, and business sales? Were there issues from last year’s event that need to be solved this year and moving forward? Are my event plans flexible and am I prepared to alter my plans (e.g., time, location, etc.) to reasonably accommodate any neighborhood concerns?

Communicate Your Plans Clearly and Early:

Share the relevant event details with affected residents, businesses, and community groups prior to submitting your special event permit application to the relevant agency (SFMTA, Recreation & Park, Port of SF). Outreach should be conducted in various formats to ensure that event plans are effectively communicated to residents with disabilities and that accommodations are provided when requested. Refer to SF Mayor’s Office on Disability’s [Effective Communication Guide](#).

These details include:

- » The type of special event permit you are seeking
- » Event overview and mission
- » Organizer background & day-of-event contact info (cell #)
- » Date(s), time(s), location(s) of event
- » Map showing event footprint and affected streets, plazas, parks, businesses
- » Planned activities (e.g., liquor, entertainment, vendors)

- » Projected attendance
- » Relevant security plan information
- » Potential neighborhood impacts: access, traffic, towing vehicles, amplified sound, garbage, etc.
- » Date, time, location of any upcoming public hearings related to the event

Presentation to Neighborhood Associations and Merchant Associations:

This should be a verbal or visual presentation that is given before members of the group at one of their regularly scheduled meetings. Include the items above in your presentation. Members should be given the opportunity to voice any concerns or support regarding the event. To see a map showing Neighborhood Groups by location, [click here](#).

Additional Methods of Communication:

The following methods of communication are strongly recommended to ensure affected neighbors and businesses are notified in advance of the event:

- » Letter on organization or company letterhead with relevant event details delivered to neighbors and businesses
- » A petition gathering neighbor signatures in support of the event
- » E-blasts – sent by the event organizer or local community groups
- » Door-to-door flyers (e.g., door hangers) and knocking on doors
- » Posting on local social media sites

Your special event permit and entertainment permit may not be approved if you have not shown due diligence in communicating your event's plans with the local neighborhood.

Obtain Local Community Buy-In:

Envision scenarios where neighbors don't just tolerate your event, but ask your event to come back again next year! Find ways to include local neighbors and organizations in the successful outcomes of your event. Consider forming partnerships with the local community that are mutually beneficial. These may include but are not limited to:

- » Revenue sharing
- » Cross-promotion
- » Booth space
- » Presenting local artists and performers
- » Fundraising for local charities
- » Volunteering and pro-bono support
- » Clean-Up/beautification projects

Document Local Support:

After you have engaged local neighbors and businesses, consider gathering letters of support from local organizations and signed petitions from neighbors showing their support of the event. You are encouraged to include any such documentation in your special event application.

Food and Beverage Safety

Any individual or organization (event sponsor) producing an event is required to obtain a [Temporary Event Health Permit](#) from the SF Department of Public Health when they are offering food and/or beverage to the public. Food and beverage must be provided by a licensed retail food operation. To learn more about SF Department of Public Health retail food licensing, [click here](#). For questions, contact ehempevents@sfdph.org.

If any of the following apply to your event, then you will need to obtain a Temporary Event Health Permit:

- » Event is free or a ticket/pass can be purchased by the general public;
- » Event is advertised through media - internet, newspaper, television, radio, and billboard;
- » The general public would attend the event either by interest of the trade or advertisement of the event.

An event is considered private, and does not require a Temporary Event Health Permit to operate, if the following criteria are met:

- » Event is invitation only or held for a private club or corporation;
- » Participants need eligibility to attend, such as a professional licenses or certificate for the profession (e.g. doctors, lawyers, teachers, plumbers).

For booth/structure requirements, [click here](#).

For food handling requirements, [click here](#).

For permit applications and fees, [click here](#).

For waiver information for non-profit event sponsors, [click here](#).

"Do Food Trucks Need Permits and Inspections?" Yes. [Click here](#) to learn more.

IMPORTANT DEPT. OF PUBLIC HEALTH DEADLINES FOR TEMPORARY EVENT PERMITS:

14 Days or More Prior to Event:

All completed applications and fees must be received by Department of Public Health (DPH). If event falls on a weekend, the application packet is due 3 Fridays before the event.

8 – 13 Days Prior to Event:

All completed applications will be assessed a 50% late fee from DPH.

7 or Fewer Days Prior to Event:

Applications will be denied by DPH and no food or beverage service shall be allowed.

For rules, permit applications, and fees, visit the SF Department of Public Health's [special events page](#).

For questions, contact ehempevents@sfdph.org.