

San Diego Lunar New Year Tet Festival 2009 Narrative

VAYA (Vietnamese American Youth Alliance) is a 501(c)3 non-profit organization founded in 2004 as a means for San Diego youths to organize socially and culturally within the local communities. In January of 2009, VAYA will be hosting its 4th Annual Lunar New Year Tet Festival to promote and preserve the Vietnamese traditions, and to enrich the cultural diversity of San Diego, while uniting different communities in this joyous celebration of the coming new year.

Event Dates

Friday, January 23, 2009 (4:00pm-10:00pm)
Saturday, January 24, 2009 (10:00am-10:00pm)
Sunday, January 25, 2009 (10:00am-8:00pm)

Set-Up Dates

Tuesday, January 20, 2009 (8:00am-10:00pm)
Wednesday, January 21, 2009 (8:00am-10:00pm)
Thursday, January 22, 2009 (8:00am-10:00pm)

Break-Down/Clean-up Dates

Monday, January 26, 2009 (8:00am-10:00pm)
Tuesday, January 27, 2009 (8:00am-10:00pm)

Location

Use of Lawn and Parking Lot area on *Park Blvd & President's Way*

Estimated Attendance

6,000/ day; 2000 at one time

Road and Parking Lot

- No road closures
- Lawn and Parking Lot area on *Park Blvd & President's Way* closed as the festival ground (free-standing fencing)
- Patrons will park at Inspiration Point parking lot and SD Zoo parking lot on Park Blvd and Village Place.
- Traffic control on corner of Park Blvd and Inspiration Way
- Event will have *off-site* shuttle plan to reduce parking and traffic (see attached shuttle plan).

Security

- Private security by Staff Pro or Elite at main entrances, exit, and stage.
- Overnight security (at least 2/night).
- SDPD will patrol security throughout festival ground.

Fees to Public

- Admission Fees (\$5/adult, \$4/child, discounted if online purchase)
- Vendor Fees (\$200-\$800/booth)
- Carnival Fees (Prices determined by Shamrock Shows)

Estimated Ground Use Fees

\$800/event day (plus \$2.50/parking space on Parking Lot area of *Park Blvd & President's Way*)

\$175/set-up day

Activities

- 1) Cultural Village-mock structures/historic sites & cultural/activities/games of Vietnam;
- 2) Entertainment- professional singers, community performers, live band, contests, Pageant;
- 3) Opening Ceremony – speeches by dignitaries, ancestral homage ritual, 1-min firecracker show provided by licensed and insured Pyrotechnics, Dragon Dance;
- 4) Vendors- food, commercial, nonprofit, and government booths;
- 5) Carnival Rides- Provided by Shamrock Shows

Alcohol and Smoking

None allowed on premise. VAYA has signed a non-smoking policy and will promote a smoke-free environment.

Food and Drinks

- Food and Drinks by Vendors holding a Food Handling Certificate.
- Food and Drinks provided to staff and volunteers by Sponsors.

Amplification

Stage will be angled towards area with least impact on Balboa institutions and residences.

Equipment

- 1) Tents; 2) Stage; 3) Tables & Chairs; 4) P.A. System; 5) Generator; 6) Water Pump; 7) Portable Toilets and Sinks (also including handicap accessible); 8) Trash/Recycling Dumpsters

For more information, please visit www.sdtet.com

Parking Plan

Review of Parking Plan of Tet Festival 2008

Traffic was frustrating during peak hours. The traffic controller on Park BLVD and Presidents Way closed off the left turn on to Presidents Way (Entrance to Festival). It was also difficult to leave the festival on Presidents Way as well, which caused delays for our shuttle service. This bottle neck caused traffic for people entering Balboa Park on Presidents Way. The Vendor/ VIP Parking area (left turn into Festival area) was also impacted since we had no control on VIP/ Vendor status.

There was no metric to measure use of public transportation, therefore we do not know how effective it was. The free shuttle was used sparingly on Saturday and Sunday, but due to delays by traffic and poor PR, it was not used as extensively. Finding reliable drivers is also difficult. Having staff drive the shuttle is not a viable option since it takes staff away from the festival.

Proposed Overall Changes for Parking Plan of Tet Festival 2009

The main theme for the parking plan for 2009 is to keep traffic flowing on Park Blvd, in particular the intersection of Park Blvd and Presidents Way.

- Specific VIP/ Vendor Vehicle Check in System
- Improved parking management
 - Tiered parking lot monitoring and traffic direction system
 - Usage of shuttle system within the festival area (described in detail further in the document)
- Optimized community shuttle system. Last year hourly shuttles were used to different communities in San Diego, which yielded mixed results. Prior to the festival, we will advertise a schedule based system, in which the community will call/email in a time they would like to be shuttled into the festival. This will both ease traffic near the festival as well as provide more people at the festival.
- Communication with local museums about parking and traffic situation. We have been in communication with the Automotive Museum, the Air/Space Museum, and the Prado Valet Service and we made them aware this time of the dates and times of the festival. On a museum to museum basis, we will coordinate with our parking managers and volunteers on leaving spots open for museum attendees/valet parking spots.

Vendor and Staff Parking

Vendors and Staff will be required to arrive and park in the lots prior to the opening of the festival. In and out privileges in lot F and G will require a permit. Vendors on shifts will be asked to park in available parking outside of Lots G and H during peak hours.

Parking Management System

There will be a tiered system for parking management:

- A staff member will be on radio control with status updates from volunteers on available parking.
- Information will be relayed to traffic controllers to coordinate a change in signs (Parking Lot Full/Empty) and shifting of vehicular traffic to available lots. This will also help coordinate shuttle service between the parking lots.
- Additionally the volunteers will also contribute in picking up any loose trash left by Tet Festival attendees.

Shuttle and Specific Parking

The parking lots that will be focused for parking management will be (in order of priority):

Lots	Name	Parking Assignment
A	Inspiration Point Parking lot	Public Parking
B	Inspiration Point Parking lot	Public Parking
C	Organ Parking lot	Public Parking
D	Federal Parking Lot	Public Parking
E	Arizona Landfill	Overflow Parking
F	San Diego Zoo Parking lot	Overflow Parking
G	Federal Parking lot (In front of festival)	VIP/ Staff Parking
H	Federal Parking lot (Behind Aerospace Museum)	Staff/Vendor Parking

The on-site Festival Shuttles will run 9am-10pm continuously on Saturday, January 25th, 2009 and January 26th, 2009

- Loop 1
 - Start at Inspiration Point (Lot A)
 - Continue to Lot B
 - Drop off between Inspiration parking lots
 - People proceed to cross the street to enter festival
- Loop 2
 - Start at intersection of Presidents Way and Park BLVD
 - Continue to Lot E
 - If necessary, Continue to Lot D
 - If necessary, back to Lot E
 - Back to intersection of Presidents Way and Park BLVD

Exit Traffic from the Festival

Vehicles that are parked at the Federal, Organ Pavillion and Pan American Plaza parking lots will be directed to exit through the El Prado path that leads to the I-5 and CA-163/I-8 freeway exits. Vehicles at the Inspiration parking lots will be first directed to the CA-

163 exit and if congested, will be further directed by the traffic controller to south of Park Blvd. which leads to the B Street/CA-94E freeway entrance.

Signs

Signs will be used throughout the festival and parking lot areas noting what parking lots are open and the locations of the shuttle drop off spots. Signs will be placed at the Park Blvd. Exit and all main parking lot entrances along Park Blvd.

- Tet Festival Parking Full
- Tet Festival Parking Available
- Staff parking (Permit Required)
- Vendor parking (Permit Required)
- Arrow signs indicating location of shuttle locations
- Freeway Entrance
 - Exit I-5N / CA-94E → I-15N (in front of the Federal building/Organ Pavillion parking lots)
 - Exit I-163N (in front of the Inspiration Point parking lot)
 - Exit CA-94E (at the CA-163N exit in case of freeway being congested)