

Solano Avenue Stroll parade participants, please familiarize yourself with the following information:

The parade travels west-bound (down-hill) on Solano Avenue from Colusa (vehicles) and Fresno (individuals only) - in Berkeley to Masonic (the B.A.R.T. tracks) in Albany. The route is seven-eighths of a mile and fortunately down-hill. Every year the event has a "color theme" we have a specific page on our website that is dedicated to the parade where you can find this year's color:

<http://www.solanoavenueassn.org/events/solano-avenue-stroll/solano-stroll-parade/>

The entire parade must move as a whole-body down Solano Avenue at a regulated speed to prevent gaps, triggered by parade participants stopping to perform, amongst other things. Gaps, once created are difficult to fill.

Please do not stop for any reason except for a health and/or safety issue.

Parade Staging:

The Parade Participants begin checking-in at 8:15AM and absolutely no later than 9:00AM! The Parade Coordinator (Jan Snidow or a temporary replacement) will be **at the intersection of Colusa and Solano**, wearing a fluorescent "safety" vest that reads "SOLANO STROLL" on the breast and back. After you check in, the Parade Coordinator will confirm your position(s). Day-of-event sign-ups are \$100 cash [only].

The Solano Avenue Association Parade Coordinator is Jan Snidow. Jan is awesome. She is a seasoned pro at running the Solano Stroll Parade. Jan has been on the Solano Avenue Association Board of Directors since 1999! Jan's number at the "Mane Alley" Salon is: 510-528-6889 Call her with specific questions. Be easy on her, this is her work number.

After you check-in, parade entries with vehicles will line-up on Colusa, between Solano and Marin. All other entries will be staged on Fresno (one block east) between Solano and Marin. **Have your coordinator check-in early (not your entire group) and have your parties meet you in the appropriate staging areas.**

You can use the parade line-up that we send to you as a rough guide. Smaller groups may want to designate a meeting place close to the staging area prior to the Solano Avenue Stroll. We ask that just one person from your organization check-in.

Technically there is no "per group" limit to the number of individual participants for your parade entry; please let us know if you expect more than fifty people or two vehicles.

Pets, other than domestic animals are not allowed in the Solano Stroll Parade.

There will be no throwing candy during the parade.

But now hear us out, if you have a member of your party travel right next to the crowd, on both sides, **you can hand out candy/items toward the open hands of people expecting something from you, and you have eye contact with them.** There is a big difference between using this tactic and just blindly tossing hard objects into a crowd of people who may or may not actually be paying attention to you.

Key Sentence: You can hand out candy/items towards the open hands of people expecting something from you, and you have eye contact with them. Thank you in advance for participating safely!

Parade Judging:

The Parade is judged and prizes are to be announced. "Viewing" by the judges will be at the Event Grandstand. (1451 Solano at Sante Fe) about three fifths the way down. It is acceptable to stop there briefly to perform, but otherwise it is essential that the **parade keep moving**. Prizes are to be announced.

Additional Information:

The Solano Avenue Association does not automatically produce signage for VIP and other participants; nor do we assign VIP's a vehicle to ride in during the Parade. If you do need assistance of any kind, please let us know.

At the end of the parade route, Albany Police Officers will direct traffic in both the south-bound (left) and north-bound (right) direction depending on whichever direction has less traffic.

We will be emailing the parade line-up to you about a week prior to the event. You can also receive your line-up information at the event when you check in.

We have spent a significant amount of time on how to stage the Parade, and it is in the state of constant evolution. If you have any suggestions, please let us know. We are learning - still.

The most important thing you must do in the parade is be safe. The second most important is to have fun!

Thank you for your attention and cooperation.

Please do not contact Solano Avenue merchants directly for issues of any kind.

Parking: DRIVE CAREFULLY and when parking DO NOT BLOCK ANY DRIVEWAYS; please respect the residents and business owners on the street. The later you arrive the harder it will be to find parking.

Event duration: Booths open at 10, close at 5. Parade begins at 10:00 am.

Event Staff: Each 3-block area is assigned a "Block Captain"; they wear fluorescent "safety" vests that read "SOLANO STROLL" on the breast and back. They and the police are in communication with the event headquarters.

QR Codes with event information are everywhere, including the Solano Avenue Stroll poster found in merchant windows and all of the "no parking / Stroll signage."

Calling 911 from a cell phone at the Solano Stroll may result in delays:

Direct: Albany Police/Fire/Medical: **510-525-7300** Berkeley Police/Fire/Medical: **510-981-5911**

Portable Toilets are approximately every-other block.

First Aid can be found at:

Solano and Fresno (Berkeley)
Solano and Colusa (Berkeley)
Solano and Peralta (Albany)

Lost Property and Family Members: 1451 Solano at Sante Fe (Headquarters) **510-527-5358**

Schedule:

09:30AM Vendors set-up and off the street
10:00AM Parade Starts at Colusa and travels westbound to Masonic (the BART tracks)
05:00PM Festival is over and break-down begins
07:00PM All vendor traffic parked legally and Solano Avenue "restored"

Shuttles will offer free rides up and down the length of Marin Avenue from 10-7 pm from the North Berkeley BART station to the Stroll and it stops at intersections with stop-lights on Marin.

Free "valet" bicycle parking at Wells Fargo bank (1800 Solano at Modoc) and a vacant lot (1254 Solano at Masonic).

Solano Avenue Stroll expectations of public conduct.

At the Solano Avenue Stroll, guest (and participant) safety is a top priority.

The Solano Avenue Association and its Board of Directors possess an encroachment permit covering the entire Avenue from 7am through 7pm on the day of the Solano Avenue Stroll. Copies of permits (encroachment/food/sound) and insurance certificates are available at the event command center, 1451 Solano Avenue (at Sante Fe) Albany (California Bank and Trust). Participation and attendance of the Solano Avenue Stroll is at the discretion of the event organizer; the Solano Avenue Association 1569 Solano #101 Berkeley CA 94707 510-527-5358 / info@solanostroll.org

General parking, deliveries and vendor set-up

Please park legally and obey all traffic laws. There are no exceptions.

Solano Avenue Stroll expectations of public conduct continued:

General: We would like to remind you to watch your valuables. For the security of our guests, please do not leave purses, strollers, and other items unattended. Banned at the Solano Avenue Stroll are items that include (but are not limited to) "snap-type" or "popping" amusement devices, "silly string", and weapons of any kind (real or simulated, offensive or defensive) including "squirt"-type or other amusement devices that project. Please do not operate your bike, hover-board, roller skates/blades, scooter, Segway or any other mechanical personal transportation device unless prescribed to do so.

Conduct: Conduct that is disorderly, disruptive or which interferes with or endangers business or guests is prohibited. Such conduct may include running, loud offensive language, spitting, throwing objects, fighting, obscene gestures, skating, skateboarding, etc. Intimidating behavior by groups or individuals; blocking storefronts, and walking in groups in such a way as to inconvenience others is prohibited.

Violations of the Law: The commission of any act defined by Federal, State or local ordinances as a criminal act is prohibited. Smoking (in commercial districts) and consuming/possessing an "open container" of alcohol is a violation of Albany and Berkeley City Ordinances.

Clothing/Attire: Appropriate attire, including shirts and shoes, must be worn. Wearing apparel which has obscene language, obscene gestures, or racial / religious / ethnic slurs that are likely to create a disturbance is prohibited. Wearing clothing which deliberately obscures the face: such as hooded tops, will not be allowed. Bulletproof vests or simulated bulletproof vests will not be allowed.

Service Animals / Pets: Only animals trained to assist persons with disabilities are permitted at the Solano Stroll. For the safety of our guests (and your pet), please leave your pets at home.

Remote Control Devices: launching, landing, operating an Unmanned Aircraft System (UAS / AKA "drones") or ground vehicle that are remotely controlled are not allowed without the express consent of event organizers. The FAA defines an unmanned aircraft as "an aircraft that is operated without the possibility of direct human intervention from within or on the aircraft" UAS range from fixed-wing aircraft to helicopters or rotorcraft models sometimes called quad-copters.

V 2.0 7/26/16

Solano Avenue Association and Stroll

510-527-5358

1569 Solano Avenue #101 Berkeley, CA 94706-2116 info@solanoavenue.org (8/2017)