



Beverly Hills City Council Liaison/ Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Tuesday, May 2, 2017
2:00 PM

AGENDA

1) Public Comment

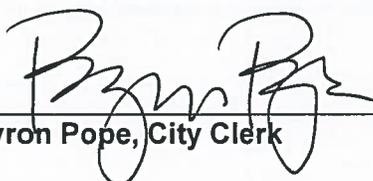
- a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Special Event Request for Use of North Crescent Drive

- a. Provides information regarding Vanity Fair's request to continue utilizing North Crescent Drive for its Academy Award Event over the next three years (2018-2020).

3) AIDS/LifeCycle Bike Ride

- a. Provides information regarding the AIDS/LifeCycle Bike Ride that will travel through Beverly Hills (to West Hollywood) on Saturday, June 10 from approximately 10:30 a.m. to 3:30 p.m., and will have the same logistics and route as occurred with last year's event.


Byron Pope, City Clerk

Posted: April 28, 2017



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



STAFF REPORT

Meeting Date: May 2, 2017

To: City Council Liaisons - Rodeo Drive/Special Events/Holiday Programs
- Mayor Lili Bosse
- Councilmember Lester Friedman

From: Gisele Grable, Community Services Administrator

Subject: Special Event Request for Use of the 400 Block of North Crescent Drive

Attachment: Letter from Vanity Fair

INTRODUCTION

The attached letter was submitted by Vanity Fair from the Director of Special Projects Sara Marks with Condé Nast. Vanity Fair's request provides information regarding a proposal to conduct the next 2018 Vanity Fair Academy Awards After Oscars Event in the City of Beverly Hills. Similar to previous years, the key elements would include a two week street closure of the 400 block of North Crescent Drive, and use of the Crescent side of City Hall for the Sunday, March 4, 2018 event. In addition, Vanity Fair is also seeking approval for an additional two years in 2019 through 2020.

DISCUSSION

Vanity Fair's annual Academy Award party has been an international, high profile and prestigious event that has occurred for over 20 years. Although originally held in Morton's in West Hollywood for many years, in recent times, the location had moved to various sites. Vanity Fair had considered various locations in and around the Los Angeles area prior to arriving to Beverly Hills. Over the last three years, the annual Vanity Fair event has occurred in a grand tent located on Crescent Drive and has included an international gathering of high profile attendees, such as Oscar winners and nominees as well as other actors, entertainment industry members and executives, celebrities, politicians, etc., to name just a few. Vanity Fair has been very pleased with the venue adjacent to the iconic Beverly Hills City Hall as its backdrop, as well as the professional and prompt assistance from the City.

Roughly 1,000 invited guests are in attendance at the reception which takes place immediately following the Academy Awards program. Guest arrivals are staggered over the course of the evening (guests are provided "time-coded" admission cards and parking passes).

In order to accommodate the construction of a tent, the proposal includes a request to close the 400 block of North Crescent Drive (one block only between North and South Santa Monica Boulevard) for two weeks. For 2018, it is estimated to be from Thursday, February 22 through Thursday, March 8.

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Similar to previous years, Vanity Fair would also like to continue the use of the Crescent Drive lawn of City Hall. Except on the day of the event, the City's 450 Crescent Drive parking structure remains open and accessible for public parking throughout the period of the street closure. In addition, The Wallis Annenberg Center for the Performing Arts has already approved the use of its facility for the event and has granted their support for 2018 and the additional two years.

City staff (from numerous Departments including but not limited to Police, Fire, Community Services, Community Development & Transportation, Public Works, Parking Services, etc.) have worked closely with the Vanity Fair event planners, who have been extremely responsive when issues arise and modifications are required. Immediately following each year's event, a recap meeting has occurred with the appropriate City Departments and key Vanity Fair representatives to discuss areas of concern, review of the logistical elements, as well as provide suggestions for improvement and modifications (for both Vanity Fair and the City) for any future events. All aspects of the event are discussed (traffic, parking, use of City facilities, notification elements, better and increased amount of signage, security, etc.).

Extensive outreach has been and would continue to be provided by Vanity Fair to the surrounding community (including residents, Crescent Drive and other adjacent merchants, as well as local churches) informing them of the street closure and event details. Vanity Fair (and guests) also utilized the services of over 40 local merchants (including Crescent Drive merchants) by its event crew and staff. In addition, event guests are encouraged to dine at Beverly Hills local restaurants and cafés (which are also patronized by Vanity Fair's event staff). *See the attached list of merchants.*

In addition, event attendees and guests who were not residents of Beverly Hills are encouraged to take advantage of the City's esteemed 4 and 5-star hotel accommodations, as well as experience all of the adjacent amenities that the City has to offer, including its world class shopping and fine dining.

As is the case every year, the Vanity Fair's Academy Awards Event is highly publicized and broadcast throughout international press and media. Staff will provide a master copy of the media materials, which is just a sample of the type of coverage that has been provided and which includes numerous references to Beverly Hills as well as The Wallis Annenberg Center of the Performing Arts in Beverly Hills.

NOTIFICATION EFFORTS

With any and all street closures that occur on the 400 block of North Crescent Drive, adjacent residents and merchants are notified of the upcoming activity and dates. The local churches located on Santa Monica Boulevard are also provided a letter detailing the event activity and street closure.

Based on previous Council Liaison requests, additional signage and message boards have been added over the years (directional and "Crescent Drive merchants open") are also provided in advance of the street closure. *(Please Note: Additional signage was one of the areas previously discussed after an event, and recommendations to increase the number of signs as well as modify the verbiage, were suggested in order to help assist with traffic issues or concerns.) Every year, improvements have been made in response to suggestions and feedback.*

Meeting Date: May 2, 2017

FISCAL IMPACT

Vanity Fair/Condé Nast pays for all City permits; street and facility rental and/or use fees; as well as personnel, equipment and all other associated costs related to the event. In addition, they provided a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

With the success of the events over the last three years, Vanity Fair has confirmed its interest in seeking another three year commitment in the same venue. The dates for the next three Academy Awards include: Sundays, March 4, 2018, February 24, 2019 and February 23, 2020. For the 2018 Annual Vanity Fair Oscar Party, the two week street closure is proposed to be similar to the 2017 event, and would occur from midnight on Wednesday, February 21 through Thursday, March 8 (*and staff will continue to encourage a briefer timeframe if and when it is possible*).

As previously noted, Vanity Fair has also already discussed and received support from The Wallis for the three year request and street closure, as well as use of their facility.

Vanity Fair's Oscar Party is the caliber of prestigious events that complements the City and Beverly Hills Conference and Visitors Bureau's (BHCVB) mission to promote Beverly Hills worldwide as one of the world's leading destinations, not only as a stay, shop and dine location, but also for conducting high profile and prestigious events and activities. The Vanity Fair event augments the City's branding, and assists with the City's and BHCVB's marketing efforts to further expand and increase tourism activity and revenue.

City Council Liaison input is respectfully requested in regards to the proposal for Vanity Fair's Annual After Oscar Party to be located on North Crescent Drive adjacent to City Hall on the dates noted below and include two week street closures for the preparation, construction and strike of the tent and other related event equipment.

Sunday, March 4, 2018

Estimated closure from midnight on Wednesday, February 21 through Thursday, March 8

Sunday, February 24, 2019

Estimated closure from midnight on Wednesday, February 20 through Thursday, March 7

Sunday, February 23, 2020

Estimated closure from midnight on Wednesday, February 19 through Thursday, March 5

Gisele Grable
Approved

LOS ANGELES:
6300 Wilshire Boulevard
Los Angeles
Tel: (323) 965-3400

LONDON:
Vogue House, 1 Hanover Square
London W1R 0AD, England
Tel: 44-207-499-9080

PARIS
Place du Palais Bourbon
75343 Paris Cedex 07
Tel: 33 44 11 78 52

Attachment #1

VANITY FAIR

SARA MARKS
DIRECTOR OF SPECIAL PROJECTS

To: The Honorable Mayor, Beverly Hills Council & the City of Beverly Hills
From: Sara Marks, Director of Special Projects, Vanity Fair

Firstly, we would like to say thank you to The Honorable Mayor, Beverly Hills Council & the City of Beverly Hills for their help with the 3 years we have hosted our Academy Award Dinner and Post Party. Each year has been very successful and it wouldn't have happened without the participation of all the different divisions of City Hall that we have had the pleasure of working with.

We would like to make a proposal for an additional 3 years 2018-2020 using the same location and a similar time frame. The dates are: 2018 – March 4th / 2019 – February 24th / 2020 – February 23rd.

The format and timing will not change unless the network changes the time of the show. Vanity Fair's Academy Award event would take place from approximately 5:00pm – 2:00am.

As a recap Vanity Fair's Academy Award Event consists of a reception for 800-1000 guests whose arrivals are staggered over the course of the evening. Each guest that attends has a time coded admission card/parking pass.

We would like to use the same location: N Crescent Drive between Santa Monica Blvd and S. Santa Monica Blvd / Burton Way and again would incorporate the City Hall gardens adjacent to this space and create a custom lighting plan for the main City Hall building as viewed from this location. The Wallis Annenberg Center for the Performing Arts has already agreed to our being at the same location for the next three years (2018-2020).

We will as we have done in previous years work very closely with all those at the City of Beverly Hills who are involved with this project.

Our estimated dated for the street closure of Crescent for 2018 – 2020 would be as follows:

2018 – Midnight on 2.21.18 – 6:00pm on 3.09.18

2019 – Midnight on 2.13.19 – 6:00pm on 3.01.19

2020 – Midnight on 2.12.20 – 6:00pm on 2.28.20

As in previous years we will contact all those on the distribution list (local merchants, residents, churches and any additional organizations that are necessary) and ensure that they are made aware of the street closure activities which may occur during the time frame for that particular year. As we get closer to the night of the event, we will also distribute a reminder notification letter to all necessary.

We have found an ideal location for the event and we look forward to extending our relationship with the City of Beverly Hills for many more years to come.

Sincerely,

Sara Marks

CONDÉ NAST

LOS ANGELES:
6300 Wilshire Boulevard
Los Angeles
Tel: (323) 965-3400

LONDON:
Vogue House, 1 Hanover Square
London W1R OAD, England
Tel: 44-207-499-9080

PARIS
Place du Palais Bourbon
75343 Paris Cedex 07
Tel: 33 44 11 78 52

VANITY FAIR

SARA MARKS

DIRECTOR OF SPECIAL PROJECTS

Local Merchants that both the Vanity Fair Crew and our Guests have worked with during the time we have been in Beverly Hills:-

Vanity Fair Crew & Guests patronized the services of the following merchants

Bank of America
Barneys New York
Beverly Hills Market & Deli
Bouchon
Bouchon Bistro
CH Carolina Herrera
Clementine
Crate & Barrel
CUT
CVS Pharmacy
Da Pasquale Trattoria
Edelweiss Chocolates
Fountain Bar & Polo Lounge at The Beverly Hills Hotel
Il Fornaio
Kelly's Coffee & Fudge Shop
La Dolce Vita
La Scala
Luxe Rodeo Drive
Mastros
Matsuhisa
Mr. Chow
Nate 'n All
Neiman-Marcus
Paper Source
Pavilions
Pioneer Hardware Store
Rite Aid
Rooftop Grill at The Montage
Saks Fifth Avenue
Sixty Beverly Hills
Soul Cycle
Spago
Sugar Fish
The Montage Hotel
The Palm Restaurant
Tiffany & Co
Urth Caffè
Wally's Vinoteca
Wally's Wine Store
Whole Foods
Xian



STAFF REPORT

Meeting Date: May 2, 2017

To: City Council Liaisons - Rodeo Drive/Special Events/Holiday Programs
- Mayor Lili Bosse
- Councilmember Lester Friedman

From: Gisele Grable, Community Services Administrator

Subject: AIDS/LifeCycle Bike Ride Through Beverly Hills

Attachments: 1. Map of Route in Beverly Hills for AIDS/LifeCycle Bike Ride
2. AIDS/LifeCycle Letter Regarding Ride Through Beverly Hills
3. Event Narrative and Code of Conduct/Safety Guidelines

INTRODUCTION

This report provides information regarding the AIDS/LifeCycle's bike ride through the City of Beverly Hills on Saturday, June 10 from approximately 10:30 a.m. until 5:00 p.m.

The route and logistical details were originally reviewed and modified by City staff with the AIDS/LifeCycle representatives. The "controlled" lane begins at the western border of Beverly Hills and travels east along South Santa Monica Boulevard; east on Wilshire Boulevard; north on Doheny Drive and east on North Santa Monica Boulevard.

DISCUSSION

For the 16th year, the AIDS LiveCycle event has included a 7-day, 545-mile bike ride (not race) that begins in San Francisco and concludes in Los Angeles. Previously, the ride finished at the Veterans' Administration Facility in West Los Angeles, but due to developments with the Department of Veteran Affairs, they needed to modify the route, and it now concludes at Fairfax High School in West Hollywood. For the first time last year, they utilized the same route that is currently being proposed, and with modifications from the Beverly Hills Police Department and Transportation staff, the ride through Beverly Hills occurred safely and smoothly without any negative impacts or feedback from the community. The event includes approximately 2,500 participants, and benefits the HIV/AIDS services of the San Francisco AIDS Foundation and the Los Angeles LGBT Center.

Beverly Hills city staff, including the Police Department and Traffic Control Division representatives met with the AIDS/LifeCycle representatives to review the details, and determined that on a Saturday, the proposed route with a "controlled" lane utilizing primarily the parking lanes (or traffic lane depending on the location) was the preferred option for Beverly Hills. The timeframe is estimated for the cyclists (on an intermittent basis) to begin entering Beverly Hills at approximately 10:30 a.m. and the final cyclist to leave the City at approximately 5:00 p.m.

Meeting Date: May 2, 2017

Since the event is a bike ride, and not a race, the cyclists are required and subject to all rules and regulations of the California Vehicle Code and must obey all traffic laws, signals and signs. (A copy of the AIDS/LifeCycle's "Code of Conduct and Safety Guidelines" that every cyclist is required to sign in order to participate, is attached.)

FISCAL IMPACT

AIDS/LifeCycle will be responsible for all City permit and equipment fees, personnel and other associated costs. In addition, a Certificates of Insurance for \$2 million in General Liability, naming the City as an additional insured will be required.

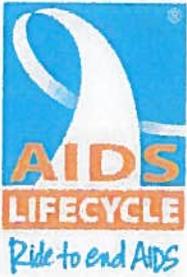
RECOMMENDATION

Please Note: Normally, staff would provide more time for the City Council liaisons to review such event materials, but due to the time constraints of available Council meetings, and also the upcoming event, time was of the essence. In the future, more time will be provided for the Council Liaisons' review of event proposals and/or information.

Since last year's AIDS/LifeCycle Bike Ride occurred smoothly and without incident, and City personnel have approved the route, and will review and approve the final traffic plan, staff is in support of the event traveling through Beverly Hills on the above noted route if the City Council Liaisons are in agreement.

If the City Council Liaisons are in agreement, staff will continue to work with City personnel to coordinate and finalize logistical details for the AIDS/LifeCycle passage through Beverly Hills on Saturday, June 10, 2017.

Gisele Grable 
Approved By



City of Beverly Hills
Filming & Special Events
455 N. Rexford Drive
Beverly Hills, CA 90210

Thank you very much for reviewing our permit application for the City of Beverly Hills! I am excited to get to work with you, your staff, and City officials to make the passage of AIDS/LifeCycle through the City of Beverly Hills a success!

AIDS/LifeCycle is a 7-day, 545-mile bike ride from San Francisco to Los Angeles that benefits the HIV/AIDS services of the Los Angeles LGBT Center and San Francisco AIDS Foundation. Participants raise a minimum of \$3,000 to participate in the event, and will be arriving in the City of Angels on Saturday, June 10, to complete their journey down the beautiful California coast.

Included in this application packet you will find:

- An event narrative detailing a high-level schedule and other specifics to our event
- Proposed route map through Beverly Hills
- Non-profit agency tax ID documentation
- AIDS/LifeCycle Code of Conduct
- We can also provide proof of liability insurance upon request

We work annually with multiple local, county, and state governmental agencies throughout California to permit and execute our event, including California Department of Transportation Districts 4, 5, and 7; Los Angeles County Board of Supervisors; Los Angeles County Police Department, Los Angeles City Police Department, and the City of West Hollywood City Council and City Manager's office, to name a few. I look forward to working with yours and other Beverly Hills City offices to develop plans for a safe and exciting event!

Please let me know if you need anything else to start the permit review process. Thank you in advance for all of your help!

Sincerely,

Chris Carrington
Director of Production and Special Events
AIDS/LifeCycle
E: ccarrington@aidslifecycle.org | P: 323.860.7320

aidslifecycle.org

San Francisco AIDS Foundation
1035 Market Street, Suite 400 / San Francisco, CA 94103 / T 415.581.7077 F 415.581.7079 / sfaf.org

Los Angeles LGBT Center
1125 N. McCadden Place, Suite 202 / Los Angeles, CA 90038 / T 323.860.7380 F 323.308.4000 / lgbtcenter.org

PRODUCED BY & BENEFITING



AIDS/LifeCycle™

Event Narrative and Site Schedule

City of Beverly Hills, CA
ALC Day 7, Saturday June 10, 2017

AIDS/LifeCycle is a 7-day fundraising bicycle ride from San Francisco to Los Angeles benefitting the HIV/AIDS services of the San Francisco AIDS Foundation and the Los Angeles LGBT Center. The Ride will take place from June 4 through June 10, 2017. We are expecting approximately 2,500 riders to participate in this event, with each participant raising at least \$3,000.00 in order to participate. There will be no solicitation of funds for any reason during the course of the event, and all monies received will be shared by percentage between the San Francisco AIDS Foundation and the Los Angeles LGBT Center, who share the responsibility of producing this event. Both agencies are registered 501c3 California non-profit organizations raising monies for the purpose of caring for persons with HIV and AIDS and AIDS-related issues.

AIDS/LifeCycle is requesting controlled passage through the City of Beverly Hills as we make our way to our Finish Line Festival site near West Hollywood. We are a ride, not a race, and we require all participants to agree to and sign our Code of Conduct. All Cyclists are expected to adhere to all traffic laws as directed by California vehicle code.

We are requesting travel through the City of Beverly Hills, from the Beverly Hills western border with the City of Los Angeles to the Beverly Hills eastern border with the City of West Hollywood. We are not requesting control of traffic intersections, the complete closure of CA-2, nor anything else that would completely block traffic through town, only a controlled lane in which to pass through the City. Our Cyclists are used to riding on open City roads and are required by our Code of Conduct to stop at all stop signs and stop lights.

Event Timeline

Saturday, June 10, 2017

10:30 AM – First Cyclist passes through Beverly Hills; this will remain a trickle of Cyclists in the morning through mid-day
3:00 PM – the main pack of AIDS/LifeCycle Cyclists passes through Beverly Hills
5:00 PM – Final Cyclist passes through Beverly Hills
5:00 PM – 6:00 PM – Following the passage of the last Cyclist & the Caboose, authorized vendor re-opens number 2 lane on Eastbound CA-2 through City of Beverly Hills

We have the following items specific to our event:

- Sweep vehicles that will assist cyclists if they need help between rest stops
- Caboose - a passenger car that follows the last cyclist at a safe distance
- Motorcycle Safety volunteers to assist cyclists at locations along the route that we deem need a little extra attention other than just signage. It is our name for what other events call course marshals.
- All participants and vehicles are required to follow the California Vehicle code and have signed the attached Safety Speech and participant waiver.

AIDS/LifeCycle® 2017 - Code of Conduct and Safety Guidelines



Safety is a core value on AIDS/LifeCycle. Your behavior will affect not only your safety but also the safety of those around you and the perceptions of the communities we ride through. **All participants must understand and adhere to this Code of Conduct** on official training rides and on the event. Violation of any of these rules could jeopardize your participation in AIDS/LifeCycle, the safety of your fellow participants, and the future of the event.

- **Bicycles are vehicles under the California Vehicle Code and you are subject to all the rules and regulations of that code.** Obey all traffic laws, traffic signals and signs. Ride as far to the right as is safely possible. Ride defensively, predictably and stay alert. Assume car drivers cannot see you.
- **Stop at all stop signs and stop lights without exception.** When you are on an ALC training ride and on the event, you must make an ALC stop, ceasing all forward motion and placing one foot on the ground before proceeding.
- **Wear your helmet at all times** when on your bicycle. This includes while riding in camp and in rest stops.
- **Ride single file** and leave at least one bike length between you and the rider in front of you. **No drafting. No pacelines.**
- **Communicate your intentions.** Use **verbal alerts** to point out potential vehicle hazards. Use **hand signals** to indicate right turn, left turn, stopping or slowing. **Alert others to potential hazards** by pointing and/or calling out in a **loud, outside voice.**
- **Look behind you before passing** to make sure it is clear. Pass only when it is safe to do so and pass **only on the left.** When passing, **call out loudly, "On your left!"**
- **Never wear headphones or ear buds while on your bike.** The use of cell phones, iPods, mp3 players, radios, walkie talkies, handheld cameras or video cameras, or any other electronic device is prohibited while riding.
- **Control your bicycle:** keep at least **one hand on the handlebars** at all times.
- **AIDS/LifeCycle is an alcohol & drug-free event.** Do not consume alcohol or use recreational drugs on training rides or on the event.
- **Eat before you feel hungry and drink before you feel thirsty.**
- **Emergency Procedures:** If an accident occurs requiring emergency medical services, **call 911 immediately** and direct traffic around the scene. Get the rider's name and wait for emergency personnel to arrive. **Do not move an injured person** if they are unable to move themselves. Notify your Training Ride Leader or an AIDS/LifeCycle staff member.
- **Obey instructions of all law enforcement personnel, roadies and the AIDS/LifeCycle staff.**
- **Keep your bike frame number visible at all times** on the route and in bike parking.
- **Use only the tents provided by AIDS/LifeCycle and camp in your designated space on the grid.** This will enable the staff to locate you in case of an emergency.
- **Do not tamper with any logistical, electrical or structural equipment on the event.** Any participant's personal electronic equipment found plugged into the event's electrical supply will be confiscated by ALC staff.
- **Be courteous and respectful of others.** We are a diverse community. Please be thoughtful in your conduct and choices, and sensitive to the feelings of your fellow participants.

Violation of any of the rules stated in the above Code of Conduct could result in one or more of the following: Verbal Warning, Written Warning, Suspension for one day, Expulsion from the event.

I agree to abide by the AIDS/LifeCycle Code of Conduct at all times while participating in the AIDS/LifeCycle event. I understand and agree that I may be disciplined (including suspension or expulsion from the event) for my failure to fully comply with the Code of Conduct or for other behavior deemed inappropriate, in the sole discretion of SFAF, LALGBT, and/or their designated ALC event director, with or without cause or warning.

Print Name (First / Last)

Date

Signature

Participant #

Violation Policy of the AIDS/LifeCycle® Code of Conduct

Consequences for safety violations will range from a verbal warning to permanent expulsion from the Ride.

NOTE: Every violation has the potential to be an expellable offense. Depending on the severity of the violation, any Participant may be suspended or expelled from the Ride at the discretion of the Senior Director at any time.

Safety Infractions

- Failing to stop at a stop sign or signal.
- Failing to wear a helmet.
- Failing to ride with at least one hand on the handlebars.
- Riding two or more abreast.
- Passing unsafely
 - Not calling out "ON YOUR LEFT" before passing
 - Failure to look behind before passing
- Drafting or cycling in a paceline.
- Failing to leave at least one bike length between Cyclists.
- Taking photos/selfies while on your bike.
- Riding with earbuds/other external electronics.

Consequences for Safety Infractions

- First violation: Written warning.
Bike will be pulled from bike parking.
A member of Safety Team will speak with you before riding out that day.
- Second violation: Suspension from riding for at least one day.
- Third violation: Suspension from riding, or expulsion from the remainder of the Ride.

AIDS/LifeCycle has a zero tolerance policy for the following behaviors:

- Refusing to follow instructions of Staff, Roadies or law enforcement.
- Exhibiting hostile behavior.
- Using drugs or alcohol during the Ride (whether in Camp or on the Route).

Any of the aforementioned actions will result in disciplinary action up to and including immediate expulsion from the remainder of the Ride. Depending on the severity of the situation, the Participant may also be expelled from future events.

We care about each member of the AIDS/LifeCycle community.
The AIDS/LifeCycle safety rules and code of conduct exist for the safety and benefit of all.
You are important to us. Make sure you're important to each other.

RIDE SAFE. BE SAFE.

