

Southern Advisory Committee Meeting

Portola Music Festival

Presented by:

Jordan Langer, CEO of Non Plus Ultra

Danny Bell, Regional VP of Goldenvoice

Erin Bilbo, Regional General Manager of Goldenvoice

Tim Le, Regional Festival Director of Goldenvoice

Festival Fast Facts

Dates on Site at Pier 80: **September 14 - 30, 2022**

Event Dates: **September 24 & 25, 2022**

Target Announce & On Sale: **April 4, 2022 Announce & April 8, 2022 On Sale**

Event Hours Outside: **12:00PM - 10:00PM**

Event Hours In Warehouse: **12:00PM - 11:00PM**

Event Capacity: **30,000 Patrons per Day**

Event Ages: **21+**

Expected Demographic: **27 - 35 years of age**

SITE MAP

Area of Pier 80 that will be utilized

Impers - Unlimited
Mile Camper Van...

MUNI Metro East
Maintenance Facility

Marshalling Yard

Sheehan Storage

Temporary No
Parking &
Shuttle Drop
Off / Pick Up

Table 51
Delivery
at Order

Maryland St

Proposed
Road Closures

World Cup Soccer
Games & Clinics

TEC Equipment
- San Francisco
Truck dealer

Rideshare Dropoff

Entrance
2

Pasha Auto
Terminal at Pier 80

Stage 1

Pier 80
20 min drive-home

Box Office

Entrance
1

Stage 2

Stage
3

Stage
4

San Fran Mobile
Tire Guys
Zeus Livin g

United California
Glass & Door

Pablo
Lighting store

The Midway

San Francisco-Marin
Food Bank - Illinois...

Marin St

allis
ning
shop

Hunt Studios

Tulare Park

PSS Snips Ocean
Duchess Inc

Pier 80

TRAFFIC PLAN

Traffic Overview Part 1

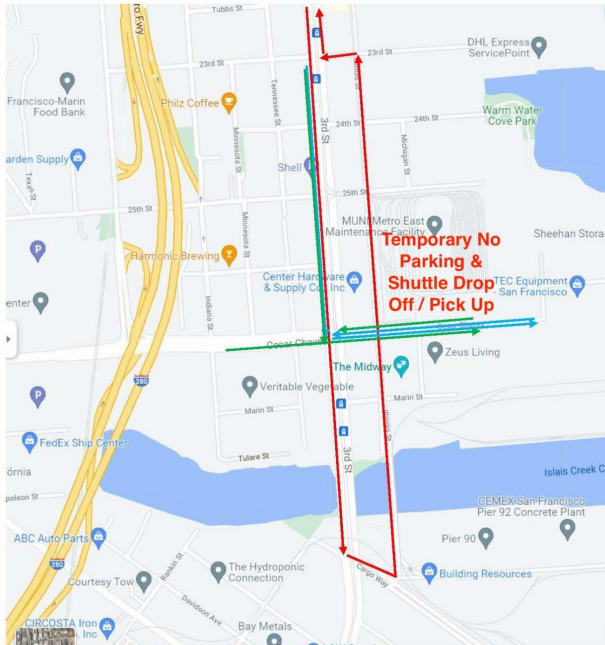
Shuttles:

- Pick up and drop off operation out of Cow Palace Parking Lots
- Ingress queuing and waves begin at 11:30am
- Egress queuing and waves begin at 9:00pm
- Bus and patron queues on Illinois Avenue

Rideshare:

- Main pick up and drop off operation out of Cow Palace Parking Lots
- Allowed in front of Rafiki lot off of Cesar Chavez for ingress
- No rideshare for egress
- Geofencing to prevent rideshare for egress

Pier 80 Traffic Flow Plan



See Routing Information Below

Routing Plan For All Vehicle Types

Rideshare Vehicle Route

Entrance

- North & South Bound Traffic On 3rd Street Enter On Cesar Chavez
- Continue Straight Through Illinois Street
- U-Turn At End Of Street

Exit

- Exit Cesar Chavez
- Continue Straight Or Turn Right Onto 3rd Street

Staff & Vendor Vehicles Route

Entrance

- North & South Bound Traffic On 3rd Street Enter On Cesar Chavez
- Continue Straight Through Illinois Street
- Enter Venue Gate

Exit

- Exit Venue Gate Onto Cesar Chavez Street
- Turn Either Direction Onto 3rd Street

Shuttle Route

Entrance

- South Bound Bus Traffic On 3rd
- Continue Straight To Cargo Way
- Turn Left Onto Cargo Way
- Turn Left Onto Illinois
- Continue Straight To Illinois & 25th Street Load Zone

Exit

- Turn Left Onto 25th Street
- Continue Straight On 25th Street

Traffic Overview Part 2

MTA / SFPD:

Work closely on all traffic control measures including appropriate permitting

Muni:

Work with on opportunity for extended hours and/or extra cars

Cabs:

Cabs queue on Michigan Street between Marin Street and Cesar Chavez

Biking:

Work with San Francisco Bicycle Coalition on opportunities to encourage

COMMUNITY

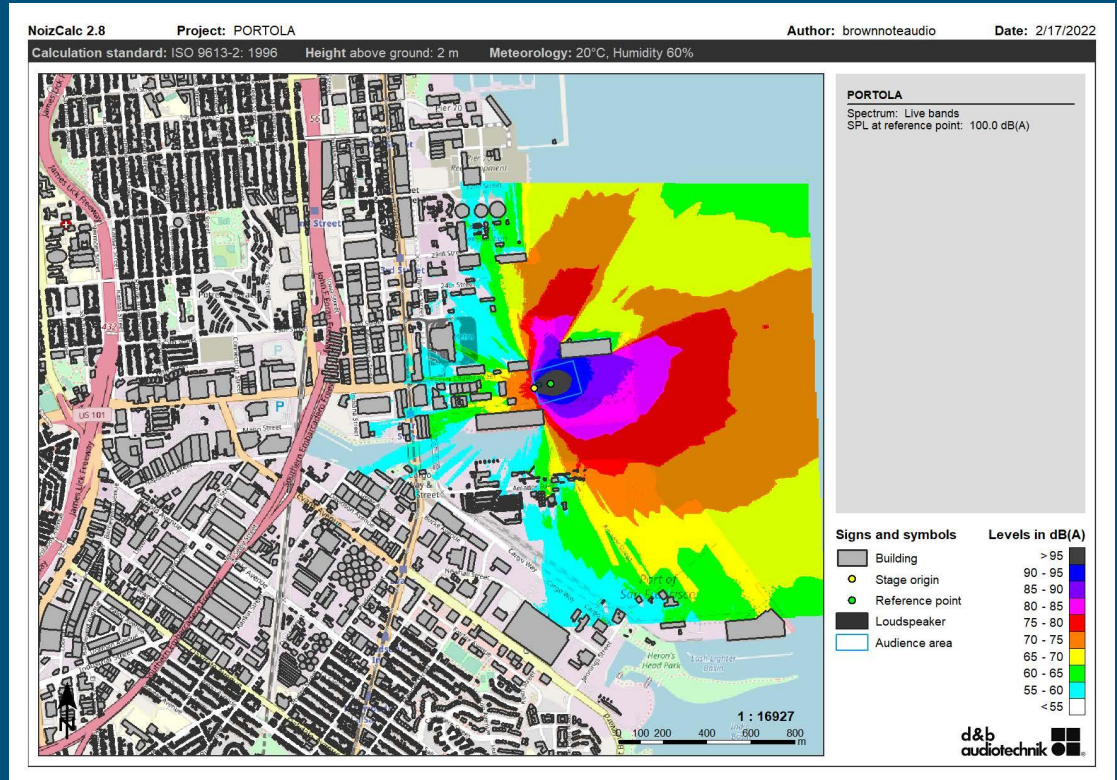
Outreach & Relations

Outreach & Relations

- Engage Community Outreach & Relation Specialists based in Bayview
- Utilize existing “Neighbors of the Midway” email list & Nextdoor App profile
- Flier extensively through Bayview, Dog Patch, Potrero, and Hunter’s Point
- Website with live outreach hotline and specific email address active at least two weeks before, during, and after the event
- Job fair in Bayview and adjacent neighborhoods for hiring on-site positions (hospitality, box office, etc)
- Additionally encourage security and other vendors to host job fairs
- Offer first on-site opportunities to restaurants and cafes in Bayview and adjacent neighborhoods
- Participate in food waste program with local non-profits

Noise Mitigation

- Utilize d&b Sound Systems, specifically to ensure noise bleed to neighborhoods is as minimal as possible.



Recap

Dates on Site at Pier 80: **September 14 - 30, 2022**

Event Dates: **September 24 & 25, 2022**

Event Hours Outside: **12:00PM - 10:00PM**

Event Hours In Warehouse: **12:00PM - 11:00PM**

Traffic Plan

Work closely with city agencies to ensure smooth and efficient traffic control measures utilizing public and private transportation means

Community

Proactively reach out to and engage Bayview and adjacent neighborhoods utilizing existing contacts and methods while working purposefully on other effective means of communication to encourage involvement

Noise Mitigation

Direct and contain sound to crowd and site utilizing d&b Sound System within standard hours for outdoor live entertainment

Thank you all for your time!