

Southern Advisory Committee

Portola Music Festival

Presented by:

Erin Bilbo, Regional Director of Operations of Goldenvoice

Tim Le, Regional Festival Director of Goldenvoice

Jordan Langer, CEO of Non Plus Ultra

New for 2023

- Expanded community outreach and hotline staffing
- Career Exploration panel for local organizations
- Refined traffic plan
- Site design improvements
- Increased crowd management presence
- Expert Festival Sound System Designer, Consultant, and Engineer: Dave Rat - Rat Sound
- Adjusted stage and speaker configuration
- Sound monitoring consultants, Erevu Group, additional dB readers

Festival Fast Facts

Dates on Site at Pier 80: **September 22 - October 4, 2023**

Event Dates: **September 30 & October 1, 2023**

Event Hours Outside: **1:00PM - 11:00PM**

Soundcheck Dates: **September 27 - 29 | September 30 & October 1**

Soundcheck Hours: **12:00PM - 10:00PM (sporadic) | 9:00AM - 12:00PM (sporadic)**

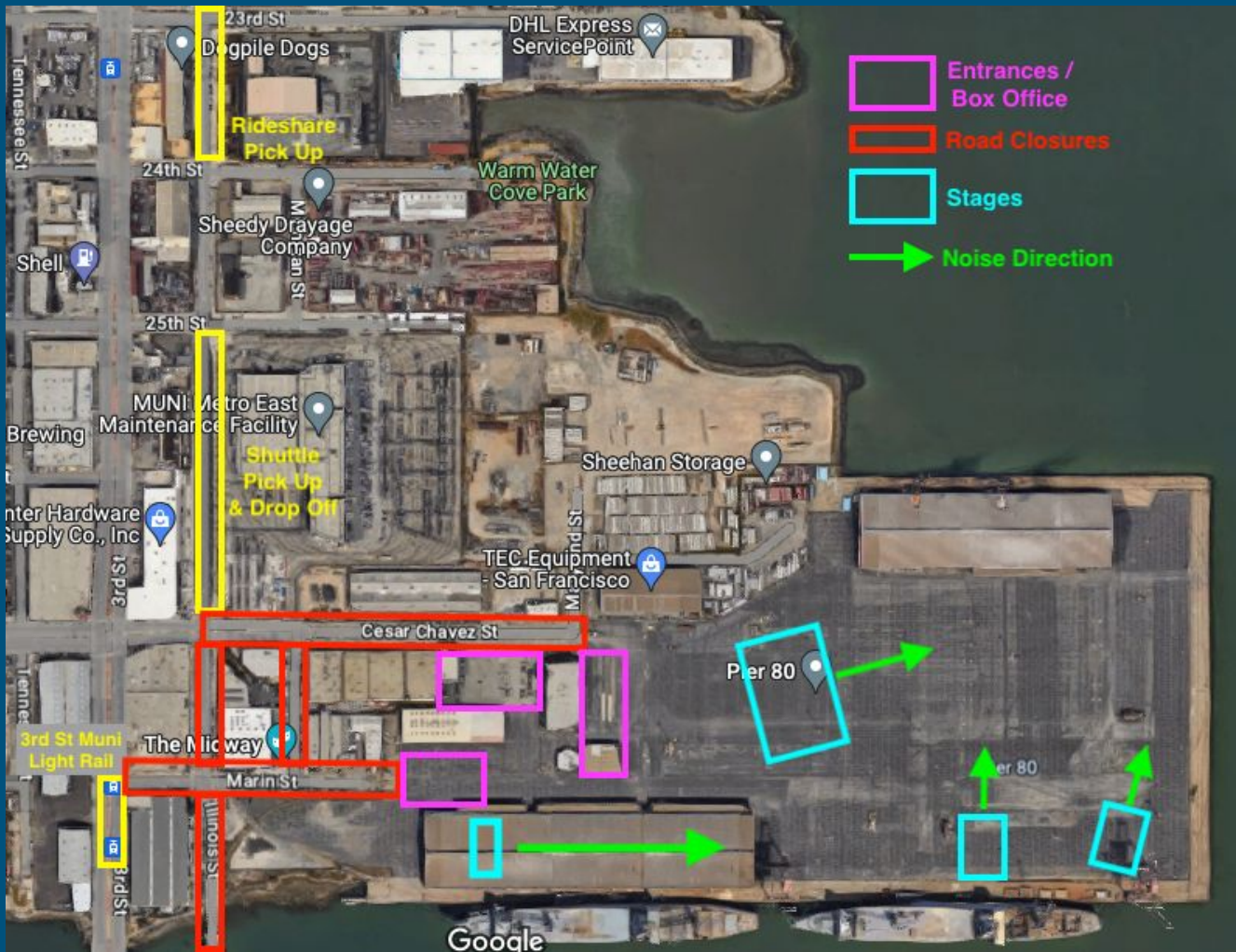
Event Capacity: **40,000 Patrons per Day**

Event Ages: **21+**

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

SITE MAP

Area of Pier 80 that will be utilized



- Entrances / Box Office
- Road Closures
- Stages
- ➔ Noise Direction

COMMUNITY

Outreach & Relations

Outreach & Relations

- Before announce:
 - Began conversations with existing Portola Neighbor list via email
 - Began conversations with City of Alameda and Alameda PD
- Since announce:
 - Initial flyering through Bayview, Dog Patch, Potrero, and Hunter's Point
 - Initial email to complainants from 2022
- Website with info about outreach hotline during the event and specific email address active before, during, and after the event
- Work with our internal DE&I team
 - Virtual Hiring Fair on 8/30
 - Career Exploration Panel on 9/27 at The Midway
- Additionally encourage security and other vendors to participate or host job fairs
- Offer first on-site opportunities to restaurants and cafes in Bayview and adjacent neighborhoods
- Project Wreckless activation on site during the festival
- Increased and expanded neighborhood cleaning

PORTOLA

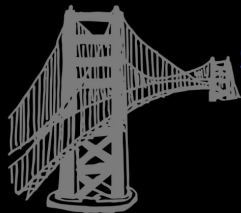
CAREER EXPLORATION

Wednesday

Sept. 27, 2023

9am - 3 pm

@ The Midway



**The Career Exploration
program offers
participants the
chance to learn first-
hand from industry
professionals about
careers in live music.**



GOLDENVOICE

THE
MIDWAY

Sound Management

- Sound Mitigation & Monitoring

- Sound Monitoring Group, Erevu Group
- Five (5) stationary dB readers in addition to roaming readers
- Dave Rat, Audio Specialist & Engineer
- Redesigned sound system and speaker orientations

- Noise Complaints

- Can call hotline directly or contact 311, which will specifically direct them to our website or hotline
- Hotline leads to live call center
- If call center is already engaged, neighbor will be given an email address to reach out as well as an opportunity to leave a message

TRAFFIC PLAN

Traffic Overview

Shuttles:

- 24th Street BART pick up and drop off
- Engaged with BART - confident in existing train amount and frequency
- Pick up and drop off patron queues on Illinois Avenue

Rideshare:

- Designated zone on Illinois between 23rd & 24th for ingress and egress
- TBD Additional pickup zone South of Marin at Illinois St and Cargo Way

MTA / SFPD:

- Work closely on all traffic control measures including appropriate permitting /closures

Muni:

- Work with on opportunity for extended hours and/or extra cars from 3rd Street Light Rail and buses

Cabs:

- Cabs queue on Illinois between Marin and Cesar Chavez

Bay Wheels:

- Promote use of Bay Wheels at existing docks in surrounding area

Biking:

- Bike valet via San Francisco Bicycle Coalition with increased messaging

Recap

Dates on Site at Pier 80: **September 21 - October 4, 2023**

Event Dates: **September 30 & October 1**

Event Hours Outside: **1:00PM - 11:00PM**

Community

Proactively reach out and continue to engage Bayview and adjacent neighborhoods utilizing existing contacts and methods while working purposefully on effective means of communication to encourage involvement and awareness based on learnings from last year

Noise Mitigation

Direct and contain sound to site utilizing specialized sound systems controlled by our audio engineer and specialist within standard hours for outdoor live entertainment, and work with community relations specialist, hotline call center, and noise monitoring company to address complaints in real time

Traffic Plan

Adjust rideshare zones based on neighbor and entity feedback - Work closely with city agencies to ensure smooth and efficient traffic control measures utilizing public transportation means

Thank you all for your time!

Supplementary Info Slides to Follow: