

San Francisco Maritime Commerce Advisory Committee

Portola Music Festival

Presented by:

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New and Cont'd for 2024

- 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 19 - October 2, 2024**

Event Dates: **September 28 & 29, 2024**

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

Sunday Night Outdoor Sound Ends: **10:45PM (15 minutes earlier than past two years)**

Soundcheck Dates: **September 25 - 27 | September 28 & 29**

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

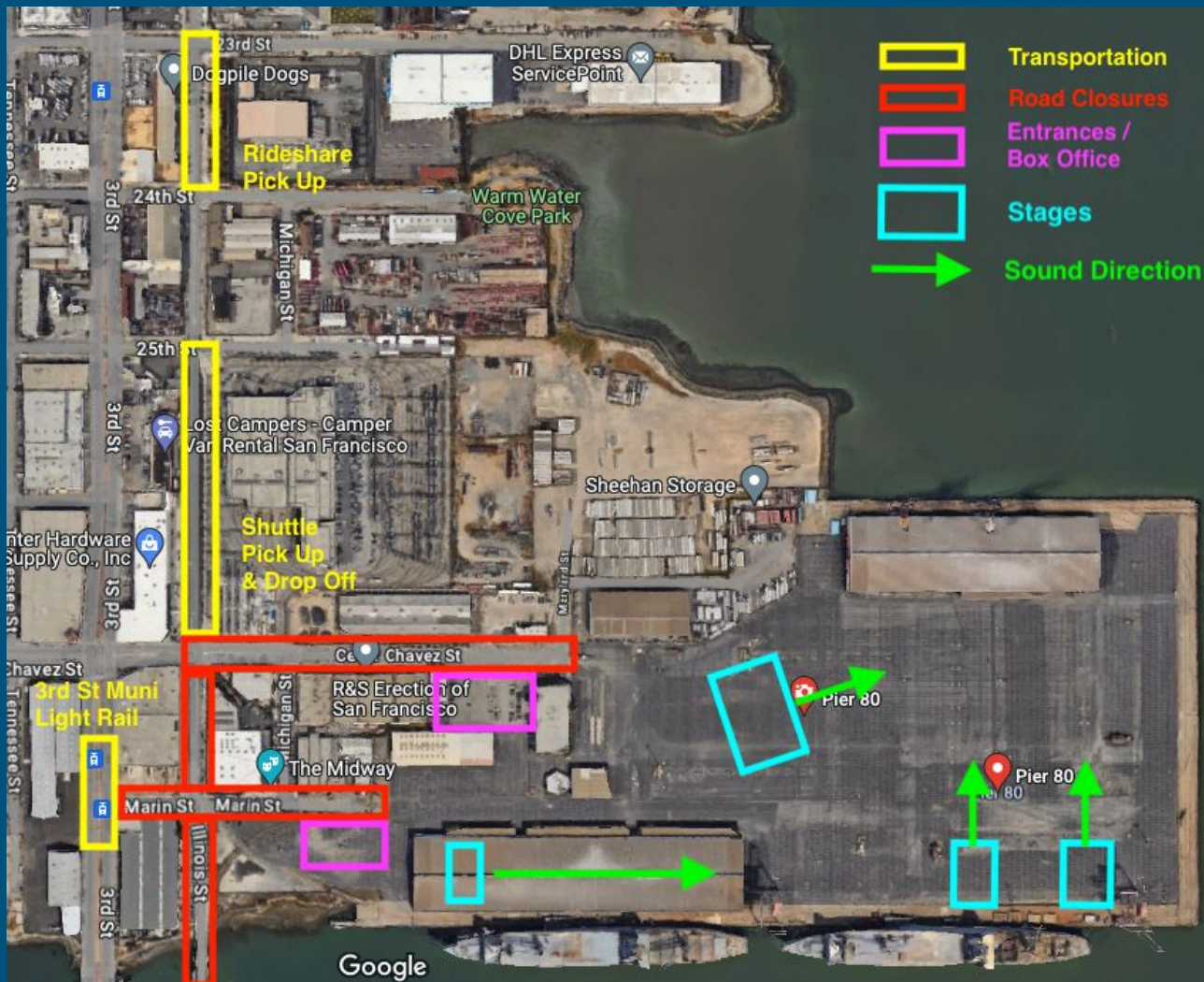
Event Capacity: **40,000 Patrons per Day**

Event Ages: **21+**

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

SITE MAP

Area of Pier 80 that will be utilized



- Transportation**
- Road Closures**
- Entrances / Box Office**
- Stages**
- ➔ **Sound Direction**

COMMUNITY

Outreach & Relations

Outreach & Relations

- Before announce:
 - Began conversations with existing Portola Neighbor list via email
 - Began conversations with City of Alameda
 - Initial flyering through Bayview, Dog Patch, Potrero, and Hunter's Point
- Website with info about outreach hotline during the event and specific email address active before, during, and after the event
- AEG DE&I team, Goldenvoice, and NPU hosted Career Exploration Program with 30 participants sourced from City College of San Francisco, Covenant House, Kingmakers of Oakland, Portola's Hiring Fair, and around the Bay Area
- Successful Virtual Hiring Fair
 - Call center fully staffed by the fair
 - Many box office and guest services employees also hired via the fair

Outreach & Relations cont'd

- Half of our food and beverage vendors on-site were local, including our Farmhouse Thai VIP Pop-Up restaurant and several return vendors
- Increased and expanded neighborhood cleaning led to only two complaints from surrounding neighbors
 - Expanded in the moment to cover ground mentioned by complainants
- 90% of patrons are from within 50 miles of San Francisco
- Portola Week Shows
 - 20 shows at 10 different venues in San Francisco
 - At least the same amount of shows and more venues this year
- Harm Reduction efforts with Narcan on-site with medical providers and partners, End Overdose

ECONOMIC IMPACT

Local Significance

Economic Impact

- IATSE - Local 16
 - 1,400 positions throughout build and show days
 - \$1.4 million payroll
- Food and Beverage
 - 1200 positions on show days
- Resources Teams
 - 2 Local Vendors
 - 340 positions throughout build and show days
 - \$300k between the two
- Crowd Management Vendors
 - 1000 positions on show days
 - \$800k staffing
- SFPD
 - 120 positions on show days
 - \$155k staffing
- Port Fire
 - \$40k staffing and permitting
- Hotels
 - Peak nights have 250 rooms
 - \$300k at local hotels

Economic Impact

- 4,000+ Staffing Positions
- \$3.3 million into local economy
 - Not currently comprehensive
 - Does not include local transportation entities (SFMTA, BART, Caltrain)
 - Does not include local bar and restaurant run off

SOUND MANAGEMENT

Progress and Planning

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

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:

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 Humboldt & 24th for ingress and egress

SFMTA / SFPD:

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

Muni:

- Worked with on extended hours and extra cars from 3rd Street Light Rail and buses

Cabs:

- Cabs queue on Cesar Chavez between Minnesota and Tennessee

Bay Wheels / Lime:

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

Biking:

- Bike valet via San Francisco Bicycle Coalition with increased messaging