

Source: City Manager

Agenda Item No: REP 97-13

To: City Council
From: City Manager and Staff 

Council Meeting Date: Jul 1, 2013

Re: Report: Roots N Blues and BBQ Festival Participant Drop-Off

EXECUTIVE SUMMARY:

Thumper Entertainment has submitted its Parking Plan and Shuttle Plan for the 2013 RBBBQ Festival being held at Stephens Lake Park on Friday, September 20 through Sunday, September 22, 2013. Due to safety concerns, City staff is proposing participant drop-off at Old 63 Highway and Thumper staff prefers the drop-off location to be at Riechmann Pavilion on East Walnut. Prior to proceeding with the final written operation plan, staff is seeking Council direction regarding the shuttle drop-off for the 2013 RBBBQ event.

DISCUSSION:

During the past six months, the Special Event Committee has held several meetings with Thumper Entertainment to develop the following plans: parking plan, shuttle plan, and traffic plan.

Thumper Entertainment has indicated Riechmann parking lot is their preferred shuttle drop off location. They've indicated they will be contracting with the University of Missouri for ambulance service. If Council approves the drop off at Riechmann parking lot, the Special Event Committee recommends that they be required to have ambulance on site during the festival hours.

The Special Event Committee prefers the shuttle drop off on Old 63 as shown on the traffic plan attached. For those individuals that cannot walk the approximate four-tenths of a mile to the festival entrance, Parks and Recreation offered to transport festival attendees in the Parks/Rec vans at no cost to Thumper. The Committee prefers the Old 63 drop off for the following reasons:

--East Walnut Street provides one way in and one way out for (3) Commercial/Municipal Units, (82) Single Family Units, (22) duplex units; and, (113) apartment units (see attached map). In the event of an emergency, increased traffic on East Walnut will affect the emergency response time. It is the only emergency access for those units.

--The Riechman parking lot is designated as ADA parking. The Special Event Committee is concerned about the number and frequency of busses loading/unloading at the same time individuals with accessibility issues are trying to park, etc.

--The most recent technical map indicates bike parking near Riechmann Pavillion. Again, the Special Event Committee is concerned about safety with the mixture of cyclists, buses, and vehicular traffic on a narrow road without sidewalks.

FISCAL IMPACT:

There is no fiscal impact to this report.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

No vision impact.

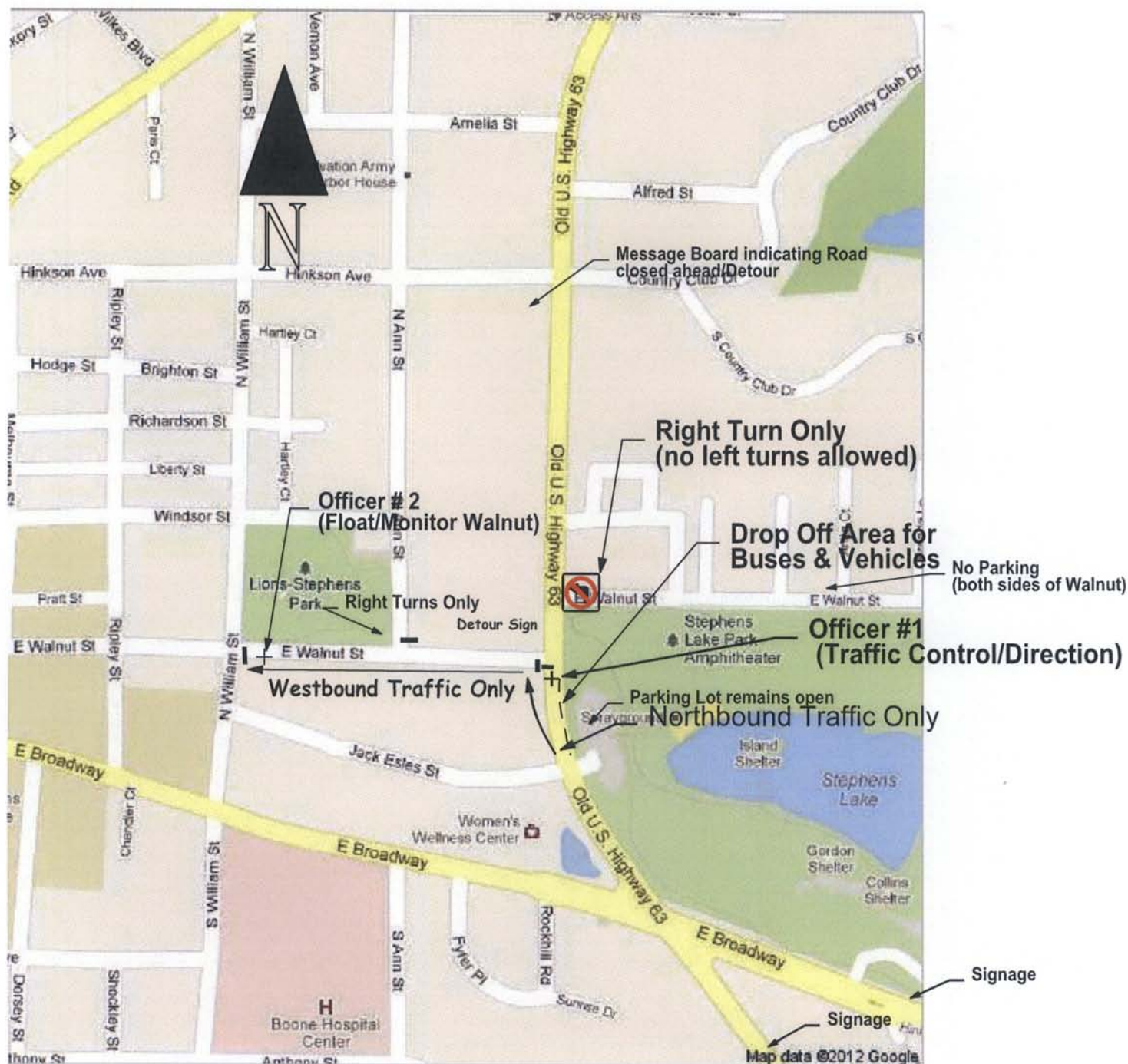
SUGGESTED COUNCIL ACTIONS:

Staff is requesting Council direction regarding the shuttle drop off location for the 2013 RBBBQ Festival - Riechmann Parking lot or Old 63.

If Council approves Riechmann Pavilion as the festival drop off site, staff is recommending the following requirements:

- Require ambulance services during all hours participants (performers, attendees, etc.) are on site.
- Require strict hold harmless and indemnification language in the contract/agreement with Thumper Entertainment to cover claims against City of Columbia.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?		Federal or State mandated?	
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?		Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?		Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	
One Time	\$0.00	Requires add'l FTE Personnel?		Primary Vision, Strategy and/or Goal Item #	
Operating/ Ongoing	\$0.00	Requires add'l facilities?		Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?		Fiscal year implementation Task #	



Roots N Blues 2013 Traffic Plan B Sgt. Curtis Perkins

2013 Roots N Blues N BBQ Festival- Parking Plan

edited 6/17/2013- subject to change

District Parking Garages (5)

1,882 spaces

x ½ for RNB fans = 941 spaces

x 3 per car = 2,823 fans

District Metered Street Parking

1,683 spaces

x ½ for RNB fans = 842 spaces

x 3 per car = 2,526 fans

District Parking Lots

138 spaces

x ½ for RNB fans = 69 spaces

x 3 per car = 207 fans

Reichmann Pavilion Lot- ADA parking only

80 ADA spaces (60 spaces allowing for ADA Vans)

x 2 per car = 120 fans

5,556 fans parking downtown- primarily local fans

120 ADA fans parking at Reichmann- primarily local fans

4,000 fans parking at hotels- out of town fans

500 fans walking/biking- primarily local fans

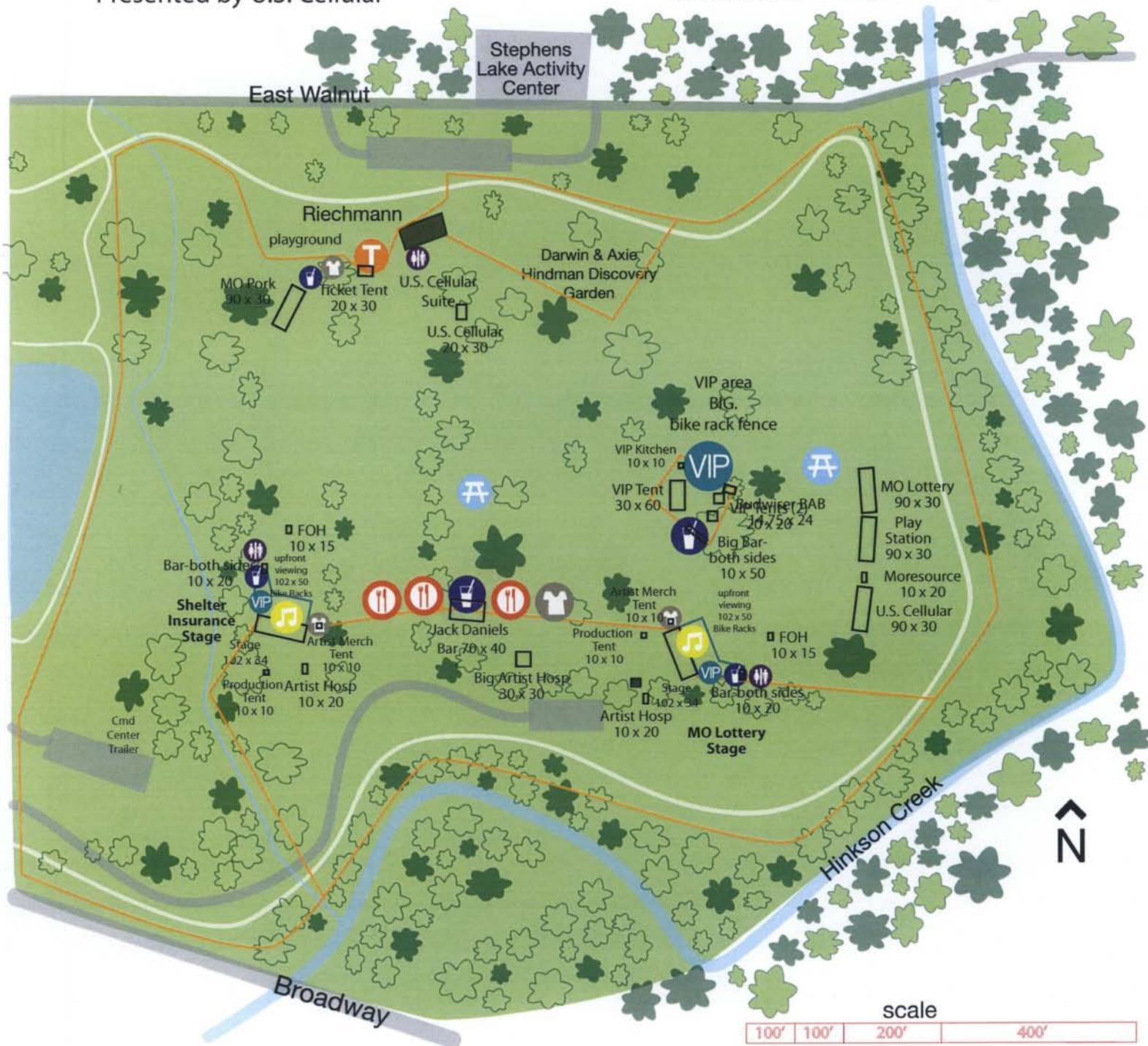
= 10,176 fans

(We expect around 10,000 fans at any one time)

The Roots N Blues N BBQ Festival - Technical Map

Presented by U.S. Cellular®

edited 5/9/2013- subject to change



- VIP Lounge
- Merchandise
- Stage
- Picnic Area
- Restrooms (Lots)
- Food Vendors (15-20)
- Soda & Bars
- Ticketed Entrance
- Fencing
- Festival Boundaries

CONFIRMED ALTERNATE OPTIONS:

(will be used for additional parking depending on ticket sales)

BreakTime headquarters- potentially part of sponsorship

135 spaces

x 3 per car= 405 fans

3 ADA

x 2 per car= 6 fans

ADDITIONAL ALTERNATE OPTIONS:

Columbia Orthopedic Group

368 spaces

x 3 per car = 1,104 fans

27 ADA

x 2 per car = 54 fans

Missouri Cancer Associates

OTHER POSSIBILITIES:

Howe

Lucky Foods (Osco)

Between the park and Westlakes on old 63

Hathman Village parking lot

Stephens College

Remaxx

RESEARCH:

10,000 fans expected at any point during the festival

40% out-of-town fans- park at their hotels and ride the shuttle (roughly 4,000)

5% local fans- walk or ride bikes (roughly 500)

55% local fans- park downtown and ride the shuttle (roughly 5,500)

1. <http://www.epa.gov/oms/stateresources/policy/transp/tcms/events.pdf>

"Auto occupancy was assumed to be 3.5 persons per vehicle, a range which is quoted as being typical for major events of this type"

2. http://ops.fhwa.dot.gov/publications/fhwaop04010/chapter5_03.htm

For events with similar attendance, around 3 people travel per car.

San Fransico- 41,000 capacity: 2.8 per car

San Diego- unknown capacity: 3.0-3.1 per car

Denver- 76,000 capacity: 3.0 per car

Other modes of transport (including bike and taxi) make up 3-6%

3. <http://www.gocolumbiamo.com/PublicWorks/Parking/AboutParkingDowntown.php>

"There are five multi-level parking garages in downtown Columbia. The five facilities have a total of 1,882 parking spaces... the city has 10 additional off-street surface lots in the downtown business district available. These offer a total of 535 off-street parking spaces; 138 of those off-street spaces are metered parking... 1,683 meters on-street."

Route 3 (1 bus): North Hotels

Riechmann Pavillion. *2300 East Walnut St, Columbia, MO 65201*

Left on East Walnut St

Right on Old 63 North

Left on East Business 70

Right on Rangeline Rd

Left to merge onto I-70 West

Take Exit 124 to the Right for Stadium Blvd

Left on Stadium Blvd

Right on Interstate 70 Dr SW

(about 10 min drive)

Holiday Inn Executive Center on left. *2200 Interstate 70 Dr SW, Columbia, MO 65203*

(about 5 min stop)

Right on Interstate Dr SW

Left on Stadium Blvd

Right to merge onto I-70 East

Take Exit 128A toward US-63

Left on US-63

Right on Clark Ln

(about 7 min drive)

Hampton Inn on left. *3410 Clark Ln, Columbia, MO 65202*

(about 5 min stop)

Left on Clark Ln

Left on US-63 South

Take Broadway exit to the right

Right on Broadway

Slight Right on Old 63 North

Right on East Walnut St

(about 6 min drive)

Riechmann Pavillion on Right. *2300 East Walnut St, Columbia, MO 65201*

(about 5 min stop)

Summary

Holiday Inn Executive Center

Hotel to Festival: 18 min

Festival to Hotel: 10 min

Hampton Inn

Hotel to Festival: 6 min

Festival to Hotel: 22 min

Total Round Trip: 33 min

Route 2 (1 bus): South Hotels

Riechmann Pavillion. *2300 East Walnut St, Columbia, MO 65201*

Left on East Walnut St

Left on Old 63 North

Right on East Stadium Blvd

Left on South Rock Quarry Rd

Right on Fellows Pl

(about 6 min drive)

Hampton Inn & Suites is on the right. *1225 Fellows Pl, Columbia, MO 65201*

(about 5 min stop)

Left on Fellows Pl

Left on South Rock Quarry Rd

Left on East Stadium Blvd

Left on South Providence Rd

Right, right on South Providence Rd

(about 4 min drive)

Stony Creek Inn is on the left. *2601 South Providence Rd, Columbia, MO 65203*

(about 5 min stop)

Right, right on Providence Rd

Left on East Nifong Blvd

Straight on Grindstone Pky

Straight on New Haven Ave

Left on Lemone Industrial Blvd

(about 6 min drive)

Courtyard Marriott is on the left. *3301 Lemone Industrial Blvd, Columbia, MO 65201*

(about 5 min stop)

Right on Lemone Industrial Blvd

Right on New Haven Ave

Right Merge onto US-63 North

Take MO-WW/Broadway St exit on the Right

Left on Broadway St

Slight right on Old 63 North

Right on East Walnut St

(about 7 min drive)

Riechmann Pavillion on Right. *2300 East Walnut St, Columbia, MO 65201*

(about 5 min stop)

Summary

Hampton Inn & Suites

Hotel to Festival: 27 min

Festival to Hotel: 6 min

Stony Creek Inn

Hotel to Festival: 18 min

Festival to Hotel: 15 min

Courtyard Marriott

Hotel to Festival: 7 min

Festival to Hotel: 26 min

Total Round Trip: 43 min

Route 1 (6 buses): Downtown Garages

Riechmann Pavillion. *2300 East Walnut St, Columbia, MO 65201*

Left on East Walnut St

Right on Old 63 North

Left on East Hinkson Ave

Left on North Ann St

Right on Walnut

(about 9 min drive)

8th and Walnut St Parking Garage on Left

(about 3 min stop)

Continue on East Walnut St

5th and Walnut St Parking Garage on Right

(about 3 min stop)

Continue on East Walnut St

Left on North 4th St

Left on Cherry St

(about 3 min drive)

6th and Cherry St Parking Garage on Right

(about 3 min stop)

Continue on Cherry St

8th and Cherry St Parking Garage on Left

(about 3 min stop)

Continue on Cherry St

10th and Cherry St Parking Garage on Right

(about 3 min stop)

Continue on Cherry St

Left on Hitt St

Right on Broadway

Sharp Left on Old 63 North

Right on East Walnut St

(about 5 min drive)

Riechmann Pavillion on Right. *2300 East Walnut St, Columbia, MO 65201*

(about 5 min stop)

Summary

Total Round Trip: around 35 min

Wait will be 5-10 min for a shuttle

The Roots N Blues N BBQ Endless Shuttle

Edited 6/17/2013

SHUTTLE STOPS

FESTIVAL SHUTTLE STOP- All Shuttles

Riechmann Pavilion Parking Lot

DOWNTOWN SHUTTLE STOPS- Route 1 (6 school buses)

8th & Walnut Garage

5th & Walnut Garage

6th & Cherry Garage

8th & Cherry Garage

10th & Cherry Garage

HOTEL SHUTTLE STOPS- Routes 2 & 3 (1 school bus per route)

Holiday Inn Executive Center

Hampton Inn

Hampton Inn & Suites

Courtyard Marriott

Stoney Creek Inn

INFO & PLAN

Festival organizers will provide round trip shuttles between the Riechmann Pavilion and designated parking locations.

First Student will provide 8 school buses to be used. Each bus seats around 80 passengers. There will be at least 1 ADA bus running the garage route.

All shuttles begin operating at half an hour before the festival gates open. Shuttles will operate until all patrons have been transported from the Park.

\$5 for a weekend shuttle pass—passes available online, at BN box office, on mobile app, at ticket gate, at all shuttle stops, and in hotels. Fans will trade in their ticket for the Unlimited Endless Shuttle Pass Card.

Buses will be equipped with radio communication.

Police and festival personnel will be on-site directing traffic and shuttle buses.

Traffic workers equipped with radio communication and traffic control signs (stop/slow) will be present to radio buses in and out of the Riechmann parking lot to ensure traffic is one-way at a time on Walnut along the park. Buses will enter North on Old 63, with all one-way traffic. Entering shuttle stopping point will be on the far-right lane of Old 63 North next to the park. Stopping point will be clearly marked with signage as a bus stopping zone. Exiting Buses will be directed to stop and wait till shuttles have cleared before leaving the Riechmann parking lot. Buses will exit Walnut to the right, entering the Northbound traffic.

Buses will be stopped and temporarily pulled onto side streets of Walnut in case of emergency vehicle passage.

MARKETING

Fans can easily find all shuttle information online at rootsnbluesnbbq.com

Shuttle Poster & Shuttle Map Pocket Card/Pass

“How to get to the festival” video produced by Thumper Interns

Outreach to fans & ticket buyers- eblasts, posts on FB & social media

Media Partner assistance in educating fans about shuttles

Volunteer greeters at downtown stops

Dimensional signs at all shuttle stops

Educate hotel staff

Knowledgeable bus drivers

Window cling marketing in bus windows and signage at Riechmann Pavilion stop to designate routes

Ambulance Service for The 2013 Roots N Blues N BBQ Festival

September 20-22, Stephens Lake Park, Columbia, MO

APSI Paramedic

Sedalia, MO

660-826-3832

Roy Pennington

- Advanced Life Support
- Need Transport Agreement with Boone and/or the University of Missouri
- Radio Dispatch during the event
- Two people on the crew
- \$175 per hour – estimate 25 hours = \$4,375

Boone Hospital Center

Columbia MO

573-815-3877

Mark Carr – Ambulance Supervisor

- Advanced Life Support
- Radio Dispatch during the event
- Two people on the crew
- \$150 per hour – estimate 25 hours = \$3,750

University of Missouri

Columbia, MO

573-882-9077

Eric Mills - Supervisor

- Advanced Life Support
- Radio Dispatch during the event – they will be positioned on site with the Fire Department
- Two people on the crew
- \$110 per hour – estimate 25 hours = \$2,750



Columbia, Missouri

- Commercial/Municipal, 3 units
- Single Family, 82 units
- Duplex, 22 units
- Apartments, 113 units



0 250 500
Feet

City of Columbia, Missouri
Community Development, 3/14/2013