How ITS Helps Music Bring Millions To A Rural Florida Community

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Introduction
What We’ll Cover

• What and Where is OMF?
• ITS Applications
• Lessons Learned
• Other Festivals
• Relevance to Other Areas
The Rural Music Festival is a *melding* of the arts with the technical world. The essence of the Music Festival is *bringing people together* to share a common experience. These events *rely on the technology of ITS and Social Media* to bring people together to share a tangible experience.
Welcome to Okeechobee County

- 6000 people in the area
- 40,000 people countywide
- Located North of Lake Okeechobee
Okeechobee Music Festival

Camping Event
30,000-40,000 People
3-4 Days
MUSIC, ART, COMMUNITY
Transforming the Way Society Moves
ITS Application
Transportation Management Plan
Handling Festival Traffic

Step 1: Establish the maximum number of vehicles that can be processed at the entry.

Step 2: Establish the base arrival rate.

Step 3: Establish the queue that results when that arrival rate exceeds the processing rate.

Step 4: Identify where the adjustments will be made and what Transportation measures are needed to ensure the plan as developed, unfolds as designed.
Turnpike Traffic Management Center/Permanent VMS
Portable Variable Message Sign
• Message alerted travelers “Music Festival Traffic Use Right Shoulder.”
• While turnpike can use its system of cameras and traffic data points to identify need for a message, they cannot communicate directly with the Temporary Message Board
• Cameras identified the disabled truck.
Florida 511 is State provided service.

Accessed through the call number or the newer phone and browser app.

https://fl511.com
Connected Vehicles

- A connected vehicle is one that can send and receive data from a shared source.

- With social media, and various traffic apps, the Music Festival attendees communicate with each other, provide feedback to databases that communicate to other attendees and receive alerts.

- These informal communications using apps such as Google’s Waze and Maps apps can supersede the formal applications such as the 511 system.
Economic Benefits of the OMF to the Community (in millions)

- Sales Tax: 8.9 million
- Operator Expenses: 5.4 million
- Attendee Expenditure: 1.5 million
Other ITS Applications

1. A permanent Message Board at a local that enables the Turnpike to Communicate directly with this sign

2. Signals at the primary entrances that are equipped with adaptive traffic and communication that would enable the signals to adjust to the upstream and downstream delays without standard lane closures and office control.

3. Communication with Law enforcement across Jurisdictions to support the command center
Bonnaroo
Coachella