How ITS Helps Music Bring Millions To A Rural Florida Community

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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

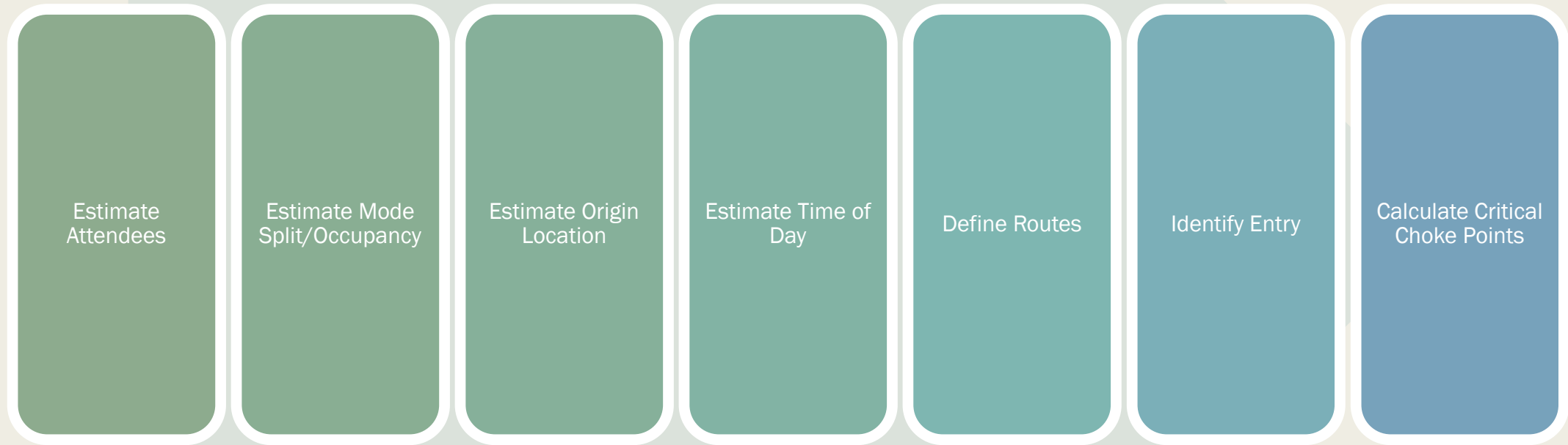# Transforming the Way Society Moves

ITS Application

Transportation Management Plan

Estimate Attendees → Estimate Mode Split/Occupancy → Estimate Origin Location → Estimate Time of Day → Define Routes → Identify Entry → Calculate Critical Choke Points

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.

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 <u>Google's Waze and Maps</u> apps can supersede the formal applications such as the 511 system

Economic Benefits of the OMF to the Community (in millions)

1.5

5.4

8.9
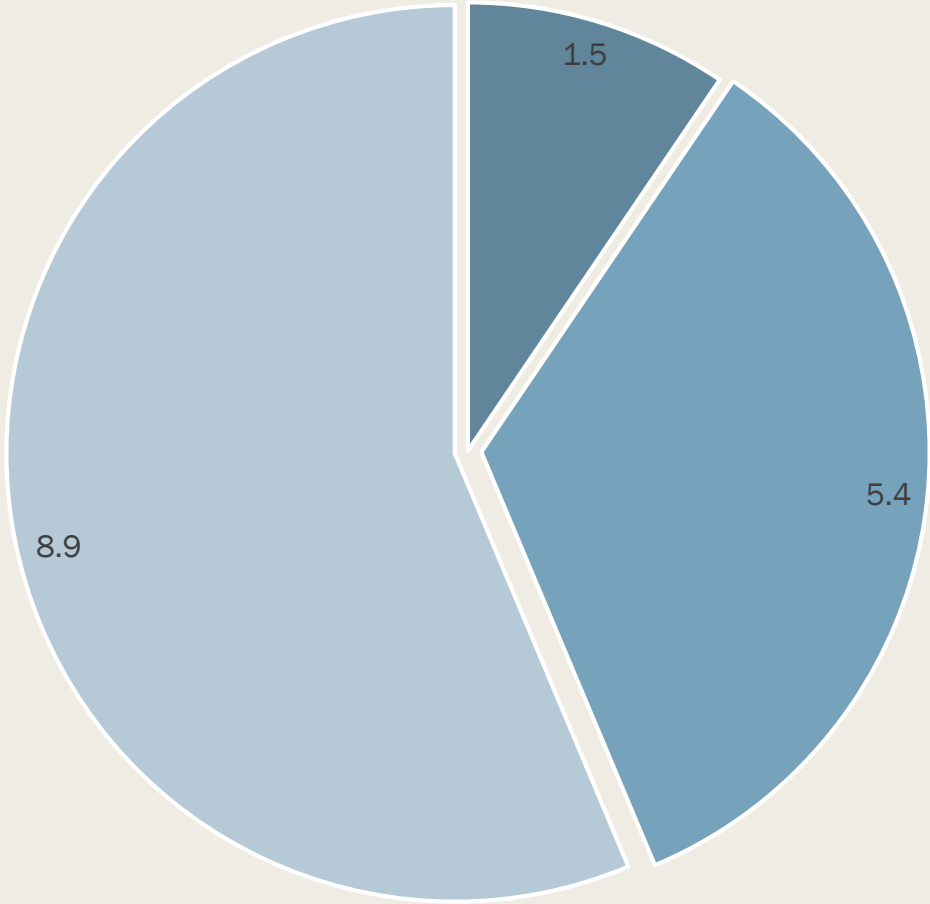
■ Sales Tax   ■ Operator Expenses   ■ Attendee Expenditure

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

MIAMI BEACH POP FESTIVAL TRAFFIC MANAGEMENT PROGRAM

Event Date: November 8, 9, 10, 2019
Event Hours: Friday 1:00 PM to 11:00 AM; Saturday 12:00 PM to 12:00 AM, Sunday 1:00 PM to 10:00 PM
Event Size: 35,000 attendees per day, arriving over a period of several hours.
This summary represents a synopsis of the detailed report entitled: Miami Beach Pop Transportation Plan, July 29 2018
Prepared by: O'Rourke Engineering & Planning

Travel/Mode Split

Origin of Attendee	% of total	# of Attendees	How do they get to Event ?				Need Parking?		
			Walk	SOBE Trolley	Uber/Lyft	Event Shuttle	At or Near Omni Center	On Miami Beach (not incl. hotel/private residence)	No Parking / Other Parking
Miami-Fly, train or drive from other locals but stay or park in Miami	35%	12250	0	0	4550	7700	7000 = 2333 cars	0	5250 = 1750 cars
Miami Beach	10%	3500	2700	400	400	0	0	0	3500 = 1166
North Beaches	3%	1050	0	1050	0	0	0	1050 = 350 cars	0
Miami Beach Hotels	35%	12250	9550	1350	1350	0	0	0	12250 = 4083
Points other than Miami, parking in Miami Beach	17%	5950	5250	0	700	0	0	5950 = 1983	0
Totals	100%	35000	17500	2800	7000	7700	7000 = 2,333 cars	7000 = 2,333 cars	21,000 = 7,000 cars

Miami Beach Hotel Inventory (Incremental)

Miami Beach Parking Inventory (cumulative)

Transportation Mitigation Strategies

Component	Date of Implementation	Status	Key Features/ Components	Next Steps
Marketing of Hotel Packages	Launched with Event Kick Off	In progress	Tickets, Shuttle Hotel Bundles incentives to stay in Miami Beach	Establish additional hotel partners.
Interactive Web Page with all transportation partners	30 day after kick-off	In progress	Real time data and links to public and private transportation data. Discounts and travel tips.	Contract with transportation providers as appropriate.
Event Shuttles	November 8, 2019	Route, Preliminary Ridership and Stops submitted in July 29, 2018 Transportation Plan	Shuttle Stops: Omni Center and Ocean Drive/5th Street; # of round trip shuttle trips per day: 140. Frequency: every 5 minutes during peaks; capacity: 50 people.	Finalize travel times along route, define initial shuttle numbers with transportation in follow up meetings. Refine as ticket sales and hotel partner data come in.
South Beach Trolley Expansion of Hours	November 8, 2019	Impacts and Costs discussed with Transportation Department	Extension of the trolley service to approximately 2:00 am to facilitate the departure of attendees from the venue area to local hotels and parking.	Obtain approval to extend the service.
Parking; Staff; Attendees	Staff Parking secured November 1, 2019	In Progress	Parking will be reserved and incorporated into ticketing to the extent appropriate. Over 2,000 spaces have been identified with 1/2 mile of the Omni Center at the Shuttle stop and within 1/2 mile on Miami Beach.	Continue to secure parking through contracts and agreements. Identify average November occupancy with Miami Beach parking department.
Uber / Lyft Taxi	November 8, 2019	In Progress	Centralized Drop Off Locations in close proximity to the Event for Uber/Lyft/Taxi. Addressing for Event Drop off tied to these locations on wayfinding apps.	Rent the parking spaces for the drop off areas. Continue the discussions with the area supervisors. Pin point these locations on website and transportation/wayfinding apps.
Road Closures/Maintenance of Traffic Plan	November 8, 2019, Message Signs go out November 1, 2019	Submitted MOT to Transportation	Ocean Drive Closed from 5th to 13th Street, Local traffic only on Collins Court, directional closures along 5th Street, Advanced Signage and Variable Message Signs on Causeways.	Incorporate Miami Beach Police staffing into the plan.
Contingency Planning	As needed during Event	Components submitted, ongoing	Identify "what if" scenarios, such as MacArthur Causeway closed or very slow, implement use of Venetian or Tuttle to divert shuttles and ticket holding patrons. Prepare VMS and chain of command as to when the contingency plans go into effect.	Follow up with permit through FDOT. Coordinate with transportation and Miami Beach Police.

MacArthur Event Shuttle Route

Partners / Contacts

Agency	Name	Type of Contact	Date(s)			Action
Miami Beach Transportation	Milos Majstorovic	CC/M/E	8.9.18	8.2.18	7.16.18	Reviewed Components of Plan
Miami Beach Transportation	Josiel Ferrer	CC/M/M	8.9.18	8.2.18	7.16.18	Reviewed Components of Plan
Miami Beach Parking	Monica Beltran	M	3.9.18			Discussed availability of parking on Miami Beach
Miami Beach Parking	Alecia Santos	T	7.26.18			Discussed reserving staff parking, attendees parking
FDOT	Saud Khan	M	7.25.18			Pre- App Meeting. Reviewed plan, impact on causeway shoulder closures
FDOT	Jim Wolfe	Informal Mtg.	7.25.18			Provided insight on construction schedules and contacts for PM.
Omni Parking	Fermin Nuñez	Meeting / Tour	7.25.16	7.26.16		Toured Facilities, discussed availability, shuttle area
City of Miami Beach Police	Doug Simon	T/ M	7.11.18	8.2.18		Discussed the components of the plan
Key						

Meeting = M, Conf. Call = CC, Email = E, Telephone Call = T

EVENT MOT

"The Miami Beach Pop Festival is committed to providing a comprehensive transportation program to enhance the safety and mobility of the community of Miami Beach during the Festival"

Steve Sybesma, Partner & CEO
Miami Beach Festival, LLC.