

Austin Transportation Department Office of Special Events *Year in Review*

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Noteworthy Ordinance Changes

New Ordinance Adopted	May 2009
Rules Adopted	May 2010

- 180 day vs. 60 day application submittal
- Affected persons required to submit their disapproval vs. affected persons required to submit their approval
- Director has authority to modify routes
- Applicant who violates terms of permit can be prohibited from applying for additional closure permits for 24 months
- Neighborhood associations can force an event to seek City Council approval



Events May 2009 – May 2010

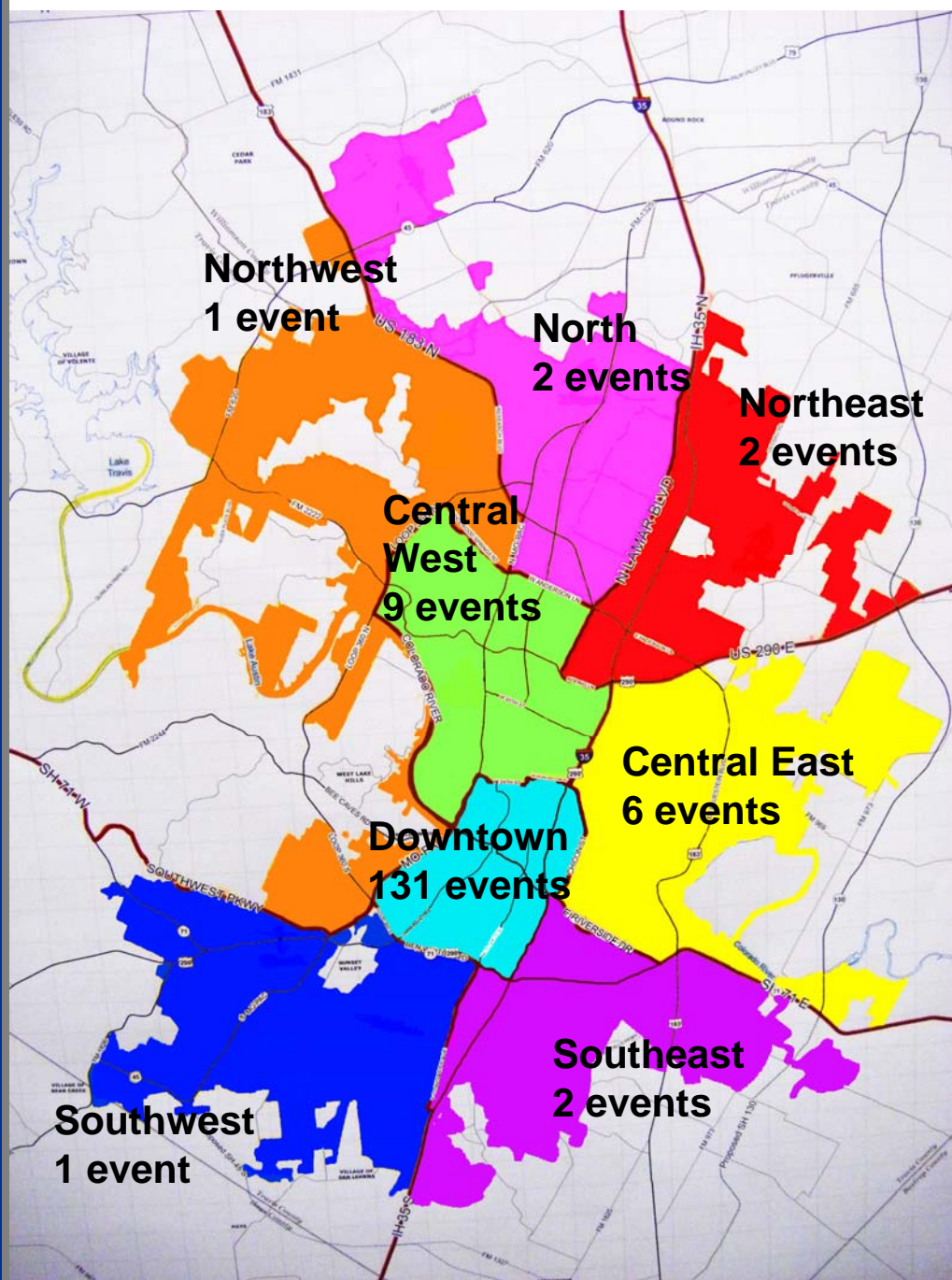


Photo provided by David Grice

2009 – 2010: 151 events*

- 19 one time only events
- 132 annual events*
- October busiest month – 17 events
- February slowest month – 2 events
- *Downtown Farmer's Market weekly event included

2008- 2009: 101 events



Event Locations

Southwest	1 Event
Southeast	2 Events
Downtown	131 Events
Central	9 Events
Northwest	1 Event
Northeast	2 Events
Central East	6 Events
(Several events are in more than one area)	

Waivers Requested

Time Waivers – 22 (late submittals)

- 20 missed 180 day requirement for the initial application
- Out of the 20, 11 were annual events

Rule Waivers – 3

Austin Marathon

Section 1.05 – Courtesy Advisory Notice

Section 1.07 - Proposed Closure Forms

Section 2.01 – Closing and/or Crossing 5th & 6th, Lamar Blvd

Section 2.03 – Reasonable Access

Section 5.01 – Simultaneous closing of the Congress Ave./Ann Richards Bridge and South 1st St/Drake Bridge

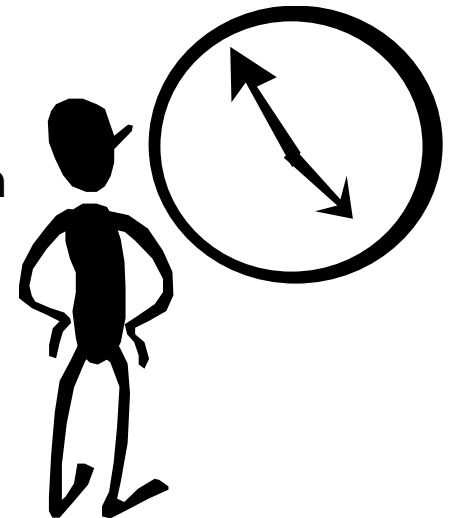
Section 6.03 – Presetting Traffic Control Devices

Statesman Capital 10K

Section 2.01 – Closing and/or Crossing 5th & 6th , Lamar Blvd

The Longhorn Run

Section 2.03 – Reasonable Access



Event Disapprovals from Citizens

Disapprovals/feedback are considered in following year's approval process.

- **16 events received at least 1 disapproval**
- **No Neighborhood Association sent back a disapproval**
- **Received post event disapprovals or negative feedback for:**

Austin Marathon (multiple from 46th street)

Texas Round up (3 citizen complaints - access issues)

Art City (1 downtown business owner – access issue)

Congress Avenue Mile (1 DT business owner- access issue)

UTC Actions

UTC receives briefings on issues with street events; votes on appeals to denied applications; votes on event disapprovals that meet the 20% threshold.

Items that went before UTC:

3M Half Marathon –	Briefing on concerns raised by local churches
The Austin Marathon –	Briefing and notification waiver
Statesman Capital 10K –	Briefing on rule waiver request
Mighty Texas Dog Walk –	Briefing on disapproval due to conflict with an event at Auditorium Shores
The Longhorn Run –	Vote on City recommendation for a disapproval that met 20%

Votes on appeals

Receives
briefings

Votes on event disapprovals

Events Seeking Council Action

Examples:

- **St. James 5k** **\$1500 & Deposit Fee waiver**
- **Turkey Trot** **Signatures**
- **The Austin Marathon** **20% Disapproval**
- **Rot Rally** **Fee paid event**
- **Travis County Veterans Parade** **\$3,359 Fee waiver**
- **Art City Austin** **Gated event & ticket sales waived**

Special Event Successes



- **Weekly meetings with cross-departmental stakeholders to review upcoming events**
- **New web site with updated event maps**
- **Office of Special Events Manager hired**
- **Increased public notification/ media communication**
- **Created Special Event parking signs for SXSW to ease load in/load out parking issues and costs of implementation**

Special Events: Lessons Learned

- Congress Avenue – Crossing 5th and 6th is highly desirable event route; downtown is most desired event location
- Event notification to affected persons needs improvement; better data; electronic options
- Late applications disrupt timely notification process, continues with no consequences
- Conflicts with other events increasing for right-of-way use, day use permits, park events, other venues, and construction activities

Ord. Review/Potential Changes

- **Need scalable process for small events, block parties, parades, safety closures and sidewalk events**
- **Need definition for political/freedom of speech parades, walks vs. regular parades walks to build awareness**
- **Need real consequences for late applications**
- **Possible recovery of lost revenue for parking spaces**
- **Need better clarification on rights/privileges allowed to grandfathered events**
- **Review price/consistency for renting parkland vs. closing a city street or bridge for festivals**
- **Spillover impacts other large events**

Office of Special Events Initiatives

- Update Application: more detailed information at intake (in progress)
- Update Special Events Web Site to include more comprehensive information (in progress)
 - Departmental coordination with construction permitting to identify conflicts (in progress)
 - Cross-Departmental coordination to include Temporary Change of Use Permits (in progress)



Office of Special Events Initiatives

- Survey and/or focus groups with event planners, neighborhoods, churches, residences (planned activity)
- Utilize 3-1-1 as comment clearinghouse to capture comments about pre- and post -events



2012 – Office of Special Events will be its own division separate from Right of Way Management

Next Steps

- Initiate ordinance amendments for UTC and Council review and approval
- Survey best practices for special event/right-of-way management in other cities
- Enhance collaborative working relationship with other City departments