



SAN FRANCISCO'S  
**OUTSIDE  
LANDS**  
MUSIC & ARTS FESTIVAL

SAN FRANCISCO  
RECREATION  
& PARKS

Tuesday, April 2, 2019





A black and white photograph of a large crowd at an outdoor music festival. In the background, a stage is visible with a sign that reads "TWIN PEAKS". The crowd is dense and fills the foreground and middle ground. The image is used as a background for the text on the left side of the slide.

## Background

## 2009

Recreation and Park Department (RPD) entered into a **Use Permit** with Another Planet Entertainment (Permittee) for the production of an annual three-day Outside Lands Music Festival in Golden Gate Park through 2013

## 2012

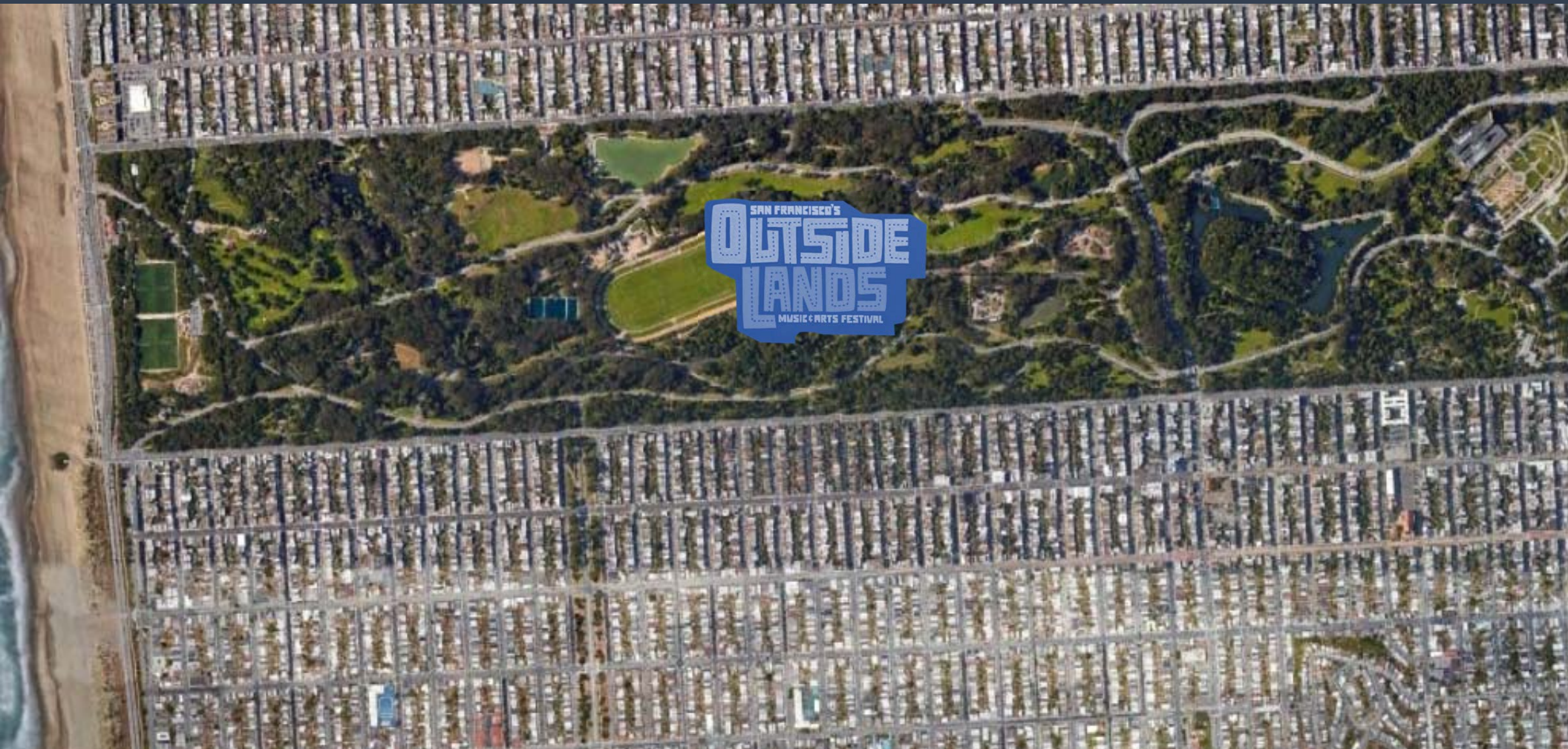
RPD entered into an amendment extending the permit to 2021 and making other changes

## Today

Requesting an **Amendment to Extend** for an additional 10 years



# Site Map





## Benefits to the City

- + \$66m annual economic impact to city
- + 700 jobs
- + 41,448 hotel nights
- + Food & beverage sales and taxes
- + More than 2 million visitors since 2009
- + Outside Lands Works

(\$420k total for Music Therapy Program at UCSF Oakland; Richmond District Neighborhood Center; Women's Audio Mission; Youth Art Exchange; Bay Area Girls Rock Camp; and other community arts programs)

- + Environmental Benefits (92% waste diversion)

- + Cultural Benefits

(100+ musical acts; 83 local restaurants; selected as Billboard's Top Music Festival)

- + Neighborhood Initiatives (\$50k per year)

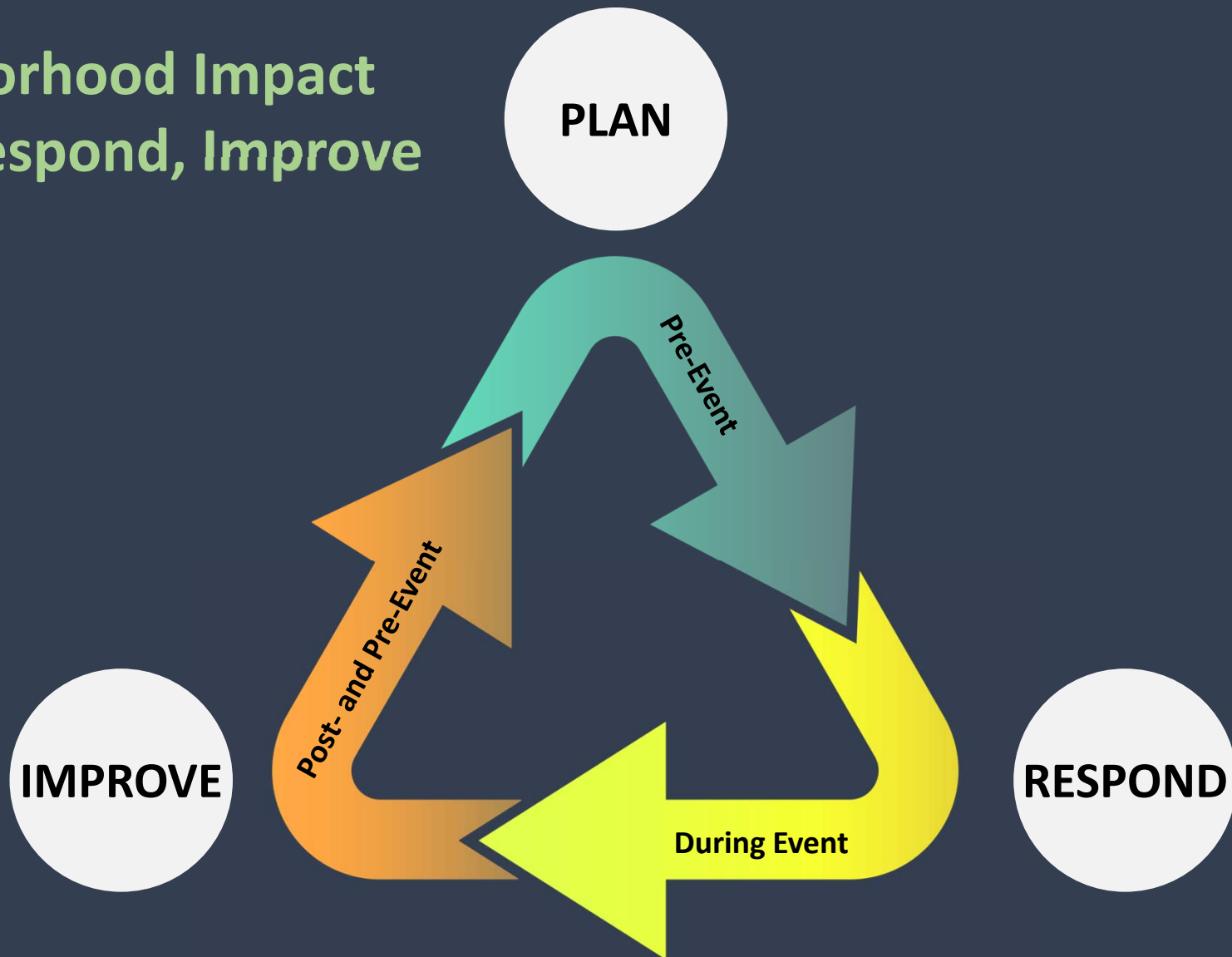


## Benefits to the Department

- + Over \$3M annually to support department operations
- + \$115,000 to scholarships/SF Parks Alliance
- + One fully funded gardener to support GGP  
(\$107k per year)
- + Polo Fields maintenance (\$15k per year)
- + Reimbursement for staff overtime



# Neighborhood Impact Plan, Respond, Improve





## Planning

- + Pre-event meetings with the community
- + OSL and RPD work with multiple City agencies
- + Establish Community Hotline
- + Mailers to residents within 4 blocks of the park
- + Advertisements (Richmond Review, Sunset Beacon, Sing Tao Daily)
- + Do Not Block Driveways signage
- + Outside Lands posts clear signage

# Responding

- + Sound monitors respond to sound complaints and measure decibel levels and impact of bass**

Reports sent back to sound board so that adjustments can be made

- + Parking control officers and tow trucks strategically placed around the park**

## Quick response to blocked driveways and other parking violations

- ## + Cleanup crews

Attend to debris in the surrounding neighborhoods and placing portable toilets in the neighborhoods to accommodate those leaving the festival





# Improving

**Modify and update plans each year to continuously improve**

- + **Park protection** (2012-2014) Secure and protect trees; Ground protection
- + **Cleanup crews in neighborhoods** (2011)
- + **Improve traffic**
  - Parking Patrol officers in neighborhood (2011)
  - Shuttles Expanded (2011, 2012, 2018)
  - Bike Share Added (2018)
  - Bike Lanes Created (2017)
  - Uber and Lyft Changes (2016-18)
- + **Early Notice to Neighborhoods** (2015)
- + **Sound Summit** (2019)



# Noise Impacts

## 2012 Amendment Imposed New Requirements

- + Use commercially reasonable best efforts to limit sound to the concert grounds
- + Must review sound system plans in advance of the Festival each year to:
  - To minimize sound impact in the surrounding neighborhood
  - To ensure sound system can be modified to respond to sound complaints
- + Delay Towers must be installed in Polo Fields to limit sound impact
- + Live response to sound complaints
  - Sound monitors dispatched to areas of complaints
  - Measure sound and bass
  - Immediately relay back so that sound levels can be adjusted
  - Sound carries differently depending on wind and fog



# Noise Impacts

Noise Complaints	2011	2012	2013	2014	2015	2016	2017	2018
North	168	95	74	28	28	28	35	74
South	134	50	42	39	18	11	32	111
East	15	7	5	14	0	5	13	19
Unknown	67	28	16	3		3		8
Total	384	180	137	84	46	47	80	212

## 80% of Reduction Over 5 Years

- 46 over three days

## 2018 Spike in Amplified Sound

- In all areas but particularly in the Sunset
- Speakers were adjusted and complaints went from 118 on Friday, to 63 on Saturday, to 31 on Sunday
- Outside Lands has hired a sound consultant to further study this year

## 2019 Amendment

- Mandate minimum numbers of sound monitors
- Requires reporting on adjustments to sound levels

# Traffic Impacts

Traffic	2011	2012	2013	2014	2015	2016	2017	2018
North	21	13	10	4	9	3	12	7
South	8	12	2		2		6	6
East	1							
Unknown	35	20	18			2		3
Total	65	45	30	4	11	5	18	16

## Changing Nature of Concerns

- + Historically blocked driveways and congestion
  - Dedicated tow trucks and DPT
  - Special do not block driveways
- + 2015 Growing Numbers of TNC's (Uber and Lyft)
  - Double parking and circling neighborhoods
- + Beginning in 2016 – Additional Steps Taken
  - Dedicated loading and unloading areas
  - Geofencing areas
  - Increased traffic and police enforcement



## Proposed Amendment-RPD

Term	Current	Proposed
Term Expiration	2021	2031
Minimum Rent	\$1.4 Million	\$2.5 Million increasing by \$75,000 per year
Percentage Rent	11% of Ticket Revenue	Unchanged
Additional Rent	\$1.25 per ticket	Increases to \$1.50 in 2020, \$1.75 in 2024 and \$2.00 in 2028
Endowed Gardener	\$89,250	Increased to \$107,000 and adjusted for Cost of Living
Polo Regeneration	\$15,000	Adjusted for Cost of Living

# Proposed Amendment-Neighborhoods

## + Local Hire

- At least one fair in Richmond District

## + Community Outreach

- In addition to meeting prior to event, one meeting within 30 to 90 days after in Richmond
- Hotline hours expanded
- At least 3 sound monitors and adjusted annually based on responsiveness

## + Community Benefit Funds

- Increase from \$10,000 per year to \$50,000 to be split between Districts 1 and 4 (increasing to \$60,000 in 2026)



## Public Process

**+ Annual meeting with community in July prior to event**

**+ Two special meetings**

- Richmond District – September 6
- Sunset District - October 24

**+ Recreation and Park Commission**

**+ Board of Supervisors**

**+ Letters of Support** (from residents, non-profits, small businesses and labor)

Andytown Coffee, Bay Area Girls Rock Camp, Conservatory of Flowers, Creativity Explored, Friends of the Urban Forest, Garden for the Environment, Holiday Inn Golden Gateway, Hook Fish Co., Local 16, Local 261 Laborers, Local 2785 Teamsters, Outerlands Restaurant, Richmond Neighborhood Center, SF Chapter of ACLU, SF Community Music Center, Cresco Rental, SF Travel, SF Yellow Bike Project, Surfrider Foundation, Two Roads Hotel/Joie de Vivre Hotels, Western Neighborhood Project, Women's Audio Mission, Youth Art Exchange



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Thank you.