

2013 Good Life Music Festival – Considerations for Arrival and Dispersal Analysis & Transport Strategy

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Event: 2013 Good Life Music Festival – Sydney
Venue: Randwick Racecourse
Date: Sunday 10 March 2013
Times: 1pm to 8pm
Analysis for Attendance: up to 15,000

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Transport & Bus Operations Summary based on Dispersal analysis on following page for [up to 15,000 attendances](#).

Good Life TMP Considerations

ESPA have been asked to reassess and modify the 2013 Future Music TMP in order to adapt relevant sections of the FMF TMP into a workable TMP for the proposed Good Life Music Festival that will be held the day after the Future Music Festival at Randwick Racecourse on Sunday 10 March. In order to start to modify the existing FMF TMP we first must identify the main differences and special considerations between the FMF event and the proposed Good Life Event, the following points outline some of the main differences and requirements that we need to consider for the reassessment and modification process of the FMF TMP.

Item	2013 FMF Event	Proposed 2013 Good Life Event	Additional notes
Venue & Site	Randwick Racecourse, Use of both infield and outfield for multiple stage locations, requires the use of 2 entry points, from Alison Rd and High St.	Randwick Racecourse, Good Life event to only use infield area with 4 stage locations being proposed, considers the use of one entry point from Alison Rd only.	The reduced stage layout using of the infield area only and the reduced attendance reduces the areas of the site that need to be managed and considers the use of one entry point from Alison Rd only.
Date:	Saturday 9 March	Sunday 10 March	With the Good Life event being the day after FMF event, we will be able to use most of the existing external infrastructure to assist with pedestrian management where required.
Timings & Production:	12noon – 10pm (10 hours)	1pm – 8pm (7 hours)	Reduced entertainment format & overall duration of production. We recommend that the headline act concludes by 7:30pm with a wind-down period of 30min after the headline act.
Attendance:	Up to 50,000 persons	Up to 15,000 persons	Reduced attendance target of 15,000; <ul style="list-style-type: none"> • Considers use of one entry point from Alison Rd, • Reduced transport demand, • Reduced pedestrian management demand, • Reduced traffic management demand,

Item	2013 FMF Event	Proposed 2013 Good Life Event	Additional notes
Demographic:	Over 18 years of age	Under 18 years of age (13-17 yrs of age)	<p>Considerations for the age group attending Good Life event (13-17 yr old);</p> <ul style="list-style-type: none"> • Most persons may not have attended a music festival before, • Some patrons may not have used public transport by themselves before, • Many parents will want to drop their children and friends as close to the venue as possible, • The majority of patrons will not have a drivers license and therefore cannot drive to the event, • Patrons will have reduced awareness of transport & road systems as well as locality & orientation,
Transportation Considerations	The 'Integrated Ticket' includes entry and access to all modes of public transportation to and from the venue with a high percentage of patrons using the public transport option.	Good Life event also to use 'Integrated Ticket' to encourage patrons to use organised transport services to and from the event to reduce private vehicle use and additional traffic generation.	<p>Considerations for this age group arriving at the event;</p> <ul style="list-style-type: none"> • There will be an increased requirement for parents to drop-off their children and friends close to the event site, • We anticipate that there will be a greater demand for parents to pick-up children after the event, • Designated and organised 'drop & ride' and 'pick-up' areas needs to be well advertised and signed, • The use of Public Transport needs to be encouraged through clear and detailed directions on the event website, via SMS and other social media networks, • Increased security at transport hubs and on some services needs to be considered, more so at the conclusion of the event, • A small percentage of patrons will be able to drive and park at the free event parking on the infield, clear directions to this parking needs to be included on the website.

Item	2013 FMF Event	Proposed 2013 Good Life Event	Additional notes
Traffic Considerations	Due to the 2013 target attendance of 50,000 persons, an extensive traffic management plan has been developed to facilitate the balanced movement of Pedestrians, Transport services, general traffic circulation and event traffic throughout the areas surrounding Randwick Racecourse, utilising Road Closures, Special Event Clearways, Traffic Network Controls via the TMC, and active traffic management using Police.	Due to the target attendance of 15,000 persons, it is anticipated that minimal-no road closures will be required to facilitate the balanced movement Pedestrians, Transport services, general traffic circulation and event traffic throughout the areas surrounding Randwick Racecourse. Some Special Event Clearways will still be required to operate on Sunday, Certain Traffic Network Controls will need to be trimmed to facilitate transport movements.	Due to the late engagement of ESPA to undertake an analysis and review of the FMF TMP for Good Life, no detailed consultancies have taken place with Police, RMS & Transport in order to determine the details of the Traffic control measures required for the external operational aspects of this event. We do however anticipate that minimal –no road closures will be required and reduced special event Clearways will be required to facilitate bus movements.
Pedestrian Management Considerations	Due to the 2013 target attendance of 50,000 persons, an extensive pedestrian management plan utilising substantial infrastructure has been developed to facilitate the balanced movement of Pedestrians, Transport services, general traffic circulation and event traffic throughout the areas surrounding Randwick Racecourse.	Due to the target attendance of 15,000 persons, it is anticipated that most infrastructure used to facilitate the balanced movement of Pedestrians, Transport services, general traffic circulation and event traffic throughout the areas surrounding Randwick Racecourse.	We anticipate that no additional infrastructure will be required to manage pedestrians. All redundant infrastructure will be removed between 1230 and 3am after FMF event has concluded. All useful infrastructure will be modified and reset to accommodate for the movement of pedestrians for the Good Life Event.
Traffic Management Plan (TMP)	The TMP for Future Music Festival has been endorsed and approved by Planning NSW with all terms and conditions from the various agencies being satisfied, with operational and resourcing meeting commencing to coordinate the delivery of the FMF TMP.	The analysis and review of the FMF TMP for Good life event shows that a modified TMP can be developed, but the TMP for Good Life should be drafted as a separate document and operation.	Further details for the Good Life TMP will be openly discussed with stakeholders at the operational meeting being held for FMF on Wednesday 6 February. From this meeting the operational details for the Good life TMP will be documented and distributed as a separate document to the FMF TMP.

Estimate Age Demographic split for Good Life Event:

The Good life Music Festival requires a reassessment of event transportation modes, ingress and egress modeling based on the demographic of 13-17 year olds expected to attend the music festival. These assumptions and rationale have been identified below.

Assumption: Split of the age demographic to be considered as an assumption:

- 17 year olds - 30% (4,500) - it is then estimated that up to 40% of this age group hold their P1 NSW Drivers License of which 33% (1:3) may drive to the event which would equate to ~600 drivers at the event with an average of 2.5 patrons per vehicle which equates to 1,500 patrons that may drive and park at the event site.
- 16 year olds – 25% (3,750)
- 15 year olds – 20% (3,000)
- 14 year olds – 15% (2,250)
- 13 year olds – 10% (1,500)

Transport Options:

Current proposed transport options:

- Use integrated entry and transport ticket on public transport to Central Station, then use Event shuttle bus from Central Station to Randwick Racecourse to Alison Rd bus Plaza. The High St entry has been considered but generally not supported due to the number of patrons being 15,000 and focusing resources to Alison Rd.
- Drop and Ride Location currently being proposed by the organisers:
 - Moore Park Kippax Area 2 – Showground Fields (located on the northern side of Lang Rd, between Anzac Parade and Driver Ave)
- Event Car Parking – Infield Randwick Racecourse (estimate up to 600 car parking spaces would be utilized of the 1,100 available)
- Taxis – We anticipate that taxis will be utilized by patrons both to and from the event.

Notes on drop & ride location: Due to the location of the proposed drop-off location, the organisers will need to provide clear messages about this area that will make parents want to use this area as a drop-off and pick-up point. If clear messages and incentives are not provided by the organiser to utilize this location, then it is likely that we could expect increased numbers of event patron's parents, dropping off in the immediate surrounds of the Racecourse which could present traffic congestion issues.

Therefore a series of Drop and Ride or Drop and Walk locations will need to be investigated around the Racecourse Site as contingencies as it would be expected that parents will want to drop off and pick up as close as possible to the event site. Areas that should be considered and investigated further:

- Randwick TAFE Car Park on corner of Darley Rd and Alison Rd
- High St between Anzac Pde and Wansey Rd
- UNSW Car Parks off Barker St and/or Anzac Pde
- Moore Park Area 1 (Kippax Lake) as overflow from Showground Field area.

Each of these Drop and Ride or Drop and Walk locations would need to be clearly signed and messaged prior to the event. It should be recommended to parents that due to high demand on the mobile phone network that they may be unable to contact their child at the conclusion of the event so they need to have a prearranged meeting point.

Arrival Analysis

Mode of Transport	Est. % Mode Share	Additional Notes, Estimates and Assumptions Analysis based on up to <u>15,000 Attendance</u>
Est. Number of patrons utilising integrated ticket arriving and departing by Rail at Central Station.	8,250 persons (55%)	For this event we will assume a larger ingress % and slightly less on egress: Ingress Estimate: up to 8,250 may arrive on public transport and Shuttle bus from Central Station Egress Estimate: up to 7,800 (52%) may depart on public transport & Event Shuttle bus to Central Station
Est. Number of patrons utilising Drop-off/ Pick-up (Drop & Ride) near Central Station then requiring Shuttle bus transfer to Venue	300 persons (2%)	Assume same % of use for ingress and egress: 120 vehicles (western concourse) at 2.5 people per vehicle. Ingress Estimate: up to 300 may require Event Shuttle bus from Central Station Egress Estimate: up to 7,800 in total may require Event Shuttle bus back to Central Station
Est. Number of patrons utilising Drop-off/ Pick-up (Drop & Ride) at Moore Park then requiring Shuttle bus transfer to Venue	1,500 persons (10%)	Estimate 500 vehicles at 3 patrons per vehicle (1,500 persons) Vehicle parking capacity using Moore Park is approximately 1,500 – 2,000
Event Car Parking at RRC, estimated average 3/ Car	1,500 persons (10%)	Estimate: 1,500 Ingress and Egress (600 cars at 2.5 per vehicle)
Number of patrons assumed to have arrived by private car drop-off, in nearby suburbs.	1,200 persons (8%)	Est. a total of 480 vehicles, undesignated drop-off (@2.5 people per vehicle) ____ > 1,200 people Impacts in Alison Rd; High St; Doncaster Ave; Darley Rd; 480 vehicles over est. 1.5 hrs of arrival.
Number of patrons arriving by regular service buses from, South East suburbs, Eastern suburbs or nearby West suburbs	750 persons (5%)	Est. 750 patrons to utilize regular eastern suburbs bus services to the event site.
Taxi Movements	750 persons (5%)	Taxis: Ingress: Estimate 300 taxi movements at 2.5 people per taxi: Est. = 750 people Egress: Estimate 300 taxi movements at 2.5 people per taxi: Est. = 750 people
Walked from nearby residential areas to Venue	750 persons (5%)	Walk from Home: 750.
Total	15,000 (100%)	Attendance 15,000 attendance

Dispersal Analysis

Mode of Transport	Est. % Mode Share	Additional Notes, Estimates and Assumptions Analysis based on up to <u>15,000 Attendance</u>
Est. Number of patrons utilising integrated ticket arriving and departing by Rail at Central Station.	7,800 persons (52%)	Estimate Ingress: 8,250 – Est. Egress 7,500 = 750# persons who we anticipate will be picked up at end. For this event we will assume a larger ingress % and less on egress (approx. 7,500), however: Egress Estimate: up to 7,800* may depart on public transport & Event Shuttle bus to Central Station
Est. Number of patrons utilising Drop-off/ Pick-up (Drop & Ride) at Central Station then requiring Shuttle bus transfer to Venue	300 (2%)	*this number includes those who arrive at Central by other means (approx. 300) but need to go back on the shuttle bus, included in egress shuttle bus numbers above
Est. Number of patrons utilising Drop-off/ Pick-up (Drop & Ride) at Moore Park then requiring Shuttle bus transfer to Venue	1,500 persons (10%)	Estimate 500 vehicles at 3 patrons per vehicle (1,500 persons) Vehicle parking capacity using Moore Park is approximately 1,500 – 2,000 (dispersal same as arrival)
Event Car Parking at RRC, estimated average 2.5/ Car	1,500 persons (10%)	Estimate: 1,500 Ingress and Egress (600 cars at 2.5 per vehicle), (dispersal same as arrival)
Number of patrons assumed to have arrived by private car drop-off, private car parking in nearby suburbs.	2,450 persons (~16.4%)	Est. a total of <u>980 vehicles</u> , undesignated area pick-up (@2.5 people per vehicle) ____ > 2,450 people Impacts in Alison Rd; High St; Doncaster Ave; Darley Rd; 980 vehicles over est. 1 hr of dispersal. #Note: We would envisage that all <u>additional</u> pick-up requirements at the conclusion of the event would occur in surrounding suburbs and unfortunately not be pre arranged to the designated area, this may improve next year.
Number of patrons departing by regular service buses from East or West	500 (~3.3%)	Est. 500 patrons to utilize regular eastern suburbs bus services from the event site. #Note additional 250 persons may be picked up after the event (included above).
Taxi Movements	750 persons (5%)	Taxis: Ingress: Estimate 300 taxi movements at 2.5 people per taxi: Est. = 750 people Egress: Estimate 300 taxi movements at 2.5 people per taxi: Est. = 750 people
Walked to nearby residential areas to Venue	500 (~3.3%)	Walk Home: 500 #Note additional 250 persons may be picked up after the event (included above).
Total	15,000 (100%)	Attendance 15,000 attendance

Transport Capability & Calculations:

The following bus numbers would be proposed in order to have capacity of approximately 11,500 (76% of attendance). These numbers will include moving patrons between Randwick and Central and Randwick and Moore Park. Would use 4 bus loading bays at Alison Rd.

Ingress Bus Calculations:

- Buses to commence operations from Central and Moore Park (Showground Field) from 12:00noon and will continue through until approx. 4pm, or when there is close to zero demand,
- Numbers based on the buses carrying people from 12noon to 4pm only,
- Bus calculations based on a round trip time of 32.5min between Central and Alison Rd, and also includes Moore Park drop-off loop,
- Approximately 32 Buses will be ready to move from depot by 11:30am with buses being progressively introduced into the 'loops' to anticipate increases in demand,
- We have initially calculated that 32 buses can move approximately 11,520 patrons over a 4 hour period, based on 236 bus movements at an average 48.8 persons per bus.

Egress Bus Calculations:

- Buses to recommence operations from Alison Rd Bus plaza, Randwick Racecourse returning to Central and Moore Park (Showground Field) from 6:00pm will continue through until there is a zero demand),
- Numbers based on the buses carrying people from 6:00pm until complete (est. 9pm),
- Bus calculations based on a round trip time of 33.5min between Central and Alison Rd, and also includes Moore Park drop-off loop,
- Approx. 52 Buses will be ready to move from depot by 5:30pm with buses being progressively introduced into the 'loops' to anticipate increases in peak demands,
- We have initially calculated that 52 buses can move 11,534 patrons over a 3 hour period, based on 186 bus movements at an average 62 persons per bus.

ESPA needs to consult with STA to properly determine the exact bus numbers and timing strategy required to service this event .

Transport operations and return timing rates for buses between the venue and Central Station should generally much more efficient on a Sunday night than a Saturday night due to a decrease in general traffic generation on a Sunday evening, therefore the transport system should run reasonably efficiently without the requirement of additional road closures. Network operations and Clearways may still need to be in operation to help facilitate these movements.

Event Messaging:

We consider that clear and consistent messaging, that provides directions and instructions about the best ways to get to and from the event, is the key to providing a workable model for transport for this event. Both parents and patrons will be consulting the website and working out the best plan of how to get to the venue and more importantly how they will be getting home. The organisers may consider SMS, email, facebook, or other forms of social media as additional ways of getting the correct messages to their patrons. The Under 18 group along with parents, will generally plan their trip more than the FMF group, therefore the need for clear and consistent information.

There is ample capacity for drop-off and pick-up arrangements at the Moore Park Showground Field however the main issue will be how the organiser encourages parents to drop off and pick up their children at this location.

One of the main incentives as previously noted is that there may be difficulties in communication between festival goers and parents at the conclusion of the night due to mobile network capabilities, therefore the incentive to pre arrange the pick-up location.

Event Shutdown:

We also recommend that to assist the transport network at the end of the event we recommend that the headline act concludes at 7:30pm (30min before the advertised conclusion of the festival) in order to lengthen the egress phase. Any opportunity to encourage early egress of part of the attendance and the ability to 'elongate' the egress phase prior greatly assists improving the capacity of patrons that we can load and transport on the special event bused back to Central. A longer egress phase also assists in all other areas, including pedestrian management, designated pick-up area, taxi capabilities and spreading peak traffic volumes around the area over a longer period of time and therefore minimizing traffic congestion and impacts throughout the area.

Communications at Event Conclusion:

It will be expected that with a crowd of 15,000 that the mobile phone networks around the Randwick Racecourse site will be unable to cope with the usage. This will create issues for patrons trying to meet up with parents and arrange their transport home. If the egress phase is lengthened it would assist with the mobile phone network being able to cope with the expected demand.

Other considerations:

Based on Good Life Music Festival being held on a Sunday night (school night) it could be expected that egress may begin in the early evening. As identified in the dispersal table above it could be expected that more parents will look to pick their children up from the event in order to get them home for school the next day rather than wait for them to catch public transport.