



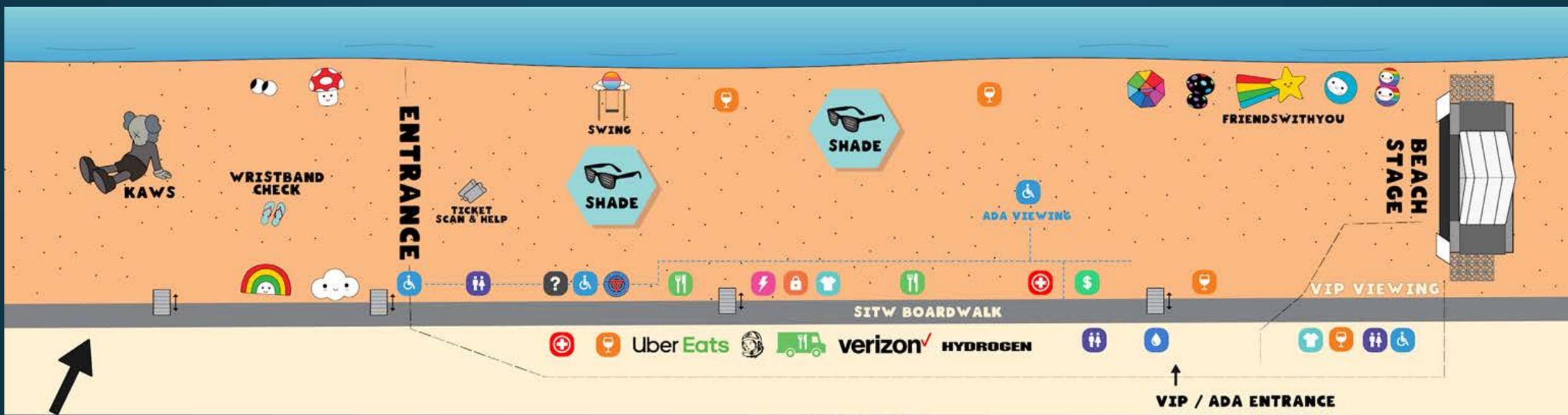
# Something in the Water/CBW:

## Logistics for Locals



April 8, 2019

# Festival Overview



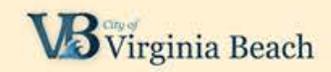
Uber Eats verizon HYDROGEN



# VENUE MAP

	FOOD		RESTROOMS
	WATER STATION		CHARGING STATION
	BEER/WINE		ATM
	MERCH STORE		INFO BOOTH
	ADA ACCESS		LOCKERS
	MEDICAL		

MADE POSSIBLE BY:





# 2019 FESTIVAL MAP



MADE POSSIBLE BY:



# Logistics for Locals

# SITW Festival – City Support Framework

## Planning Subgroups

- Special Event Applications Review and Permitting
  - Safety and Security
  - Transportation
  - Facilities Support
  - Communications

## Multi-Pronged Event Management Plan

- Emergency Operations Center
- Operations Command Centers with SITW and City presences
- Joint Information Center
- Traffic Management Center

**Transportation  
Traffic Management  
Safety**

# Transportation

- Expect delays, heavy traffic, limited parking
- Transportation Options
  - Regional Shuttles - Festdrive
  - Park n Ride Shuttles
  - HRT Wave Trolleys continuous from VBCC to 10<sup>th</sup> St.
  - Rideshares (Uber, Lyft) – at VBCC
  - Walk, Bike, Carpool

# Employee/Resident Access

- Atlantic Avenue from Rudee Loop to 10<sup>th</sup> - divided into 2 zones with different levels of credentialing plans and access routes
- Maps - one week prior to show
- During the week of show (4/22) SITW will distribute show vehicle passes
- Zone 1 : 5th St South to Rudee Loop
- Zone 2 : 5th St North to 10th St

# Traffic Management

- Traffic restrictions, diversions, detours and road closures dependent on need, volume, available parking and density
- When public parking is consumed and pedestrian/vehicular movement conflicts, traffic will be diverted from the resort area toward available public transportation options

# Traffic Management

## Progressive Plan

- React to conditions, repeatedly reset as conditions change
- Redirect to available parking
- Offer flexibility, acknowledge issued credentials, reasonably accommodate those who live, work, or need access to hotels/venues in otherwise restricted areas
- Prioritize movement of traffic
- Facilitate emergency vehicle response
- Accommodate significant number of multi-passenger vehicles

# Traffic Management and Safety

To ease congestion:

- Signage to communicate options for parking
- WAZE Traffic App updated
- Pre-positioned emergency services (Fire, EMS, Police)
- 19th Street Pedestrian access
- Sheriff's Office and State Patrol augmenting Police forces

# Traffic Management

## What to expect:

- 19<sup>th</sup> Street closed from Parks to Arctic
- Atlantic Avenue closed from 5<sup>th</sup> St. South for weekend (Thurs-Sun)
- Progressive restrictions until early Monday morning
- Severe congestion for Friday afternoon (Rush hour/school dismissals)
- Atlantic and Pacific restricted (depending on volume and events)
- Access to Winston Salem corridor and Shadowlawn via 9<sup>th</sup> Street/Norfolk Ave.
- Ingress at 21<sup>st</sup> St. and Parks Ave. restricted (peak times, when conditions dictate)

# Traffic and Safety

## What can you do

- Be patient
- Plan for severe congestion, alternate routes
- Carpool, walk, bike
- Keep vehicle credentials visible
- Get Event App, WAZE, follow us on Twitter, Facebook
- See Something, Say Something

# Communication

**Coordinating  
information  
and  
messaging**

**Combination  
of push and  
pull  
information**

**Online and  
offline**

**Variety of  
sources,  
consistent**

**Staffing and  
updates  
throughout  
weekend**

# Approach

# Tactics

- SomethingInTheWater.com
  - VBGov.com
  - PublicInput.com
  - Event app
  - News media
  - Social media – Instagram, Twitter, Facebook, Nextdoor
- Meetings/Presentations
  - Wayfinding signage
  - Geofencing
  - Direct mail
  - Newsletters
  - 311

Email [Residents@somethinginthewater.com](mailto:Residents@somethinginthewater.com)  
[Info@somethinginthewater.com](mailto:Info@somethinginthewater.com)

# SomethingInTheWater.com

Available  
soon:  
Event App

A screenshot of the website 'Something In The Water' as seen in a web browser. The browser's address bar shows 'https://www.somethinginthewater.com'. The website has a vibrant, multi-colored background transitioning from pink at the top to yellow in the middle and light blue at the bottom. At the top left is a black musical note icon with sound waves. At the top right is a white cloud icon. In the center, there is a circular logo with the text 'SOMETHING IN THE WATER' and 'APRIL 26TH, 27TH & 28TH VIRGINIA BEACH, VA'. Below the logo, a list of featured artists is displayed in bold, blue, uppercase letters. At the bottom left is a pink seahorse icon. At the bottom center is a small orange button with the text 'SEE LIST'.

← → ↻ 🏠 🔍 🌟 👤

App 🌱 Take Offline Edit...

HOME ABOUT CONTACT MEDIA INFO PRESS

**SOMETHING IN THE WATER**

APRIL 26TH, 27TH & 28TH  
VIRGINIA BEACH, VA

FEATURING

**TEDDY RIZLEY NIGOS PUSHAY SZA  
JANELLE MONÁE J BALVIN LIL UZZ VERY  
FERG MAGGIE ROGERS LEKELZ47  
BYPLO ROSALÍA KAWS MAC DEMARCO  
TRAVIS SCOTT DAVE MATTHEWS BAND  
PHARRELL & FRIENDS  
INCLUDING: DIDDY, MESSY ELLIOTT,  
USHER, GWEN STEFANI, SMOOP DOGG**

**CHRIS BROWN ANDERSON .PAAK & THE FREE NATONALS  
AMBER MARK DEEPAK CHOPRA VIRGIL ABLON  
MASEGO KAYTRANADA RADIANT CHILDREN  
JHENÉ AIKO GEOFFREY CANADA JOHN-ROBERT  
DRAM CHARLIZE WILSON KAP G  
TRAP KARAOKE POP-UP CHURCH SERVICE  
FRIENDSWITHYOU TRAP THE VOTE ARRAY BNIKE**

SEE LIST

🐠

# Direct Mail

## THERE WILL BE “SOMETHING IN THE WATER” APRIL 26-28, 2019 GOOD THINGS FOR YOU TO KNOW

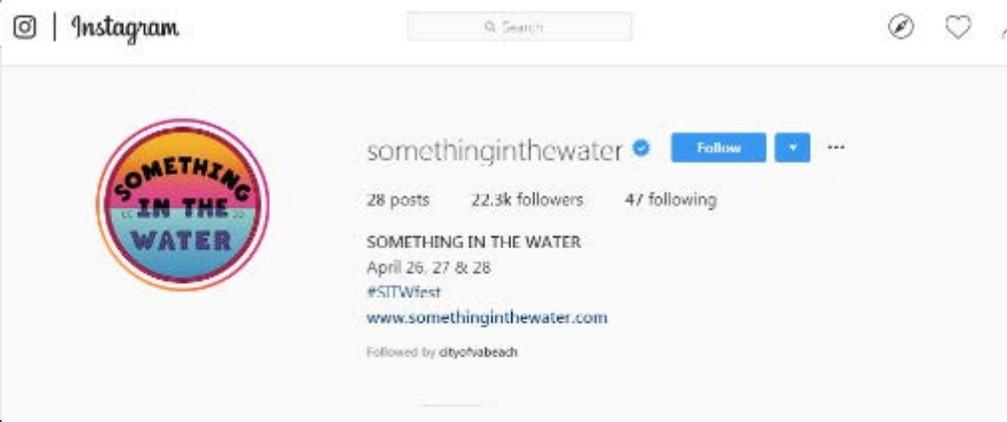
- Traffic will be July-Fourth-traffic kind of awful. But then it will pass. We have an extensive traffic plan, just be prepared for road closures and traffic diversions from I-264.
- If you live or work near the oceanfront, plan trips early in the day, take local roads instead of the interstate, break out the beach cruiser, walk or take public transportation.
- Parking will be **extremely** limited for anyone who isn't staying at an oceanfront hotel or other accommodations. There will be a remote lot at the corner of General Booth Blvd. and Dam Neck Road with shuttle service to the oceanfront. Encourage people to use regional shuttles, rideshare, take the HRT VB Wave Trolley, walk or bike.
- Organizers are working with businesses, civic leagues and management associations to maintain access for businesses and residents near the festival footprint along Atlantic Ave. If you have access-related questions, please contact [Residents@somethinginthewater.com](mailto:Residents@somethinginthewater.com).
- Law enforcement and private security personnel will be throughout the area to ensure everyone has a good time and respects the beach

## WANT MORE INFO?

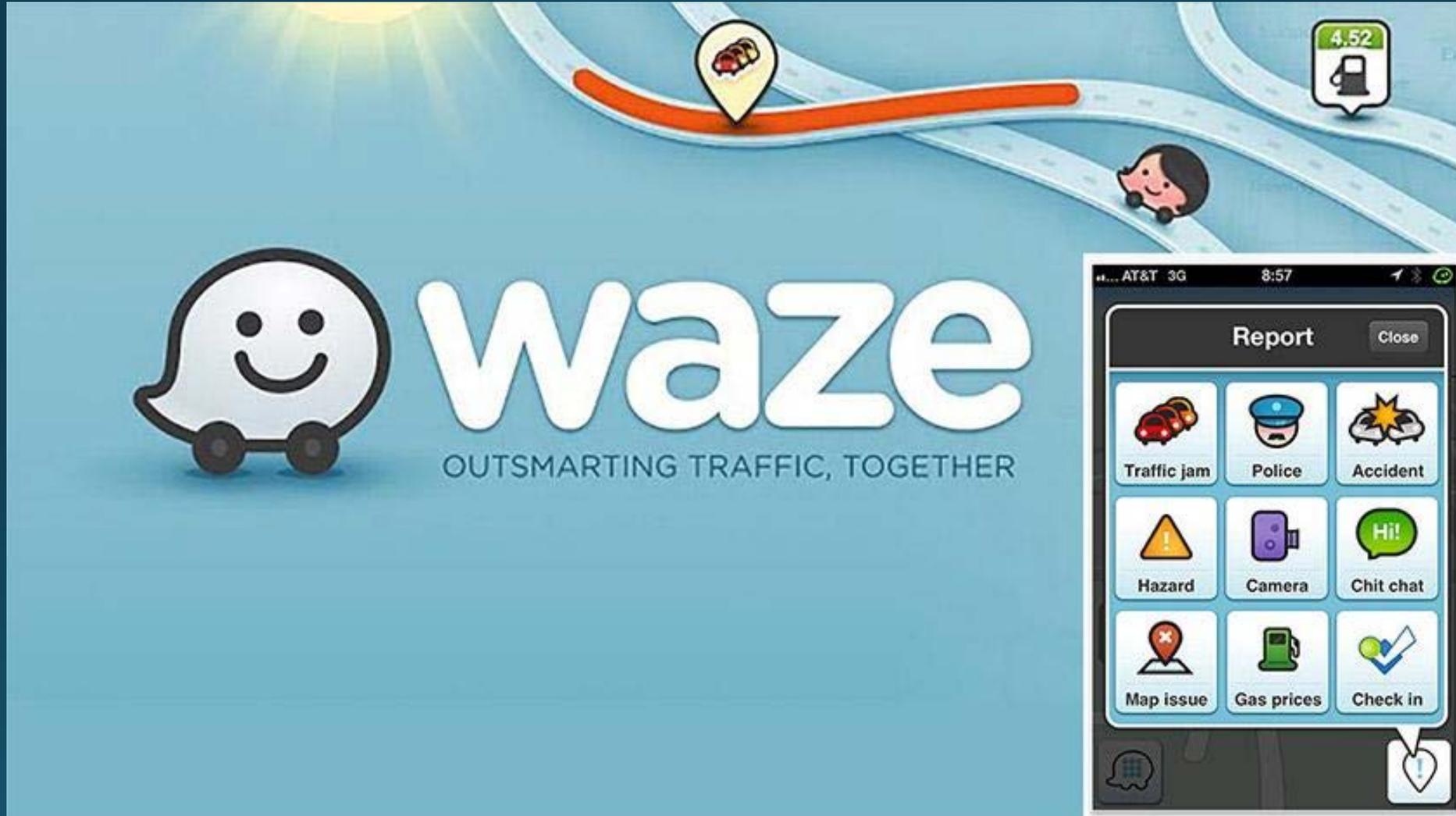
- [SomethingInTheWater.com](http://SomethingInTheWater.com) is your best source
- Download event app closer to event from iTunes or Google Play stores
- Use the WAZE app (available in the Google Play and iTunes stores) during the weekend to plan your routes
- Follow Something In The Water and CityofVaBeach on Twitter, Facebook and Instagram
- Call Festival Hotline (operating during show days only): (757) 276-6811
- Use 911 only for emergencies. Call 311 for City information and 385-5000 for non-emergencies



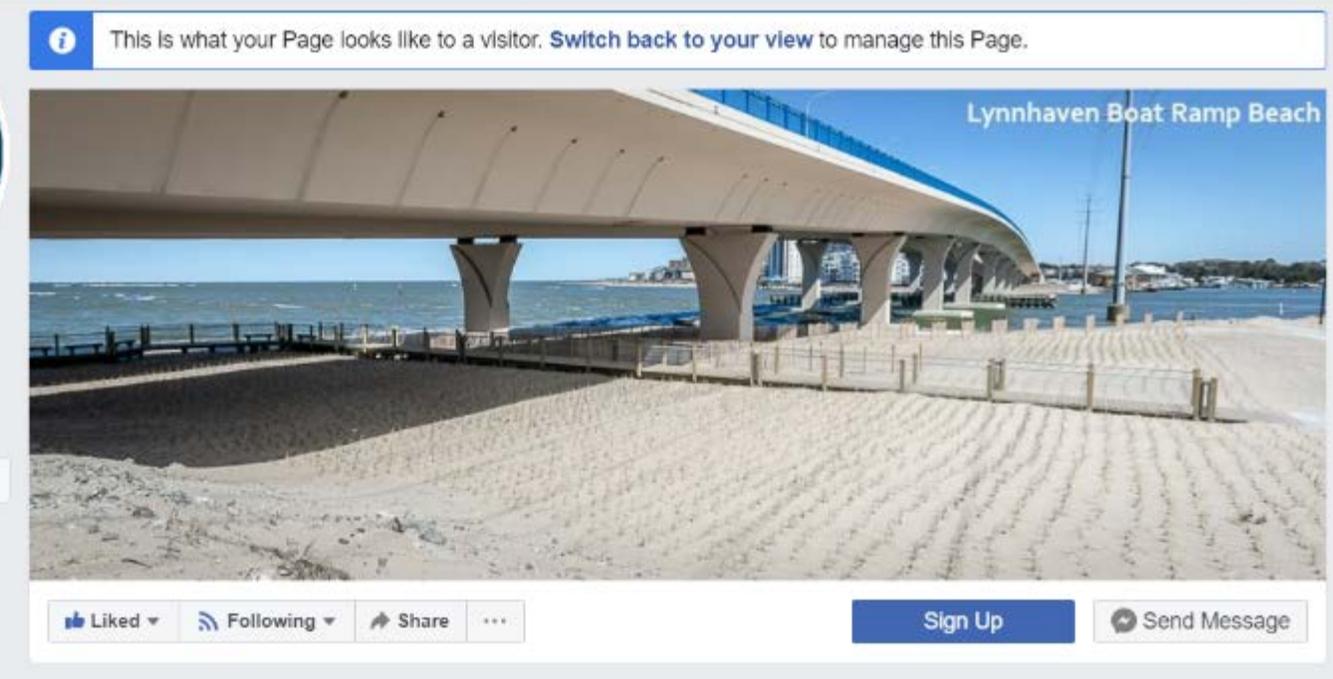
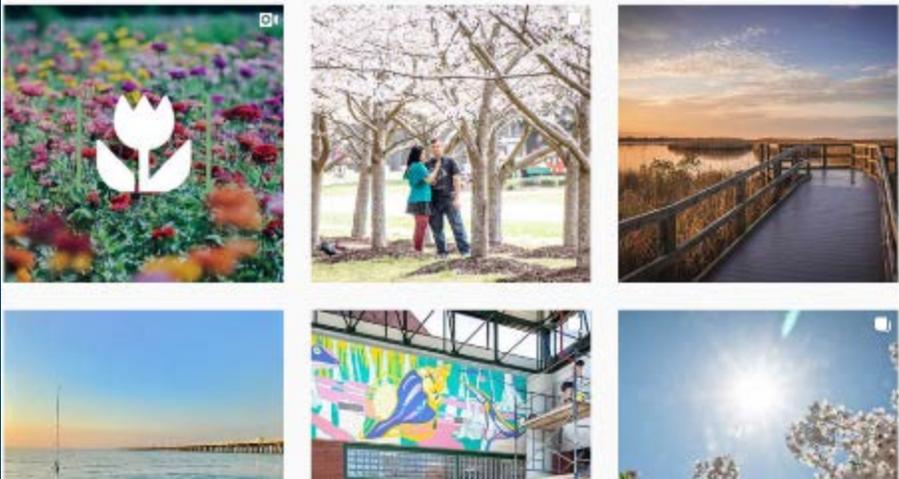
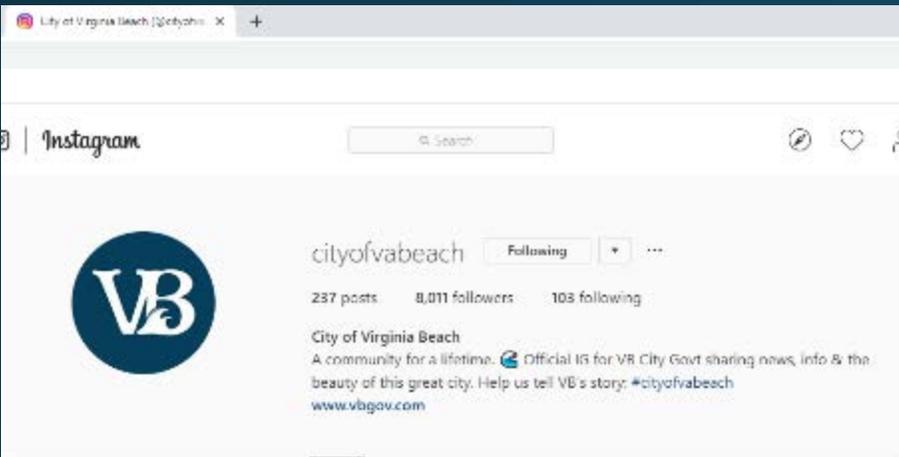
# Updates



# Traffic Info



# Updates



**Something In The Water/CBW**  
**April 26-28, 2019**

**IF YOU SEE  
SOMETHING  
SAY  
SOMETHING**

**#SITW**

**Something In The Water/CBW**  
**April 26-28, 2019**

**TRAFFIC WILL  
BE BAD –  
PLAN FOR  
IT.**

**#SITW**

# Independent Observer Program

Virginia Beach  
Human Rights Commission

# Purpose

Independent observers provide valuable input for future planning



Observe



Monitor



Feedback

# Expectations

- Be friendly
- Observe
- Record thoughts
- See something, say something
  - Approach an officer
- Do not interfere with police operations
- If you see a problem, speak
  - with a police supervisor



# What we will provide for observers

- Satellite Parking
  - Separate from participants
- Shuttle
  - To and from the satellite parking location
- Respite locations
  - Water, snacks and restrooms



**ACT** Inspire  
Connect  
**ACKNOWLEDGE**  
**EMPOWER** Lead  
Engage  
Nurture

## Something in the Water Festival

Community Alliance Partnership

# WE NEED YOU



**SIGN UP** Walk the Virginia Beach Oceanfront and help to identify areas of concern

**SHARE** Complete the online survey and share your experience



# To get involved

- Limited number of slots
- Join us after this meeting or visit:



<https://www.signupgenius.com/go/vabeachobserver>



# Something in the Water/CBW:

## Logistics for Locals



April 8, 2019