



## KGSR'S BLUES ON THE GREEN 2016 INFO SHEET

### EVENT DATES/SCHEDULE

- Event Dates: May 25, June 22, July 13, August 3
- Rain Dates: June 8, June 29, July 20, August 10
- Time: 8:00pm – 10:00pm

### MESSAGING

- **80 TOTAL ANNOUNCEMENTS** to run on air, streaming online, and mobile platforms on 93.3 KGSR that promote alternative transportation – 20 promos will run Sat-Wed leading up to each show, for a total of 80. Mon-Wed leading up to show, our messaging will switch to entirely “getting there” and alternatives from driving.
- **48 TOTAL SOCIAL MEDIA** messaging about alternative transportation options –
  - 2 Facebook posts per show, for a total of 8. KGSR will post Mon-Wed leading up to each show
  - 10 Twitter posts per show, for a total of 40. KGSR will post before the show and right as the show is ending so that people will know the best way to get into and out of Zilker.
- Bike share information on website promoting using bike share transportation to event
- Temporary digital signs on Mopac to inform the public of the event and to aid in traffic flow
- Variable message boards prior to each event (slated for eastbound Barton Springs and north/southbound Lamar)
- “No Parking” signage along southbound frontage from Rollingwood Drive to 2244
- “No Stopping” signage along Lou Neff Road/Barton Springs Rd.
- Phone number for parking violations: 512.633.8507

### **Neighborhood Call In Line - 311**

### ALTERNATIVE TRANSPORTATION

- **Bus Routes:** CapMetro Bus Route 3, 4, 30, 338, 484, & 803 all go near Zilker Park.
- **Passenger Drop off:** Passenger drop off/pick up zone designated on Sterzing Rd
- **Bike Parking:** 3 Bike sharing locations close to Zilker Park and 60 total bike racks in Zilker Park – each rack holds 15 bikes – this can accommodate 900+ bikes

### PARKING

- Parking Garages:
  - Palmer Events Center – 1200 vehicles (available 5/25 & 6/22)
  - One Texas Center holds – 764 vehicles
  - Austin High School holds – 600 vehicles
- On-Site Parking: Zilker Park Polo Fields hold 800-1000 vehicles and Stratford Fields hold 500-800 vehicles

### APD STAFFING – 1 SUPERVISOR, 18 OFFICERS

- 3 Officers working along Barton Springs for traffic control and assisting with pedestrian traffic at the following locations:
  - Barton Springs/Stratford
  - Barton Springs/between William Barton and Lou Neff
  - Barton Springs/Lou Neff Crosswalk/2<sup>nd</sup> Exit at Polo Fields
- 2 Officers – Traffic control at Barton Springs and Sterzing
- 2 Officers – only allow residence through the barricade
  - Shut down Lund at Robert E. Lee & Bluebonnet at Dexter
- 3 Officers at eastbound Barton Springs at Robert E Lee to help direct traffic along Barton Springs.
- 1 Officer at Barton Blvd. (east of Robert E. Lee)
- 7 Officers dedicated for neighborhood/ keeping traffic from parking illegally:
  - (1) Keep vehicles from parking along the frontage roads of Mopac from Columbus to 2244
  - (1) Keep vehicles from parking along Robert E Lee from Barton Springs to Spring Creek Drive
  - (5) Officers (Rollingwood under Mopac) roving in Neighborhood for parking violations/towing if needed