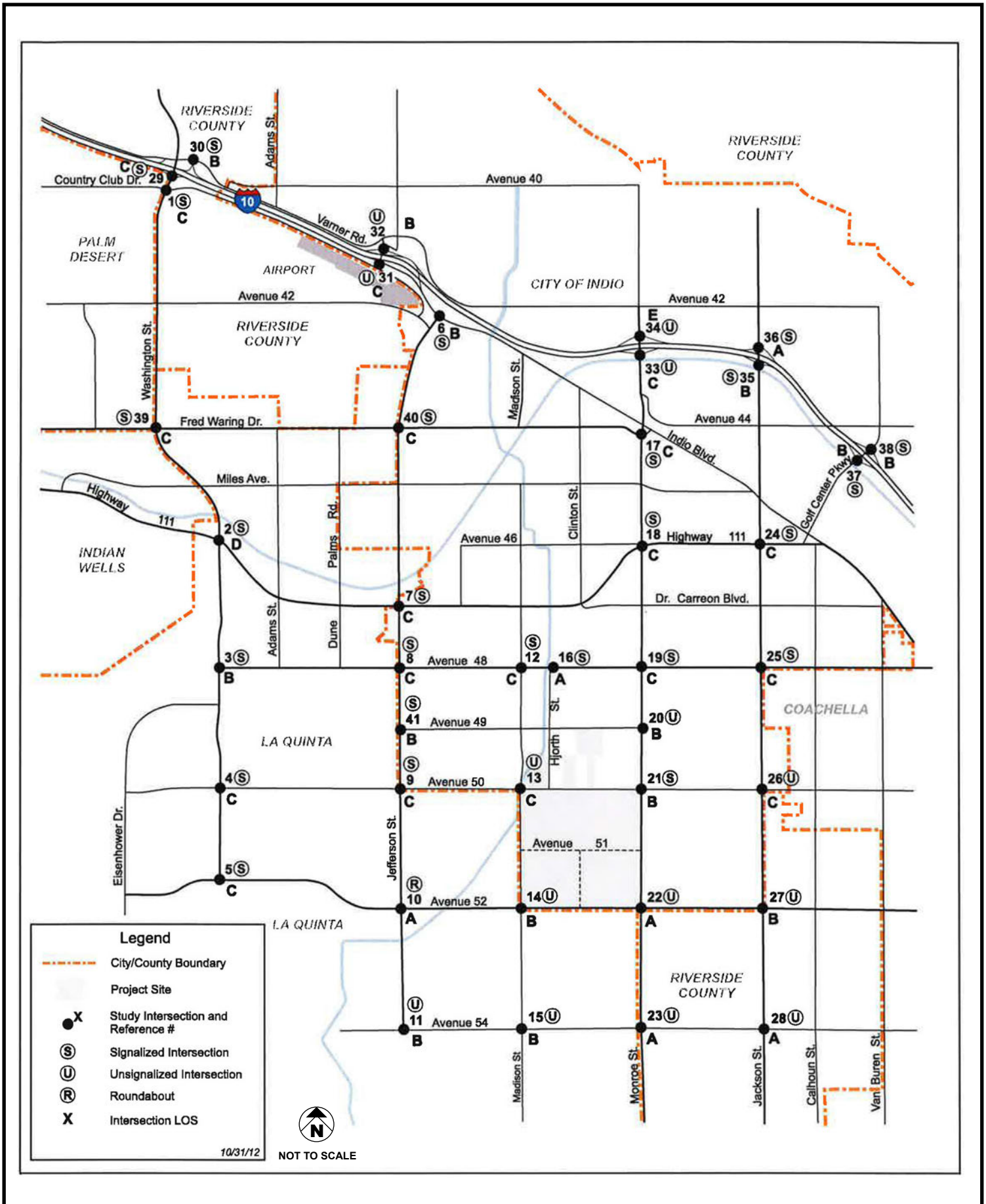


SOURCE: The Mobility Group, October 2012

FIGURE 4.6-4a

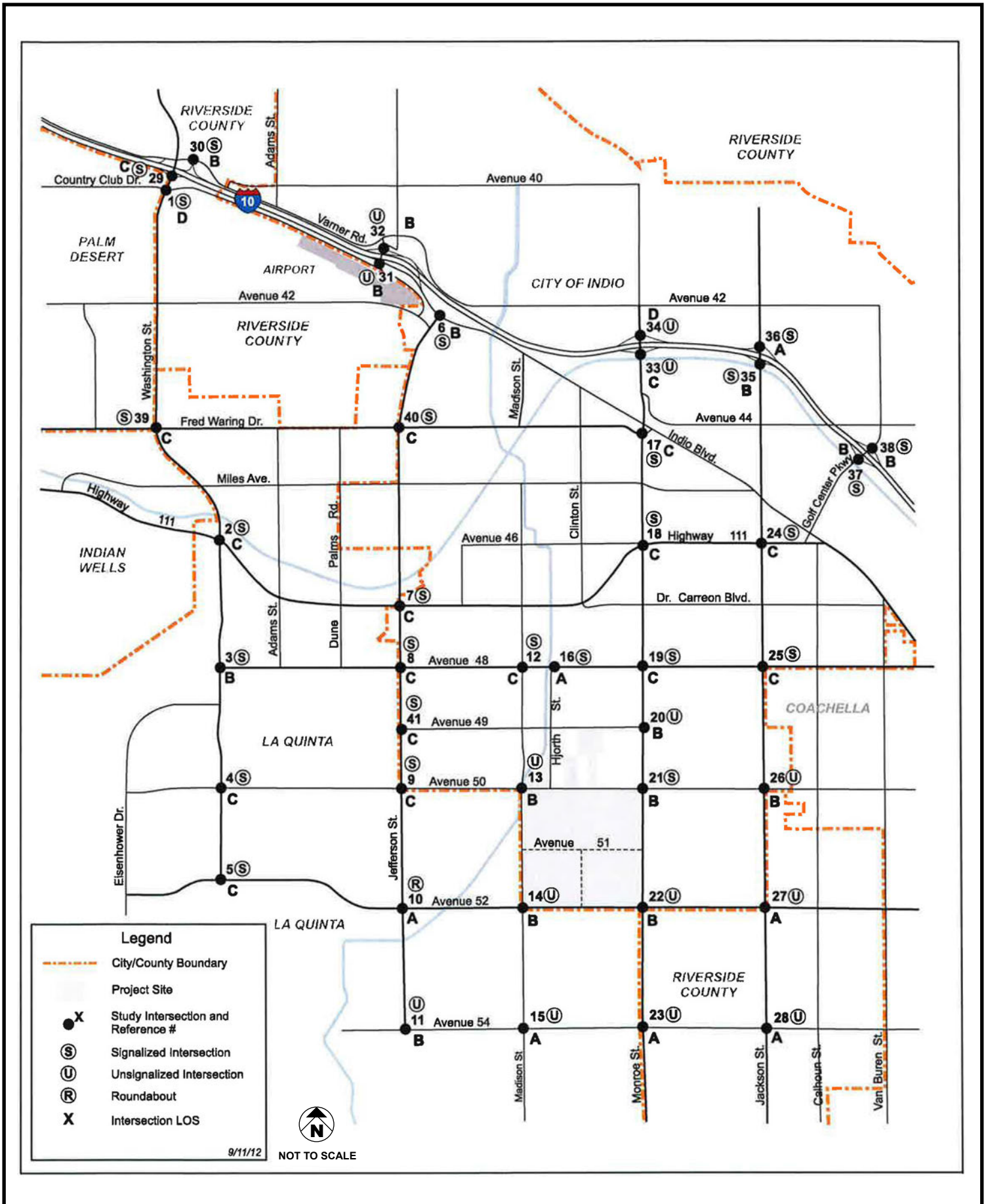


Existing Conditions - No Event -
Intersection Level of Service - Friday 3-4 PM



SOURCE: The Mobility Group, October 2012

FIGURE 4.6-4b



SOURCE: The Mobility Group, October 2012

FIGURE 4.6-4c

Existing Conditions - No Event -
Intersection Level of Service - Monday 8-9 AM

Queues of the Stagecoach Festivals are analyzed as a worst case scenario since Stagecoach permits Recreational Vehicles (2,500 spaces) while Coachella does not. Recreational Vehicles can have a greater effect on traffic queues during the camping load-in and load-out periods. The volumes for the Coachella Festival traffic are provided in Figure III-7a, -7b, and -7c of the Transportation Study (**Appendix 4.6**).

People in car camping and tent camping arrive by car, with the majority arriving throughout the day on the Thursday before the festival weekend (80 percent of arrivals occurred by 1:00 AM on Friday, and 94 percent by 1:00 PM on Friday). While some leave after the end of the festival weekend in the early hours on Monday, the majority leave between 8:00 AM and 12:00 noon on Monday. These vehicles stay on-site during the festival weekend and do not move from their spaces (including companion parking vehicles), so they do not generate vehicular traffic on the Friday, Saturday, or Sunday.

Many people arrive and depart each day of the Existing Festivals and do not stay overnight. These people arrive by car, shuttle, taxi/drop-off, and walk/bike. They arrive throughout the day, with a general peak of arrivals between 1:00 PM and 4:00 PM each day, and depart towards the end of the day's event – starting around 10:00 PM and peaking at the end of the event after 1:00 PM.

Those arriving by car use the day parking lots, with no overnight parking allowed. On-street parking is prohibited during festival weekends on all streets within at least one mile of the Existing Site so all parking occurs on the Existing Site with a negligible amount of parking occurring off-site.

Those arriving by shuttle use the Shuttle Terminal in Lot 2B. Those arriving by taxi and pick-up/drop, used the taxi and pick-up/drop-off area which was located in 2012 for the first time in Lot 13A at the southwest corner of the Existing Site (northeast corner of Avenue 52 and Madison Street). Published access/egress routes to the taxi/pick-up/drop-off Lot were Madison Street from the south and Avenue 52 from the west.

Those arriving by walk/bike were either local residents or patrons staying in local accommodations. The majority of people arriving by walk/bike did so via the northeast corner of the Existing Site – at Avenue 49 and Monroe Street (with a majority coming from the Indian Palms County Club), and via the southwest corner of the Existing Site – at Avenue 52 and Madison Street (with a majority coming from residential developments such as PGA West or The Hideaway).

Average vehicle occupancies were calculated from observations and counts taken during the Existing Festivals. Average occupancy of car camping was 2.65 persons per vehicle and for day parking was 2.98 persons per vehicle. Average occupancy for taxi service was 2.84 persons (patrons only) per vehicle. The total average occupancy for staff arrivals was 2.03 persons per vehicle.

With major festivals such as the Coachella and Stagecoach Festivals, heavy temporary peak traffic loads and traffic queues are to be expected due to the high volumes and the peaking characteristics of patrons arriving and departing over short periods of time.

The Traffic Plan that was developed for the Existing Festivals was successfully implemented and, ensured that planned traffic management procedures and operations occurred as planned. The traffic queues that are to be expected with major events and festivals, and temporary traffic backups at certain times and locations, traffic conditions were generally as expected. In general, staff from the Cities of Indio and La Quinta stated the overall management of traffic and implementation of the Traffic Plan was effective in minimizing both the general effects of traffic and parking and the traffic impacts to area residents. The following is a brief summary overview of traffic conditions during the Existing Festivals.

(1) Camping Load In and Load Out (Thursdays and Mondays)

Camping load in days (Thursdays), and camping load out days (Mondays) generally occurred as planned. The principal inbound routes were Jefferson Street to Avenue 50, and Monroe Street to Avenue 52. During load-in on Thursdays, vehicle arrivals were spread throughout the day and evening. On the camping load out day on Mondays, most patrons departed between 8:00 AM and 11:00 AM, and the site was clear by noon. The principal outbound routes were Avenue 50 and Avenue 52 to Jefferson Street and Avenue 51 to Monroe Street.

(2) Inbound Daily Festival Traffic (Friday to Sunday)

During the Existing Festivals, inbound traffic used primarily Monroe Street and Jefferson Street. While queues occurred on Monroe Street, there was very little evidence of inbound traffic queues or even heavy traffic on Jefferson Street during the Existing Festivals (Friday through Sunday), and minimal evidence of festival traffic on Washington Street or Jackson Street. (Traffic queues are discussed in more detail below in **Section A.5., Traffic Queues with Existing Festivals**). In general, no blockage of access streets or driveways to residential communities by traffic queues was observed during the Existing Festivals. Traffic was managed by traffic control officers at numerous locations, as shown in Figure III-5 in the Transportation Study located in **Appendix 4.6**.

(3) Outbound Daily Festival Traffic (Friday to Sunday)

Post-event outbound traffic was generally focused on Monroe Street and Jackson Street, with some traffic on Jefferson Street. Traffic queues occurred on Monroe Street and Jackson Street and were managed by traffic control officers at numerous locations. Outbound traffic dispersed within about one and a half hours to two hours of the end of the event.

(4) Streets Where Commuter Traffic was Affected by Existing Festivals

Other than Monroe Street between Avenue 52 and Avenue 48 – which served as a principal route for access and egress for festival traffic - the streets primarily affected during commute hours were Avenue 50 between Jackson Street and Madison Street, which was closed during the Existing Festivals; Madison Street between Avenue 49 and Avenue 50, which was also closed during the Existing Festivals; Madison Street between Avenue 50 and Avenue 52, which was open but affected by festival traffic particularly during the camping load out traffic on Monday mornings; Avenue 49 between Monroe Street and Hjorth Street, which was closed at various times during the Existing Festivals; and Hjorth Street between Avenue 49 and Avenue 50, which was also closed during the Existing Festivals, but access continued to be provided to/from the elementary school.

(5) Neighborhood Resident Plan

A Neighborhood Resident Plan was developed and implemented for neighborhoods likely to be affected by Existing Festival traffic. Local residents living along streets that were closed during the Existing Festivals were allowed continued access at all times to all streets and were provided special access passes to display on windshields. This included residents in the area immediately surrounding the Empire and Eldorado Polo Clubs including along Avenue 50 and Avenue 51 between Monroe Street and Madison Street, residents of La Quinta Polo Estates west of Madison Street, as well as staff of the J.F.K. Hospital on Monroe Street. The City published traffic alerts showing streets that could be subject to delays, including Monroe Street, Jefferson Street, Madison Street between Avenue 50 and Avenue 52, Avenue 50 between Jefferson Street and Madison Street, and Washington Street, along with suggested alternate routes to avoid traffic. Residents of the La Quinta Ridge Mobile Home Estates (west of Monroe Street and north of Avenue 52) and Rancho Santana (south of Avenue 52 and west of Monroe Street) were advised of recommended access and egress routes during festival weekends. Residents were thus able to plan ahead to minimize the effect of festival traffic on their trip making.

(6) Key Traffic Management Measures

(a) Temporary Roadway Closures

The Existing Festivals provided for certain roadways to be temporarily closed to through traffic (non-festival traffic) during the festivals, in order to facilitate traffic management and avoid vehicular and pedestrian conflicts. Other street segments in the immediate vicinity of the Existing Site were also temporarily closed to non-festival traffic at certain times to facilitate traffic circulation, such as Madison Street between Avenue 50 and Avenue 52.

(b) Temporary Intersection Traffic Control Procedures

The Existing Festivals, included special traffic control measures at a number of key intersections. These included turning traffic signals to flashing red indications, the manual control of traffic at intersections, the manual control of traffic signals, and temporary lane reconfigurations and/or turn prohibitions at key intersections. A temporary traffic signal was also installed at Monroe Street and Avenue 49 to facilitate pedestrian crossing Monroe Street.

(c) Shuttle Operation

The Applicant, through Valley Music Travel, developed and implemented a shuttle plan that provided shuttle service transportation for the Coachella Festivals, from a number of hotels and park-and-ride locations in the Cities of La Quinta, Indian Wells, Palm Desert, Palm Springs, Shadow Hills, and the Indian Wells Tennis Garden to and from the Existing Site. The park-and-ride lots were located in Palm Springs (Fashion Plaza), in Palm Desert (Albertsons), and in Indian Wells (Tennis Center). The shuttle service had an approximate capacity of 31,100 persons per day.

(7) New Traffic Management Measures Implemented for the Existing Festivals

Three key new transportation management measures were implemented for the Existing Festivals, which are described below.

(a) Expansion of Shuttle Operations

The shuttle operation was expanded for 2012. As described in the Transportation Study, the shuttle was effective in transporting an average of over 16,700 passengers per day to the Coachella Festivals on a total of eight routes. In 2011, the shuttle operated over seven routes, and carried approximately 12,500 passengers per day.

(b) Pedestrian Prohibitions

New pedestrian restrictions were enforced on Monroe Street and Madison Street between Avenue 50 and Avenue 52 in 2012. These were very effective and eliminated the pedestrian-vehicle conflicts that had occurred in these areas in previous years.

(c) New Location for the Taxi/Pick Up and Drop Off (PUDO) Lot

A new feature of the Traffic and Parking Plan for 2012 was the taxi/PUDO Lot established at the southern end of Lot 13A (the northeast corner of the Madison Street and Avenue 52 intersection with access from Madison Street).

(8) General Discussion of Traffic Volumes and Intersection Level of Service with Festival Traffic

Traffic conditions during festivals are unique circumstances, and intersections in the vicinity of the Future Festival Site operate very differently to non-festival conditions, particularly if some streets are closed and/or if traffic is controlled/directed manually by traffic control personnel.

Traffic volumes during the festival are not necessarily the additive result of festival traffic. While the festival clearly adds traffic, the background (non-festival) traffic may in fact decrease during festival weekends – as some residents may leave town for the weekend, or other residents may not make their normal day-to-day trips on roads near the Future Festival Site. In other locations, background traffic could increase, if residents continue to make trips but use alternate routes to avoid closed streets and/or festival traffic. So traffic volumes observed during the festival are the combined result of added festival traffic and changes in the background traffic.

There may also be instances when the level of service at an intersection may not worsen or change during the festival weekend compared to a non-festival weekend – typically at locations close to the Future Festival Site. The reason for implementing traffic management measures during special events is in fact to try to achieve this and minimize the effects of special event traffic – particularly by reducing conflicting traffic movements to enable more efficient operation for the higher event volumes. During the festival, at certain intersections some streets may be closed and/or some turns may be prohibited. So while the traffic volumes in one direction (i.e. inbound to the festival) may increase, traffic in other direction may reduce or even be eliminated with street closures. In these instances there will be fewer conflicting movements at the intersections. As the level of service is based on an analysis of the intersection as a whole, including overall intersection volumes and the conflicting moves that have to be accommodated at the intersection (e.g. through moves versus left turn moves), the level of service (for the intersection as a whole) may be no worse than during non-event conditions. Intersection level of service is a valid methodology under both conditions. However, there may also be traffic queues comprised of festival traffic at some intersections, so these need to be considered as well.

a. Intersection LOS for Existing Festivals

The intersection LOS for the existing conditions with the Coachella Festival traffic for each of the analysis hours is provided below. (For a complete list of all Study Area intersections LOS and respective locations refer to Table III-10 and Figure III-8 of the Transportation Study provided in Appendix 4.6).

(a) Friday 3:00 PM to 4:00 PM

All intersections in the Study Area operated at LOS D or better with the exception of the following five intersections:

2. Washington Street and Highway 111 (LOS E)
11. Jefferson Street and Avenue 54 (LOS F)
26. Jackson Street and Avenue 50 (LOS E)
33. Monroe Street and I-10 Eastbound Freeway Ramps (LOS E)
34. Monroe Street and I-10 Westbound Freeway Ramps (LOS F)

For comparison, there were two intersections that operated worse than LOS D with existing conditions without the festivals in 2012.

(b) Saturday 2:00 PM to 3:00 PM

All intersections operated at LOS D or better with the following two exceptions:

22. Monroe Street and Avenue 52 (LOS F)
34. Monroe Street and I-10 Westbound Freeway Ramps (LOS F)

For comparison, there was one intersection that operated worse than LOS D with existing conditions without the festivals in 2012.

(c) Monday 8:00 AM to 9:00 AM

All intersections in the Study Area operated at LOS D or better, with the exception of these two:

14. Madison Street and Avenue 52 (LOS F)
34. Monroe Street and I-10 Westbound Freeway Ramps (LOS F)

For comparison, all intersections, except one, operated at LOS D or better with existing conditions without the festivals in 2012.

6. Traffic Queues with Existing Festivals

With major festivals such as the Coachella and Stagecoach Festivals, heavy temporary peak traffic loads and traffic queues are to be expected, due to the high volumes and the peaking characteristics of

patrons arriving and departing over short periods of time. As would therefore be expected, traffic queues occurred at certain times on the major access and egress routes. The traffic queues are often discontinuous with gaps occurring in the queues between intersections, and often build up and disperse quite quickly (within 15 – 30 minutes). The queues can be caused by a multiplicity of situations during the festival weekend, and were managed by real-time monitoring including adjusting parking access and egress routes at the Existing Site, by traffic control personnel directing traffic, and by implementing temporary intersection reconfigurations to enhance traffic flow.

a. Traffic queues during the 2012 Coachella Festival

Camping load-in (Thursdays): Camping queues occurred on the approach roadways to Lot 13A on westbound Avenue 52 between Madison Street and Monroe Street, and on southbound Madison Street between Avenue 51 and Madison Street. At 6:00 AM, a queue along Avenue 52 extended between Madison Street and Clinton Street. Between 8:00 AM and 9:00 AM, this queue extended east of Clinton Street. Throughout the day, queues developed on southbound Monroe Street.

In-bound festival traffic: This traffic occurred between 11:00 AM and 7:00 PM each day. Principal queues occurred on westbound Avenue 52 from Clinton Street to Monroe Street, and on southbound Monroe Street from Avenue 52 extending north to Avenue 50. Queues on eastbound Avenue 50 and Avenue 52 extending from Madison Street were generally less than 750 feet and did not cause blockages of residential driveways. Relatively short traffic queues occurred on northbound Madison Street south of Avenue 52 from vehicles accessing the taxi pick-up and drop off lot at Madison Street and Avenue 52. Some queues were observed on Hjorth Street, primarily southbound when the elementary school let out or when shuttles approached the Shuttle Lot on Avenue 50.

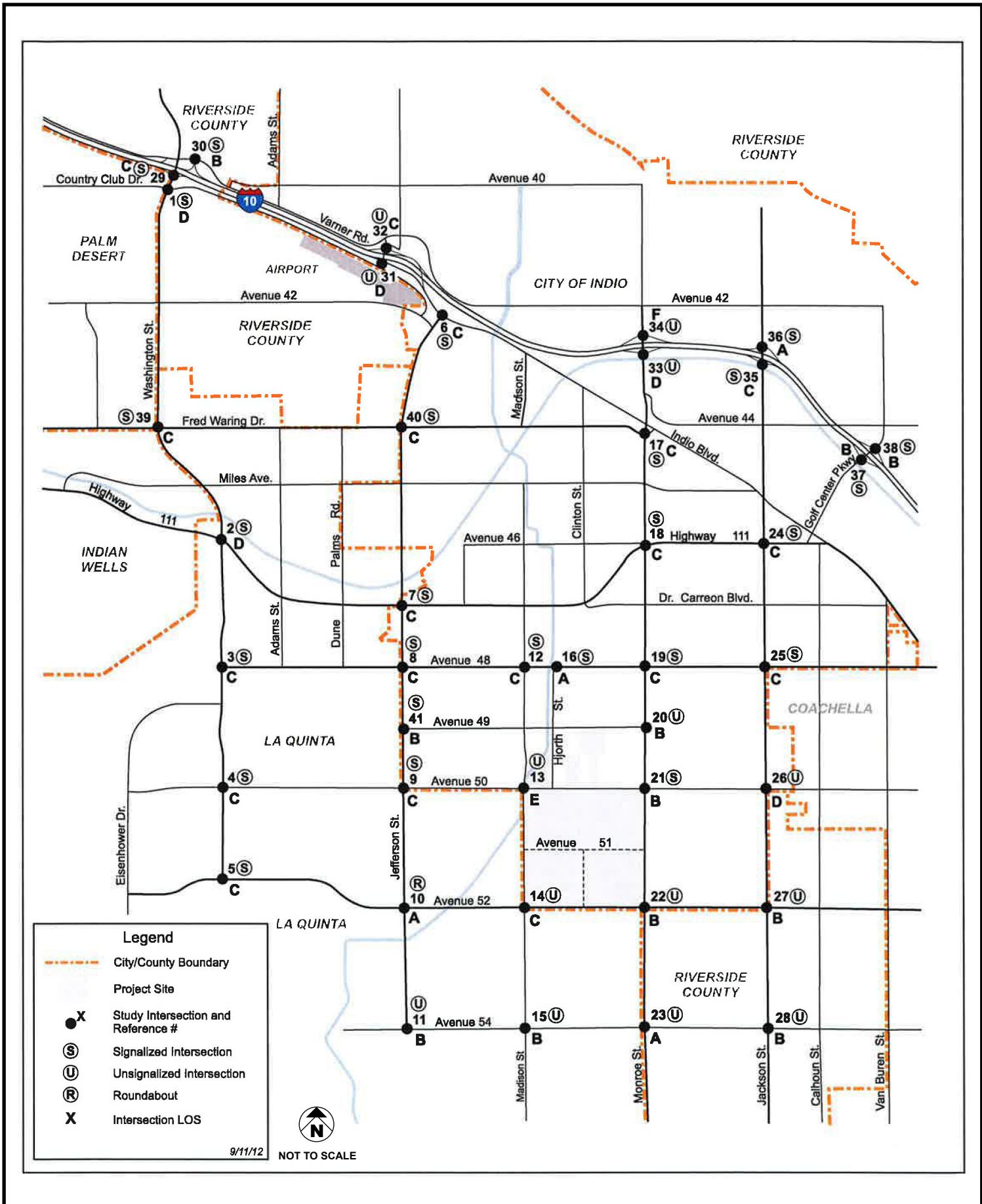
Outbound festival traffic: Outbound traffic generally occurred between 10:00 PM and 3:00 AM with a peak after the event at 1:00 AM. Queues occurred on northbound Monroe Street, Avenue 52 eastbound to Jackson Street northbound, and westbound Avenue 52 to Jefferson Street northbound.

Camping load-out: The camping load-out occurred on Monday mornings mainly after 9:00 AM, so it did not coincide with AM peak commute periods. Traffic queues developed on northbound Madison Street leaving the Existing Site, and on westbound Avenue 50 to Jefferson Street. Queues on westbound Avenue 50 from Jefferson Street extended almost to Madison Street at times.

The locations of traffic queues observed during the Existing Festivals are shown in **Figure 4.6- 5a, Observed Traffic Queues – Existing 2012 Festival Coachella 1 – Camping Load-In Inbound - Thursday, - 5b, -5c, -5d, -5e, and -5f, Observed Traffic Queues – Existing 2012 Festival Coachella 1 – Camping Load-Out - Monday.**

b. Traffic queues during the 2012 Stagecoach Festival

Traffic queues during the 2012 Stagecoach Festival generally occurred in the same locations, and were generally shorter or no longer than occurred during the Coachella Festivals with a few exceptions. For inbound traffic, queues were generally shorter on eastbound Avenue 50 and Avenue 52 than for the Coachella Festivals, although slightly longer queues occurred in the southbound Jefferson Street left turn lanes to Avenue 50 (these were effectively managed by traffic control officers at the intersection). Traffic queues on southbound Monroe Street were generally somewhat longer, with the maximum queue extending for short periods on the Friday to halfway between Avenue 48 and Dr. Carreon Boulevard (compared to north of Avenue 49 for the Coachella Festivals), and for short periods on Sunday to John Nobles Avenue compared to Dr. Carreon Boulevard for the Coachella Festivals.



SOURCE: The Mobility Group, October 2012

FIGURE 4.6-5a