

HAND OUTS

**CITY COUNCIL
MEETING**

NOVEMBER 2, 2021



Community Outreach Schedule & Community Mailers

CITY COUNCIL MEETING - NOVEMBER 2, 2021 - HAND-OUT BY CITY STAFF
 PRESENTATION NO. 3 - IRONMAN 70.3 INDIAN WELLS-LA QUINTA TRIATHLON - 2021 EVNT UPDATE & ROUTE

Outreach Schedule

Item	Date	Description	Created By	Disseminated By
Social media	2/3/21	General Announcement	City of La Quinta	City of La Quinta
Press releases	2/5/21	Announcement info due	Ironman	City of La Quinta
Press releases	2/10/20	Announcement press release published	Ironman	City of La Quinta
Google Doc Ironman	2/10/21	All info updated on google doc	Ironman	Ironman
Farmer's Market	4/5/21	Ironman and City at Farmer's Market	City of La Quinta	Ironman
Monthly Phone Calls Begin	5/10/21	Updates from the team	Ironman	Ironman
Bi-Weekly phone calls begins	8/6/21	Updates from the team	Ironman	Ironman
Micro-site Website Reminder	6/21/21	Reminder #1: * Route * Community Brochures * Traffic Impact brochure	City of La Quinta	City of La Quinta
Social Media	6/25/21	Return to racing with safety as headline	Ironman	City & Ironman
GEM Newspaper	7/1/21	Announcement Return to racing with safety as headline	City of La Quinta	City of La Quinta
Social Media	7/15/21	Save the Date	Ironman	City & Ironman
Micro-site Website Reminder	7/5/21	Reminder #2: * Detours	City of La Quinta	City of La Quinta
:30 Second Spot	7/19/21	Need updated end tag with new date and logo	IRONMAN	City of La Quinta
Social Media	7/23/21	Save the Date	IRONMAN	City of La Quinta
Website	7/27/21	Updated IM page on city website and went live	City of La Quinta	City of La Quinta
Social media	7/30/21	Save the Date	City of La Quinta	City of La Quinta
GEM Newspaper	8/1/21	List of resources available for residents	City of La Quinta	City of La Quinta
HOA Follow Up Call	8/2/21	Call to HOAs to request meetings	Ironman	Ironman
HOA Digital Email Letter Outreach	8/2/21	Email #1 to HOAs to request meetings	Ironman	Ironman
Neighborhood Map	8/2/21	Indio Overview; major thoroughfare	Ironman & City	City & Ironman
Social media	8/2/21	Promote Ironman Microwebsite, route map, overall event details	City of La Quinta	City of La Quinta
Social media	8/22/21	Promote Ironman Microwebsite, race day details, course map	City of La Quinta	City of La Quinta
GEM Newspaper	9/1/21	Promote Ironman microwebsite, race day details, interactive course map, sign up for event news.	Ironman & City	City of La Quinta
Social media	9/8/21	Promote Ironman Microwebsite, race route	City of La Quinta	City of La Quinta
Resident & Business Mailers	9/15/21	Resident Mailer	City of La Quinta	City of La Quinta
Social media	9/29/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Neighborhood Map	9/27/21	Distribute via digital & in person	Ironman	City & Ironman
HOA Call Outreach	10/1/21	#2 Letter to HOAs to request meetings	Ironman	Ironman
HOA email Letter Outreach	10/1/21	#2 Email HOAs to request meetings	Ironman	Ironman
Radio Outreach Campaign (2 month campaign)	9/27/21	Promote IRONMAN Event Date and Microsite	City of La Quinta	City of La Quinta
Radio Digital Outreach	9/27/21	Promote IRONMAN Event Date & Microsite	City of La Quinta	City of La Quinta
Resident & Business Mailers	10/1/21	Round #1 Final Route Description Resident Mailer	Ironman & City	City
Route Map	10/1/21	Distribute Route Map:	Ironman	City & Ironman
GEM Newspaper	10/1/21	Start/Finish Location, Start time, Course Map, Traffic Detours, Sign for text alerts, Waze Map, Community Hotline, website.	City of La Quinta	City of La Quinta
City Front Counters	10/1/21	Route Map	Ironman	City of La Quinta
Social media	10/2/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Farmer's Market	10/17/21	Ironman and City at Farmer's Market	City of La Quinta	Ironman
Social media	10/25/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Digital Public Outreach	11/1/21	Digital Outreach sent to: * Residents * HOAs * Businesses	Ironman	Ironman & City
GEM Newspaper	11/1/21	Info based on Marketing	Ironman	City of La Quinta
3rd Party Call Center	11/1/21	3rd Party call center handle traffic questions	Ironman	Ironman
Sunline Transit Bus Schedule Published	11/1/21	Ironman work with sunline to have updated bus schedule	Ironman	Ironman
Road Signage	11/1/21	Pole Banners * Decorative Ironman branded banners	Ironman	City & Ironman
Social media	11/1/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Road Signage	11/5/21	CMS signs deployed * Road Closures * Detours	Ironman	Ironman
Resident & Business Mailers	11/6/21	Round #2 Reminder to plan ahead (Route & hotline& website)	Ironman	City of La Quinta
Social media	11/8/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Farmer's Market	11/14/21	Ironman and City at Farmer's Market	City of La Quinta	Ironman
Social media	11/15/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	11/22/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	11/29/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Press releases	11/29/21	Reminder to plan ahead (Route & hotline& website)	Ironman	City of La Quinta
GEM Newspaper	12/1/21	Info based on Marketing	City of La Quinta	City of La Quinta
Social media	12/1/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	12/2/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	12/3/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	12/4/21	Promote Ironman Microwebsite	City of La Quinta	City of La Quinta
Social media	12/5/21	Promote Ironman Race Day	City of La Quinta	City of La Quinta
Race Day	12/5/2021	Race Day		

2021 EVENT SEASON INFORMATION

Event season is here! Please be aware of the upcoming dates and plan accordingly. For event and traffic information please visit the event's website listed below.

- BNP Paribas Open | October 4-17, 2021
www.bnpparibasopen.com
- La Quinta Arts Celebration | November 11-14, 2021
www.laquintaartcelebration.org
- IRONMAN 70.3 | December 5, 2021
www.laquintaca.gov/IRONMAN
- The American Express | January 19-23, 2022
www.theamexgolf.com

LQ EVENT POLICE HOTLINE
760.285.8851
(ACTIVE ONLY DURING LISTED EVENTS)

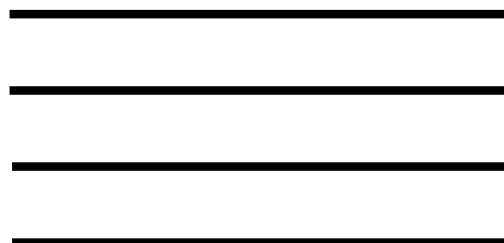
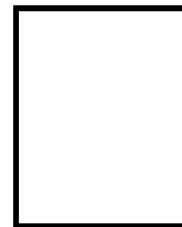


City residents can call
a 24/7 Short Term
Vacation Rental
Hotline to report
disturbances.

STVR HOTLINE FOR ACTIVE CONCERNS

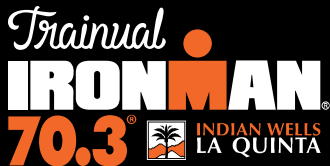
760.777.7157

All STVRs require a
business license and
STVR permit

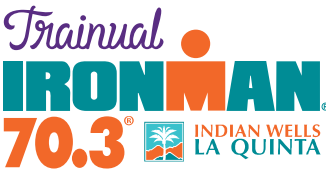


ROAD CLOSURE NOTICE

Sunday, December 5, 2021



<https://www.ironman.com/im703-indian-wells>



ROAD CLOSURE NOTICE

Sunday, December 5, 2021

EVENT INFORMATION

The Trainual IRONMAN 70.3 Indian Wells La Quinta starts at 7AM at Lake Cahulla on Sunday, December 5, 2021 and finish at Indian Wells Tennis Garden. Please visit our website for more details.

Website: <https://www.ironman.com/im703-indian-wells>

FOR MORE INFORMATION

Contact us directly for more information on the race or help with alternate directions at IWLQ@ironmanvolunteers.com and English & Spanish Number: 760-239-9226

METERED INTERSECTIONS

Please note these are road closures for Sunday, December 5, 2021. Please check out our website for a full list of Sunday road closures.

Please note these intersections will have officers metering traffic across when it is safe.

- EB & WB Airport Blvd at Monroe St.
- EB & WB Avenue 54 at Monroe St.
- NB & SB Madison St. at Ave 58
- NB & SB Dune Palms Road at Miles Avenue
- NB and SB Adams St. at Miles Avenue
- NB & SB Jackson St. at Ave 58
- NB & SB Harrison St. at Ave 60
- NB & SB Harrison St. at Ave 62
- NB & SB Fillmore St. at Ave 62

INTERSECTIONS	ROADS CLOSE**	ROADS REOPEN**
SB Jefferson is open with one lane closed. NB Jefferson has all lanes open North of Pomelo St		
EB Ave 58 east of Madison St	6:30 AM	2:00 PM
NB Monroe St South of Ave 58	6:30 AM	2:00 PM
NB Monroe St North of Ave 58 to Ave 52	8:00AM	2:15 PM
EB Ave 52 West of Monroe St *1 lane closed headed West		
NB Jefferson between Ave 52 and Pomelo St	8:15 AM	2:15 PM
EB & WB Ave. 50 Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Ave. 49 Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Ave. 48 Closed at Jefferson	8:30 AM	2:30 PM
EB Hwy 111 Closed at Costco Drive	8:00 AM	2:30 PM
WB Hwy 111 Closed at Jefferson	8:00 AM	2:30 PM
EB & WB Vista Grande Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Westward Ho Closed at Jefferson	8:30 AM	2:30 PM
Augusta Way Closed at Jefferson	8:30 AM	2:30 PM
EB Miles closed between Dune Palms closed and Jefferson	8:30 AM	2:30 PM
No Left turn from Monticello headed EB on Miles Paseo Del Rey Closed	8:30 AM	2:30 PM
Los Manos Dr. - Right turn only on Miles		
Bridgette Way - right turn only on Miles	8:30 AM	2:30 PM
Seely Dr. - right turn only (SB to WB)	8:30 AM	2:30 PM
Seely Dr. - Right turn only (NB to EB)	8:30 AM	2:30 PM
NB & SB Washington closed between Fred Waring and Miles	7:00 AM	4:00 PM
NB Washington open for Miles & Via Sevilla traffic only	7:00 AM	4:00 PM

** Road closure times are approximate. Roads reopen as the last participant passes and the course materials are removed. Please check the website for a list of complete road closure times and alternate directors for impacted areas.

DOWNLOAD THE WAZE APP TO AVOID ROAD CLOSURES!

Download the FREE Waze navigation app on your smart phone to help avoid road closures on race weekend. Type Waze into your app store or visit waze.com for more information.

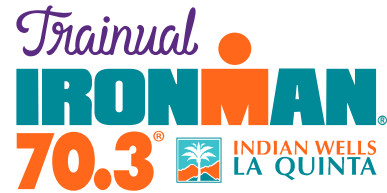
<https://www.ironman.com/im703-indian-wells>

ROAD CLOSURE NOTICE

Sunday, December 5, 2021



<https://www.ironman.com/im703-indian-wells>



ROAD CLOSURE NOTICE

Sunday, December 5, 2021

EVENT INFORMATION

The Trainual IRONMAN 70.3 Indian Wells La Quinta starts at 7AM at Lake Cahulla on Sunday, December 5, 2021 and finish at Indian Wells Tennis Garden. Please visit our website for more details.

Website: <https://www.ironman.com/im703-indian-wells>

FOR MORE INFORMATION

Contact us directly for more information on the race or help with alternate directions at IWLQ@ironmanvolunteers.com and English & Spanish Number: 760-239-9226

METERED INTERSECTIONS

Please note these are road closures for Sunday, December 5, 2021. Please check out our website for a full list of Sunday road closures.

Please note these intersections will have officers metering traffic across when it is safe.

- EB & WB Airport blvd at Monroe St.
- EB & WB Avenue 54 at Monroe St.
- NB & SB Madison St. at Ave 58
- NB & SB Dune Palms Road at Miles Avenue
- NB and SB Adams St. at Miles Avenue
- NB & SB Jackson St. at Ave 58
- NB & SB Jackson St. at Ave 62
- NB & SB Harrison St. at Ave 60
- NB & SB Harrison St. at Ave 62
- NB & SB Fillmore St. at Ave 62

INTERSECTIONS	ROADS CLOSE**	ROADS REOPEN**
SB Jefferson is open with one lane closed. NB Jefferson has all lanes open North of Pomelo St		
EB Ave 58 east of Madison St	6:30 AM	2:00 PM
NB Monroe St South of Ave 58	6:30 AM	2:00 PM
NB Monroe St North of Ave 58 to Ave 52	8:00AM	2:15 PM
EB Ave 52 West of Monroe St *1 lane closed headed West		
NB Jefferson between Ave 52 and Pomelo St	8:15 AM	2:15 PM
EB & WB Ave. 50 Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Ave. 49 Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Ave. 48 Closed at Jefferson	8:30 AM	2:30 PM
EB Hwy 111 Closed at Costco Drive	8:00 AM	2:30 PM
WB Hwy 111 Closed at Jefferson	8:00 AM	2:30 PM
EB & WB Vista Grande Closed at Jefferson	8:30 AM	2:30 PM
EB & WB Westward Ho Closed at Jefferson	8:30 AM	2:30 PM
Augusta Way Closed at Jefferson	8:30 AM	2:30 PM
EB Miles closed between Dune Palms closed and Jefferson	8:30 AM	2:30 PM
No Left turn from Monticello headed EB on Miles Paseo Del Rey Closed	8:30 AM	2:30 PM
Los Manos Dr. - Right turn only on Miles		
Bridgette Way - right turn only on Miles	8:30 AM	2:30 PM
Seely Dr. - right turn only (SB to WB)	8:30 AM	2:30 PM
Seely Dr. - Right turn only (NB to EB)	8:30 AM	2:30 PM
NB & SB Washington closed between Fred Waring and Miles	7:00 AM	4:00 PM
NB Washington open for Miles & Via Sevilla traffic only	7:00 AM	4:00 PM

** Road closure times are approximate. Roads reopen as the last participant passes and the course materials are removed. Please check the website for a list of complete road closure times and alternate directors for impacted areas.

DOWNLOAD THE WAZE APP TO AVOID ROAD CLOSURES!



Download the FREE Waze navigation app on your smart phone to help avoid road closures on race weekend. Type Waze into your app store or visit waze.com for more information.

<https://www.ironman.com/im703-indian-wells>