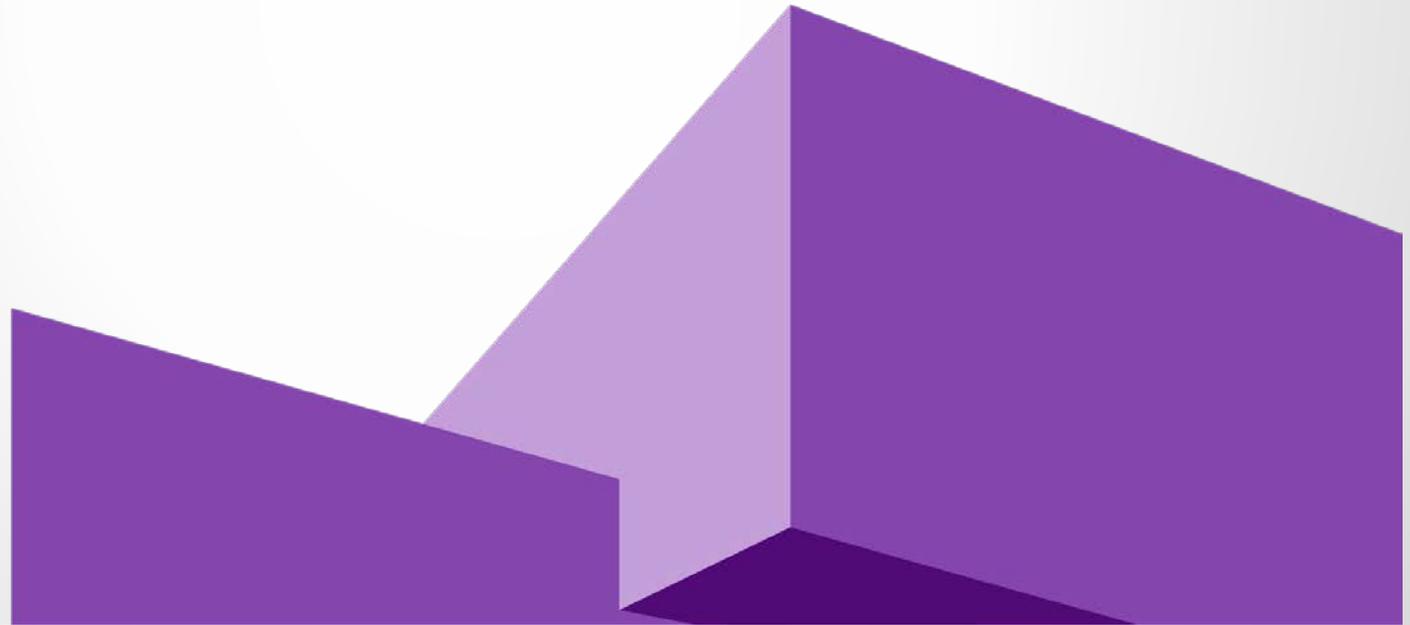


# Red River Extended Hours Pilot – Evaluation and Recommendations

MUSIC COMMISSION MEETING

April 2, 2018

Brian Block, Entertainment Services Manager



# Pilot Background and Purpose

- Nov 7, 2016 – Music Commission recommendation encouraging a study to investigate impact of extending hours for amplified sound for Red River District
- Jan 26, 2017 – Council created the pilot program
  - **City's commitment:** ensuring that Red River live music venues continue to serve as incubators for local musicians and to protecting quality of life for residents and visitors
  - **Pilot purpose:** collect meaningful data to determine the impact of extended hours on the venues and the public.
  - **Pilot details:** allows five outdoor venues within the Red River District to play amplified music one additional hour on Thur, Fri and Sat nights from May 1, 2017 until April 30, 2018.

# Pilot Direction and Deliverables

- Provide updates on the economic, public safety and sound impacts of the pilot
- Provide an evaluation that summarizes:
  - the data collected
  - identifies stakeholder feedback
  - includes any recommended changes to City code

# Findings and Evaluation Overview

- Venues earning more revenue, venue staff and local musicians being paid more, and total amount paid to local musicians has increased
- Venues in compliance with sound level requirements
- Improved communication and relationships between venues and neighbors
- No quantifiable or measurable sound impact to neighborhoods
- 15 nights when residents North of UT reported music audible
- 311 complaints down from 24 to 21
- Night/Weekend staff, Hotline phone, enhanced communication between venues and residents provided increased responsiveness to neighbors
- Data does not suggest a link between the pilot and crime.

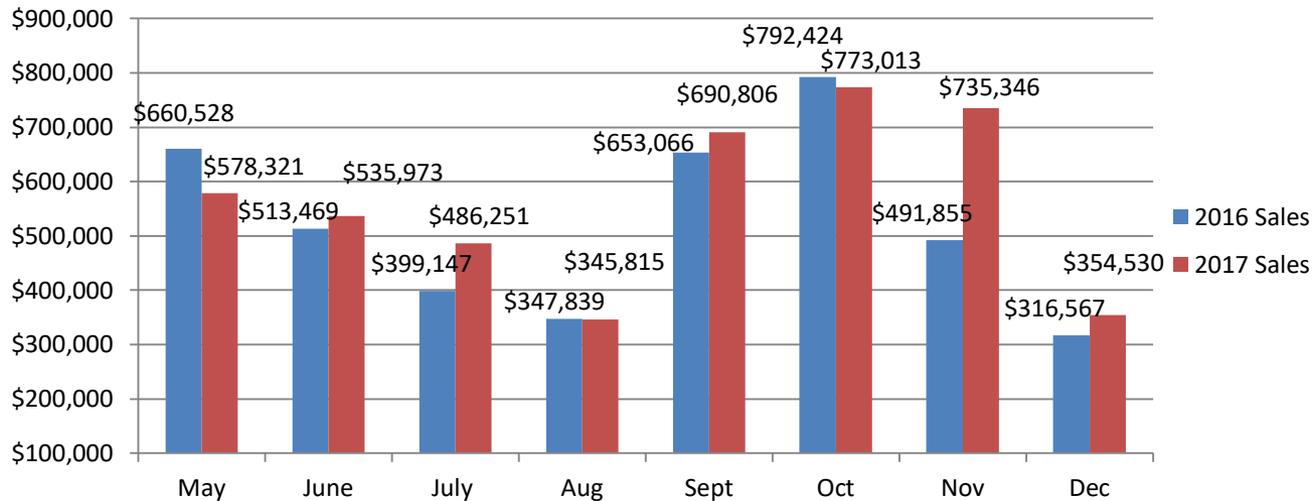
# Methodology

- Economic Impact
  - Mixed Beverage Sales
  - Venue Data – ticket sales, amount paid to staff, # of local acts, amount paid to musicians
- Sound Impact
  - Sound monitors at pilot venues, neighborhoods, and hotels
  - Sound Complaints - 311 complaints and Hotline phone calls
- Crime Impact
  - Reports provided by APD listing the number of crimes in the District each month.

# Economic Impact

	Baseline	Pilot		
Aggregate Reported for District	May-Oct, 16'	May-Oct, 17'	% Change	
	Dollar amount gross ticket sales	\$3,730,752	\$3,958,511	6%
	Total number of tickets sold	154,323	145,933	-5%
	Amount paid to staff	\$1,785,732	\$1,838,629	3%
	Number of local/regional acts	2,249	2,329	4%
	Total amount paid to local musicians	\$432,062	\$454,694	5%

## Mixed Beverage Sales



# Sound Impact

## Pilot Venues

Average Decibel Level during the loudest performance hour

Venue	dBA	dBC
Cheer Up Charlies	76	89.3
Empire Control Room	74.5	86.9
Mohawk	79.1	87.8
The Sidewinder	76.1	84.8
Stubbs	73.9	84.9

## Neighborhood Residential

Average Decibel Level during the loudest hour of the day

	dBA	dBC
Overall all day average	42.6 dBA	59.6 dBC
Daytime hour average	42.1 dBA	59.5 dBC
Performance hour average	43.1 dBA	59.6 dBC

- 311 Complaints – Reduced from 24 to 21
- Hotline Calls – Calls on 15 nights from May, 2017 – Feb, 2018

# Crime Impact

- Data does not suggest a link between the pilot and crime.
- Overall increase in crime reported by APD in the Red River District
- APD attributes to the ongoing police effort to address the drug problem in the area around the ARCH.
- Overall number of crimes committed in the pilot area went up by 50 (from 190 to 240)
- Crimes related to drugs, possession of control substances and drug paraphernalia went up by 63 (from 25 to 88).

# Stakeholder Outreach and Engagement

- Extensive stakeholder input and feedback was gathered through:
  - nine neighborhood meetings
  - three focus group meetings with venue representatives and residents
  - three online neighborhood engagement efforts via NextDoor, Neighborhood listserve and social media groups
  - two neighborhood surveys
  - four meetings with Red River District hotels and residential developments
  - numerous meetings with the Red River merchants and Red River venues

# Stakeholder Feedback

- Final Neighborhood Survey Results
  - Are staff recommendations on track?
  - Yes – 14; No – 2; Unsure - 8
- Key Themes from Venue/Resident Focus Groups
  - Continue and formalize communication and relationships between venues and residents, work collaboratively to understand each other's needs and resolve issues, and encourage mutual accountability
  - City staff to continue monitoring for compliance, investigating issues, gathering data and finding solutions.

# Staff Recommendation

- Amend the city code to allow the extra hour for Red River venues

Staff also commits to:

- Continue using all tools and resources that have been used for the pilot to monitor for compliance and investigate sound impact issues
- Create a forum for engagement among venues, residents and other stakeholders to encourage mutual respect and accountability, communicate, work collaboratively, and participate in good faith to understand each other's needs and focus on solutions. Expand this approach that has been working in Red River, city-wide.

# Music Commission Recommendation

- The Red River Pilot ordinance directs the Music Commission to review the staff evaluation and any recommended code changes; and to provide Council with a recommendation
- We are here tonight seeking your recommendation

MUSIC & ENTERTAINMENT DIVISION

# THANK YOU!

City of Austin | Economic Development  
Department

