

## **Marjan Philhour**

Meet the candidates, week 25: “During Outside Lands in Golden Gate Park, this year and in the future, how will you make sure the festival has a minimum negative impact on neighbors in the Richmond?”

Ensuring the Outside Lands music festival has a minimal negative impact on Richmond District neighbors involves a combination of strategic planning, communication, and enforcement. Additionally, organizers of Outside Lands have regularly continued investments into our community to demonstrate their commitment to the long term. I am committed to working closely with Rec and Park and the event organizers to ensure continued accountability and transparency in their support of the neighborhood. Neighbor feedback is critically important and must be addressed.

We all know how lucky we are to live in the Richmond, and during Outside Lands, thousands of other visitors know and experience that as well! The event has generated around \$1 billion for the city since it started. Permit fees for this event generate upwards of \$2.3 million, and that does not include the additional business that comes in for our local merchants all over the city.

**Over the years, there have been many improvements made to ensure minimal impact to the neighborhood, especially considering the size of the event.**

**Much of what I outline below already exists and has been improved upon every year.** The key is to continue this improvement and relationship with local neighbors and merchants so that communication remains strong. Some important areas to continue to work on are:

- 1. Enhanced communication and coordination:**

- Establish a dedicated system through the supervisor's office to facilitate communication between festival organizers, city officials, and Richmond District residents.
- Enhance the communication plan that exists to inform residents about festival dates, times, and anticipated disruptions.

- 2. Traffic and parking management:**

- Continue coordination with the San Francisco Municipal Transportation Agency (SFMTA) to improve the development and

enforcement of traffic management plans that include street closures, detours, and designated drop-off/pick-up zones to minimize traffic congestion.

- Increase parking enforcement in the Richmond District to prevent illegal parking and ensure residents have access to parking spaces.

**3. Noise control measures:**

- Continue the ongoing work with festival organizers to set strict noise control measures, including improvement of sound barriers and regulated sound levels.

**4. Public safety and cleanliness:**

- Support the current police presence to ensure public safety and swiftly address any disturbances or unlawful behavior. As we increase police staffing and technology available to SFPD, we will be able to increase that presence to better serve the neighborhood.
- Deploy additional sanitation teams to manage waste and keep the surrounding areas clean during and after the festival.

**5. Community feedback and improvement:**

- There is an existing hotline during the event and we should set up an online feedback system for residents to report issues in real time.
- Host post-event meetings with residents, merchants, and festival organizers to review feedback and make necessary adjustments for future events. There is already an annual meeting on this but we should work to ensure that these conversations continue throughout the year.