

City of Pflugerville Post Event Evaluation

Event name: Pride Pfestival	
Date: June 18, 2022	Location: Downtown Pflugerville along Main Street from Railroad Avenue to 3 rd Street and Walnut Street to Pecan Street
Estimated attendance: 6500	Cost: \$9,134.92

Purpose Statement

The primary purpose of the Pride Pfestival is to celebrate Pride Month with a day of education and recreation for the citizens of Pflugerville and surrounding areas that recognizes and celebrates the LGBTQIA+ community.

Successes

- Overall, a successful event with positive feedback from the public with regards to their enjoyment of the festival and their interactions with city staff. Excellent results, considering this was the first Pride Pfestival to be held in Pflugerville.
- Attendance was three times what was projected.
- City staff were able to adjust to contingencies in a timely and effective manner.
- No major incidents or disturbances.
- Many attendees commented on how safe they felt because of the police presence and the rapport they built by interacting with the public.
- Event organizers were extremely happy with the success of the events and are eager to return next year.
- Local businesses sponsored and actively participated in the festival.
- City departments were able to provide the personnel and resources that ensured success.
- Communications between city staff, the Incident Command Post, and the Event Operations Center worked well.

Challenges	Solutions
PPD/Security <ul style="list-style-type: none"> • A bomb dog would have been useful as an added layer of protection for the public. 	<ul style="list-style-type: none"> • Request a bomb dog. • Let dispatch know when roads close. • Use a combination of barriers and vehicles to block closed roads.

<ul style="list-style-type: none"> • There was some confusion about road closure times and locations. 	
City Staff <ul style="list-style-type: none"> • Due to the larger than expected attendance, staff was shorthanded. • Heat and hydration were issues for city staff. 	<ul style="list-style-type: none"> • Add additional City staff. • Have cold snacks and drinks for staff. • Have hydration packs for staff.
Event Staff/Organizers and Planning <ul style="list-style-type: none"> • Event physical layout was not optimal for vendors or the public. • City Staff was not provided with information packets. • Significant changes were made to the event logistics by event organizers too close to the event. • Vendors were not aware of many general and fire rules/regulations. • Some logistical needs were not addressed until the day of the event. • Set up and vendor load-in took longer than expected. 	<ul style="list-style-type: none"> • Do earlier site visits, have more signage and event maps on-site. • Build an event guide with internal staff to include fire safety, safety, vendor information, and the event layout. • Establish a hard date with event organizers for no changes to the plan. Any potential changes after the date require a formal request to the City. • Require city approved vendor information packets to include maps, rules, expectations, and load-in instructions. Set and earlier staggered to include a hard time where no one can enter afterwards. Set location of booths prior to event start. • Discuss logistical needs during the planning phase - ADA, on-site meeting, electricity, water, cooling location, and ICP. • Determine a hard stop time for set-up/load in - more strategic planning with site locations. Fire Department has specific requirements.
Vendors <ul style="list-style-type: none"> • Cooking vendors did not understand rules/regulations, many did not have fire extinguishers. • Vendors frequently needed more ice and created safety issues trying to retrieve it. • Some cooking tents were too close to brick-and-mortar structures. • There was some confusion about vendor placement that delayed the load-in process. 	<ul style="list-style-type: none"> • They should be compliant with any/all rules and regulations. City staff will provide reference materials to event organizers in the planning phase to distribute to vendors. • Vendors need to bring enough ice for the day or have an ice truck. Vehicles will not be able to access after the streets are closed. • Any cooking tent structure or vendor needs a 10ft separation from brick-and-mortar businesses. Fire Department will determine safe

	distances/separation.
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	<ul style="list-style-type: none"> Event organizers need to have volunteers helping with vendor locations and making sure they are set up in the correct area.
Communications/Signage <ul style="list-style-type: none"> Civilian vehicles that were left overnight had to be removed the morning of the event. Some local businesses were not abiding by safety requirements during the festival. There were some communication issues between staff and event organizers. There was no identified location for lost and found. Some of the stage entertainment was inappropriate for a family venue. The load-out plan needs to be reviewed by staff prior to the event to ensure proper load-out logistics when the event concludes. Lack of vehicular signage along Pecan Street to notify drivers of Main Street closure. 	<ul style="list-style-type: none"> No parking signs need to be put out the night before in areas that are going to be closed to traffic. PD should do a drive-thru and vehicles should be towed at the owner's expense. Need to have door hangers for local businesses informing them of the safety requirements for the public. Information on the door hanger should include point of contact information, map, and times their businesses will be affected. Send messaging out to affected businesses about occupancy load and safety. (Bars and nightclubs/food trucks- where incidents occur) Do radio checks with all first aid/staff before the event starts. Alternative communication methods will be developed. Provide event staff with vests that are clearly marked, Buy more radios and charging stations for staff. Ensure compatible communications with event organizers and event staff. Established a lost and found a location (on the map as well). Music and stage entertainment need to be mindful of what they say. This should be discussed with event organizers in the planning phase to set expectations. Meet with staff before the end of the

	<p>event to discuss load out logistics.</p> <ul style="list-style-type: none"> • Add vehicular signage along Pecan Street to notify drivers of Main Street closure.
<p>Site setup and safety</p> <ul style="list-style-type: none"> • Vendors were using golf carts in areas designated for pedestrian traffic only. • Streets needed to be shut down earlier to allow for vendor load-in and additional contingencies. • Barricades were moved frequently to let in vendors/musicians/ADA. • Fire extinguishers were not readily available for contingencies. • Power cords in public areas were not protected. • Some food trucks did not have the required fire extinguishers. • Trash cans were insufficient for the number of attendees. 	<ul style="list-style-type: none"> • No motorized vehicles in the barricaded areas during event operating hours. • Shut down streets at an earlier time. Travelers, cars, and vendors need to load in earlier. • Have additional staff to facilitate moving barricades. • Invest in fire extinguishers and holders for all events to distribute strategically. • Require the event to provide extension cord covers. • Conduct a Fire extinguisher check for properties and food trucks.
<ul style="list-style-type: none"> • During peak hours crowd safety was an issue. 	<ul style="list-style-type: none"> • Order more trash cans and remove the city owned downtown ones for the event. • Fire Department needs to stay throughout event and/or peak hours to address large crowds/safety.

Medical <ul style="list-style-type: none"> • There were 7 heat related injuries. • EMS was insufficient for the number of attendees. • Access for medical was an issue due to the larger turnout. 	<ul style="list-style-type: none"> • The event needed more misting and fan locations for attendees. Have a requirement for events based on environmental conditions. • Dedicated cooling areas need to be secured by event organizers. City should not have to provide. • Need actual EMS service on site. Overestimate what we will need and anticipate a higher attendance than projected. • Let the event organizers know they will be expected to contract out EMS/First Aid. City can provide a list on who they can contract out to. City resources are not sufficient for an event of this type. • Medical should have a golf cart, especially in city downtown setting.
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Pride Pfestival Financial Report

Event Expenses	Amount
Logistics (Restrooms)	\$1,570.00
City Staff – Event Staffing (Parks, Police, Public Works)	\$5,564.92
Stage Use	\$2,000.00
TOTAL	\$9,134.92