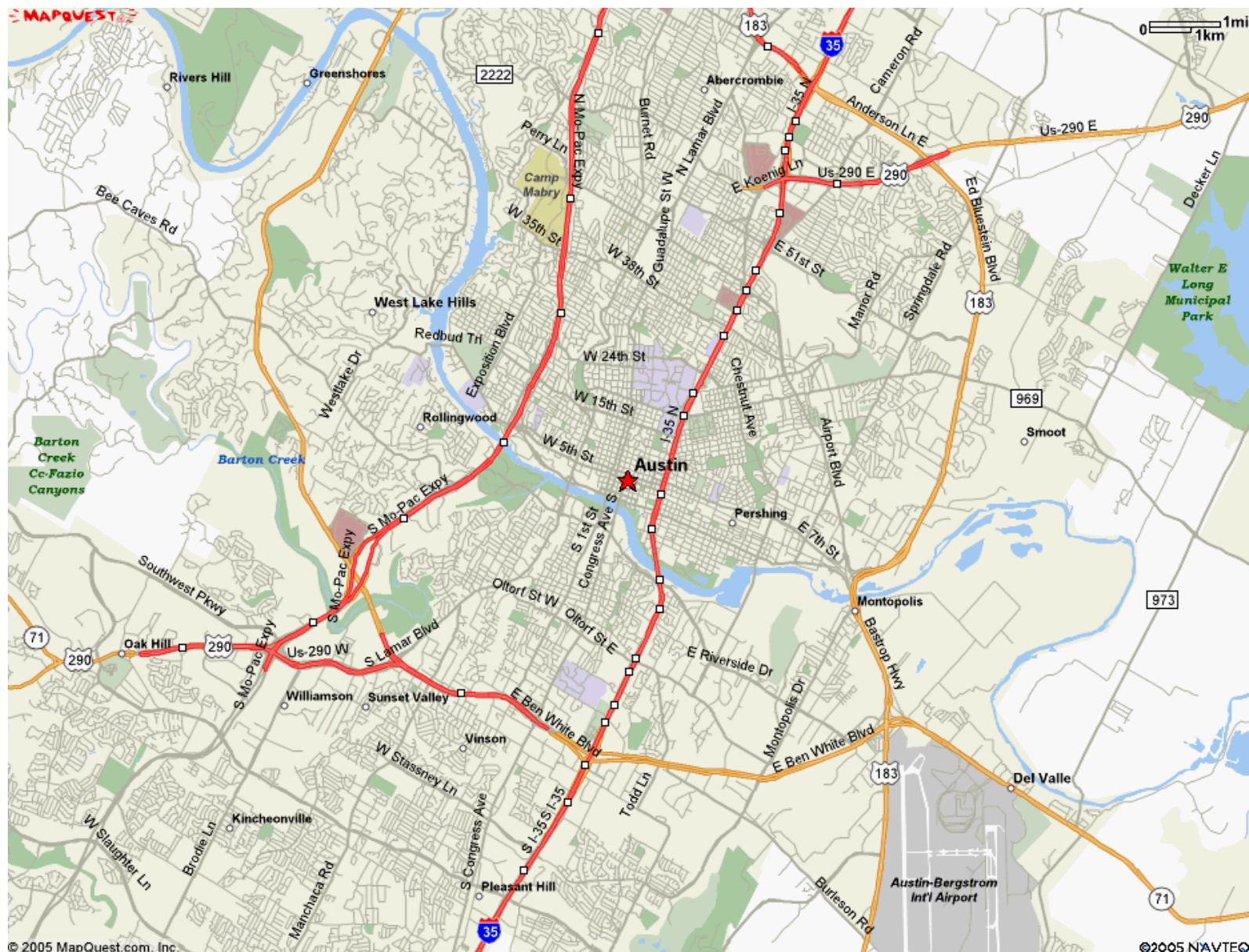


The Perfect Traffic Storm

SXSW and the President's Visit to
Austin

Austin Traffic





Downtown Austin



Austin Center for Events

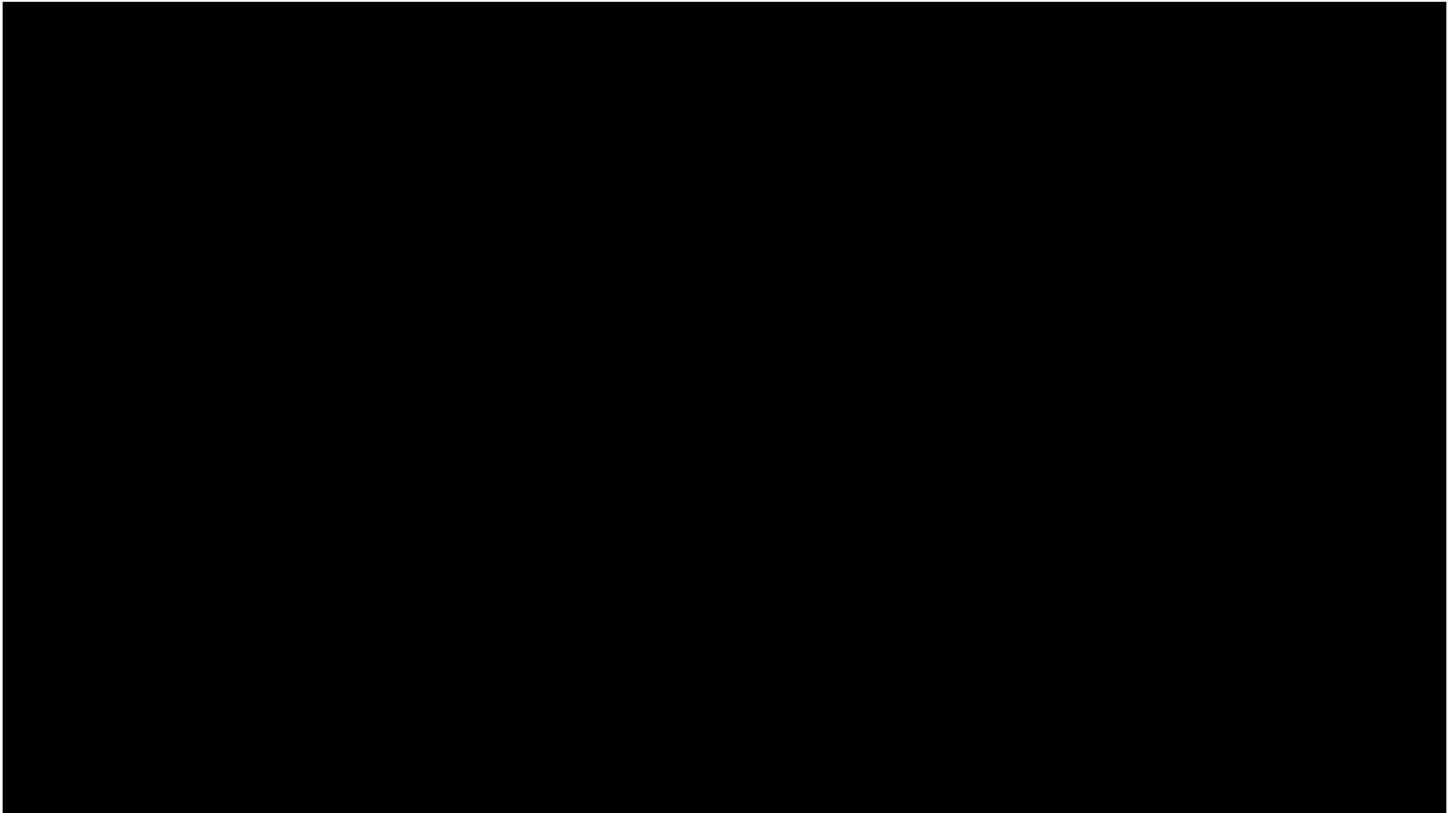


Big Events



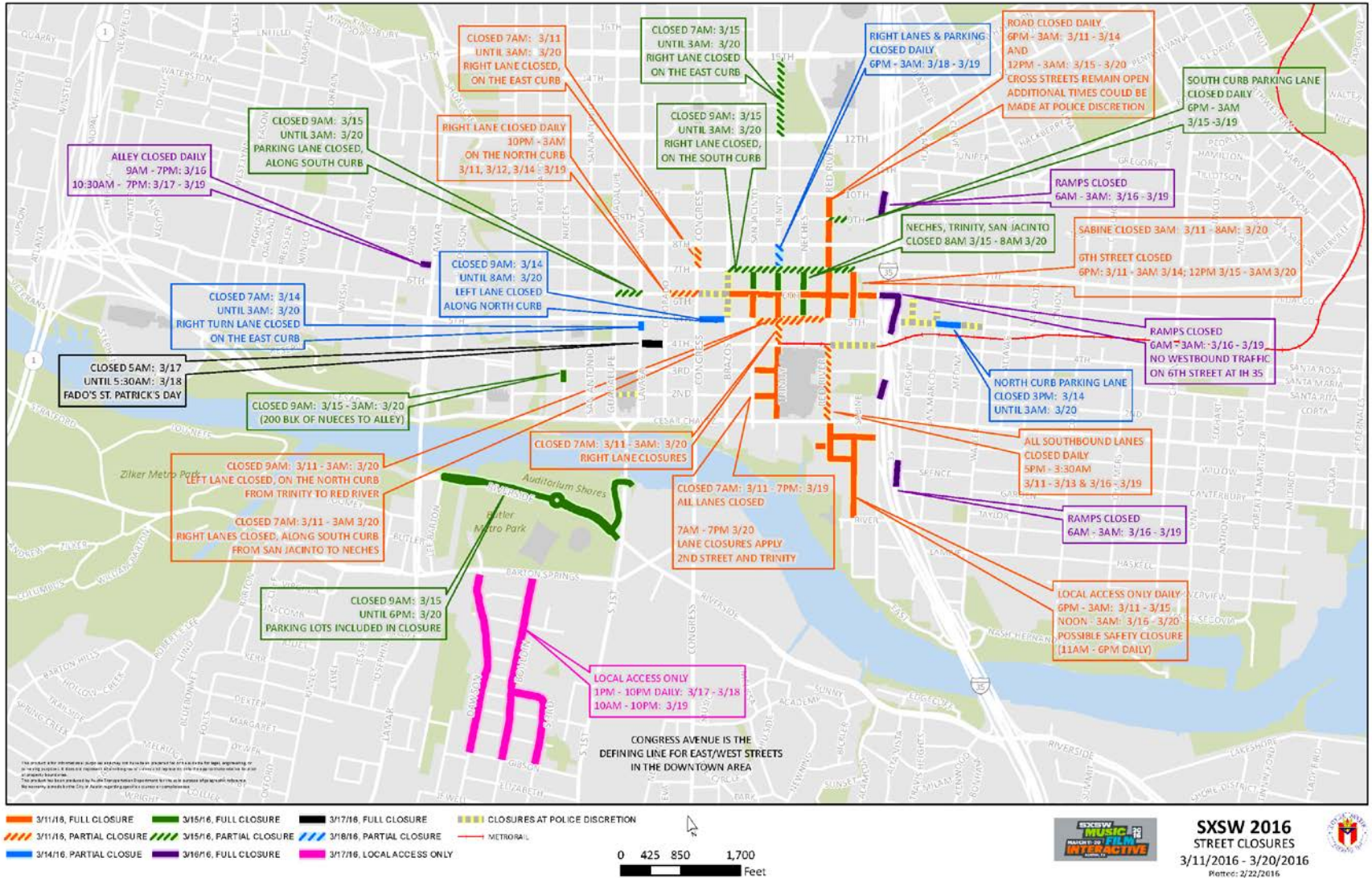
- Austin City Limits Festival – 450,000,
- F1 – 225,000
- Republic of Texas Motorcycle Rally – 200,000
- UT Football game – 100,000+
- SXSW – 400,000

Spring Festival Season aka SXSW

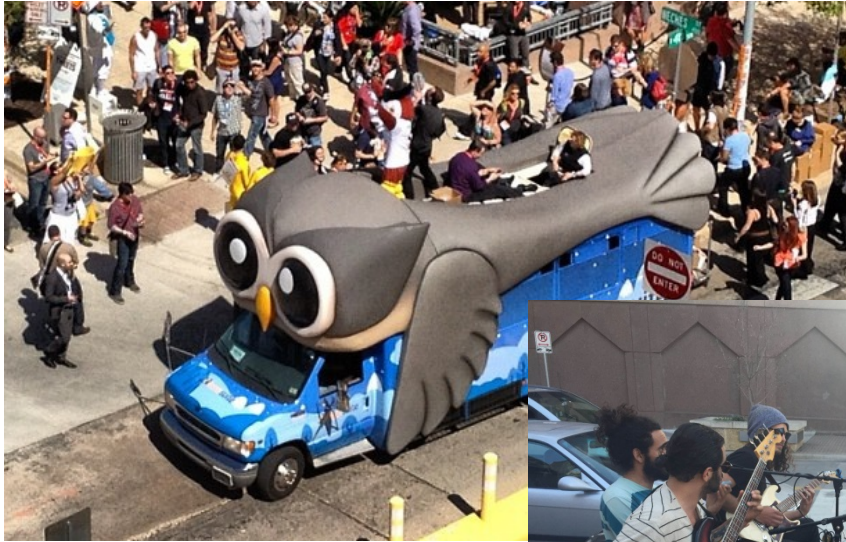




SXSW Street Closures



Traffic Issues



Event Operations Center



Traffic Management



Traffic Management



President Obama is visiting





Messaging and early releases

OBAMA IN AUSTIN TRAFFIC

Obama's visit to SXSW expected to snarl traffic



President Obama's motorcade makes its way from the Paramount Theatre in downtown Austin on July 10, 2014. Police Chief Art Acevedo said that during Obama's visit, the impact of traffic shutdowns could be felt from U.S. 183 in the north to Ben White Boulevard in the south. RICARDO B. BRAZZILL / AMERICAN-STATESMAN 2014

Officials advise work-a-day Austinites to steer clear of the city's core between noon and 8 p.m. Friday.



President Barack Obama will address civic engagement on Friday before heading to two fundraisers. Michelle Obama is scheduled to speak at South by Southwest on Wednesday.

TEMPORARY STREET CLOSINGS

Map: Downtown streets that will be closed during President Obama's visit to SXSW. A6

By Ben Wear
bwear@statesman.com

President Barack Obama has made seven previous trips to Austin during his years in office, for reasons as lofty as a civil rights summit and as common as political fundraising, sometimes with a side of Central Texas brisket.

But the president has never dropped into town during the cluster of humanity and traffic downtown that is the South by Southwest Festival. His seven-hour visit Friday for a SXSW Interactive discussion on civic involvement in the digital age — followed by Dem-

IN BUSINESS
» Austin joins Obama tech hiring program, B6

ocratic National Committee fundraisers at two locations — has Austin officials talking in apocalyptic terms about what Obama's motorcade-related stoppages will do to Austin streets.

Their advice to work-a-day Austinites: stay away from the city's core Friday, at least between about noon and 8 p.m. The city itself will have many of its employees telecommute or take that day off.

Traffic continued on A6

- City of Austin employees
- Austin ISD students
- Travis County
- State Capital employees
- Downtown employees

Result



Takeaways

- Start planning early
- Involve all departments and stakeholders
- Active on-site management to respond to issues
- Messaging



Questions?

