



Presentation to Quality of Life Committee

Special Events Ordinance

Presented By:

**The Mayor's Office of Special Events and
The Department of Administration & Regulatory Affairs**

December 3, 2015



What are Nationally Competitively Bid Events (NCBEs)?

- Large national events – such as the Super Bowl or the NCAA Final Four – are awarded to host cities through a competitive bid process.
- Bidding on NCBEs requires a commitment of City services through approval by City Council.
- These services generally include police, fire, security, transportation, traffic management, airport, event management and public works operations, among others, in accordance with Chapter 25 of the Code of Ordinances.



Existing Process

- Chapter 25, the City's Special Events Ordinance, does not currently include a systematic process for meeting the requirements of City services for NCBEs.
- As a result, the City has historically managed events of this kind by passing a series of nearly identical temporary ordinances for each event.
- In addition to being redundant and inefficient, temporary ordinances create uncertainty for event producing entities, who must wait for the ordinance to be approved by the Mayor and Council before making event plans.
- Relying on temporary ordinances is inconsistent with the best practices established by MOSE for managing City services for all other events in the City.



What is the solution?

- Under Chapter 25 MOSE is already responsible for managing and coordinating City services for all major events in the City, such as:
 - The Thanksgiving Day Parade
 - The Houston Marathon
 - Freedom Over Texas

- Amending Chapter 25 to include NCBEs will allow MOSE to bring efficiency and transparency to the NCBE process and manage City services for these events in a manner consistent with other major City events.

- Once an NCBE has been awarded to the City, MOSE will follow its standard operating procedure of coordinating with other departments to fulfill the obligations of the bid, as authorized by Council, including:
 - Establishment of Safety Zones
 - Location of Temporary Signage
 - Establishment of Temporary Taxicab Zone Rates

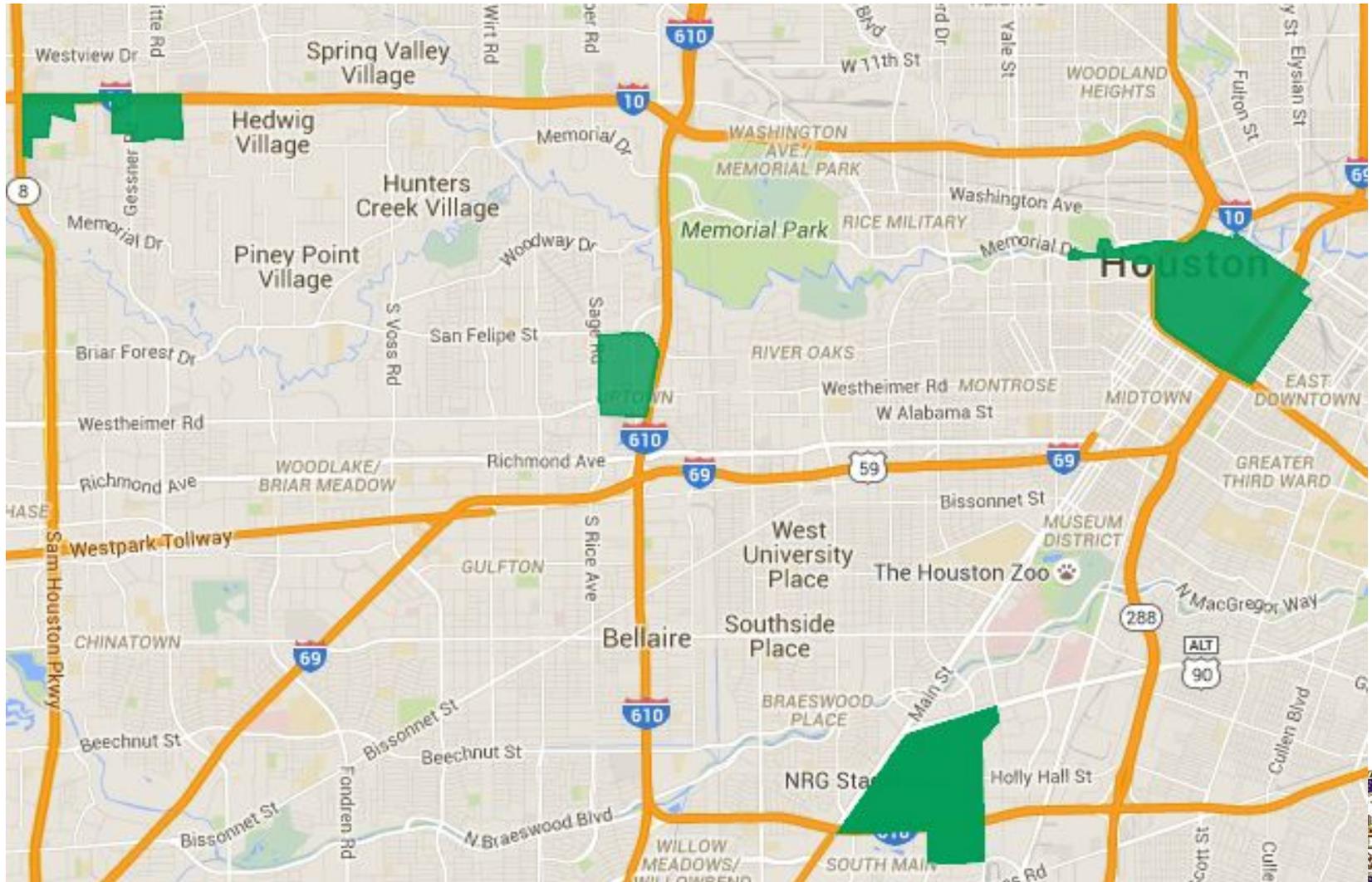


Safety Zones

- A safety zone is a designated area surrounding event venues in which limited temporary structures, signage and vendors are allowed.
- The City has typically established 3 safety zones for national events:
 - Central Business District
 - NRG stadium campus
 - Galleria area
 - Super Bowl LI has requested a 4th safety zone in the Memorial City/CityCentre area.
- The proposed ordinance codifies the footprints for the 3 traditional safety zones and provides that the Event Organizer may request a smaller footprint, but not a larger one without City Council approval.
- Once Houston has been selected as a host city for an event requiring safety zones, pursuant to a bid authorized by City Council, MOSE will establish the requested zones in conjunction with the Fire Chief, Police Chief, and the Directors of PWE and ARA.



Safety Zones



Temporary Signage

- The City's Sign Code is intended to regulate permanent signage. It does not take into account the unique types of temporary signage displayed during NCBEs.
- The proposed ordinance requires the event producing entity to submit a signage plan to MOSE. MOSE, in collaboration with the designated City department directors, will review this signage plan for compliance with guidelines published by the Event Safety Alliance.
- This review process only applies to temporary signage displayed in the established Safety Zones by approved event producing entities through the duration of the NCBE.



Temporary Taxicab Zone Rates

- In order to provide fare certainty to visitors to Houston attending these large events, the City typically establishes temporary taxicab zone rates between Safety Zones.
 - EX: A customer will pay a flat fee to transit between the Central Business District and NRG Stadium
- ARA shall establish these fares using the same methodology used to determine the taxicab airport zone rates.



QUESTIONS?

