



# City of Virginia Beach

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March 23, 2018

The Honorable William D. Sessoms, Jr.  
Members of City Council

**Subject: Review of the Virginia Beach Vision's Oceanfront Task Force Report**

Dear Mayor and Council Members:

On March 13, 2018, myself and Deputy City Manager Steve Cover met with members of Virginia Beach Vision and they presented us with a report referencing College Beach Weekend. The report was included in your Council package on March 16, 2018.

Staff cross-walked the report with our planning process and created the attached matrix that highlights the report's recommendations, the City's actions taken, and comments focused on additional actions to be considered for the future.

There are two informational forums scheduled on April 12 and April 18 at the Convention Center where we will provide information and briefings on the City's planning and respond to community input in an effort to best prepare for College Beach Weekend.

Should you have any questions or suggestions, please contact myself or Deputy City Manager Cover.

Respectfully,

David L. Hansen  
City Manager

## Matrix for VB Vision Oceanfront Task Force

Manage Capacity		City's Action Taken	Comments
1.1	Shut down entry at the oceanfront early enough in the evening or afternoon to avoid gridlock. Analyze how doing so would impact residents and business owners. Work through obstacles and offer solutions such as developing a visible access-pass for residents.	<ul style="list-style-type: none"> <li>➤ Early shut down is currently a part of our plan based on traffic gridlock</li> <li>➤ Existing traffic management plan and early traffic diversion will be implemented as done on July 4, 2017</li> </ul>	<ul style="list-style-type: none"> <li>➤ Build on existing plan and work with resort area hotels and residents to establish an access-pass protocol.</li> </ul>
1.2	Special parking fines for weekends, and perhaps other times, with proper notice-communicated by posting, but also via other channels, so that people are well aware of the consequences of noncompliance.		<ul style="list-style-type: none"> <li>➤ Requires legal review</li> <li>➤ May require Council and/or General Assembly approval</li> <li>➤ With legal authority, we can support</li> </ul>
1.3	Create a parking (and possibly an internal transportation plan) that could include the use of remote lots, discounted parking for using some, use of school buses or other dormant city assets to help transporting attendees to and from remote lots.	<ul style="list-style-type: none"> <li>➤ We can support this aspect if assets are identified</li> <li>➤ Various logistical issues would need to be managed with increased municipal resources</li> <li>➤ Use of school buses unlikely</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increasing resort area capacity with mass transportation challenges municipal resources</li> <li>➤ Explore HRT services – but incurs costs</li> <li>➤ Increases security risks</li> <li>➤ Conflicts with recommendation 1.4</li> </ul>
1.4	Create and enforce capacity limitations, whether by block, or the event area as a whole. Public safety is of paramount concern as it relates to this issue. This has worked well in European cities.	<ul style="list-style-type: none"> <li>➤ Enforce current Residential Parking Permit (RPP) program</li> <li>➤ Considering early closure of restricted municipal parking lot operating hours</li> <li>➤ Existing traffic management plan and early traffic diversion will be implemented. Limited to vehicles</li> <li>➤ Working with business owners to encourage closure</li> <li>➤ Maximize resources for midnight crowd control</li> </ul>	<ul style="list-style-type: none"> <li>➤ This will require further legal consideration as most of the resort is public space, open to all. Limiting public space</li> <li>➤ Will require additional resources to manage</li> </ul>

1.5	Temporarily convert Atlantic Ave. and Pacific Ave. to one-way streets, with traffic on each street confined to traveling in one direction.		<ul style="list-style-type: none"> <li>➤ Concept has been discussed with limited support by RAC and others</li> <li>➤ Implementation would require significant additional resources with limited benefit</li> <li>➤ Not viewed as an effective traffic management plan for crowded events</li> <li>➤ Don't want vehicles on Atlantic Ave.</li> </ul>
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Manage the Crowds		City's Action Taken	Comments
2.1	Supplement police force with respected members of the community	<ul style="list-style-type: none"> <li>➤ Continued support by the HRC Ambassadors</li> <li>➤ Representatives from the Department of Justice on hand</li> <li>➤ Currently requesting assistance from:               <ul style="list-style-type: none"> <li>- Respected Community Members</li> <li>- Pastors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ On-going community solicitation to identify participants</li> <li>➤ The "late night early morning" crowd density, and the crowd behavior deter our ability to successfully recruit, maintain and deploy youth ambassadors</li> <li>➤ This has been an on-going initiative with limited success</li> </ul>
2.2	Enforce our laws and city ordinances - and communicate to the public the fact that they will be enforced no differently than any other weekend. Increase the law enforcement budget to include monies for more police officers to insure they can arrest all who break laws that threaten the public's safety. Note: Although we are focused on the College Beach Weekend, the police and our research has shown there is disruptive behavior in the summer during most weekends. Perhaps some of the crowd management suggestions could improve these situations.	<ul style="list-style-type: none"> <li>➤ Engage all citizens who violate the law with Police interaction</li> <li>➤ Arrest for offenses i.e. crime against persons, disorderly conduct, gun related offenses, and use of illegal drugs</li> </ul>	<ul style="list-style-type: none"> <li>➤ Establishing a city communication plan detailing local laws and proper behavior to "Respect the Beach".</li> </ul>

Effective Communications		City's Action Taken	Comments
3.1	Transparent communication/messaging to all stakeholders.	<ul style="list-style-type: none"> <li>➤ City's communication plan will engage three broad groups before, during and after the weekend:               <ul style="list-style-type: none"> <li>- residents</li> <li>- businesses (with added emphasis on those in the 23451 zip code area)</li> <li>- visitors coming for CBW</li> <li>- visitors unaffiliated with CBW</li> </ul> </li> </ul>	
3.2	City Council should allocate some of their discretionary marketing funds to develop messaging for College Beach Weekend.	<ul style="list-style-type: none"> <li>➤ In collaboration with VBPD, the Convention and Visitors Bureau and others, the Communications Office has developed the plan and associated material</li> </ul>	<ul style="list-style-type: none"> <li>➤ Representatives from key stakeholder groups have been involved</li> <li>➤ City has provided funding to support key elements of the Communication's plan</li> </ul>

Manage Communications both internal and external		City's Action Taken	Comments
4.1	Social programming must be relevant to the space in which College Beach Weekend Operates. City Council should build off the deep hip-hop/rap traditions of Hampton Roads, and tap into the celebrity status of our homegrown professional athletes (such as Bruce Smith, who has volunteered to assist in this endeavor) in order to develop programming that's both credible and that resonates with young people.		<ul style="list-style-type: none"> <li>➤ Public funding for CBW programming has not been allocated.</li> <li>➤ Permit request for programming will be processed in accordance with current policy</li> </ul>
4.2	Programming should be developed with input from the students (especially fraternities/sororities and Pan-Hellenic Council), promoters, and relevant social influencers.		<ul style="list-style-type: none"> <li>➤ Public funding for CBW programming has not been allocated.</li> </ul>

4.3	<p>Develop and implement a communications plan, to potentially include, among other things: (a) pre-event meetings with residential and business-owner stakeholders to address concerns and to make sure people are properly informed and are aware of where to get needed information; (b) a “live” channel whereby law enforcement, hotel owners, restaurant and retail owners can communicate with each other on a single channel throughout the weekend; (c) post-event meetings with stakeholders to identify successes and opportunities for improvement; (d) a media outreach strategy; and (e) the creation and funding of a safety communications team led by law enforcement whose primary responsibilities involve the dissemination of critical safety information to the public both prior to and during the event.</p>	<ul style="list-style-type: none"> <li>➤ A communications plan is being developed.</li> <li>➤ Conducting stakeholder meetings</li> <li>➤ Multi-media outreach is in the plan to disseminate safety and other information.</li> <li>➤ Plan include feedback opportunities for residents, businesses and visitors after the event</li> </ul>	<ul style="list-style-type: none"> <li>➤ Not providing a public safety channel for non-public safety entities</li> <li>➤ Increasing E911 staffing to process calls from citizens</li> <li>➤ High public safety presence will be in the area</li> </ul>
4.4	<p>Utilize social media to alert beach goers to any particular access/parking restrictions for the weekend and the expected level of conduct. People should be informed that police officers will be enforcing the law and city ordinances just like any other weekend.</p>	<ul style="list-style-type: none"> <li>➤ The communications plan uses a variety of networks including social media, to convey information.</li> <li>➤ Personal conduct and law enforcement are prime elements.</li> </ul>	

Other Activities		City's Action Taken	Comments
5.1	<p>Make the weekend a bona fide college Greek weekend (festival) (supported by Greek fraternities)</p> <ul style="list-style-type: none"> <li>• Close off section of Atlantic Ave. from 7 p.m. to 11 p.m. and have food vendors and entertainers</li> <li>• College beach weekend discounts (parking, entrance, entertainment, etc.) for college students if they can produce college ID</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ongoing discussions taking place</li> </ul>	<ul style="list-style-type: none"> <li>➤ Not a sanctioned event</li> <li>➤ Needs citizen and business support</li> <li>➤ Requires Council approved resourcing</li> </ul>
5.2	<p>Organized events in an enclosed area. Provide different reduced tickets for college students. Explore Rudee Loop as one possible event location.</p>	<ul style="list-style-type: none"> <li>➤ Preliminary discussions taking place</li> </ul>	<ul style="list-style-type: none"> <li>➤ Future Council direction required with support of business community and stakeholders</li> </ul>
5.3	<p>Rebrand the event. Give it a new positive image, focused around the college students we want to attract (supported by college students)</p>	<ul style="list-style-type: none"> <li>➤ Preliminary discussions taking place</li> <li>➤ Emphasizing a major sporting event</li> </ul>	<ul style="list-style-type: none"> <li>➤ Future Council direction and community/stakeholder input required</li> <li>➤ Requires citizen acceptance</li> <li>➤ Requires business buy-in</li> </ul>