

MEMORANDUM



ENGINEERS
PLANNERS
SURVEYORS

Date: November 2, 2016
To: Ryan Howes – Burls Creek/Republic Live
From: Kenneth Wersted
CC: MTO, OPP, Oro-Medonte, Simcoe County
Re: 2016 WayHome Traffic Recap; CM Project No. 115-340

This memo summarizes the traffic observations around the 2016 WayHome event and offers recommendations for improvements for future events.

1. Summary

Overall, transportation during the second year of this event went well based on the implementation of the plan and the results. Relative to patron traffic, it was slow to arrive to the area, as it did in 2015. On Thursday evening, OPP converted Line 7 between the Hwy 11 overpass and Gate 7C to southbound only utilizing two lanes. All highway traffic was diverted to Line 9 temporarily, and by 11:00 pm, all queuing on the roads had dissipated. On Friday, traffic generally flowed freely into the site. Congestion heading north from the GTA was observed, but cottage traffic did not affect the roadways around the event. Cycle Simcoe had an increased amount of bicycle traffic in comparison to 2015. Between one and two dozen bicycles were observed at their tent at Gate 7C. Pedestrian traffic was observed again in 2016, with the heaviest use observed on Saturday morning. OPP requested messaging on Line 7 northbound instructing pedestrians to use the overpass to cross the highway, which was implemented Saturday afternoon.

The egress for the event went smoothly. Cottage traffic congestion extended from Barrie back to Line 6 but was not affected by event traffic. Exiting event traffic was relatively light through Sunday afternoon and evening, picking up substantially by 10:00 pm. Line 7 queued up from the highway into the site but continued to move, albeit slowly. The egress that night generally ended around 12:30 am. The egress continued Monday morning with little or no queuing on Line 7 and Line 9 approaching the highway.

The implementation of a coned lane on Line 8 (photo right) separating production traffic from golf cart traffic worked very well and the location of staff and media camping, with access through Gate 8B cut down conflicting traffic on Line 8 significantly. The provision of on-site sales of day parking during the event reduced the number of off-site parking and the number of pedestrians walking into the event.



2. Recommendations

The following recommendations are provided for consideration at future events:

1. **Initiate Line 8 “RESTRICTED ACCESS” messaging on Wednesday** – Access to Line 8 was restricted beginning Wednesday morning. The temporary signs placed at Line 8 addressed the drivers of the

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temporary closure after they took the Line 8 exit. "Line 8 Restricted Access Only" message on PCMS 5 to be displayed with the closure at all times.

2. **Use PCMS 1 for pedestrian message** – Install PCMS 1 with "No Walking Across Hwy, Use Overpass" message on Line 7 near Highway 11 intersection for pedestrian overpass direction during the festival.
3. **Direct RV's to Line 9** – Given the reduced number of RV's for WayHome, providing a single direction (Hwy 11 to Line 9) reduces the impact to secondary roadways.
4. **Improve pick-up/drop-off location signage** – A drop off/pick up pattern at Line 7 was implemented and used successfully for WayHome (2016) and Boots and Hearts (2015/16). Solidify this plan with improved messaging and signage.
5. **Route off-peak passes directly to Line 7 and Line 9** – As the arrival traffic decreases, update messaging to direct traffic directly to Line 7 and Line 9 from Hwy 11 to reduce the traffic on secondary routes to the festival.
6. **Improve the PCMS deployment locations** – Most of the PCMS deployment locations had adequate access but a couple of locations would benefit from some improvements and aid in the deployment and retrieval of the PCMS.
 - a. **PCMS 3** – Hwy 11 NB between Line 4 and Line 5: Located in the ditch near on an old driveway remnant, deployment and retrieval is difficult. Widening the driveway would allow the PCMS to be deployed by the tow vehicle without affecting Hwy 11.
 - b. **PCMS 5** – Hwy 11 NB between Line 7 and Line 8: Located at the corner of the Burls Creek property that borders Hwy 11, the area used is only accessible from the adjacent property's driveway (3123 Hwy 11 NB). The area is generally clear of obstructions but could be leveled further to improve the PCMS deployment.
 - c. **PCMS 7** – Hwy 11 SB at Heidi's RV Superstore: This PCMS deployment was adequate but the approaching view would be partially blocked anytime an RV was parked adjacent to Hwy 11 in the parking lot. Widening a culvert crossing 85 meters south of Line 10 would provide an improved deployment area.
 - d. **PCMS 9 (Exit)** – Line 9 S at the overpass: The PCMS deployment on the northwest corner of the intersection is difficult given the drainage ditch and sloped area. The preferred location is on the right hand side of Line 9 but the shoulder is too narrow to have the PCMS face traffic without hanging over the roadway. If the northwest corner is used, leveling the area and trimming some vegetation in the sight line will improve the visibility.
7. **Considering permanent signing on Line 7 and Line 9 to warn drivers of pedestrians and pedestrians to walk on the left side of the road** – Although there was no promotion of a beach by the event, attendees were observed walking down Line 7 towards the Oro Beach. Pedestrian warning signs and "Walk on left facing traffic" should be considered during larger events.
8. **Grade a turnaround at the Line 8/Gate 8A intersection to facilitate u-turns** – The traffic control point at the Line 8/Gate 8A intersection is about 2 to 3 lanes wide and can accommodate the u-turn of small vehicles. U-turns by larger vehicles that did not have credentials was more difficult. Widening the shoulder on the east side of the Line 8 would provide enough room to allow police to position their vehicle in the center of the road and allow enough radius for a vehicle to make a u-turn to exit back to Hwy 11.
9. **Clear the vegetation around Gates 9A and 9B** – The vegetation around Gates 9A and 9B make exiting difficult during the egress period. OPP facilitated the exit Sunday night which allowed drivers to exit expediently, but without this facilitation, drivers must stop and edge out close to the edge of pavement in order to look left and right along Line 9. Opening up the sight triangles will improve the exiting maneuvers, but still maintain a vegetated visual buffer.

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10. **Improve the shoulders along Line 7 between Gates 7C and the highway overpass** – This shoulder improvement would allow for greater separation of traffic and pedestrians, thus improving safety and traffic flow.
11. **Improve exposure to the parking decal system and notifications** – The parking pass system used this year simplified the signing plan but requires patrons to apply their decals before arriving and/or know what their decal means. Improving the messaging to patrons will help improve traffic flow and their arrival experience. Instead of letter P for Hydro, use H.
12. **Improve Customer Care/Day Parking Operations at Line 9** – With Customer Care offering same-day sales and pick up of passes, several areas of the gravel pad became temporary parking areas. A simpler operation is to park everyone in day-parking, and have them return to their vehicle to either affix their day parking sticker or then get in line to enter the grounds for camping.
13. **Prep and implement the egress plan for Line 7 and 9 by midafternoon Sunday** – Prepare and begin executing the egress plan at each tollbooth Sunday afternoon so that adjustments can be made and staff is practiced at the procedure.
14. **Improve signage on Line 9 pad** – Provide overhead (if possible) signage directing traffic to various lanes for Customer Care, Day Parking, RV, and Camping access.

3. Traffic data

The following observations were recorded based on sample data collected during the arrival period (Thursday through Friday) and over the course of the event:

- **Vehicle Occupancy** - There was an average of 2.5 people per vehicle (car and RV).
- **Arrival Distribution** - Chart 1 shows that the accumulated count of vehicles (excluding day parking and staff/media) arriving to the event by midnight Thursday totaled about 3,700 cars (39%), 3,950 (42%) by 7 a.m. Friday, 7,025 vehicles (74%) by 7 p.m. Friday evening. The observed arrivals were lower than estimated, indicating that the TMP assumed a more conservative overall arrival flow.

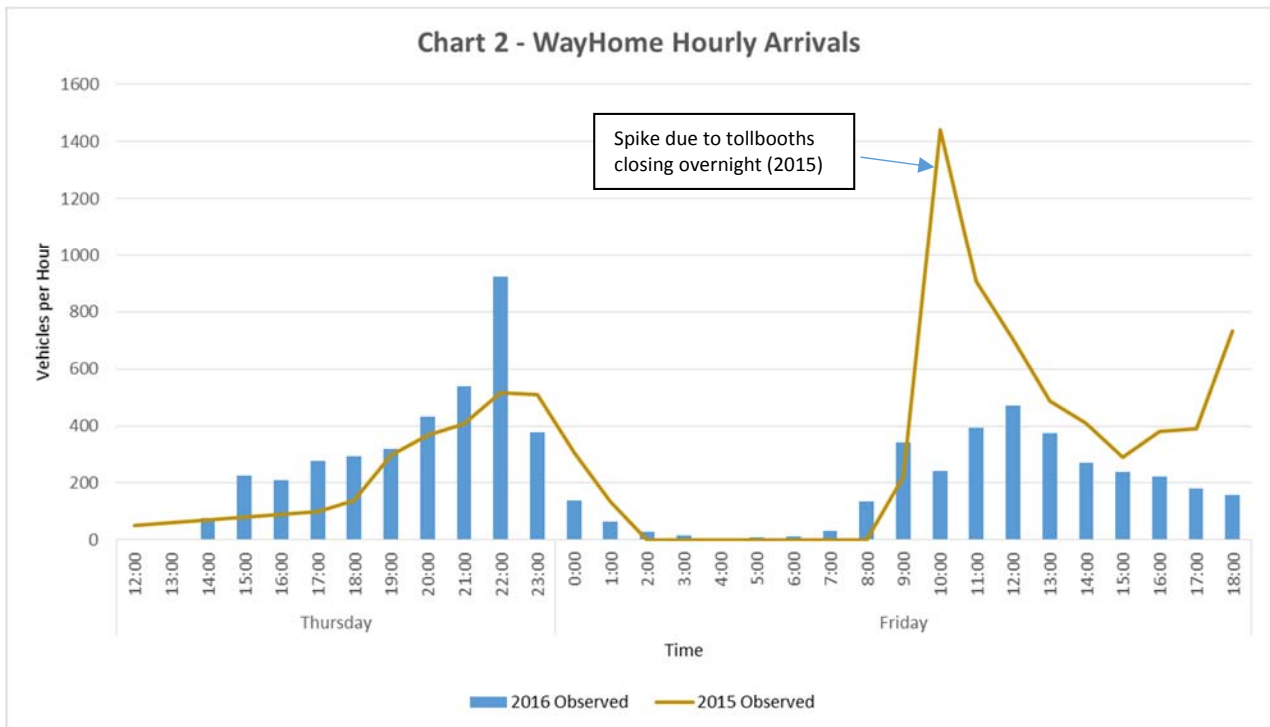
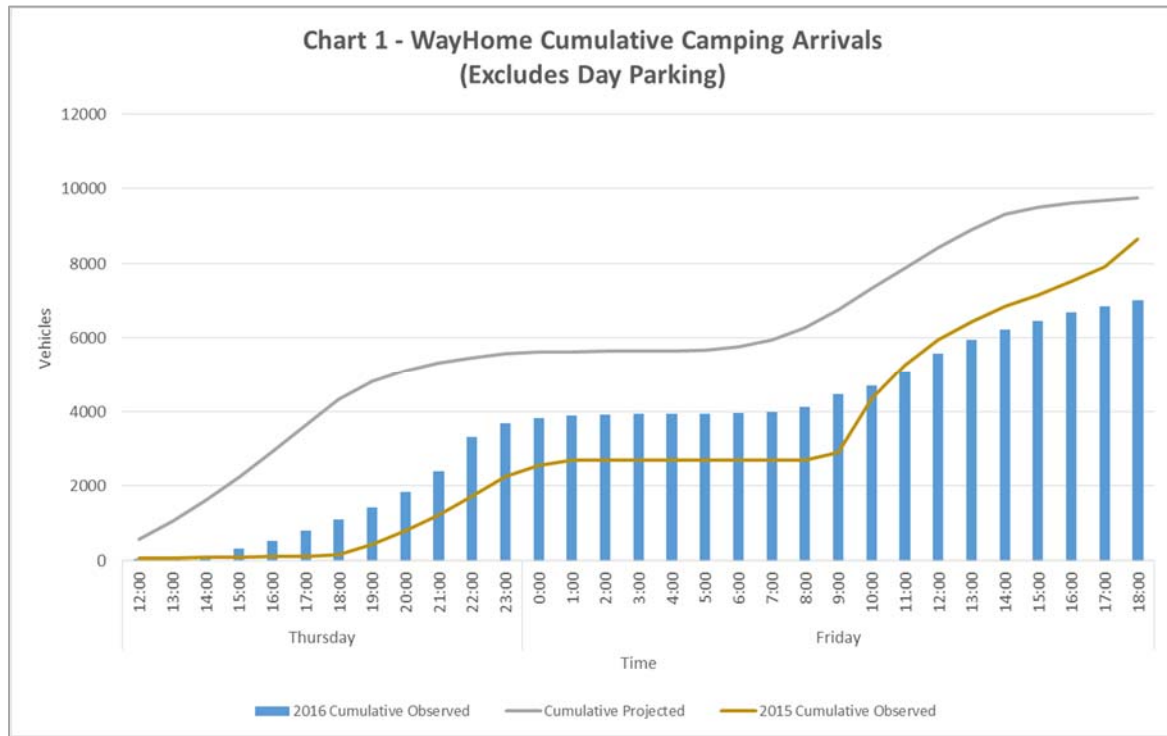
Chart 2 illustrates the hourly traffic volumes processed through the gates. The chart shows that the arrivals were fairly consistent with 2015 with the exception of Thursday night. The spike in the 2015 data on Friday morning was a result of the closure of the tollbooths overnight, which did not occur in 2016, ultimately decreasing the traffic demand Friday morning.

- **Delays** – Arrival delays were minimal during the day on Thursday. Arriving traffic was able to drive right up to the gate throughout most of the day. Delays increased during the evening to an estimated 30-60 minutes. The delays for the remainder of Friday varied from 10 to 30 minutes. On the exit, delays were estimated to range from 10 minutes to 2.5 hours. Campers that arrived early were parked closest to the venue and had to wait the longest to exit, while campers that arrived to the venue late were parked closest to the exit and were able to leave with the shortest delay. Traffic exiting Gate 7C was allowed to turn left (south on Line 7) when Line 7 north to the highway was queued. This decreased patrons overall delay then exiting the grounds.

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4. Timeline

Wednesday (7/20)

- Reviewed static sign placement and made adjustments as needed. Reviewed PCMS deployment and adjusted sign alignments as needed. Confirmed communications with PCMS. Activated "Line 8 Restricted Access" message on PCMS #5 to assist OPP with Line 8 closure.
- A bus advertisement (88.5 The Jewel) was positioned at Heidi's, blocking the view of the PCMS 7. It was moved before the opening of gates.

Thursday (Camping Opens, 7/21)

- 10:00 am: Traffic is light and early arrivals were allowed to stack on the entry pads on Line 7 and Line 9.
- Noon: Searches begin and traffic is queued up downstream until enough is queued to create a line to parking areas. PCMS updated to direct NB traffic to Line 7 and SB to Line 9. NB RV's directed to Line 5, while SB RV's were directed to Line 9.
- 3:00 pm: Traffic is light, no delays to gates, all roads flowing freely.
- 8:30 pm: Traffic increases substantially, OPP closes Line 7 NB at Ridge Road to double stack Line 7 SB between Hwy 11 and Gates 7B/C. PCMS redirect GA traffic (T passes) to Line 9. Queuing on Line 9 SB increases to about 1 km as vehicles stop to talk to the OPP officer at the gate. The Mobile Command Center radioed the officer to push traffic into the site. There was additional capacity on gravel pad, so inbound lanes split into two entering Gate 9A. OPP toggles between 1 and 2 lanes on Line 7 SB.
- 11:00 pm: Queues on Line 7 and Line 9 are maintained on-site.
- 11:30 pm: 1 to 2 cars per tollbooth lane at the west tollbooth, about 10 cars per lane at the east tollbooth.

Friday (7/22)

- Day: Traffic increased through the daytime but flowed steadily into the site. There were some slowdowns on Line 7 as drivers stopped to ask questions of OPP or staff. Some pedestrian traffic observed walking south on Line 7 towards the lake. A few pedestrians observed on Hwy 11 walking from Computer Elite parking. Congestion observed on Hwy 400 NB from GTA to Barrie, and on Hwy 11 NB to Line 3. Continuing north past the site, traffic flowed freely, similar to 2015. Cycle Simcoe tent at Gate 7B/C had about 1 to 2 dozen bicycles locked up by the evening.
- Day parking began to exit around 11:30 pm with about 50% remaining at 1:00 am, continuing to exit in spurts. There are no delays entering Hwy 11.
- About 950 vehicles parked in day parking on Friday @ midnight

Saturday (7/23)

- Light traffic day expected. PCMS updated to direct NB T and S passes to Line 7; R, P, Day parking and drop offs to Line 9. Hwy 11 SB: T, R, P, Day parking and drop offs to Line 9; S passes to Line 7.
- 10:00 am: about 100 pedestrians observed (in a single drive-by) walking towards lake on Line 7.
- Afternoon: OPP requested placement of PCMS #1 (Line 7/overpass) to notify peds of no crossing of highway, use overpass. Gate 9A remained open all night. Minimal traffic at gates with no delays. Hwy 11 flowing smoothly. Two signs (#27 and #30) were observed tipped up in conflict with the traffic pattern in operation. They were reset and OPP notified.

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- Afternoon: Observed two event signs that are used to close Line 7 and form two lanes were erected and facing traffic in conflict with the plan. These were knocked down when discovered. OPP notified.
- Evening: over 1 dozen bicycles using Cycle Simcoe rack.
- 11:00 pm: 1125 vehicles in day parking.

Sunday (7/24)

- Day: No traffic issues on Sunday. Some congestion on Hwy 11 SB originating on Hwy 400. OPP reports an accident at Line 3. Event traffic is negligible so the congestion appears cottage related. We contact the Compass Centre and activated the events PCMS to warn motorists of slow traffic beyond Line 6. Hwy 11 congestion generally eased by early evening. PCMS pass messages turned off.
- 7:00 pm: About 1,085 vehicles in day parking.
- 10:00 pm: Exit traffic steadily increasing. The west campground begins exiting from Gate 7C. 7B used for ingress of shuttles and pick ups, exiting via 7A. Traffic NB on Line 7 backs up to site but flowing well. OPP toggles traffic to Line 7 SB to Ridge Road. As pick ups ease, the campground is allowed to exit Gate 7A.

Monday (7/25)

- 12:30 am: The Sunday night exit peak is over. A drive through the campgrounds suggested 50% of the west campground and 80% of the east campground remaining.
- 10:00 am: Remaining traffic exiting as needed. Less than 10% remaining with little or no delays.
- 1:00 am: Line 8 reopens, all PCMS turned off.