



## IRONMAN 2018 Recap

- Participation: 2500 athletes from over 10 countries
- Athlete & Resident Safety: No fatalities or major injuries

## IRONMAN 2019 Outlook

- Minimize impact to residents
- Clearly defined detours
- Early distribution of event route and information to community
- Resident & athlete safety a priority
- Increased outreach coordination with neighboring agencies

## Packet Contents

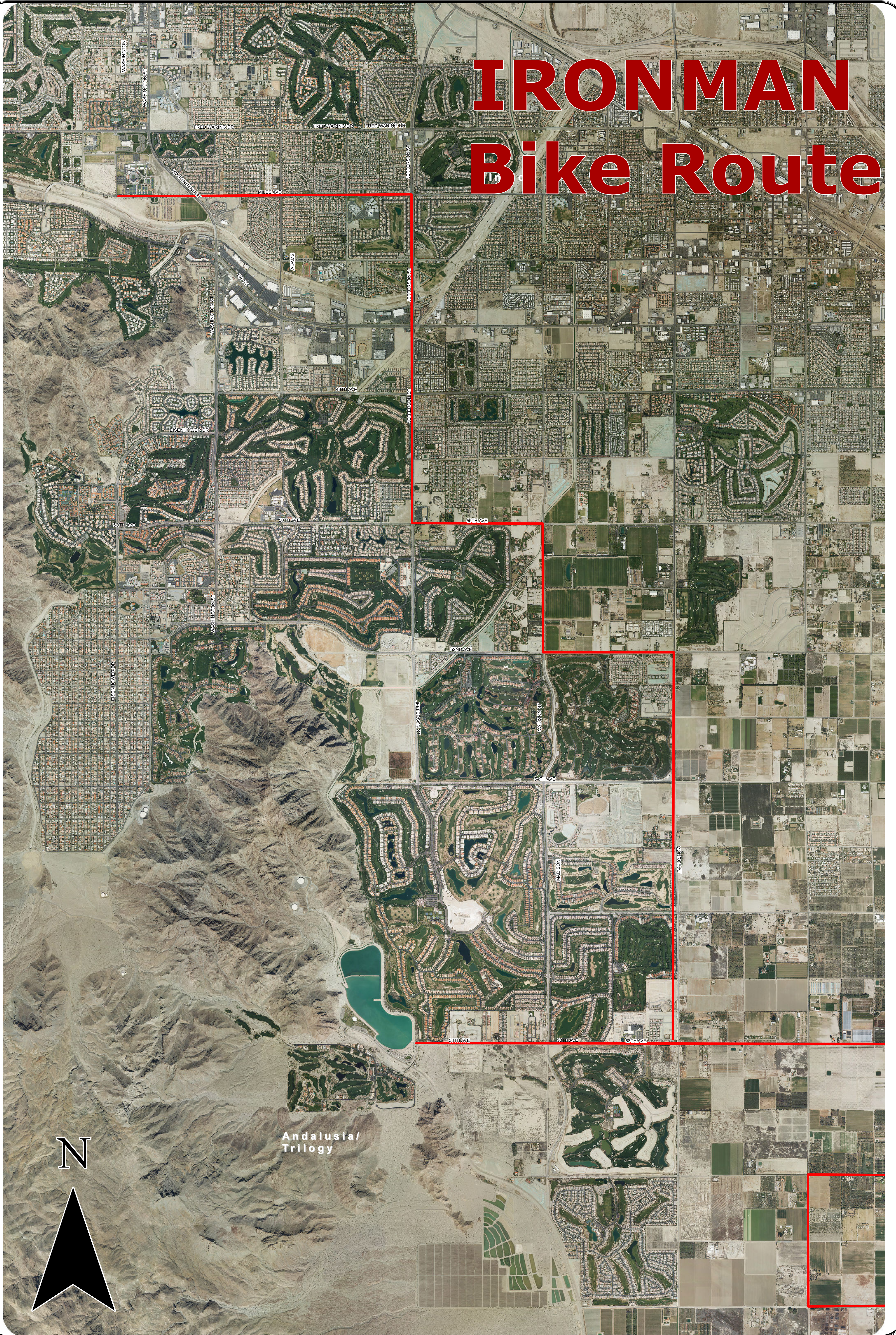
1. Post Event Recap
2. IRONMAN Bike Route Option "A"
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4. City Council & Community Input Workshop  
Schedule
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## 2018 Post Event Recap

- On December 9, 2018, the Ironman 70.3 event took place where over 2,500 athletes competed. There were no fatalities or major injuries
- The 2018 event caused major traffic disruption, extensive delays for the public, and a great deal amount of anguish for residents.
- On December 10, 2018, staff began reaching out by e-mail, phone, and social media to all those who commented on the event and impacts it caused them.
- Immediately, staff held after-action meetings with traffic control, La Quinta Police Department, City of Indian Wells, and City staff involved with the event.
- On December 13, 2018, the City had an all hands meeting with host partners and Ironman to dissect the issues, understand the impacts, and hear first hand from Ironman.
- On January 7, 2019, the Ironman team met here at La Quinta City Hall with all involved to outline and discuss the breakdown, resources allocated, community outreach plan, and how this caused the traffic impact to residents and visitors.
- If an Ironman event happens again, it cannot go through Washington and the City of La Quinta must control all aspects of its traffic plan – not Ironman or anyone else.
- City staff and La Quinta Police Department have been drilling down new potential routes, intensive outreach plans, and to have all traffic planning complete in May 2019.
- City staff is pulling additional information on the economic benefit the event had for the City.
- City staff is in discussions with the City of Indio to see if they would allow portions of the route to travel through their community for 2019.
- City staff will bring an item for the March 19th meeting for Council to consider whether or not to allow the event to take place on December 8, 2019.
- Staff knows the community expressed concerns and recommendations and the City wants to provide an opportunity to receive further input before Council considers the matter on March 19th.

# IRONMAN Bike Route



Andalusia/  
Trilogy

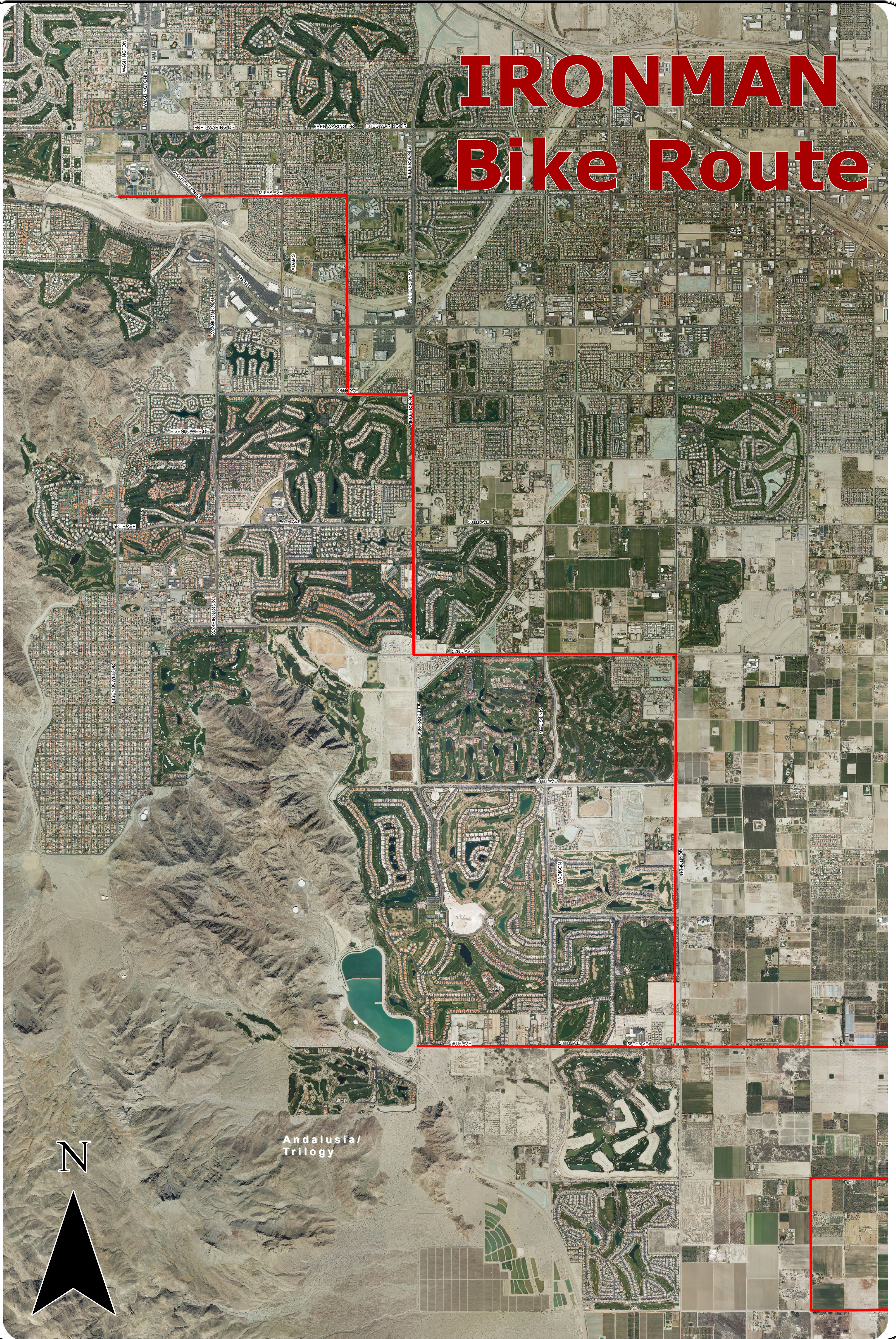


## Legend

— Bike Route (Closed Course)

## Option A March 2019

# IRONMAN Bike Route



## Legend

— Bike Route (Closed Course)

**Option B**  
**March 2019**



# Ironman Outreach Plan 2019

## GOAL

Minimize traffic impact of event through proper and extensive community outreach

## Neighborhoods not on Route

### CVWD MAILERS

- Send general route info & website.

### MAPS

- Disseminate flyers with closures and detour maps specified by neighborhood

### SIGNS

- Race alert signs displaying date, time and website

### WEBSITE

- Promote residential info and live updates page

## Neighborhoods on Route

### IN PERSON MEETINGS

- Face to face to discuss impacts and resolutions
- Develop rapport

### CVWD MAILERS

- Send general route & website info

### MAPS

- Route maps specified by neighborhood

### WEBSITE

- Promote residential info and live updates page

## TIMELINE

If event is approved by council on March 19, 2019, Outreach efforts to commence immediately.



# Ironman Outreach Plan 2019

## City of La Quinta Outreach

### **SOCIAL MEDIA BLASTS**

- Facebook
- NextDoor
- Twitter
- Instagram

### **GEM NEWSPAPER**

- Publish event info

### **FRONT COUNTERS**

- Informational flyers
- Staff will inform
- residents verbally

### **IRONMAN GOOGLE DOC**

- City staff will update
- most recent contact
- info

### **WEEKLY CALL(S)**

- Set up one day a week
- where only outreach
- is discussed

### **CITY OF LA QUINTA WEBSITE**

- Links to Ironman
- website
- Volunteer Outreach
- Course maps
- Ironman Live Traffic
- (Waze)
- Detours and Road
- closures
- City bus detours
- Ironman Parking
- Event Schedule

### **BUSINESS CONTACTS**

- City will
- provide IRONMAN a
- contact list of
- Shopping Center
- Owners



## IRONMAN 2019 Tentative Schedule

- March 5 - CM update on IRONMAN
- March 7 - Community Workshop (6 PM) at Red Robin in La Quinta
- March 11 - Community Workshop (2 PM) at La Quinta City Hall: Study Session Room
- March 12 - Community Workshop (9 AM) at La Quinta Wellness Center
- March 19 - City Council decision on IRONMAN 2019. If yes, then:
  - Community Outreach/Input plan begins and continues through event day
  - Traffic plan and routes finalized by May 2019
  - All permits secured by October 2019
  - Event takes place on December 8, 2019