

EXHIBIT B

Mitigation Monitoring and Reporting Program

**ARROYO SECO MUSIC AND ARTS FESTIVAL
FINAL ENVIRONMENTAL IMPACT REPORT (EIR)
MITIGATION MONITORING AND REPORTING PROGRAM (MMRP)**

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Compliance Notes
Impact – Aesthetics			
<p>Mitigation Measure AES-1: Directional light sources shall be aimed primarily downward (60 degrees or less from nadir) or upward (45 degrees or less from zenith) and not outward (the angles between), which is classified as the Project Glare Zone. Directional light sources shall not be aimed in the Project Glare Zone. The aiming requirement applies to all static and moving directional lighting, with the exception of movable lighting on stages or for stage performances. Moving lighting for stage performances including follow spot lighting may sweep angles outside of this range provided the center beam aiming terminates within the project boundary. No automatic or manually controlled movable lighting may sweep from downward to upward aiming if the center beam aiming terminates outside of the project boundary at any time.</p>	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p>	<p>City of Pasadena, City Manager/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	
<p>Mitigation Measure AES-2: The Project operator shall implement the following Project Design Features to control light trespass at the site boundary and at sensitive receptor property lines. Additionally, the Project Design Features shall restrict glare by limiting aiming angles of directional light sources, the luminous intensities of all light sources, and the intensities of light that may be emitted from architectural surfaces and signage. The Project Design Features shall include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Stage Performance Lighting: <ul style="list-style-type: none"> ○ Lighting for on-stage performances may include but is not limited to house lighting for the audience, fixed stage lighting, follow spot lights, moving stage lights, color effects, and video displays. These features must comply with the specifications established in Mitigation Measure AES-1. ○ Video or static image displays, projected or direct display, shall comply with applicable illuminated signage requirements contained in the Illuminated Signage Lighting section contained in this mitigation measure. • Special Feature Lighting: <ul style="list-style-type: none"> ○ Stroboscopic lighting shall be mounted within and with its lighting generally contained within tents, fully enclosed structures, or the Rose Bowl Stadium. Stroboscopic lighting outside of these areas 	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p>	<p>City of Pasadena, City Manager/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	

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<p>shall require approval by the RBOC and must at least meet the requirements of Mitigation Measure AES-1.</p> <ul style="list-style-type: none"> ○ Exterior laser show lighting shall be aimed within 45 degrees of zenith. Laser shows within tents or other enclosed spaces may use lower aiming angles if all lasers terminate within the enclosure at all times. ○ Lighting for art installations must adhere to Project Design Features relative to the specific lighting elements of the piece. Deviations from design features must be approved by the RBOC and must at least meet the requirements of Mitigation Measure AES-1. ○ Catenary Lighting, or light strings, shall use low intensity lamps or shielding. Unshielded omnidirectional catenary mounted light sources shall be rated for no more than 450 lumens each (the equivalent lumen output of a 40W incandescent bulb). Catenary mounted light sources with shielding to prevent upward light shall be rated for no more than 1700 lumens each (the equivalent lumen output of a 100W incandescent bulb). ○ Other lighting equipment installed to uplight site features, shall be shielded to prevent spill light. Uplights for trees shall be aimed within 25 degrees of zenith. Uplighting features may be used as an alternative or complimentary to functional area lighting as a means to assist in wayfinding. ● Temporary Structure Lighting <ul style="list-style-type: none"> ○ General lighting equipment mounted within covered structures may be provided to primarily light areas within the structure with center beam candlepower of fixtures aimed within the structure. No more than 2 foot-candles of spill light from interior structure lighting is allowed 20 feet beyond the footprint of the structure and no more than 1.0 foot-candle at the project boundary. ○ Facade lighting of the temporary structures must result in an average facade illuminance of no greater than 10 cd/m². This value is the product of the design average illuminance (in lux) and reflectance factor divided by pi. ○ Signage associated with temporary structures must comply with the sign lighting requirements set forth in the Illuminated Signage 			

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<p>Lighting section contained in this mitigation measure.</p> <ul style="list-style-type: none"> • Functional Area <ul style="list-style-type: none"> ○ Lighting provided specifically for safety and security at the Project perimeter or other areas may not provide more than 1.0 fc horizontally or vertically 10 feet beyond the project boundary; safety and security lighting shall not create significant impacts for glare and spill light at residential receptors except temporarily during medical, fire, or similar emergency events. ○ All other functional area lighting must comply with Mitigation Measure AES-1, or the Catenary Lighting Requirements within the Special Feature Lighting section of this mitigation measure. • Illuminated Signage Lighting <ul style="list-style-type: none"> ○ Backlighted signs and direct view LED signs shall be specified, dimmed, or otherwise controlled to limit the average luminance to no greater than 800cd/m² no later than the beginning of Astronomical Twilight (approximately one hour after sunset in the summertime in Pasadena, CA). 			
Impact – Air Quality			
<p>Mitigation Measure AIR-1: Impacts related to setup, breakdown, and operational emissions of ROG, NOx, and CO.</p> <ul style="list-style-type: none"> • For onsite equipment greater than 50 HP, all engines shall be certified as EPA Tier 4 or greater engines, be retrofitted to comply with the emissions standards of the Tier 4 engine, or if it is determined that such equipment is unavailable, the Festival operator shall document that a good faith effort has been made to obtain such equipment as they are unavailable and that the equipment used meets the next highest EPA Tiered emission standards. This measure reduces ROG, NOx, and CO emissions from all aerial lifts, air compressors, cranes, and forklifts used onsite. • All gasoline powered passenger golf carts used onsite shall be replaced with electric golf carts. This measure reduces ROG, NOx, and CO emissions from all gasoline powered golf carts. • While the Festival cannot dictate the vehicle fleets of the vendors and 	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p> <p>Post event review of the Festival Operation Plan</p>	<p>City of Pasadena, City Manager/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	

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<p>contractors used during the Festival, preference shall be shown to vendors and contractors that have efficient and cleaner fuel equipment, and who can demonstrate commitment to using that equipment for the Festival.</p> <ul style="list-style-type: none"> The vehicle fleet and mechanical equipment used during the Festival shall utilize the latest technologies available to the satisfaction of RBOC. To account for advances in future technology, every five years the Festival operator shall submit a report to the RBOC identifying technological advancements in vehicle fleets and mechanical equipment implemented in Festival setup, operations, and breakdown, that result in a reduction in emissions. In addition, the report shall include a detailed equipment list for all golf carts used onsite verifying that they are electric or "clean" powered as well as a list of vendor and contractor fleet and equipment information as provided by the vendors and contractors and a reason for the selection of each shall be included. 			
Impact- Biological Resources			
<p>Mitigation Measure BIO-1: Nesting Bird Surveys. Impacts to nesting birds protected by the MBTA and California Fish and Game Code will be avoided through implementation of the following measures:</p> <ul style="list-style-type: none"> A pre-activity nesting bird survey shall be conducted prior to the onset of the Festival each year, within a maximum of 14 days prior to Project setup activities, by a qualified biologist. The survey shall be conducted by a qualified biologist within all suitable nesting habitat located within the Nesting Bird Survey Area, as shown in Figure 3.3-1, which includes a 250-foot survey buffer around the Festival site to account for all potentially nesting birds on and in the immediate vicinity of the Project site. If no nesting birds are found, the Project may commence without potential impacts to nesting birds. If any active nest is observed during the pre-activity survey, a suitable buffer shall be established around the nest as determined by a qualified biologist to ensure no direct or indirect impacts occur to the nest. Many avian species that would nest in the area are accustomed to urban environments and regular activities that occur at the Rose Bowl Stadium; therefore, the buffer distance will be determined based on the location of the nest as well as the species tolerance to human 	<p>Annually, no more than 14 days before Festival setup activities commence</p> <p>If active nests are observed, during the Festival setup, operation, and breakdown</p>	<p>City of Pasadena, City Manager (and specifically the Pasadena Planning and Community Development Department)/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	

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<p>presence. A qualified biologist will monitor the nesting activity after the buffer is delineated and during typical Project-related noises to verify that the buffer is adequately placed and to confirm that breeding is not compromised by the Project. Any excessive noise or lighting that could potentially impact the nest shall be directed away from the nest to the greatest extent feasible. On-site monitoring during the 2-week setup, the 3-day Festival, and 1-week breakdown may also be required as determined by the qualified biologist based on sensitivity of the species and proximity to Festival activities. The buffer shall remain in place for the duration the nest is active as determined by a qualified biologist.</p>			
Impact- Greenhouse Gas			
<p>Mitigation Measure GHG-1: Project-related Emissions of Greenhouse Gases. For on-road shuttle vehicles used during operation of the Project, the Festival operator shall reduce greenhouse gas emissions to the maximum extent feasible through a mix of the following: the use of a maximum number of shuttle vehicles feasible that burn fuels such as Diesel High Performance Renewable (HPR), compressed natural gas (CNG), or equivalent emission reducing technology to the maximum extent feasible; and the purchase or other obtainable and verifiable GHG emissions credits of up to a combined total of up to 4,700 metric tons of CO_{2e} to offset GHG emissions associated with the Project. On an annual basis, prior to holding the Festival, the Festival operator shall submit to the RBOC an evaluation of its ability to reduce greenhouse gas emissions through use of alternative fuel shuttle vehicles to below the SCAQMD significance threshold, and the how much will be offset by mitigation credits. On an annual basis, the RBOC and the Festival operator shall discuss the utilization of new or different technologies or policies to further reduce impacts to below the SCAQMD significance threshold.</p>	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p> <p>Post event review of the Festival Operation Plan</p>	<p>City of Pasadena, City Manager/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	
Impact – Recreation (Cumulative)			
<p>Mitigation Measure REC-1: Cumulative Recreation Impacts. Prior to the first year of the Festival, the City shall develop a plan for monitoring citywide park use during Festival days (including setup and breakdown) and develop a strategy for repairing or improving parks and recreational areas as necessary to address potential increased usage and resulting physical deterioration that could occur on Festival days. Should any</p>	<p>180 days prior to the Festival</p> <p>Post event review of the City monitoring plan</p>	<p>City of Pasadena, City Manager (and specifically the Public Works Department)</p>	

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physical deterioration occur, the City shall be responsible for funding any repairs and/or improvements.			
Impact- Traffic, Transportation, Circulation and Parking			
<p>Mitigation Measure TRA-1: Traffic Impacts</p> <p>The following identifies measures to mitigate the potential traffic impacts described in the EIR for Existing plus Project and Future plus Project scenarios. The Project shall develop a Project-specific traffic management plan that would be enacted and updated annually. This plan would be developed and updated based on the input from, at a minimum, the Rose Bowl Operating Company (RBOC), the Pasadena Department of Transportation (PDOT), and the Pasadena Police Department (PPD). The plan shall be developed choosing from the policies and measures from the list below:</p> <ul style="list-style-type: none"> • Modifications to Standard Traffic Operations Plan. Based on real-time fluctuations in event traffic, RBOC and the Festival operator shall coordinate directly with City of Pasadena and other affected local agencies traffic operations staff to coordinate traffic signal changes with variations in event traffic demand. • The RBOC and Festival operator shall continue to add traffic control officers (TCO) on an as-needed basis, and have the ability to use a "pickle" (a switch that allows the TCO to manually trigger the signal phasing changes) to adjust traffic signals before, during and after the event. • The RBOC and Festival operator shall coordinate with the PPD, the PDOT, and Caltrans in placement of additional CMS signs to help facilitate ingress/egress on Festival days. <p>Coordination with Other Agencies, Providers, and Residents</p> <ul style="list-style-type: none"> • The RBOC and Festival operator shall coordinate event management and traffic operations with the City of Arcadia on days in which the Festival is being held. • The RBOC and Festival operator shall coordinate event management and traffic operations with the City of Los Angeles on days in which the Festival is being held. • The RBOC and Festival operator shall coordinate event management and traffic operations with the Caltrans on days in which the Festival is 	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p> <p>Post Festival review of the Festival Operation Plan</p>	<p>City of Pasadena, City Manager (and specifically the Pasadena Department of Transportation)/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan.</p>	

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<p>being held.</p> <ul style="list-style-type: none"> • The RBOC and Festival operator shall coordinate with Metro and other local transit providers to ensure that transit service levels are adequate to meet the demand generated from the Project. • The RBOC, the City of Pasadena and the Festival operator shall coordinate directly with taxi and TNC providers to ensure a smooth operation of these vehicles during the Festival. • The RBOC and Festival operator shall develop an extensive local outreach program involving the local community/residents. This would be used to gather their input into the traffic management of the event amongst many Festival related considerations. The RBOC, City of Pasadena staff, and Festival operator shall assign a resident or residents to the role of a community liaison to the event management staff. <p>Promotion of Transit Usage</p> <ul style="list-style-type: none"> • The Festival operator shall provide fully- or partially-subsidized transit passes for Festival employees and attendees. <p>Promotion of Bicycle Usage</p> <ul style="list-style-type: none"> • The Festival operator shall provide a safe and secure bicycle valet system for Festival employees and attendees. <p>Incentivize Carpooling</p> <ul style="list-style-type: none"> • The RBOC and Festival operator shall provide preferential parking or reduced parking costs for vehicles/vanpools containing four or more people. • The RBOC and Festival operator shall provide a carpool/vanpool program similar to the Coachella Festival "Carpoolchella" program. This program shall be widely publicized at a sufficient time in advance of the event, as well as when tickets are released for pre-sale/sale to the general public. This program shall provide incentives/prizes to participants, such as: <ul style="list-style-type: none"> ○ VIP Tickets ○ All access guest passes ○ Photo passes ○ VIP wristband upgrades 			

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<ul style="list-style-type: none"> o Merchandise vouchers <p>Development of Internet/Social Media/Mobile App Program</p> <ul style="list-style-type: none"> • The RBOC and Festival operator shall distribute the following information to Festival attendees and employees via the internet, printed media (newspapers/magazines), and social media to ensure the broadest distribution of information. <ul style="list-style-type: none"> o Festival/Event maps o Directions o Americans with Disabilities Act (ADA) information <ul style="list-style-type: none"> o o Details on visiting/getting to the Festival o o Parking/transit/shuttle information •The RBOC and Festival operator shall provide this information well in advance of the event in order to allow attendees/employees to plan how they will be getting to the event and to encourage ride sharing, carpooling, transit, and bicycle use. •The Festival operator shall develop a smartphone/tablet/mobile application ("app"), or current technology equivalent, for the Festival. The app should be compatible with commonly used operating systems such as IOS (Apple), Android (Google) and Windows Phone (Microsoft). The app should provide the same data that is available on the event website/social media outlets, including real time information where appropriate. The app should allow attendees and employees to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.). •The Festival operator shall either develop parts of a Festival app or create a new app specifically developed for local residents. The app should allow residents to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.). •The Festival operator shall either develop parts of a Festival website or create a new website specifically developed for local residents. The website should allow residents to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.). 			

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<p>Mitigation Measure TRA-2: Traffic Impacts: The Project operator shall develop a Transportation Report Card.</p> <ul style="list-style-type: none"> • The Festival operator and the RBOC shall develop an event-related Transportation Report Card. This would have the benefit of helping the RBOC, the City of Pasadena, and the Festival operator improve the management of event-related traffic to/from the Rose Bowl Stadium and off-site parking locations. The report card would encompass, but should not be limited to, the following items/data: <ul style="list-style-type: none"> o Event attendance information o Average vehicle occupancy (AVO) surveys o Data on the number of vehicle (automobile and transit), pedestrian and bicycle incidents o Coordination with Caltrans regarding the interstate system and operations o Management of off-site parking locations and shuttle operations o Vehicle arrival and departure patterns/data o Social media and app usage o Information/data on additional transit services provided and ridership data o Vehicle, bicycle, and pedestrian counts. • The report card shall also involve input from the local residents and their liaison as well as the PDOT and PPD. <p>The report card shall make recommendations for improvements and modifications to the traffic management and operations plan for subsequent Festival years.</p>	<p>Annually, during preparation and review of the Festival Operations Plan</p> <p>Field verification during the Festival</p> <p>Post event review of the Festival Operation Plan</p>	<p>City of Pasadena, City Manager (and specifically the Pasadena Department of Transportation)/Rose Bowl Operating Company, through annual implementation and post event review of the Festival Operations Plan</p>	