

LEGISLATIVE #

110368A



Legislative File 110368

Classical Music at the Downtown Plaza and Rosa Parks Transfer Station

Recreation, Cultural Affairs & Public Works Committee

December 12, 2011

Mood Effects of Piped Music

- When people like the music they hear, it stimulates dopamine production (a neurotransmitter), elevates their mood and makes them more likely to stay/return.
- When people dislike the music, it suppresses dopamine production and puts them in a bad mood, spurring them to avoid the music and leave.
- Reference:
http://seattletimes.nwsources.com/html/entertainment/2009543344_music27m.html

Piped Music to Deter Crime

“Businesses and transportation systems use classical, opera and country music as a crime fighting tool around the globe.” - Seattle Times

- Transit System Stations
- Public Libraries & Parks
- Fast Food Chains
- Convenience Stores
- Parking Lots
- Street Corner Hang-outs
- Shopping Areas

Piped Music Outside at Eugene, Oregon Public Library

- Home CD Player Attached to Existing Sound System.
- Standard Home Weather Proof Speakers Installed on Outdoor Walls (not ideal quality).
- Soothing CD's Played (picked by staff).
- Looped One CD During Open Hours for Each Working Day.
- Changed Atmosphere Outside the Library to be More Positive by Reducing Loitering.
- Reference: Lavena Nohrenberg, Eugene Public Library Customer Experience Manager

Piped Outdoor Music for Eugene, Oregon Transit System

- **Four Opera Songs at Loud Volume Played on Endless Loop.**
- **Irritated Teenagers/Loiterers Who Left the Area.**
- **Effective in Deterring Crime.**
- **Complaints, Particularly From Bus Drivers & Opera Lovers.**
- **Reference: Mike Sullivan, City of Eugene Planning & Development.**

Piped Music in Eugene, Oregon Kesey Square

- **Currently in Development.**
- **Minimalist Sound System.**
- **Plan to Play Show Tunes.**
- **Partnership with Downtown Tenants & Owners, Farmer's Market, Police & City Staff.**
- **Remote Control of Music to Merchants.**
- **Reference: Nan Laurence, City of Eugene Planning & Development**

Equipment Price for Kesey Square in Eugene, Oregon

- **Amplifier: \$300**
 - **Speaker: \$55**
 - **Ipod Shuffle & AC Adapter: \$85**
 - **Speaker Cable: \$17.50**
 - **Cable to Patch Ipod to Amp: \$11**
 - **TOTAL: \$468.50**
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- **Reference: Nan Laurence, City of Eugene Planning & Development.**

Piped Music in Lancaster, CA

- Recorded Sounds of Chirping Birds, Water Lapping & Calming Music Piped Onto Downtown Streets.
- “Key to the calming effect: The 30- to 40-beats-a-minute tempo of the computer-generated music is about half the average human heart rate.”
- Well Received by Public.
- Outdoor In-ground Speaker System Funded as a Downtown Redevelopment Project.
- Reference:



http://www.dailynews.com/news/ci_17622531

Piped Music at Gainesville RTS Rosa Parks Transfer Station

- **RTS has tried piped music on buses in the past.**
 - **Received numerous public complaints.**
 - **Discontinued the program.**
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- **Reference: Office of RTS Director Jesus Gomez**

Music Public Performance Rights

- Currently the City annually renews its BMI, ASCAP and SESAC music licenses, allowing for playing almost all available recorded music & cover songs in a live concert.
- No additional licensing costs would be incurred, should the City elect to have music at the Plaza.

Plaza Piped Music Sound Equipment Cost Estimates

- **Simple Home Quality CD/Amplifier System With Plaza Roof Mounted Speakers: \$500**
- **Commercial Plaza Roof Mounted Speakers with Commercial Grade Player/Amplifier Also Suitable for Live Concerts: \$11,000**
- **Install In-Ground Outdoor Speaker System With Commercial Grade Remote Control Player/Amplifier: Sound Design Consultant. Possible CRA Project.**

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Questions?