

Project Title:	Project Number: 0001
Transportation Management Strategies for Special Events	
Statement of Problem:	
<p>Special events are an important not infrequent part of the operating environment of the surface transportation system. These events have the potential to affect a number of modes and components of the transportation system (e.g., including highway, transit, rail and air). Special events include sporting events (e.g., football, baseball, golf tournaments, marathons, Olympics, etc.) parades, national conventions (e.g., Democratic or Republican Conventions), international summits (e.g., WTO), music festivals, fairs and other events of local interest. Planning and development of transportation management strategies specific for special events is not a commonly accepted or consistent practice of state and local agencies.</p> <p>The delivery of transportation services during special events often requires agencies that normally don't work together to work together. Transportation management during special events may also require that jurisdictions within a region, which often don't work closely together, to work together. Such coordination and planning provides an opportunity to pursue innovative operational practices and to apply technologies to improve the performance of the transportation system and other transportation services.</p> <p>Managing the increased travel demand that occurs during special events, while effectively utilizing the available roadway and service capacity during these events, can be oriented to optimize the performance of the surface transportation system. To do this, multiple agencies need to engage in advance to plan and coordinate the delivery of transportation services and operation of components of the system.</p>	

Suggested Approach:

The following is a list of issues that were initially identified to be considered for the *Synthesis Project*, but the list also provides issues that could be addressed to advance the state of the art in Special Event planning:

- Identify and classify the types of special events that agencies plan and coordinate for travel management related activities. The goal of the classification scheme would be to identify: the types of events; address the important characteristics of those events; and address the level of effort that should be expended in planning for particular events.
- Documented plans, procedures, manuals, operational strategies, range and type of services provided, performance measures, and resources allocated for each event type or class.
- Document stakeholders, institutional arrangements, and coordination throughout all phases of an event (e.g., maintenance, medical, fire, police, towing, traffic control, and travel info.)
- Document and evaluate processes used to form local stakeholder groups, conduct initial planning, and facilitate planning and agency coordination in advance of the next event.
- Document processes, procedures, and protocols that are used to share information, coordinate operation of services and systems, and control traffic during each event.
- Document performance measures, analysis tools, performance monitoring and evaluation of the operational plans developed and services provided for each event.
- Document the technology infrastructure used by stakeholders to manage travel or provide transportation services associated with each event.
- Profile successful regional or agency practices.
- Identify research, training, and technical aids that may be developed to assist in successful special event planning or management.

Products:

A technical reference document. Print, electronic, and web versions.

End Users (Product Customer):

State and local agencies with TMC's

State and local agency transportation planners and applicable service providers (e.g., transit, fire, enforcement, emergency medical, maintenance, etc.)

Private sector companies that provide contract services to State and local agencies.

Private sector companies that provide contract services to those who manage specific special events.

<p>Technology Transfer (e.g., training, outreach, and distribution):</p> <ul style="list-style-type: none"> - Outreach and awareness with availability of product through professional organizations. - Publicized through FHWA Divisions, Resource Centers and related program activities. - This technical document would also provide the resource around which a technical training course could be developed in the future to further advance the application of the important concepts and techniques to state and local agencies with the planning, coordinating, and managing travel associated with special events. 									
<p>Cost Estimate:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Person Hours:</td> <td style="border-bottom: 1px solid black; width: 30%;"></td> </tr> <tr> <td>Labor Cost:</td> <td style="border-bottom: 1px solid black; text-align: right;">\$ 235,000</td> </tr> <tr> <td>Direct Cost:</td> <td style="border-bottom: 1px solid black; text-align: right;">\$ 15,000</td> </tr> <tr> <td>Total Cost Est.:</td> <td style="border-bottom: 1px solid black; text-align: right;">\$ 250,000</td> </tr> </table>	Person Hours:		Labor Cost:	\$ 235,000	Direct Cost:	\$ 15,000	Total Cost Est.:	\$ 250,000	<p>Comments:</p> <ul style="list-style-type: none"> -Direct costs to accommodate any interaction and review of practitioners on the development of this product. -Support initial distribution of limited number of copies to each State DOT -Limited travel is required to obtain information from existing agencies.
Person Hours:									
Labor Cost:	\$ 235,000								
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Total Cost Est.:	\$ 250,000								
<p>In-Kind Support or Other Funding (Beyond Pooled Fund Study):</p> <p>-FHWA and pooled fund participants technical support and project management in the development of the project proposal, scope and product development.</p>									
<p>Suggested Schedule for Major Milestones:</p> <ul style="list-style-type: none"> -Project scope and request for project proposals to perform work: 3 months -Review proposals, negotiate and initiate contract: 3 months -Summary of state-of-practice review: 2 months -Development of initial draft report: 5 months -Revised final draft: 4 months -Printed document and distribution: 3 months 									

Benefits:

- Project will result in the development of a product and engage the interaction of TMC practitioners on the values, benefits and lessons learned related to transportation management for special events.
- Project will provide a consumable product that will identify a range of issues included in agency policies, procedures, plans, profile successful agencies and identify additional information (e.g., potential further study, training, and technical guidance) needed by transportation agencies to facilitate the successful planning, development and use of operational strategies, and traffic control plans.
- Project will facilitate the identification and integration of the concepts of operational plans, traffic management, and integration of TMC’s into the day to day planning, operational activities, and procedures of agencies and personnel involved with supporting special events.