

# MANAGING TRAVEL FOR PLANNED SPECIAL EVENTS



# Presentation Overview:

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- Definition, What Is It & Why Is It Important?
- Benefits
- Event Characteristics & Challenges
- Regional Planning & Coordination for All Events
- Event Specific Planning, Coordination & Activities
- Resources & Tools

## **Definition:**

**A Planned Special Event** *is a public activity with a scheduled time, location & duration that may impact the normal operation of the surface transportation system due to increased travel demand &/or reduced capacity attributed to event staging.*

# Planned Special Event Examples:



## Examples:

- Sporting events & concerts
- Fairs & festivals
- Parades & street races



## What Is Not Included:

- Work zones
- Severe weather
- Natural disasters
- Other emergencies



# Managing Travel for PSEs Involves:

- Advanced operations planning, stakeholder coordination & partnerships
- Multi-agency traffic management team:
  - Develops traffic management plan
  - Prepares procedures & protocol
  - Day-of-event traffic control & coordination
- Raise awareness of general public & event patrons of potential travel impacts
- Coordinate agency services & resource sharing

# Goals of Managing Travel for Planned Special Events:

- Achieving *predictability*
- Ensuring *safety*
- Maximizing *efficiency*
- Meeting public & event patrons *expectations*



# Benefits:

- Reduce traffic congestion
- Improve mobility
- Improve travel safety
- Form partnerships & build trust
- Promote interagency coordination, resource utilization & sharing
- Incorporate new procedures, plans & practices into day-to-day operation of agencies

## Home opener doesn't snarl traffic for long

By JESSE GARZA  
and LINDA SPICE  
of the Journal Sentinel staff

Despite the triple whammy of rush hour, an opening day crowd of 42,000 and a presidential motorcade, officials reported few problems along freeway routes leading to Miller Park Friday.

And although roads near the ballpark were clogged by late afternoon, travel times on the rest of the freeway system were close to normal, according to the state Department of Transportation.

For the second Friday night in a row, it appeared that fans had followed the pleadings of officials to leave for the stadium very early and use public transportation.

"Everything went very smoothly," said Sgt. Michael Scharlau of the Milwaukee County Sheriff's Department.

# Benefit Measures:

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## Transportation system:

- Travel time & delay (traffic & transit)
- Arrival & departure service rate
- Number & location of traffic incidents

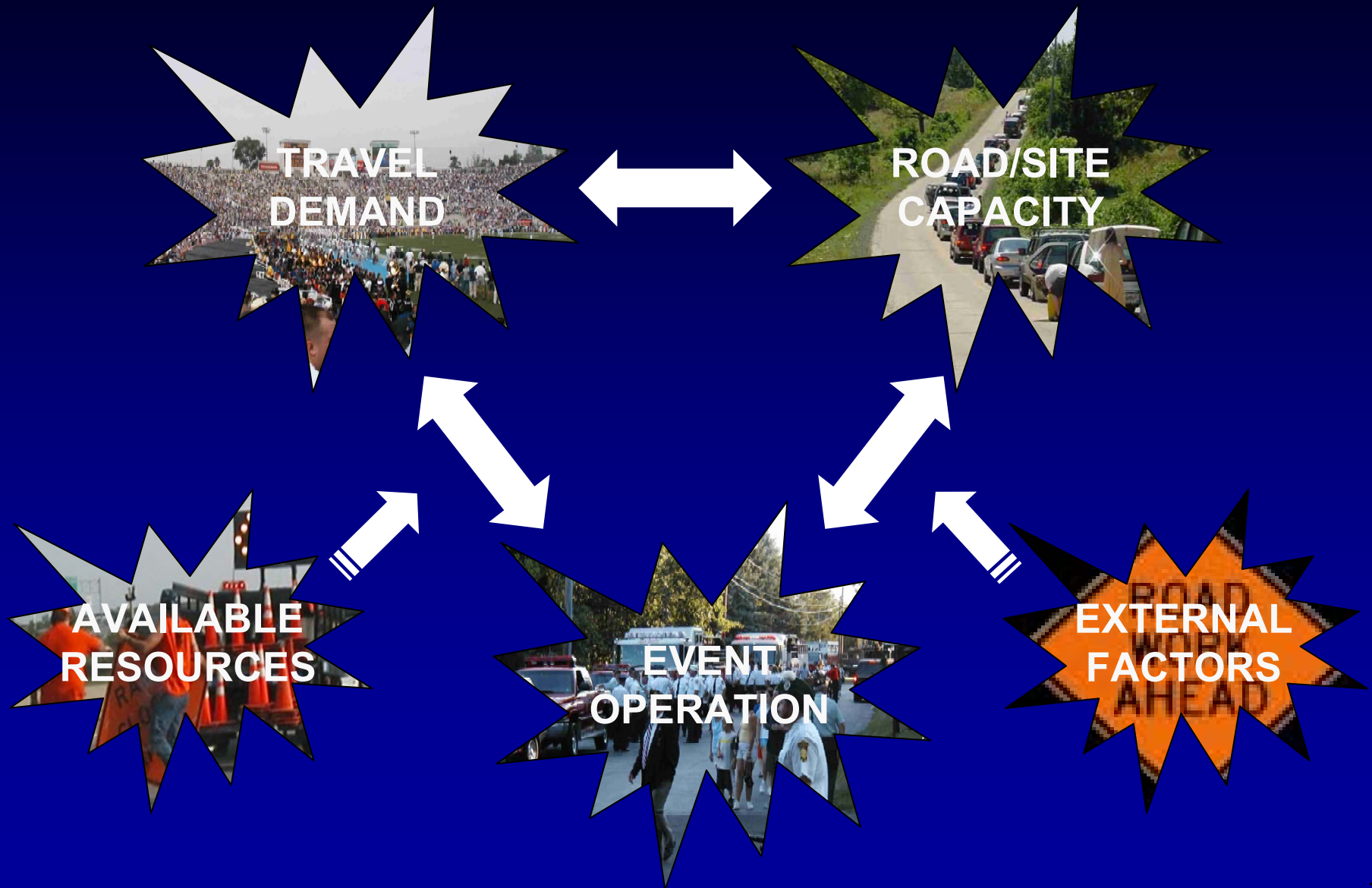
## Community:

- Economic
- Emergency vehicle access
- Public agency costs
- Travel demand



# **Event Characteristics & Challenges**

# Event Impact Factors:



# Issues & Characteristics:

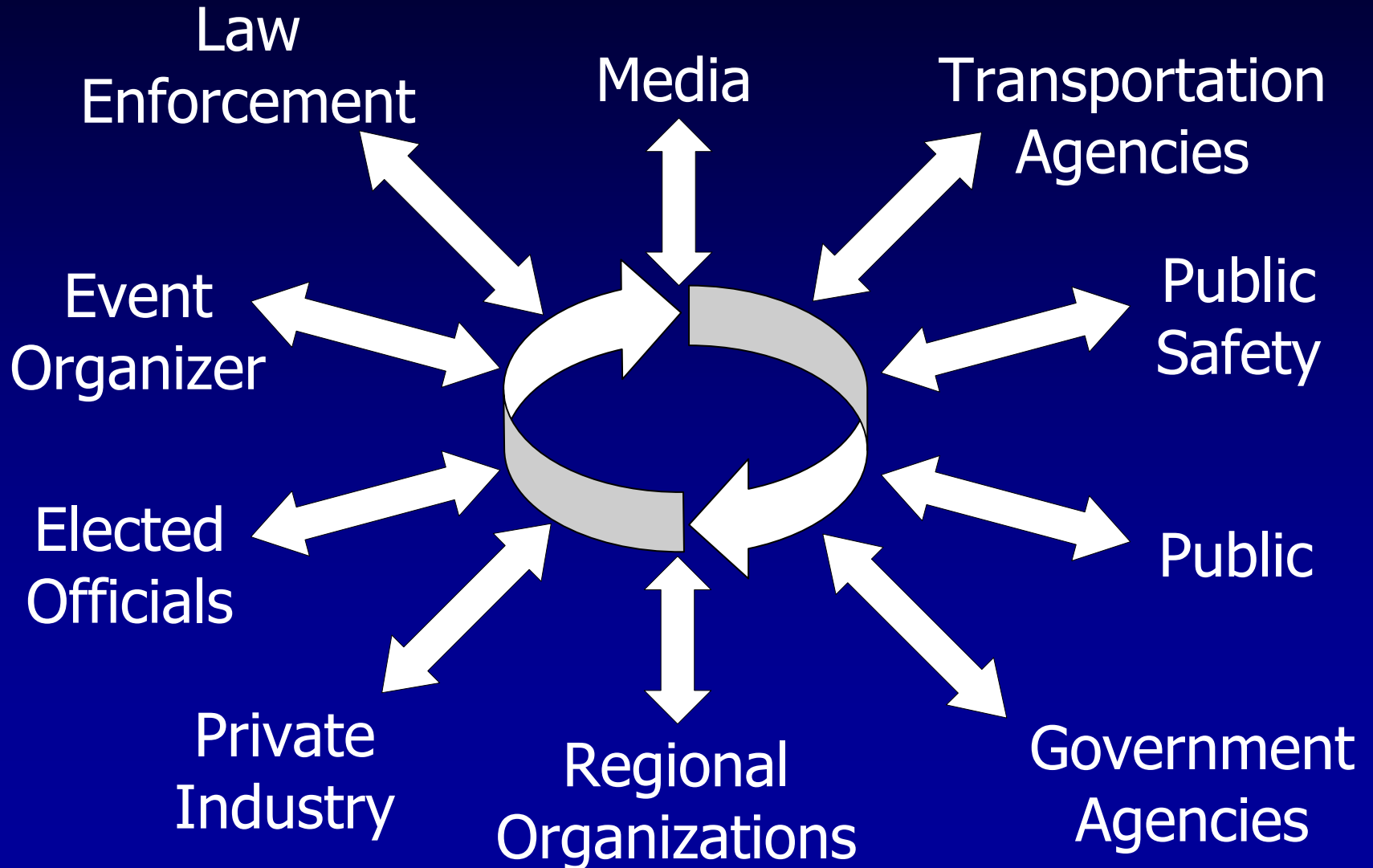
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- Travel demand magnitude, rate & modal split
- Background traffic, transit & parking capacity
- Event market area & staging requirements
- Available personnel & equipment resources for planning & day-of-event operations
- Weather, security & other contingencies
- Other concurrent events

# Number of Events within a Region

- Los Angeles County, CA
  - 2,000 planned special events each year
- Milwaukee, WI
  - 450 planned special events each year that influence travel along one downtown segment of I-94

# Stakeholders:



# Stakeholder Challenges:

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- Mitigate impacts of event-generated traffic
- Potential for heavy volume of transit vehicles & pedestrian flows
- Coordinate travel management activities with event operator & overall planning team
- Available staff resources & support services
- Infrastructure lacking at event site to:
  - Accommodate generated traffic
  - Manage traffic
  - Provide support services

# Possible Travel Choices:



Transit  
Express / Charter Bus

Automobile  
(route selection / parking)



Consideration for  
Pedestrians & Other Modes

# Planned Special Event Categories:



- Discrete/recurring event at a permanent venue
- Continuous event
- Street use event
- Regional/multi-venue event
- Rural event



# **Regional Planning & Coordination**

# Regional Planning & Coordination:

- Mechanism for agencies to coordinate activities & work together
- Focus on continuously improving travel management for all PSEs in region
- Formal multi-agency program or initiative
- Champion & provide resources to pursue activities to improve on current practices
- Multi-year program plan prioritizing initiatives to improve current practices

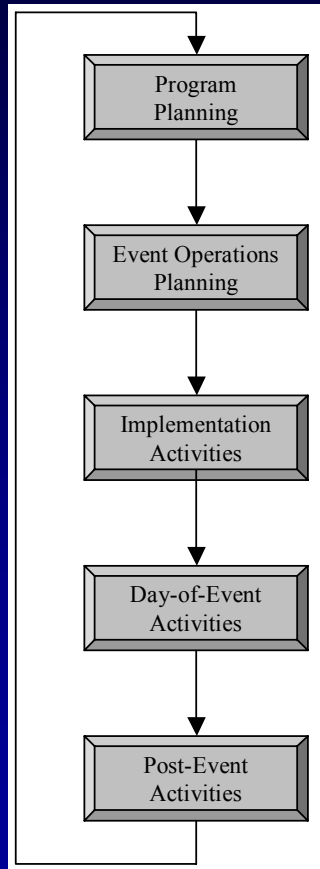
# Regional Planning & Coordination: *(con't.)*

Potential Focus of Regional Initiatives & Activities:

- Interagency agreements
- Regional or consistent agency permit process
- Recommended travel management practices for specific categories of PSEs
- Technical teams formed to champion & carryout specific initiatives
- Assess & report on benefits of regional & event-specific activities

# **Managing Travel for Specific Events**

# Phases of Managing Travel for Planned Special Events:



Regional planning & coordination for all planned special events

Event specific:

- Event-specific operations planning
- Implementation activities
- Day-of-event activities
- Post-event activities

# Event-Specific Operations Planning:

- Advance planning & resource coordination activities conducted for a specific planned special event.
- Establish a planning framework & team
- Predict transportation system operations deficiencies & develop strategies to mitigate
- Assess & plan for unexpected, high-impact scenarios
- Increase traffic management team preparedness & productivity

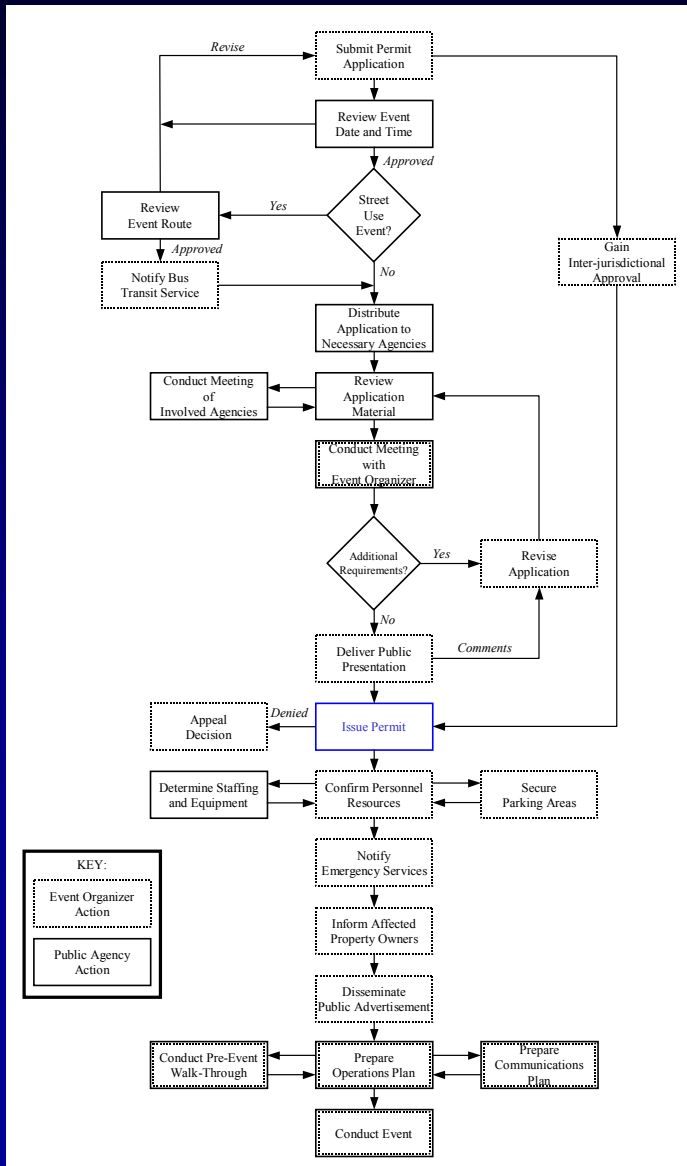
# Event-Specific Operations Planning: *(con't.)*

## Key Activities & Products:

- Agency permitting of planned special events
- Interagency agreements
- Traffic management team
- Event travel management feasibility study
- Traffic management plan, transit management plan, emergency management plan, etc.
- Travel demand management initiatives

# Planned Special Event Permitting:

- Permit application
- Permit process
  - Decision criteria
  - Special requirements
- Permitting requirements
  - Event restrictions
  - Impact mitigation
  - Legal
  - Funding





# Traffic Management Team:



- Traffic management plan development & resource planning
- Stakeholder coordination & team management
- Traffic management & control
- Event Site Command Post
- Day-of-event traffic management
- Post-event evaluation activities



# Event Travel Management Feasibility Study:

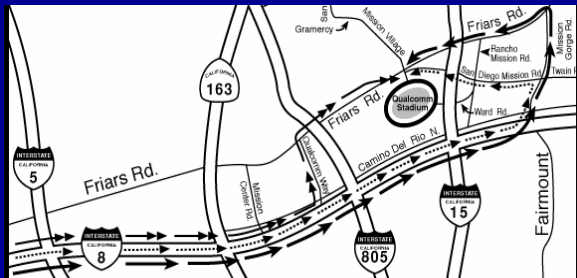
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- Travel forecast
- Market area analysis
- Parking demand analysis
- Traffic demand analysis
- Roadway capacity analysis
- Mitigation of impacts

# Traffic Management Plan

## Components:



- Site access & parking plan
  - Access → Process → Park
- Pedestrian access plan
  - Pedestrian access routes
  - Shuttle bus service
- Traffic flow plan
  - Traffic flow routes
  - Emergency access
- Procedures & protocols

# Traffic Management Plan

## Components: *(con't.)*



- Traffic control plan
  - Freeway / Street / Intersection
- En-route traveler information plan
- Traffic surveillance plan
- Traffic incident management & safety plan
  - Crash prevention
  - Traffic incident clearance

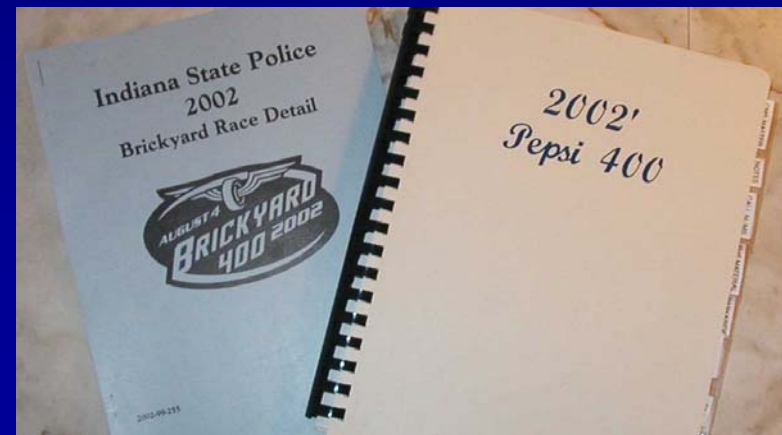
# Travel Demand Management:

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- Transit service
  - Public transit service expansion / marketing
  - Express / charter service
- Local travel demand management
- Event patron incentives
- Pedestrian & bicycle accommodation
- High occupancy vehicle incentives
- Business & neighborhood accommodations

# Implementation Activities:

- Improve efficiency of traffic management plan deployment
- Identify unknown & potential problems before the event
- Increase traffic management team preparedness
- Products:
  - Implementation plan
  - Review & testing
  - Personnel recruitment & training



# Implementation Plan:

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- Defines personnel assignments, roles & responsibilities of traffic management team personnel on the day-of-event.
- Training & preparation
- Describes a scenario-based, operations *game plan* at the management-level
- Communicates instructions & protocol for media & public
- Organizes traffic management personnel & resources at field-level

# Day-of-Event Activities:

- Daily implementation of the traffic management plan & traffic monitoring
- Facilitate rapid deployment of traffic management plan strategies & contingency plans
- Provide traffic & incident management support
- Respond to new scenarios & unexpected events





# Day-of-Event Activities: *(con't.)*

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## Key Activities & Products:

- Traffic management team coordination & management
- Traffic management plan evaluation & revision
- Interagency communication structure & protocol
- Media interaction
- Traffic monitoring

# Post-Event Activities:

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- Evaluation of transportation system operations based on:
  - Stakeholder debriefings
  - Analysis of day-of-event traffic data
- Improve advance planning & operations for:
  - Future recurring events
  - Future events at the same venue
  - All future events in a region

# Post-Event Activities: *(con't.)*

## Key Activities & Products:

- Participant evaluation
  - Stakeholder debriefing
  - Patron survey
  - Public survey
- Post-event debriefing
- Post-event report
- Identification of key successes & lessons learned

The screenshot shows a web browser displaying a survey page. The title is "The Great American Celebration on the Saint Louis Riverfront July 3, 4, 5, 2003" with a sub-header "2003: A Salute to Freedom". The survey is titled "Patron Survey" and states: "We are collecting information about Fair Saint Louis. Your answers are very important and will be used to help plan future Fairs." The survey contains several questions with dropdown menus for answers, such as "How do you usually receive information about Fair Saint Louis?", "How many days do you usually attend Fair Saint Louis?", "Decides yourself, how many other people did you attend the Fair with?", "How do you travel to the Fair?", "How much money do you typically spend on a single visit to the Fair?", and demographic questions like "What is your age?", "What is your gender?", "What is your marital status?", "How many children under the age of 18 live in your household?", "Which of the following best describes your highest level of education completed?", "Which of the following best describes your occupation?", "Which of the following best describes your annual household income (combined income of you and your spouse/partner)?", and "What is your ZIP code?". There is a "Comments" section with a note "(Responses will be read after the Fair)". At the bottom, there are buttons for "Submit the survey" and "Clear form".



# Resources & Tools

# Resources & Tools:

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- Managing Travel for Planned Special Events Handbook - Publication No. FHWA-OP-04-010
- Outreach material:
  - Tri-fold brochure
  - Frequently asked questions
  - Technical presentation
  - Fact sheet
- Resources available at:
  - TMC Pooled-Fund Study: <http://tmcdfs.ops.fhwa.dot.gov>
  - ITS Electronic Document Library: <http://www.its.dot.gov>

# Handbook Overview:

- Purpose: provide guidance & recommendations on:
  - Managing travel for specific PSEs
  - Planning, coordination & regional activities for all PSEs within a region
- Intended Audience: individuals responsible for or engaged in any aspect of managing travel for all PSEs within a region or for specific events
- Available at TMC Pooled-Fund Study web site & ITS Electronic Document Library:
  - <http://tmcpfs.ops.fhwa.dot.gov>
  - <http://www.its.dot.gov>

# Handbook Overview: *(con't.)*

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- Organization: consists of 15 chapters within the following sections:
  - Overview
  - Advance planning
  - Day-of-event activities
  - Post-event activities
  - Event profile
- User Groups:
  - Transportation engineer
  - Law enforcement officer
  - Event organizer



# Handbook Chapters:

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1. Introduction & Background
2. Characteristics & Categories of PSEs
3. Overview
4. Regional & Local Coordination
5. Event Operations Planning
6. Traffic Management Plan
7. Travel Demand Management & Traveler Information
8. Implementation Activities
9. Day-of-Event Activities
10. Post-Event Activities
11. Discrete/Recurring Event at a Permanent Venue
12. Continuous Event
13. Street Use Event
14. Regional/Multi-Venue Event
15. Rural Event



## Additional Resources & Tools:

- Repository of case studies & reports: TMC Pooled-Fund Study Website <http://tmcdfs.ops.fhwa.dot.gov>
- Training Course & Workshop – Available 2005
- Special Events Case Studies Report – PTI / FHWA
- NCHRP Synthesis 309: Transportation Planning & Management for Special Events
- ITS Peer-to-Peer Program: <http://www.its.dot.gov>