

SPECIAL EVENT MANAGEMENT

Description

Special events (sporting events, concerts, fairs, conventions, etc.) cause high traffic congestion as attendees overload local street and highway networks adjacent to the venue. Unlike unplanned events, mitigation can easily be planned and coordinated to minimize its effects on normal traffic operation. If the event occurs regularly, standardized plans can be produced, allowing for minimum congestion with minimal effort. Local transit options should be heavily utilized for their person movement capabilities.



Target Market

This strategy applies to large venues: convention centers, sports arenas and stadiums, theatres, and convention hotels. The goal for successful event management is to transfer as much event traffic onto alternate underutilized routes or modes, allowing normal traffic flow on primary routes. This requires route information to be distributed as thoroughly as possible.

How Will This Help?

- Increase safety at the event and on the surrounding street network.
- Improve traffic flow for event patrons and regular traffic.
- Decrease delay for all users.

Success Stories

- Dallas State Fair—partnership with DART and the implementation of the Green Line allows customers to directly access the State Fair.
- Austin—The University of Texas partners with Capital Metro in order to mitigate congestion for home football games by offering fixed route service from park and rides.

Implementation Issues

Though there are few hurdles to implementing an event management strategy, a lack of interagency coordination can severely hinder or cripple its deployment. Public agencies responsible for traffic control and parking must coordinate with event staff and private stakeholders to ensure all parties are coordinated. Special consideration must be given to integrating parking with the traffic flow, separating pedestrians from auto traffic, and traffic control on neighborhood streets.

Cost:	●●○○○
Time:	Short
Impact:	Spot
Who:	City/Transit Agency
Hurdles:	Coordination