Transportation and Parking Committee

Co-Chairs

Lori Miser, Executive Director
Indianapolis Metropolitan Planning Organization

Joseph Wiesinger, Principal
Shrewsberry
Welcome to the Village!

The Epicenter of AWESOME!

1,105,000 people

Photo Courtesy of Jason Levengood

SUPER BOWL XLVI

INDY 2012
Zipline Fun
10,429 Zippers
St. Elmo’s sold 2 tons of shrimp.

Ruth’s Chris broke the single day sales record on Saturday for any Ruth’s Chris in the world.

The Ram sold 245 kegs of house brewed beer and 6,000 Howlers (the half growler). They also doubled the company record for weekly sales.

Steak n Shake sold 31,237 beef patties, used 1,071 gallons of shake base and served 6,761 pounds of french fries.
Host Committee Goals

• Deploy diverse talent
• Engage the broader community
• Leave a lasting legacy
• EXCEED EXPECTATIONS
43% Female
33% Diverse
40% Emerging Leaders
Transportation & Parking Committee

• Worked directly with Gameday Management Group (GMG) and the NFL to develop and implement a transportation/parking plan

• Unprecedented cooperation between governmental entities: INDOT, DPW, and IMPD/Public Safety
Transportation and Parking - Timeline & Goals

• Meet specific bid obligations including parking, Park & Ride, and operations space
• Develop a safe & efficient vehicular and pedestrian plan for all constituents in most urban Super Bowl footprint in history
• Comprehensive communications plan so everyone would “Know Before You Go”
• Began work September 2010 with a full committee of 45 transportation stakeholders
Other Parameters of the Plan

• Encourage people to come downtown
• Ensure safe pedestrian movement
• Provide routes for downtown traffic to circulate efficiently
• Ensure access to parking facilities & minimal impact to downtown business operations
Integration of Stakeholders

• NFL
• Gameday Management Group
• Host Committee
Super Bowl Routes
February 3rd - February 4th

For more information, visit us online at
www.IndianapolisSuperBowl.com
Super Bowl Sunday
February 5th

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www.IndianapolisSuperBowl.com
Available Delivery Areas Are Indicated by Delivery Hours:

START - 2:00AM
END - 9:00AM

RULES AND REGULATIONS FOR USE
Refer to "KNOW BEFORE YOU GO" for all road closure and route information.

All delivery hours are subject to close or change any time due to public safety.

Coordinated delivery zones apply only to areas designated herein and are available for use exclusively to businesses located within the road closures surrounding the Super Bowl Village.

Coordinated delivery zones are on a first come first service basis for "marked" commercial delivery vehicles only. Marked vehicles are classified as those denoted in permanent fashion with vendor marking or with a delivery receipt of the supplied goods and intended location.

Delivery vehicles are subject to search at the discretion of the Indianapolis Metropolitan Police Department.

Delivery vehicles are allowed a maximum of ONE hour of parked time.

SUPER BOWL VILLAGE DELIVERY ZONE LOCATIONS AND SCHEDULE
Parking, Park & Ride, IndyGo

• All 10 days of park & ride sold out in advance eliminating over 5,000 cars & 15,000 people a day
• IndyGo saw an increase of 39% in ridership Super Bowl weekend
• Significant “no show” rate for DOG parking
Lessons Learned

• Park & Ride exceeded expectations
• Need a Plan B for pedestrians due to Village popularity *(we threw a really great party)*
• Pedestrian & vehicular adjustments throughout the event were critical
• Streamlined command & control with public safety
• Need more transit service to support the demand
Lessons Learned

• Pedestrian plan adjustments throughout the event
• Need a secondary vehicular plan due to village popularity (i.e. we threw a great party)
• Streamlined command & control with public safety
• Park & Ride exceeded expectations
We had a great weather plan... but we didn’t have to use it
INDIANAPOLIS IS THE BEST SUPER BOWL CITY I'VE EVER SEEN.
Dennis Boswell, CNBC

IT IS THE MOST SPORTS CENTRIC CITY IN THE NATION, IF NOT THE WORLD. BUT AS VIEWERS ALL OVER THE COUNTRY FOUND OUT LAST WEEK, THERE IS A LOT MORE TO INDIAN THAN SPORTS.
Larry Clemons, Forbes

INDIANAPOLIS PROVED TO BE THE PERFECT SUPER BOWL CITY, ACCOMMODATING IN THE TRUEST SENSE OF THE WORD.
Jane Leavy, Granland

ADIOS INDI. YOU CRUSHED IT.
Rich Eisen, NFL Network

MOST IMPORTANTLY, THE PEOPLE OF INDIANAPOLIS WERE SPECTACULAR. THIS WAS THE 33RD CONSECUTIVE SUPER BOWL I'VE COVERED, AND NEVER HAVE I FELT MORE WELCOMED OR MET MORE PLEASANT FOLKS, INCLUDING JUST ABOUT EVERY PERSON I CAME ACROSS, BOTH THE VOLUNTEERS AND THE NATIVES ON THE STREETS AND IN THE SHOPS.
Hub Arkush, Pro Football Weekly

BEEN LUCKY TO ATTEND 4 SUPER BOWLS, INDI SURPASSED THEM ALL AS SB HOST CITY.
Brian Baumgartner, Actor

IT'S LIKE EVERYBODY'S ON XANAX, THEY ARE SO HAPPY.
Rick Reilly, Sports Illustrated

LAST NIGHT WAS WILD IN INDI. I WANTED TO GO EXPLORE, BUT THERE WERE 17 BILLIONPEOPLE IN THE STREETS. IT WAS LIKE SUPER BOWL GRAS.
Neil Farrell, Actor

I HAVE NEVER SEEN A CITY THAT SEEMS TO HAVE MORE OF THEIR BUSINESS IN ORDER GETTING READY TO HOST A SUPER BOWL THAN I'VE SEEN OUT OF INDIANAPOLIS.
John Ridenour, ESPN

The reviews are in. Well done Indianapolis.
Indianapolis Convention & Visitors Association

THE CITY IS SO EXCITED. THERE'S NOT A PERSON THAT YOU ENCOUNTERED ON THE AIRPLANE WHO IS FROM INDIANAPOLIS WHO DIDN'T WANT TO START TELLING YOU ABOUT ALL OF THE PREPARATIONS. IT IS WONDERFUL TO SEE A SUPER BOWL COME TO A CITY LIKE THIS WHERE THERE'S SO MUCH PRIDE IN TOWN.
Mike Greenberg, ESPN

FAREWELL INDIANAPOLIS. AS THEY SAID ALL WEEK HERE, HAVE A "SUPER" DAY! ONE OF THE BEST SUPER BOWL WEEKS EVER. #HOOSIERSKILLEDIT
Troy Whitt, ESPN

BIGGER IS NOT NECESSARILY BETTER. IT WAS A TREMENDOUS WEEK.
Andy Furman, Fox Sports Radio

AS FOR INDIANAPOLIS, SUPER BOWL XLVI SHOULD IN NO WAY BE ITS LAST AFTER HOW THE CITY EXPERTLY HANDLED ITS FIRST SHOT AS A HOST.
Chicago Tribune

I AM SO PROUD OF THE CITY OF INDIANAPOLIS. SO MANY PEOPLE HAVE TOLD ME THIS IS THE BEST SUPER BOWL THEY HAVE EVER ATTENDED!
Tony Dungy, NBC

I MUST GIVE INDIAN AN A+ ON HOSTING THE SUPER BOWL. THEY SURELY EARNED ANOTHER.
Michael Irwin, ESPN

visitIndy.com
Community Programs

Volunteers: 8,000 and 150,000 hours
THANK YOU INDIANA!