





## Traffic Planning Overview for Special Events

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A PLANNED SPECIAL EVENT is a public activity with a scheduled time, location, and duration that may (is likely to) impact the normal operation of the surface transportation system due to increased travel demand and/or reduced capacity attributed to event staging.





## **PSE Issues:**


- Security clearances not universal
- Not fully taking advantage of facilities
- Need resources
- Communication difficulties
- Real-time sharing of accurate info.
- Personnel changes
- Stuff costs money



## **Highlights-Keys to Success:**



- 1. Foster Partnerships, Trust**
- 2. Communication !!!!**
- 3. Share Lessons Learned**
- 4. Education and Training**
- 5. Provide Non-Threatening Venue to Bring Stakeholders Together**






## Highlights-Keys to Success:

1. EXPECT THE UNEXPECTED !!
2. Consider Adding Transit Capacity
3. Work Together EARLY and OFTEN
4. Enable Accurate and Timely Information Sharing



## Highlights-Keys to Success:


1. Enable Continuous Improvement
2. Do What You Say You Are Going To Do!!
3. Make Personnel Visible and Available to the Public
4. Debrief Events
5. Be Willing to Change From the Norm





## Highlights-Keys to Success:


1. Provide Incentives for Evaluation
2. Staff Should be Credentialed
3. ITS is Great, but Low-Tech Works Too
4. Be Vigilant Throughout Event
5. DON'T FORGET THE PUBLIC



## **IMPACTS !**


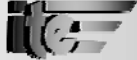
- Congestion / Delay
- Safety / Secondary Incidents
- Neighborhood Traffic
- Driver Frustration
- System Inefficiencies
- Others






## **The Process:**

1. Verify Existing Conditions
2. Identify Problems / Needs
3. Develop Immediate, Short, Long-Term Solutions
4. Mainstream Solutions Into Infrastructure Design/Construction and Incident Management Program
5. Operate / Maintain / Evaluate



## **Special Event Study Objectives**

1. Define Special Event Traffic Management and Traveler Information (TM/TIM) Needs
2. Identify Conceptual Alternatives to Address Needs
3. Develop Preliminary, "Order of Magnitude", Cost Estimates and
4. Prepare Conceptual Plans






## Needs Assessment

### 3 FUNDAMENTAL / "HIGHER ORDER" NEEDS:


1. Minimize Delay for Traffic To/From Event
2. Minimize Travel Safety Hazards
  - Freeway
  - Arterial
  - On-Site
3. Minimize Travel Frustration of Attendees




## Approach / Workplan

### KEY ACTIVITIES:

- Interviews / Questionnaires to Identify Existing Special Event TM/TI Activities
- Conceptual Alternative Development
- Workshops to Assess Needs and "Test" Conceptual Alternatives
- Preliminary Cost Estimates






## Existing Conditions

### QUESTIONNAIRE:

1. How does your agency currently manage traffic of special events?
2. Ideally, how would you like to see these special events managed or how would you improve your current TM/TIM activities?
3. What do you need to achieve the event management activities in question #2?




## Planned Special Events Tools/Tactics

- Crisis Communication Plan
  - Roles and responsibilities
  - Telephone numbers
  - Periodic Updates
- Traffic Management Plan
  - Identifying alternate routes
  - Emergency access to project






## **Key Institutional Elements:**



### ***Well Established Traffic Incident Management Program (TIME)***

- Multi-Agency / Multi-Disciplined
- Inter-Jurisdictional / Regional
- On-Going
- A Focus on Results
- ***Special Events / Construction Committee***





## **Key Institutional Elements:**

- Proactive Planning
- Stakeholder Involvement Throughout
  - **Clearly Defined Roles and Responsibilities**
  - **Regular Meetings**
- Public Safety Component
- Transit Component
- Media Partnerships
- Outreach








**Key Infrastructure Elements:**

- Direct Fiber Tie To MONITOR System
- Remote (Stadium) FTMS Workstation
- DMS (Portable and Permanent)
- CCTV and Video Sharing
- “Congestion Map” On TV Monitors
- Traveler Advisory Radio
- Ramp Metering and Signal Mods
- Static Signing



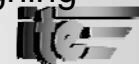

**Key Immediate-Term  
(0-2 yr.) Alternatives**

- Traffic Management
  - CCTV (Freeway / On-Site) and Video Sharing
  - Changeable Parking/Lane Control Signs
  - Freeway On-Ramp (closure) “gates”
  - Parking Management System
  - Adaptive Control Traffic Signal System



## Key Immediate-Term (0-2 yr.) Alternatives

- Traveler Information
  - Traveler Advisory Radio (TAR)
  - VMS (Freeway and Arterial)
  - Pre-discharge Traveler Information System
  - Enhance Information Shared with Media
  - Static / Variable Trailblazer Signing



## Planned Special Events Tools/Tactics

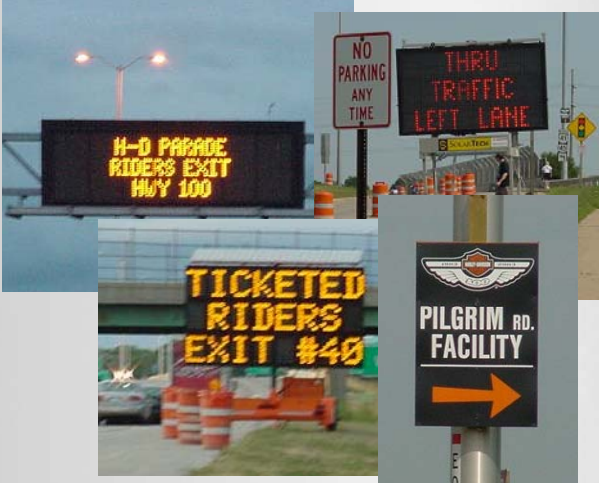
### Traveler Information-Website and Map-It Tool


The screenshot shows the mchange.org website interface. At the top, there is a navigation bar with links for 'Getting Around', 'Project Guide', 'News and Talk', 'Traffic Information', 'Submit Comments', and 'Site Map'. Below this, there is a 'TRAFFIC information' section with a map of the Marquette Interchange and a 'Current Traffic Conditions' link. To the right, there is a text block about the Marquette Interchange project, mentioning its history and current construction status. Below that, there is a 'GETTING around' section with a map and a 'Map Your Route' link. On the far right, there is an 'INFO zone headlines' section with several traffic alerts, including one about a full overnight closure of SB I-43 over Hobbs Bridge on Tuesday, November 17, 2008, and another about a major project mile closure on SB I-43 on November 29th. The page footer contains copyright information for the Wisconsin Department of Transportation and mentions the website was developed by INITS Corporation in association with Milwaukee Transportation Partners.



## Planned Special Events Tools/Tactics

Traveler Information-Aggressive Signing





## Conclusion and Lessons Learned

- Don't underestimate the total impact of multiple planned special events
- Acknowledge impact of roadway construction, mainstream improvements for managing PSE traffic into projects
- Use ALL the tools available (high and low tech)
- On-going TIM programs are an excellent mechanism for proactive planning

