Agenda

• Special Events Planning
• Development of Plans
• Implementation of Plans
• College Football National Championship
• Super Bowl LIII
Partnership
Planning
Comprehensive Special Events Plan

• Prior to 2017, all venues had separate plans, with varying levels of sophistication, and minimal coordination between venues
  • Minimal use of signal timing
    • Typical Georgia Dome event, 100+ signals in flash
  • Multiple public agencies involved in permitting process, with minimal coordination
    • “Road closure permit for party food delivery, during heart of Chick Fil A Kickoff Classic Ingress”

• Comprehensive special events planning effort began by CAP in Summer 2017
  • Funded through Downtown CTP study
  • “Downtown Atlanta Special Events Playbook”
  • Initially a “high level” organization of all venues traffic plans with additional coordination recommendations
Playbook Guiding Principals

• Provide for safe, reliable, and efficient vehicular and pedestrian event flow and minimize impacts to neighboring communities

• Leverage available infrastructure and technology through collaborative partnerships and cultural shifts

• Recognition that Downtown Atlanta plays host to numerous special events, often occurring in an overlapping manner across multiple venues and facilities.
  • MBS - 71,000 seats, expandable to 83,000
  • Phillips Arena – Top 10 worldwide concert venue in ticket sales
  • GWCC – 3rd largest convention center in US
  • Top 5 tourist destination in US – over 50 million visitors per year
  • Georgia just passed Hollywood for #1 filming location in the world
Development of Playbook

• High-level planning effort quickly evolved into full traffic plan development and operations
• Levels of event management and coordination established
• New holistic development of special event traffic plans
• Special event signal timing plans developed
• Sprint
  • August 26, 2017 (Falcons Preseason Game – MBS Opener)
• Marathon
  • 2017 Atlanta Falcons / Atlanta United season
  • January 8, 2018 (College Football National Championship)
Event Management Levels

- **GREEN**: Local event, most flexibility for closures and additional events
- **YELLOW**: Regional event, most scrutiny for closures and additional events
- **ORANGE**: Regional event, most scrutiny for closures and additional events
- **RED**: Regional event, most scrutiny for closures and additional events

*Increasing Event(s) Population*
- 10k
- 25k
- 50k
### Recommended Management

<table>
<thead>
<tr>
<th>WEEKDAY</th>
<th>WEEKEND</th>
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<tbody>
<tr>
<td>Rush hour traffic management</td>
<td>Rush hour traffic management</td>
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<td>On-call event traffic manager</td>
<td>1 active event traffic manager</td>
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<td>Contraflow likely</td>
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<td>Coordinate with TMC for interstate signs</td>
<td>Coordinate with TMC for interstate signs</td>
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<td>2 active event traffic managers</td>
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<td>Coordinate with TMC for interstate signs</td>
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<td>Ramp meter management</td>
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### Increasing Event(s) Population

- **10k**  
- **25k**  
- **50k**
Officer Assistance

- Officers work with traffic signal timing – minimal signals in flash

- Officers focus on vehicular and pedestrian safety
  - Officer’s primary role is separating pedestrians from traffic
  - Officer’s secondary role is restricting vehicles from “blocking the box”

- Officer safety is enhanced and staffing can reduced by allowing the signal timing to control intersections
Signal / ITS Upgrades

- **GDOT / DTOP / RTOP**
  - Prior to 2017
    - Limited special event timings
    - No coordination with Police and venues
    - < 25% communication to signals
  - Early 2017
    - MaxTime / MaxView Conversions
    - 4G Communication – 100% communication to signals
Signal / ITS Upgrades

- Renew Atlanta
  - 40+ CCTVs installed
  - 5 Blank-out signs
  - 16 Cabinet Upgrades
  - Flashing Yellow Arrows
  - Data Collection and Detection Devices
## Additional Partnerships

- GDOT ITS
- Typical event Interstate DMS messaging

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<thead>
<tr>
<th>Location</th>
<th>CMS</th>
<th>Message</th>
<th>Phase 1</th>
<th>Phase 2</th>
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<td>MERCEDES BENZ STADIUM USE EXIT 252 NORTHSIDE DR</td>
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<td>12</td>
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<td>2ND PHASE 3RD ROW</td>
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Additional Partnerships

- GDOT ITS
- Rideshare
- Waze
Development
Traffic Plan Development

- Officers work with traffic signal timing
  - Minimal signals in flash
- Road Closures
- Turn Restrictions
- Contraflow Corridors
- Police Locations
- Rideshare Locations
Signal Timing

- Multiple Ingress / Egress Patterns
- Pedestrian Scrambles by TOD
- Ped Pulses
- Ped Holds
- Phase Holds
- Rest in Green Flush Plans (Preempt)
- Action Sets
- Training/SOP
Pedestrian Scramble
Pedestrian Holds
Implementation
Events Managed

- Birthday Bash at Phillips Arena
  - Tested special event timings in coordination with Police
  - Typical 90 minute egress cut to 45 minutes
- MBS Opener – Falcons Preseason Game
  - Full implementation of plan
- Chick Fil A Kickoff Classic
  - First “real” game
Events Managed

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- MBS Opener – Falcons Preseason Game
  - Full implementation of plan
- Chick Fil A Kickoff Classic
  - First “real” game
- Atlanta United matches
  - 2 broke MLS Attendance record (over 70,000)
  - Average 45-60 minute Egress
- Atlanta Falcons games
  - Average 60-75 minute Egress
- Garth Brooks concert
  - Highest attendance at MBS – over 80,000
- SEC Championship
- Peach Bowl
- College Football National Championship
- Super Bowl LIII
RITIS Analysis
RITIS Analysis
RITIS Analysis

Comparison 1 Northside Ingress
Averaged per minute for December 04, 2016 and December 03, 2017
Northbound

Falcons Game – 12/02/16
Falcons Game – 12/03/17

Comparison 1 Southbound
Averaged per minute for December 04, 2016 and December 03, 2017
Southbound

Falcons Game – 12/02/16
Falcons Game – 12/03/17
RITIS Analysis

Comparison 1 northside egress
Averaged per minute for December 04, 2016 and December 03, 2017

Northbound

Travel time (minutes)

3:00 PM 3:30 PM 4:00 PM 4:30 PM 5:00 PM 5:30 PM 6:00 PM 6:30 PM

30
25
20
15
10
5
0

December 03, 2017 • HERE
December 04, 2016 • HERE

Southbound

Travel time (minutes)

3:00 PM 3:30 PM 4:00 PM 4:30 PM 5:00 PM 5:30 PM 6:00 PM 6:30 PM

30
25
20
15
10
5
0

December 03, 2017 • HERE
December 04, 2016 • HERE
RITIS Analysis

Comparison of Ivan Allen Egress - Travel Time
Averaged per five minutes for December 04, 2016, December 03, 2016
Eastbound
National Championship

NATIONAL CHAMPIONSHIP

ATLANTA
Timeline

• ~12:00 – Begin monitoring Ingress operations
  • Staff at GDOT TMC
  • D7 at JOC
  • DTOP/RTOP “boots on the ground”
  • Anticipated closures for POTUS at ~18:15
• 12:00 – 17:00 – Everything is awesome!!!!
• 17:00 – 17:15 – Hmm, something funny is happening on Northside… but who cares, everything is awesome!!
Timeline

• 17:15 – Northside (and soon after, Ivan Allen) is fully cleared, closed and shutdown for President’s motorcade
  • One hour before it was supposed to happen
• 17:39 – Northside @ Ivan Allan closure remains, but police beginning allow passenger vehicles through 20 at a time
• 17:53 – Gate 1 shut down for POTUS. Northside pedds being pushed away from MBS, and diverted to other gates
Irate Alabama and Georgia fans wait hours in rain for national championship

Updated Jan 9, 2018; Posted Jan 8, 2018

Fans wait in the rain to enter the Mercedes-Benz Stadium in Atlanta for the College Football Playoff national championship. (AP)

By Joseph Goodman, jgoodman@al.com

Thousands and thousands of soaking wet and irate Alabama and Georgia fans waited for up to two hours in the rain to enter Mercedes-Benz Stadium on Monday for the College Football Playoff National
Timeline

• 18:06 – Northside and Ivan completely shutdown
• 18:08 – Interstate ramps start being closed
• 18:23 – POTUS on interstate
• 18:33 – POTUS exits interstate
• 18:36 – Interstate reopened
• 18:41 – Gate 1 reopened
• 18:48 – Northside reopened
• 18:48 – 19:33 – Insanity
• 19:33 – Visual confirmation of clear roads (45 min before kickoff)
Egress

- ~22:43 ...
- 00:10 – Game over...
- 00:40 – Champions ceremony ends at MBS
- 01:19 – MLK contraflow removed
- 01:40 – Officers pulled from street; Northside, Marietta, COP, Mitchell visually confirmed clear
- 02:00 – Last rest in green flush on Ivan Allen
ATSPM Data

SR 3 @ Cameron Madison Alexander Blvd

Cowboys vs. Falcons

Flow Rate = 1,200 vph

College Football Championship

Flow Rate = 1,300 vph @ 15:00

4:25 Start Time

8:00 Start Time
RITIS Analysis

01_14_17 Northside Egress Travel Time
Averaged per minute for January 14, 2017
Northbound

Travel time (minutes)

7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM 9:30 PM 10:00 PM 10:30 PM 11:00 PM 11:30 PM
12:00 AM 1:00 AM 2:00 AM 3:00 AM 4:00 AM 5:00 AM 6:00 AM 7:00 AM 8:00 AM 9:00 AM

Southbound

Travel time (minutes)

2:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM 1:00 AM 2:00 AM 3:00 AM
4:00 AM 5:00 AM 6:00 AM 7:00 AM
RITIS Analysis
Super Bowl LIII
New Challenges

• New partnerships
  • APD
  • GSP
  • SP+
  • NFL

• Staffing
  • GDOT TMC (1/25 – 2/4)
  • Major downtown events (concerts, NFL Experience) from 1/31 – 2/4
  • Super Bowl Sunday – 11 at TMC, 15 in field or on standby
  • Daily operations calls

• Closures

• Parking

• New timing plan development
  • Escorted movements, buses
  • NFL transport routes
Closures
Action Sets
• New corridor flushes
• Evacuation routes
• Both teams to/from practice
• System-wide patterns
Gameday Successes

- Facilitated major movements across Ivan Allen during ingress (100+ buses, escorted vehicles)
- Hotel District to MBS, some escorted
- Team buses
- Owners
- Media
- Williams ramp closed to regular traffic (13:30 – 16:00)
- Ran over 100 preempt flush action sets
- Field staff critical to success
- Signal flash events (1 intersection re-wired during ingress)
- Comm outages
- Reported congestion
Questions?