



## SPECIAL EVENT MANAGEMENT



**More Information:** [tti.tamu.edu/policy/how-to-fix-congestion](http://tti.tamu.edu/policy/how-to-fix-congestion)

### Description

Special events (sporting events, concerts, fairs, conventions, etc.) cause high traffic congestion on overloaded local streets and highways near the venue. Special event travel can be planned and coordinated to minimize the event's effects on normal traffic.

If the event occurs regularly, planners can use standard traffic and communication plans, which lessen the effort needed to improve safety, reduce congestion, and communicate with fans. Local or special transit can be used to increase person-movement capacity.

### Target Market

Special event management applies to large venues: convention centers, sports arenas and stadiums, theaters, and convention hotels. Successful event management involves handling vehicle-pedestrian conflicts, major traffic flows to and from the event, and extensive communication with event attendees about the plans. In addition, some events will require changing normal traffic flow directions, altering traffic signal timing, and planning for

law enforcement to direct traffic. This will allow people to enter and exit the special event efficiently and to rapidly return to normal traffic flow.

### How Will This Help?

- **Increases safety at the event** and on the surrounding sidewalks and street network.
- **Improves traffic flow** for event patrons and regular traffic.
- **Increases overall satisfaction** of event attendees.
- **Garners local support** for the continuation of the event.

### 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. Special consideration must be given to integrating parking with traffic flow, separating pedestrians from auto traffic, and controlling traffic on neighborhood streets. Engagement

### SUCCESS STORIES

#### Dallas, Texas

Dallas Area Rapid Transit's **Green Line** allows direct access to the Dallas State Fair.



#### College Station, Texas

During the 2015 football season, nearly 106,000

fans and about 20,000 extra tailgaters saw #9 Alabama play #8 Texas A&M. Using staff, law enforcement, a smartphone app, traffic signal system, and monitoring cameras, **the Kyle Field Transportation Plan was able to return traffic to normal in 3 hours**, one hour sooner than before the plan.

with fans and local stakeholders must be promoted through social media so that all of the services offered are utilized to the greatest extent possible.

