



## Event Traffic Management Planning: *Mitigating Chaos*

# What is an Event Traffic Management Plan?

“A project specific plan/document that outlines a strategy to accommodate all modes of transportation safely and efficiently during the occurrence of a unique event.”

## Examples

- Mall Openings
- Festivals
- Concerts
- Sporting Events
- Olympics...

# Why are Event Traffic Management Plans required?

Events create uniquely high travel and parking demands, which may not be able to be accommodated by available infrastructure

## Purpose

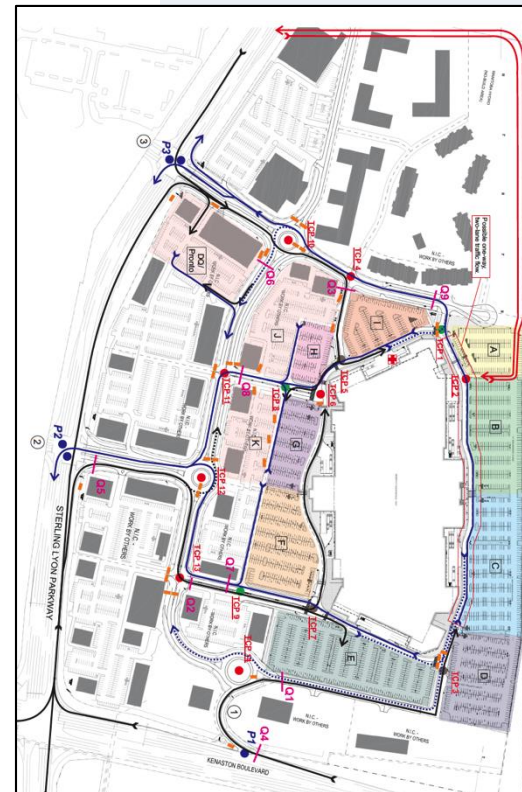
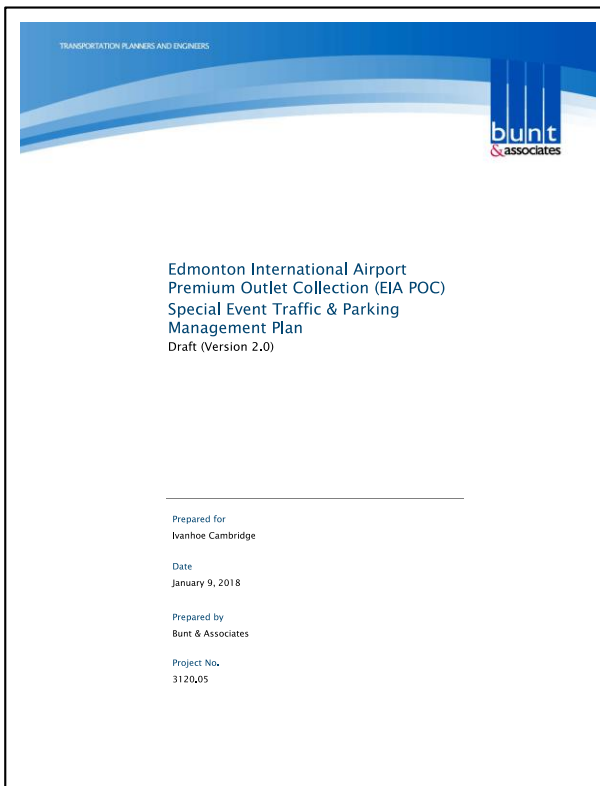
- Safety for all modes
- Forecast and accommodate transportation demands
- Proactive traffic control and mitigation
- Provide way finding
- Maximize parking (turnover)

## Challenges

- High / unique travel demands
- Pedestrian / vehicle conflicts
- Reduce impact to regular traffic
- Existing roadway / parking areas
- Unfamiliar drivers / visitors

# Plan Development

- Stakeholders
- Planning & Metrics
- Staffing
- Parking & Routing
- Equipment
- Signage
- Scheduling
- Pedestrians, Cyclists, Transit & Shuttles
- Emergency Procedures
- Communication



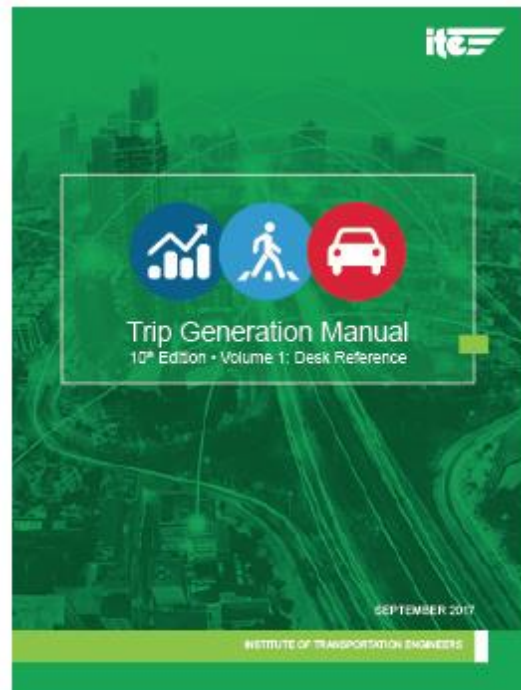
# Plan Development: *Stakeholders*

- Client
- Municipality
- Provincial/Regional Authorities
- Public
- Neighbouring Businesses
- Emergency Services
- Subcontractors



# Plan Development: *Planning & Metrics*

- Trip & Parking Generation
  - Intersection Capacity Analysis
  - Development size
- 
- Where will visitors be arriving from?
  - How will they travel?
  - Where will they go?
  - When will they come?



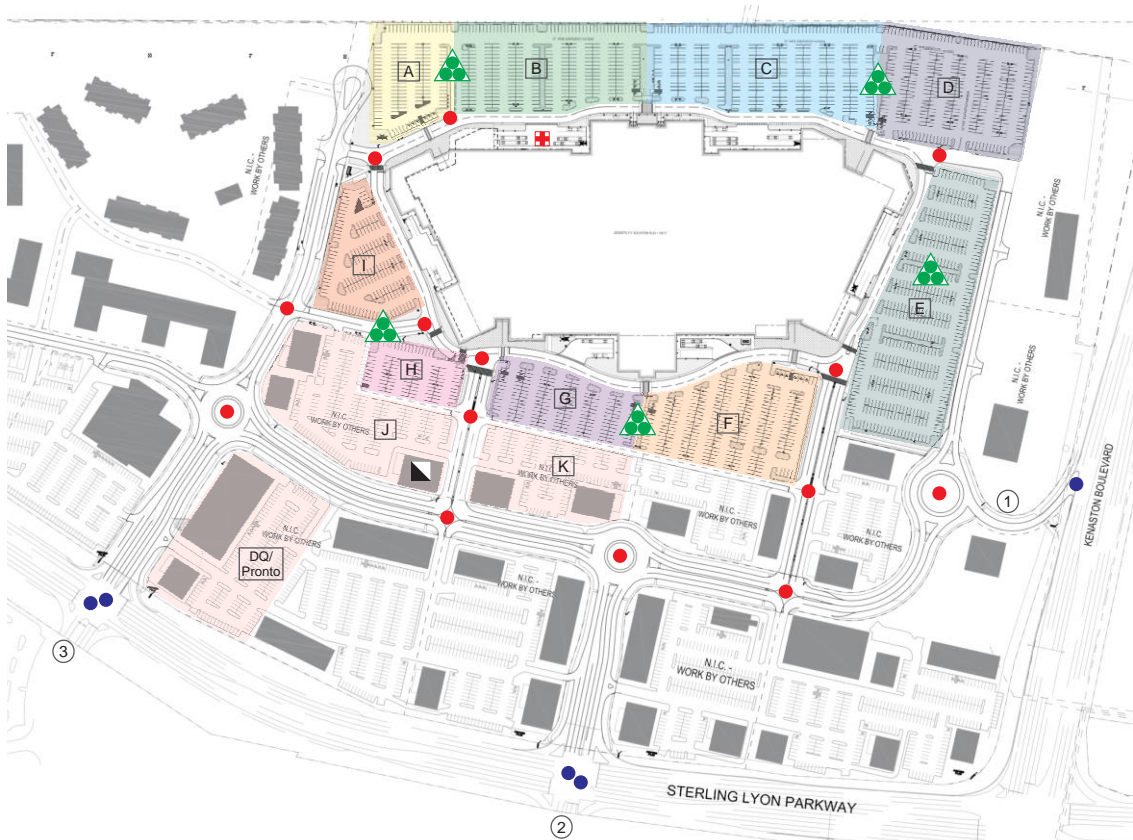


# Plan Development: *Parking*



- Regular Parking
- Overflow
- Employee
- Parking Aids/Parking Efficiency
- Temporary Parking

# Plan Development: *Staffing*

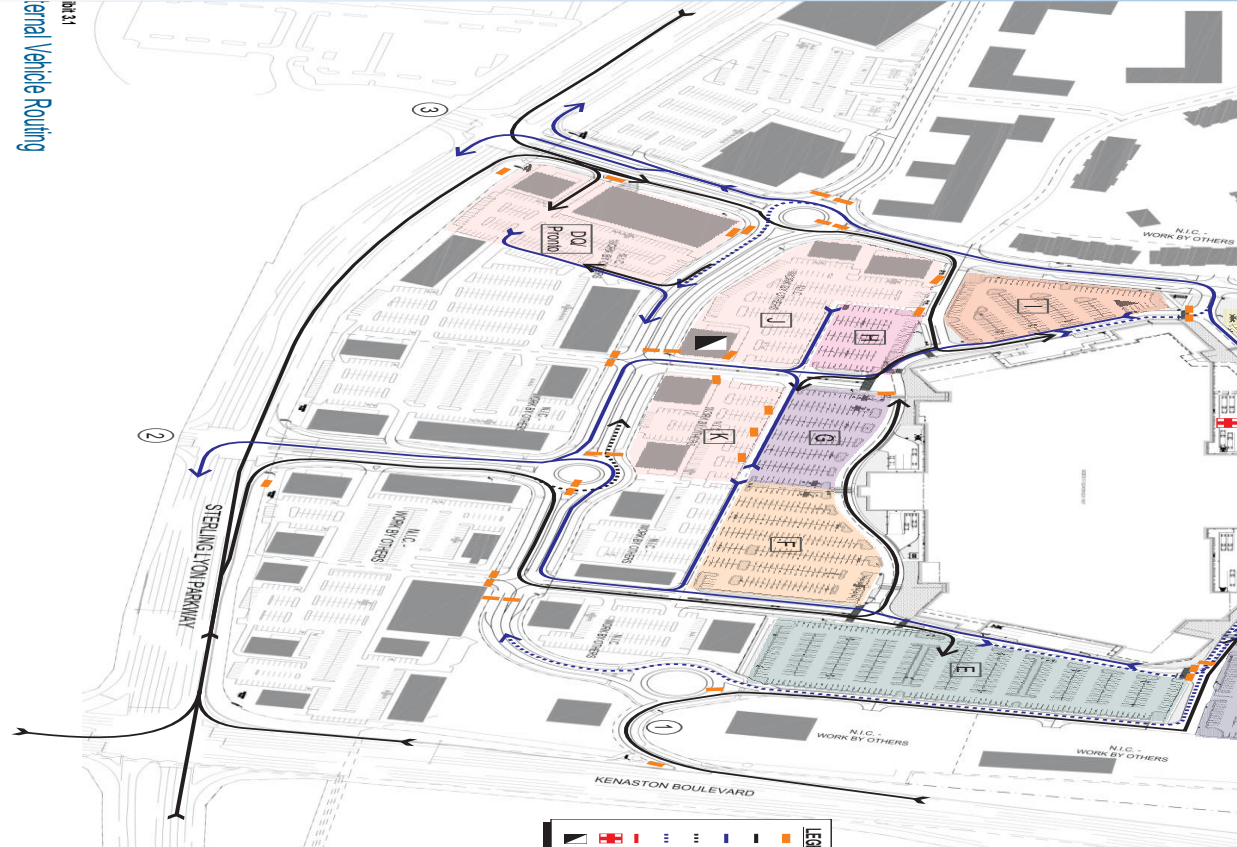


- Traffic Management Team
- Police Officers
- Traffic Control Persons
- Parking Aids
- Ambulance
- Shuttle



# Plan Development: *Routing*

- Optimize routing for even access / parking distribution
- Minimize inbound/outbound conflicts
- Barricade sections
- Alternative routing
- Emergency routing
- Flexibility

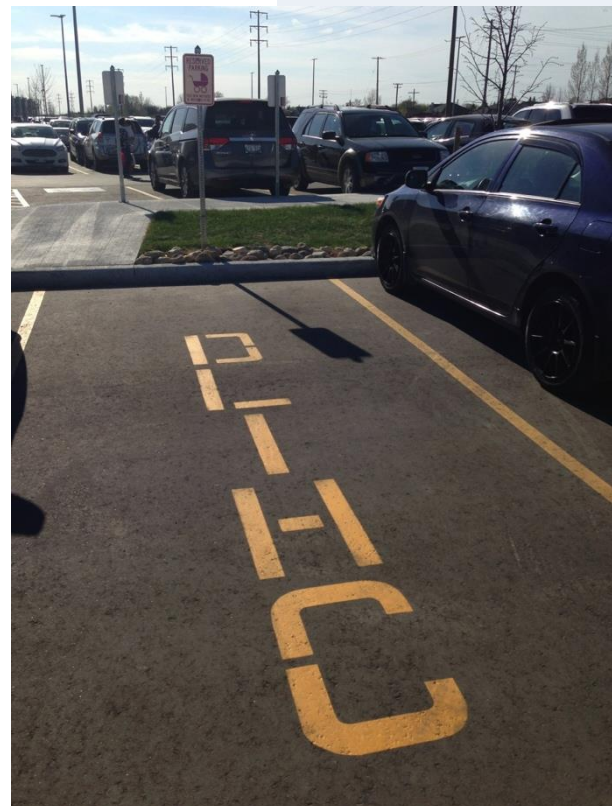


# Plan Management: *Equipment*

- Barricades
- Signage (Static/Variable)
- Cones
- Bicycles
- Safety Vests
- Radios
- Command Centre



# Plan Development: *Signage*



# Plan Development: *Scheduling*

- Mall & ETMP Schedule
- Orientation & Meetings
- Special Events & Giveaways
- Shuttle (partial hours midweek)
- Overnight Plan

Item	Wednesday	Thursday	Friday	Saturday	Sunday
Outlet Collection Hours	9:30 am – 9:00 pm	9:30 am – 9:00 pm	9:30 am – 9:00 pm	9:30 am – 9:00 pm	9:00 am – 6:00 pm
Partial TAS Hours	5:00 am – 8:00 am	-	-	-	-
Full TAS Hours	8:00 am – 9:00 pm	9:00 am – 9:00 pm	9:00 am – 9:00 pm	9:00 am – 9:00 pm	8:30 am – 6:00 pm



# Plan Development: *Pedestrians/Transit/Shuttle*





# Plan Development: *Data & Technology*

- Parking Occupancies
- Queuing
- Signal Timing
- Data for planning
  - Premium Outlet  
Collection Edmonton



# Plan Development: *Emergency Procedures*

## Traffic Related

- Site Closure/Overflow
- Fender benders
- Emergency Routing

## Non-Traffic

- Police/Ambulance on-site
- Radio Communication
- Personal Safety Guide
- Unexpected Incidents

**Personal Safety Guide**

**General Safety**

Inform yourself of your surroundings

Identify any potential hazards

Speak with your manager about potential hazards and mitigate risks

If you believe a situation is unsafe, you have the right to refuse work

**Important Reminders**

Take frequent breaks and wear appropriate clothing, including a safety vest at all times

Wear sunscreen and/or a hat if required

**Interacting with Drivers**

Maintain eye contact with drivers whenever crossing a road or directing traffic.

Kindly ask drivers to follow instructions. If they refuse, do not persist and let the person go on their way.

If the situation escalates and has the potential to become dangerous for yourself or persons around you, contact your manager and/or security immediately.

**Incident & Emergency Procedure**

**Minor Incident (Non-safety related or very minor (band aid, etc.))**

Inform your manager immediately. Manager to inform Bunt team.

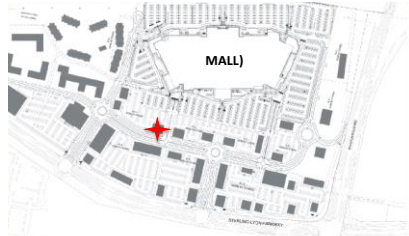
**Major Incident**

Call 911. Inform your manager immediately. Manager to inform Bunt Team.

**Muster Point**

Retreat to the muster point if informed to by your manager.

Muster point location is at the Command Centre (Ivanhoe Cambridge Trailer) identified below



# Plan Development: *Communication*

- Lines of Command
- Radios
- Strategies
  - Reference staff location by number
  - Reference lot location by letter
  - Check-in with staff throughout the day in-person



# Lessons Learned

1. Flexibility
2. Telephone
3. Herding Cats
4. Practice, Practice, Practice
5. Fire!





# Lessons Learned: #1 Flexibility


- Plan Implementation
- Routing & Parking Strategy
- Staffing
- Hours





# Lessons Learned: #2 Telephone

- Team Communication
  - Decision Making
  - Radio Channels
- Public Communication
  - Media
  - Routing/Road closures

 [Redacted Name] @MyCity [Redacted] · 6 May 2017 ✓  
No access to @oc\_winnipeg from first ingress point at Sterling Lyon Parkway heading east. Police cars at each ingress. #Winnipeg

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 [Redacted Name] @MyCity [Redacted] · 6 May 2017 ✓  
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# Lessons Learned: #3 Herding Cats



# Lessons Learned: #4 Practice, Practice, Practice

- Anticipate busy periods
- Practice during slow periods
  - Routing changes
  - Staffing Limitations
  - Data collection



# Lessons Learned: #5 Fire!

- Unknowns
- Emergencies
  - Accidents
  - Fire
  - Security



Source: ChrisD.ca

# Questions?