



## Super Bowl LII: The Basics

- January 26 – February 4, 2018
- 10 days of events capped off by the game
- 15 official Super Bowl events with 100+ other private and public events
- Super Bowl Live, Super Bowl Experience and the game
- Super Bowl LII has been deemed by the federal government a SEAR (Special Event Assessment Rating) Level One Event



## Super Bowl LII Events

- Super Bowl Experience
- Super Bowl Live
- Stadium Interior
- Stadium Perimeter
- NFL Tailgate
- GameDay Fan Plaza
- NFL House
- NFL Friday Night Party
- NFL Opening Night
- NFL On Location Tailgate Party
- Team Hotels
- Team Practice Sites
- NFL HQ Hotel
- Radio Row
- NFL Honors
- Other events – TBD
  - Planned local events
  - Unplanned events



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## Super Bowl LII: The Numbers

- 10 Days of Events = 1 million in attendance
- Economic Impact = \$400M+
- Media: 5,000 members, \$500M in earned value
- The opportunity to showcase the city/region/state to the country and the world through the largest event in sports



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## City Departments' Support

- Police
- Fire
- Emergency Management
- Minneapolis Emergency Communications Center
- Public Works
- Regulatory Services
- Health Department
- Community Planning & Economic Development
- Communications
- Minneapolis Convention Center
- City Coordinator's Office
- City Attorney's Office
- Finance and Property Services



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## Transportation Needs - all modes

- Airports – being addressed by others
- Pedestrian and bicycling – wayfinding, skyways, etc.
- Transit – LRT, route buses, private coaches, etc.
- Ride Share – shuttles, taxis, Uber/Lyft, etc.
- Autos – routing and parking



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## SBLI Houston vs. SBLI Minneapolis Populations

	Houston	Minneapolis	Difference
Region	6.7M	3.8M	1.7 x
City	2.3M	400K	5.6 x
Downtown Commuters	150K	120K	1.25x



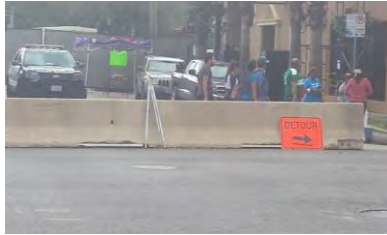
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## SB LI Houston Efforts Know Before You Go - Maps



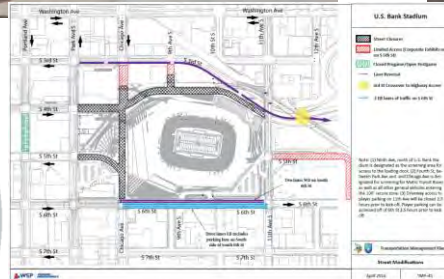
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## Roadway Closures - Houston



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## Roadway – Closures Minneapolis



Current Viking Game Closures SBLII - More



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## SB LI Houston Efforts - Events



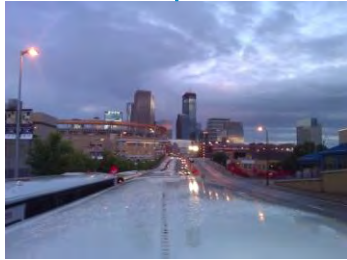
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## SB LI Houston Efforts - Transit



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## Minneapolis Efforts - Transit



- Transit use expected to be substantial
- MetroTransit/City working on routing plans



MnDOT to pilot autonomous shuttle bus project

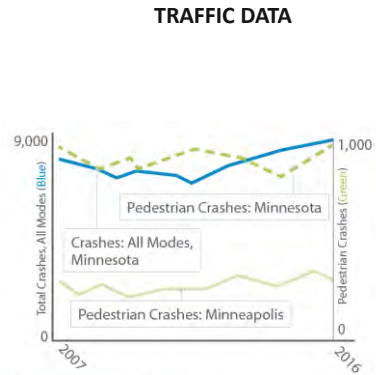
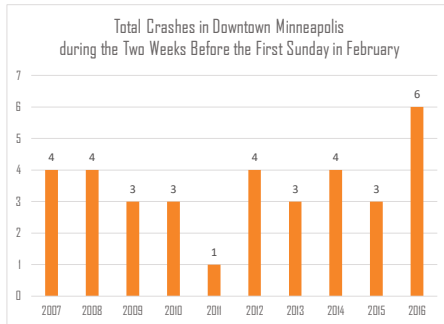
## Traffic Safety - Minneapolis

1. Improved Traffic Signals & Signage
2. Targeted Traffic Management Staffing
3. Tailored Transit Options
4. Timed Roadway Closures and Routing
5. Special Temporary Traffic Changes

### Traffic Safety

- SBLII Operations
- Everyday Operations

# Traffic Safety - Minneapolis

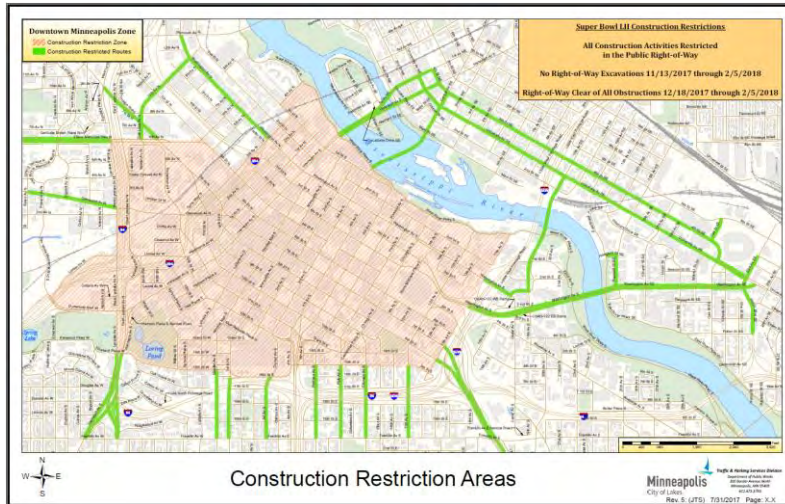


**Figure 1-1. Crashes Over Time**  
 While crashes involving all modes and pedestrian crashes statewide have increased, pedestrian crashes in Minneapolis have remained constant over the decade.

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# Traffic Safety - Minneapolis



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## Traffic Safety - Minneapolis

### MDID AMBASSADOR ROLES AND RESPONSIBILITIES

- **Safety Ambassadors** provide a friendly face for everyone downtown while being good observers of the downtown area. Similar to a block watch, they are the eyes and ears for what is going on downtown.
- Ambassadors also enhance safety downtown by providing a visible presence and the ability to aid with directions, medical emergencies and reporting suspicious behavior.



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## Traffic Safety - Minneapolis

### TRAFFIC CONTROL AGENTS ROLES AND RESPONSIBILITIES

- Enforcement of curbside use
- Get people home safe, not necessarily faster



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## Traffic Safety - Minneapolis

### VARIABLE MESSAGE SIGNS

- Event, Parking, and Freeway Wayfinding
- Road restrictions
- Safety Messages



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## Traffic Safety - Minneapolis

### PEDESTRIAN SAFETY IMPROVEMENTS

- Minneapolis Zebra Crosswalks
- Pedestrian Ramps
- Accessible Pedestrian Signals
- Overhead Traffic Signal Indications



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# Traffic Safety - Minneapolis



Before

After



## Crash Reduction:

-45% Right Angle (MPLS up to 80%)

-30% All other types

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## SBLII Transportation Management Plan Summary

- LRT
- Transit Bus Operation
- Private Bus Operation
- Background Traffic
- Parking
- Pedestrians
- Bikes
- Lyft/Uber/Taxis
- Traffic Control Devices
- Road Closures/Restrictions
- Curbside Permitting
  - Food Trucks
  - Cell on Wheels
  - Valets
  - Bus Staging
- Traffic Control Agents
- VIP Vehicles
- Media
- Snow



- Taxi
- METRO Blue & Green Line
- U.S. Bank Stadium Station
- Charter Bus
- Uber, Lyft, Shuttle & Bus
- Lime
- ADA
- U.S. Bank Stadium Employee
- Charter Bus Overflow
- U.S. Bank Stadium Station

2017 Viking Game Day Transportation Map

Know Before You Go – November 2017



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