Super Bowl LII Preparations

101 days to game
92 days to Super Bowl Live

October 26, 2017

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

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
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

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
### SBLI Houston vs. SBLII Minneapolis

**Populations**

<table>
<thead>
<tr>
<th>Region</th>
<th>Houston</th>
<th>Minneapolis</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td>6.7M</td>
<td>3.8M</td>
<td>1.7 x</td>
</tr>
<tr>
<td>City</td>
<td>2.3M</td>
<td>400K</td>
<td>5.6 x</td>
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<tr>
<td>Downtown Commuters</td>
<td>150K</td>
<td>120K</td>
<td>1.25 x</td>
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#### SB LI Houston Efforts

**Know Before You Go - Maps**
Roadway Closures - Houston

Roadway – Closures Minneapolis

Current Viking Game Closures
SBLII - More
SB LI Houston Efforts - Events

SB LI Houston Efforts - Transit
Minneapolis Efforts - Transit

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

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.

Traffic Safety - Minneapolis

Construction Restriction Areas
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.

Traffic Safety - Minneapolis

TRAFFIC CONTROL AGENTS ROLES AND RESPONSIBILITIES

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

VARIABLE MESSAGE SIGNS

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

Traffic Safety - Minneapolis

PEDESTRIAN SAFETY IMPROVEMENTS

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

Before

After

Crash Reduction:
-45% Right Angle (MPLS up to 80%)
-30% All other types

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

Know Before You Go – November 2017