Special Event Transport
Operational Perspectives
November 2013
Agenda

Operator / Service Manager
Understanding needs and impacts
Arrive Depart Profiles
Customer Focus
Mobilisation
Flexibility
Learning
Operator or Service Manager

Who’s responsible for this!?!
Everyone wants to help
So clear responsibilities are required

Event Organising Committee

- Overall Responsibility for event transport

Transport Authority

- Responsible for existing network

Existing Transit Operators

- Provide regular services similar to every other day

Additional Operators

- Provide Participant, Official & Spectator transport

Public

- Responsible for own travel choices

Spend more time planning OPERATIONS – Less $$ on drivers, buses & service km
Understanding needs & impacts

Where are all these people *coming from*?
Understand ticketing data & the existing network

Ticketing data
- detailed service demand
- O-D specific

Drill down to discover more
- understand daily variances
- allow service levels to vary (and reduces stress on the PT network)
Example results for Melbourne 2006 Commonwealth Games

**Supplemented Regular Routes**

Operate 50 “Commonwealth Games Strategic Routes”

Inbound frequency can cope with expected demand

Outbound – operate until last train

- Operate existing routes (some outbound only)
- 20 min. frequency to meet base train timetable
- Maintain service between current last trip & expected demand

Weekdays only

Up to 200 buses operating until 2am

7,500 bus hours over 8 operating days

**Games-Specific Spectator Shuttle Routes**

12 metro & 5 regional routes

9 metro & 4 regional venues

Service Types:

- Rail connection
- Car park shuttles (park & ride)
- Mobility Impaired Only (MIO)

Vehicle types – standard route bus, ULF, Midibus

90 vehicles on peak day, 8,600 operating hours
Known demand, capacity and run times enable an estimation of vehicle requirements

Vehicle Requirements by Venue & Day

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Venue Max.*

- SMB 1-3: 30
- SMB-4: 2
- ROY-1: 10
- ROY-2: 4
- SLB-1: 12
- GCL-1: 4
- MISC-1: 2
- MCG-1: 12
- RLA /MPV: 4
- MSAC-1: 10
- WRR-1: 3
- WRR-2: 2
- BBE-1: 2
- BBA-1: 2
- BTR-1: 2
- STK-1: 4
- Daily Total: 105

Special Event Transport
PwC
November 2013
Arrive & depart profiles

Aren’t you ready yet? – we’re already late!
Arrive & depart profiles are critical, and often an ‘unknown variable’

Spectator only (not accessible)

Connects Princes Park car park and tram Route 19 to venue front entrance

10 min. base headway, 2 min. peak headway

Operates 16th – 25th March

12 vehicles (Midibuses)

Courtesy: Phillip Boyle & Associates
...and can be specific to user groups

Accessible only

Connects Princes Park car park and tram Route 19 to venue front entrance

15 min. base headway, 10 min. peak headway

 Operates 16th – 25th March

4 vehicles (Midibuses)

Special Event Transport
PwC

November 2013

12
Customer focus

What on earth are they doing?
Distance disperses crowds

~1.5km
Proximity generates economic benefit
More than just the sports’ stadia
Mobilisation

Come on, let’s go...
Clarity of the task for all is critical

Finalise Service Plans
Monitor Traffic Plans
Bus Contractor selection
Recruit operating staff
  • Service managers
  • Supervisors
  • Load zone assistants
Training
Working with contractor
Flexibility

Ok now what?
Have a back up plan

Contingency for:

- Provide service to cover outages of regular network (train/tram/regional)
- Supplement tram & train services where demand exceeds capacity
- Supplement spectator bus services where demand exceeds capacity

2 forms of deployment:

- Vehicles (bus/train/tram) permanently deployed at strategic locations – ‘Strategic bus Reserve’
- Buses available (guaranteed) on call

GOC to determine if contingency should be deployed, operators then proceed as per the service operating plan
Why didn’t you tell me?
**Develop and evidence based plan & stick to it**

**Key messages**

Past events hold some useful data

- Arrive & depart profiles by event
- Lessons learned the hard way

Close working with ticketing agency

Focus on customers

Spend appropriately planning the right network

Don’t have a mountain of services “hoping” to meet people’s needs
Set expectations & influence behaviour