City, County, State and Federal Overview

• #1 objective is to foster a collaborative, communicative community planning effort
• Safety of our guests is paramount in all planning
• Traffic Management Planning and the Communication of the Plan is critical to overall success
• The aviation community will be included and important to the plans
• The City has shown its experience, enthusiasm and flexibility to make the event a tremendous success
Public Safety

Components Required to Execute

• Components Required to Execute:
  • HPD is the lead with incorporation of City of Houston and Harris County Offices of Emergency Management, Harris County Sheriff and NFL Security
  • Staff Required: VP of Operations and Logistic will be the lead
  • Collaborative plan of multiple agencies
  • Escorts and events coverage
  • Emergency Preparedness Plan
  • VPSO Program
  • Co-dependencies: Public Affairs, Marketing, Finance and Administration

Stakeholder Engagement Required and Planned

• Public Safety Committee composed of and led by law enforcement working on tasks and planned meetings

Other Considerations

• Committee meetings began in Nov. 2015, Plan schedule for October 1st

Overall Status

Status: On Schedule
# Traffic Management Plan

## Components Required to Execute

- Components Required to Execute:
  - City of Houston, Metro and Central Houston, HPD and Harris County with guidance from the NFL and SP+Gameday
  - Staff Required: Director, Transportation and Operations will manage many elements, Volunteer Committee
  - Super Bowl Live and Game Day traffic planning
  - Road closures and special routing
  - Shuttles, connectors and circulators routing (Galleria to downtown)
  - Parking
  - Co-dependencies: Public Affairs, Marketing, Finance and Administration

## Overall Status

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## Stakeholder Engagement Required and Planned

- Traffic and Transportation Volunteer Committee broken into 8 working groups, work on task and planned meetings

## Other Considerations

- Committee meetings began in Nov. 2015, initial SP+Gameday plan schedule for June meetings
Super Bowl LI Traffic and Transportation Committee Working Groups

EVENT SCENARIO/INTELLIGENCE/SCHEDULING/COORDINATION

Purpose: To pool together data such as venue location, schedule and estimated attendance or population figures and create models to assist with the creation and testing of the system.
Committee Lead: Bob Eury
Group Lead: Walter P. Moore and Gunda
Members: HSBHC, Central Houston, Edo, Upper Kirby, Uptown, Greenway Plaza, Midtown, TMC, Memorial City Management District, TX DOT

COMMUNICATIONS

Purpose: To pull together the different agency’s communication departments and work on a plan for unified and consistent messaging for the public as well as a global and unified plan for the dissemination of event pertinent communication before and during the event.
Committee Lead: Chris Newport
Group Lead: Francisco Sanchez, Harris County (Jerome Gray, Metro)
Members: Metro, TxDot, Transtar, COH, Downtown District, Uptown, TMC, Memorial City

NETWORK ASSURANCE/CONSTRUCTION SCHEDULING/FUNCTIONALITY

Purpose: To coordinate the plans & schedule for all construction projects, road closures and re-routing.
Committee Lead: Bob Eury
Group Lead: Dale Rudick, COH PWE (Jeff Weatherford, PWE)
Members: Central City Mobility Task Force, Master Plan Group, Uptown District, Upper Kirby District

AIRPORTS/CONNECTIVITY

Purpose: To coordinate any airport services as well as the management of vehicles for rent and hire
Committee Lead: Lloyd Richards
Group Lead: Jesus Saenz, HAS (Gabrielle Dirden, HAS)
Members: HAS, ARA, HPD, TX DOT, HCTRA, SP+Gameday, Metro

SUPER BOWL CENTRAL

Purpose: To coordinate communication with the Super Bowl Central Committee
Committee Lead: Lloyd Richards
Group Lead: VP Super Bowl Central
Members: HPD, PWE, MOSE, Metro, Central Houston, TX DOT

PARKING

Purpose: To coordinate efforts of parking throughout the region and especially downtown for the NFL Experience and Super Bowl Central
Committee Lead: Bob Eury
Group Lead: Maria Irshad, ARA Parking Management
Members: Central Houston, PWE, Houston First, UH Downtown, UH Main Campus, Rice, Private Operators

TRANSIT/SHUTTLES

Purpose: To create and facilitate the plans for circulating and connecting shuttles in the downtown and Galleria areas.
Committee Lead: Tom Lambert
Group Lead: Andy Skabowski, Metro
Members: Metro, Central Houston, SP+Gameday

VEHICLES FOR HIRE AND PERMITS

Purpose: To lead the communication and coordination of plans for vehicles for hire and fleet permitting
Committee Lead: Chris Newport
Group Lead: Tina Paez, ARA (Kathryn Bruning, ARA)
Members: ARA, HAS, Houston First

VEHICLES FOR HIRE AND PERMITS
Airports

Components Required to Execute

- Components Required to Execute:
  - Houston Airport System is the lead with incorporation of SP+Gameday
  - Staff Required: Director, Transportation and Operations will work with HAS
  - Arrivals and departures of teams, owners and visitors
  - Décor and Volunteers
  - First and last impression of guests
  - Coordination of regional Prior Permission Required system, (PPR)
  - Temporary Flight Restriction, (TFR)
  - Co-dependencies: Public Affairs, Marketing, Finance and Administration

Overall Status

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Stakeholder Engagement Required and Planned

- HAS subcommittee working on task and planned meetings

Other Considerations

- Subcommittee meetings biweekly, Plan schedule for October 31st
Thank You