

Cooperation and Planning Become Legacy

Overview of Efforts in Providing Transportation Services for
Super Bowl XLV and Beyond

104 days

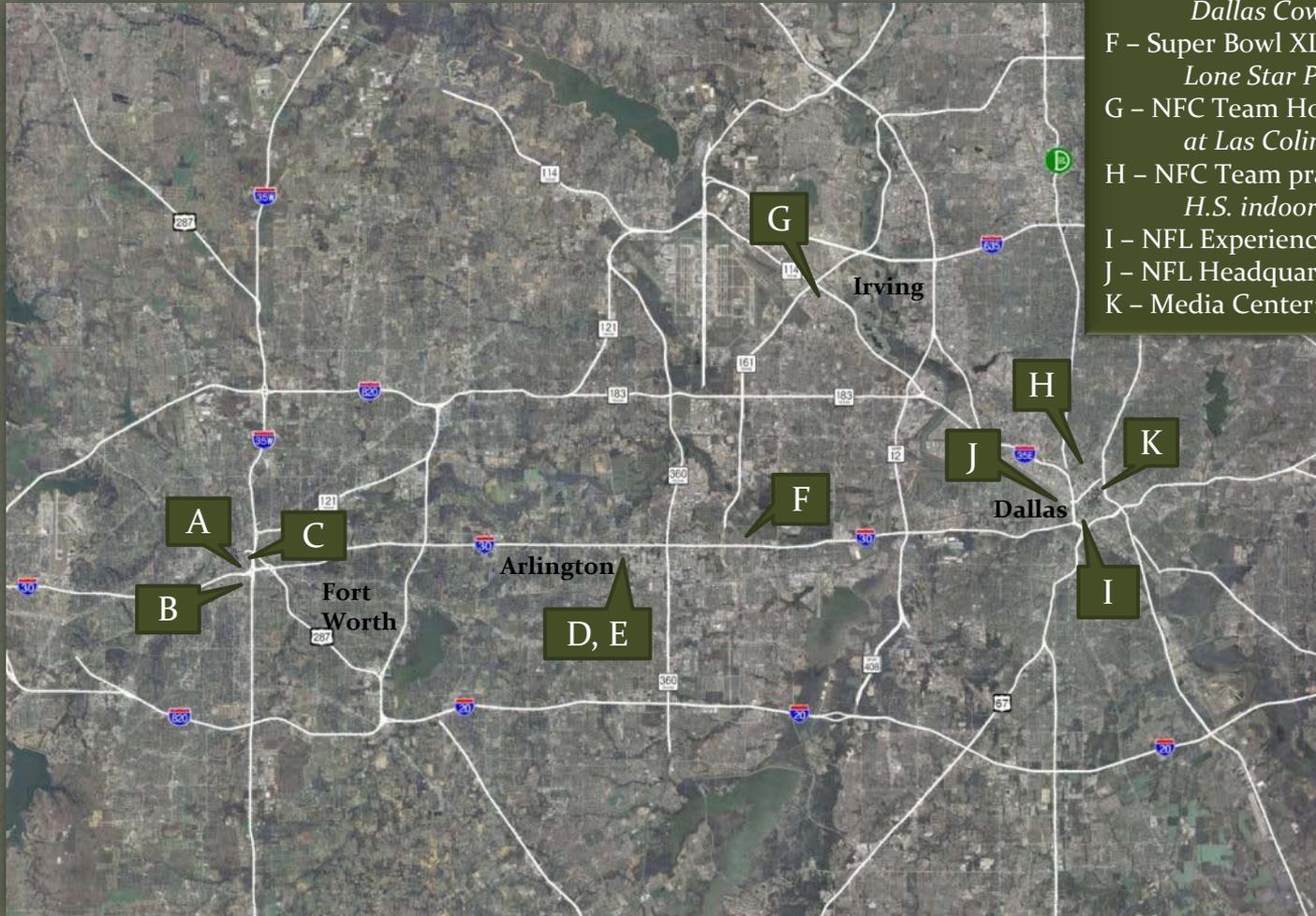
Ingredients for Success

- Building on our Strengths
- Logistics
- Strategic Partnerships/Communication
- Showcase
- Legacy
- Security

Integration with Other Action Teams

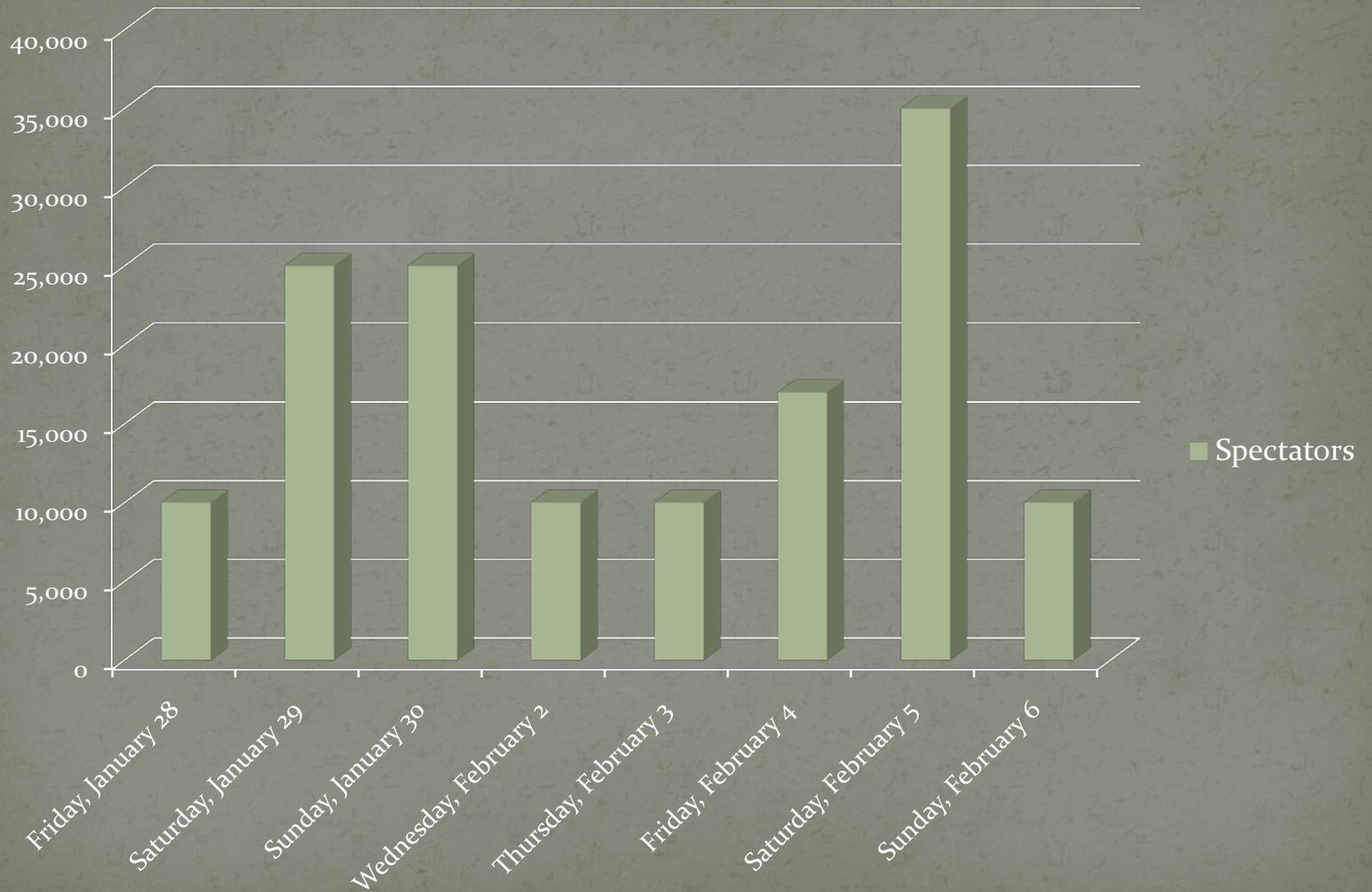


Major Event Venues



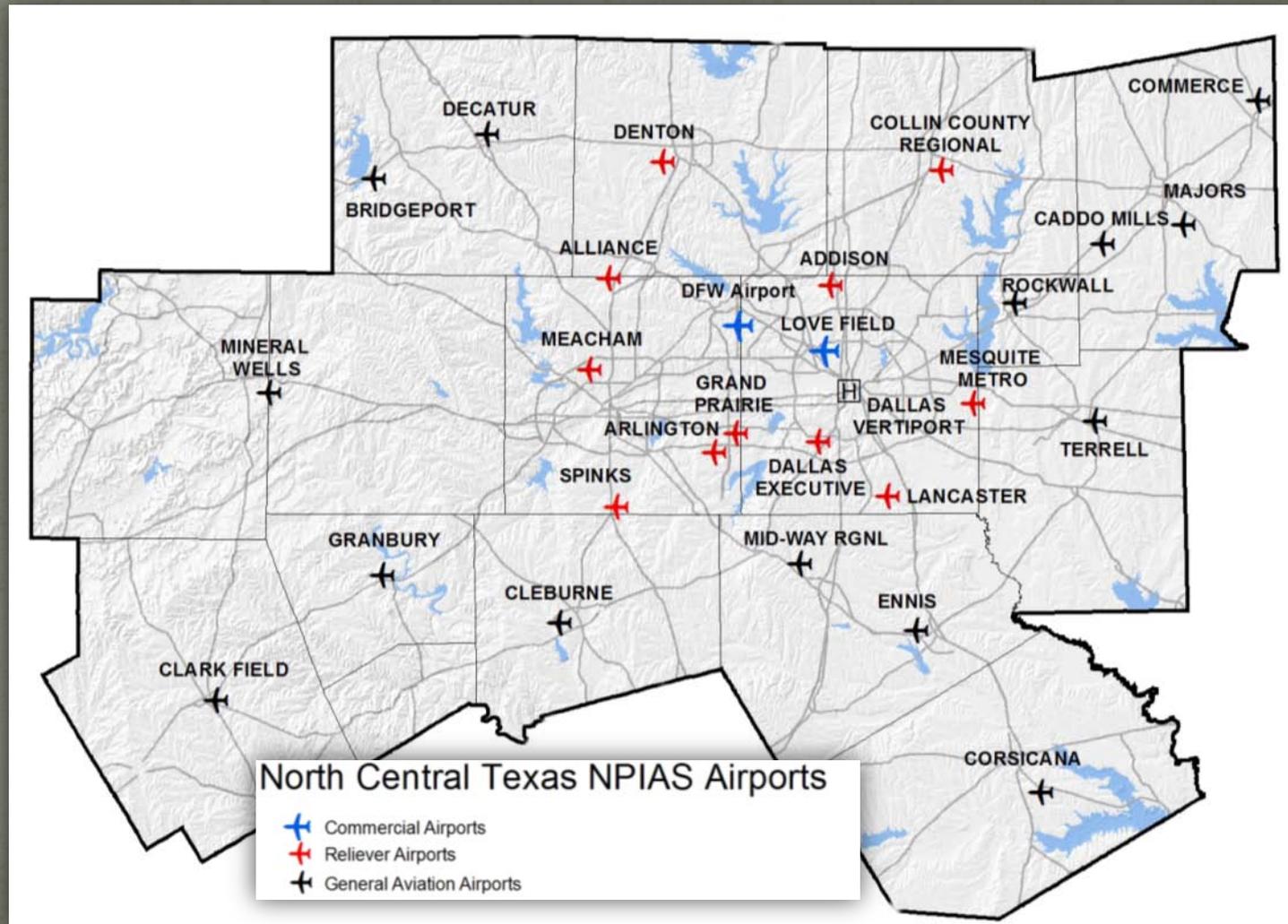
- A – AFC Team Hotel: *Omni Fort Worth*
- B – AFC Team practice: *TCU*
- C – Taste of the NFL: *FW Convention Ctr.*
- D,E – Super Bowl XLV, NFL Tailgate:
Dallas Cowboys Stadium
- F – Super Bowl XLV Accreditation Ctr.:
Lone Star Park
- G – NFC Team Hotel: *Omni Mandalay
at Las Colinas*
- H – NFC Team practice: *SMU , Highland Park
H.S. indoor facility*
- I – NFL Experience: *Dallas Convention Ctr.*
- J – NFL Headquarters: *Hilton Anatole*
- K – Media Center: *Sheraton Dallas*

Events by Time

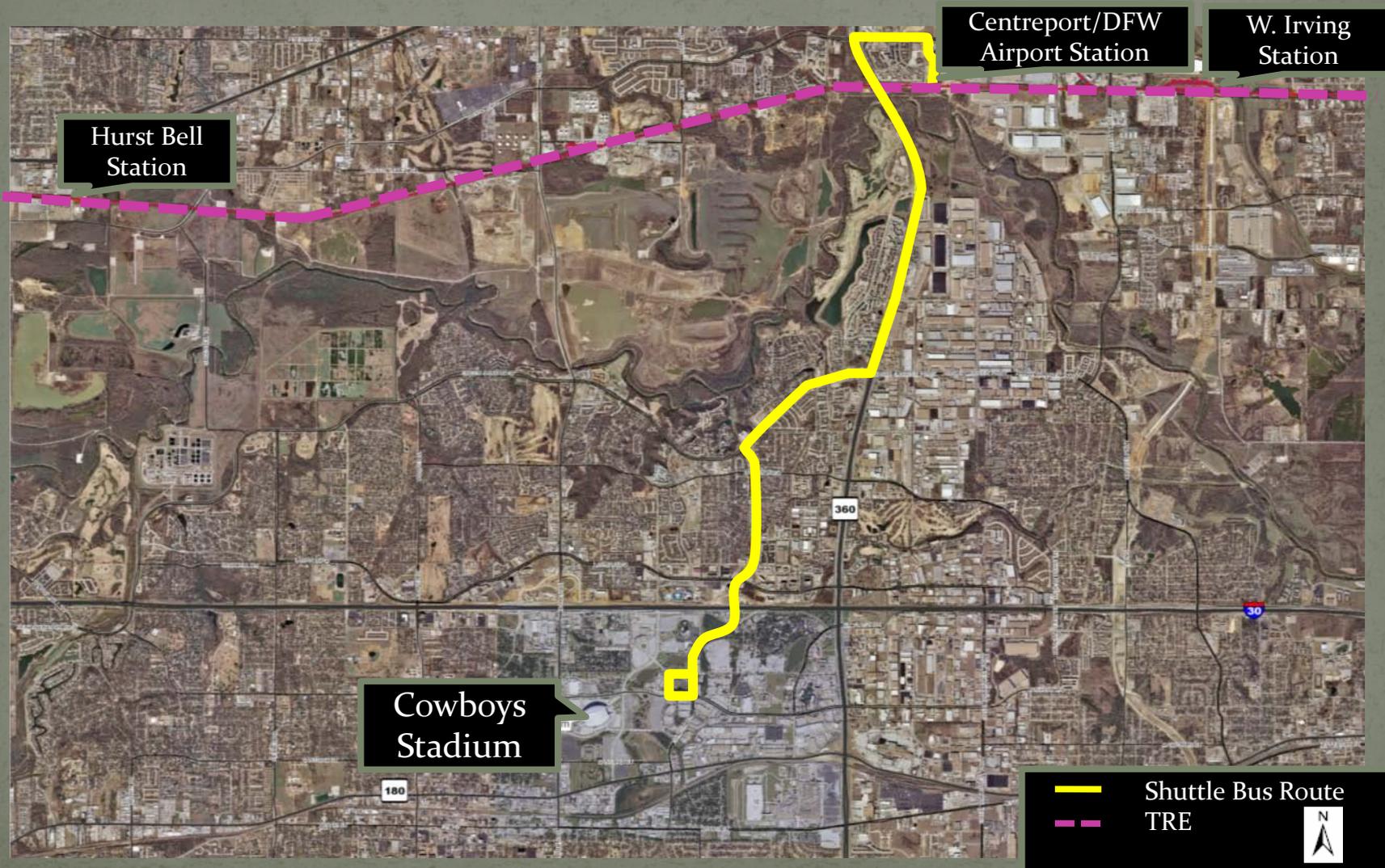


Enhancing Strengths

Air Carrier and General Aviation Airport System



Passenger Rail Service – Super Bowl Sunday



Passenger Rail Service – NFL Experience

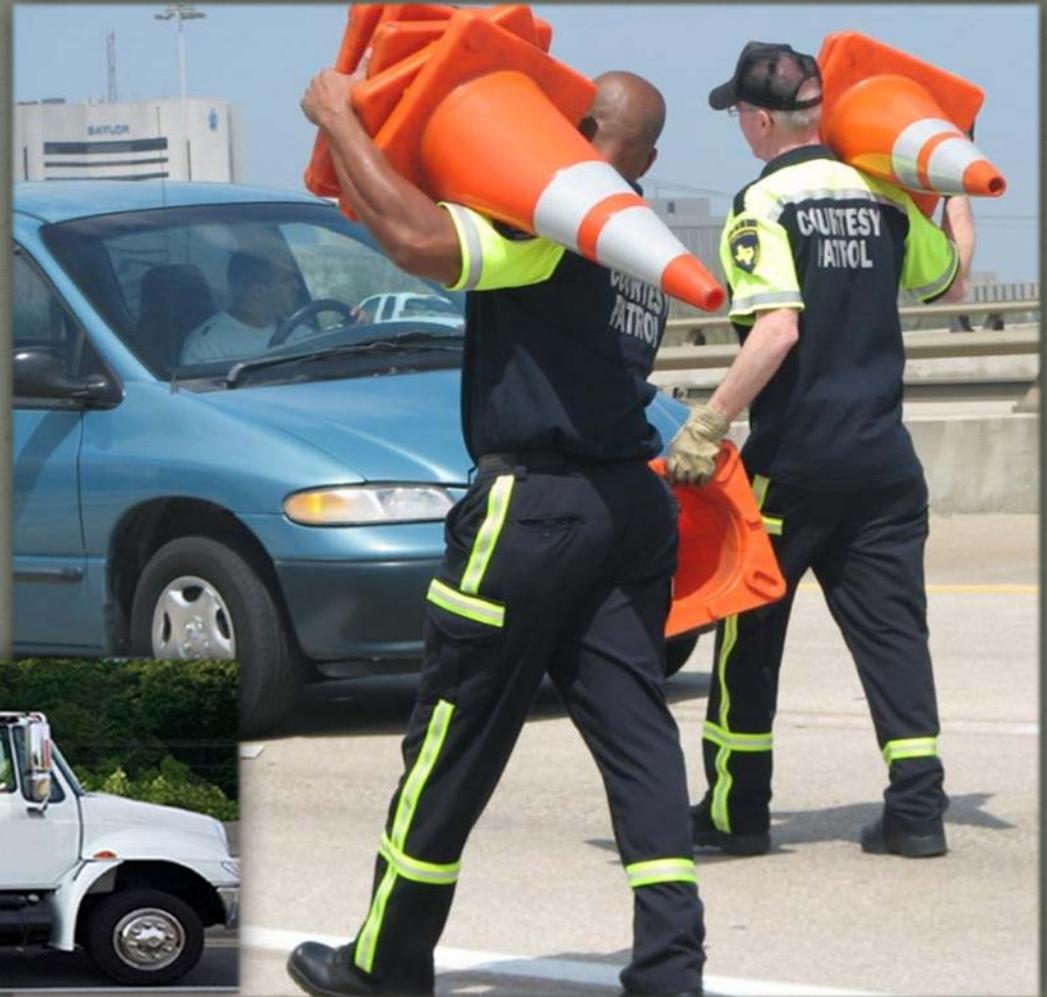


Continue Testing Transportation Plan Elements

- NBA All-Star Game
- Dallas Cowboys
- Texas Rangers
- College Football Games
- Special Sporting Events
- Earlier Events at Other Venues
- “Call Ladder” Test

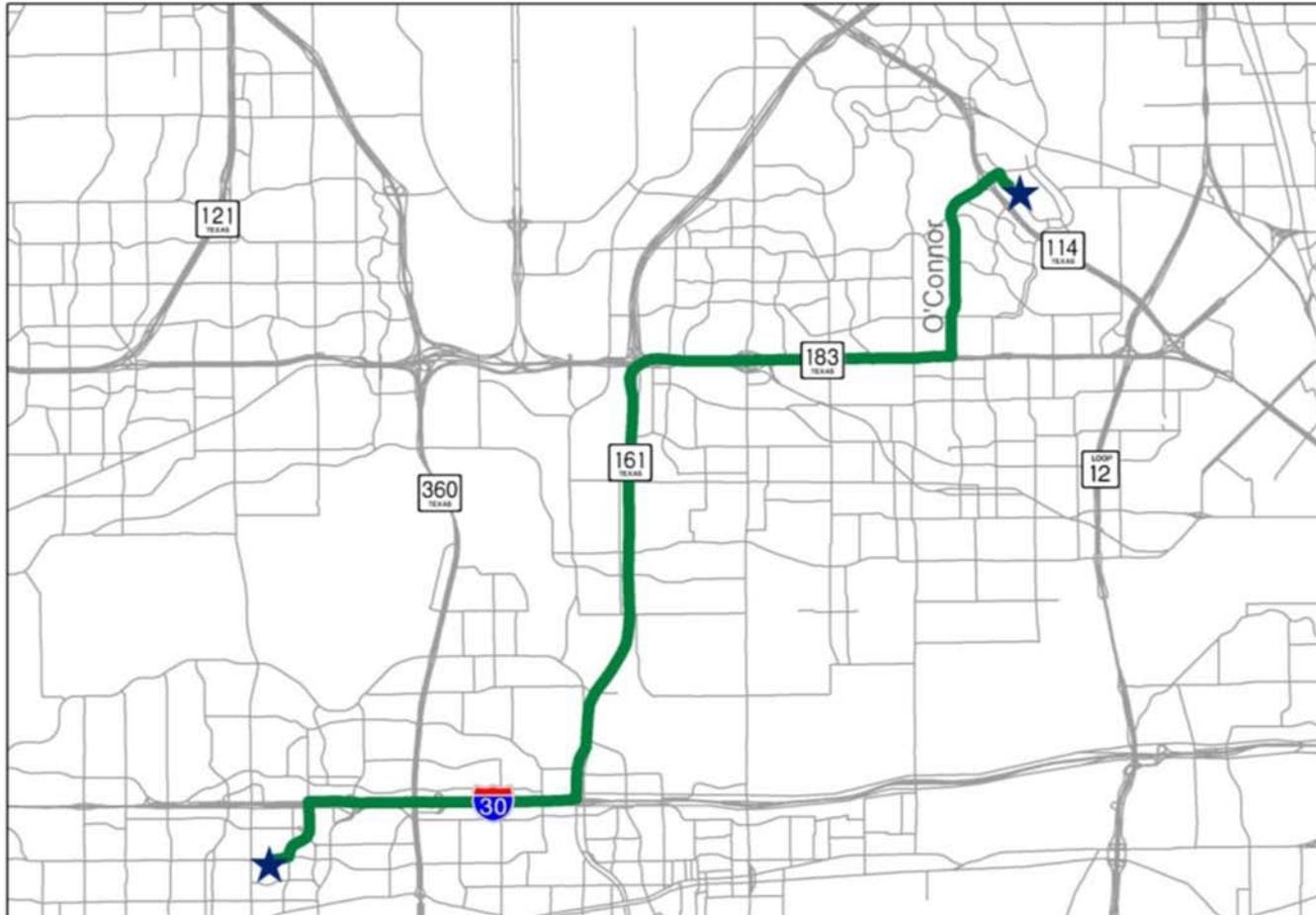
Logistics

Re-Deployment of Mobility Assistance Patrol and Wrecker Services



Routing Plans for All Major Venues by Time of Day and Day of Week

Omni Mandalay to Cowboys Stadium



O'Connor -> SH183 -> SH161 -> IH30

Parking Reservation System and Routing Plan

click AND PARK COM
Your Space is Ready When You Are™

▶ Customer Login

Forgot your password?
Logout

Email Address: Password

GO

▶ Home

▶ About Us

▶ News & Updates

▶ FAQ

▶ Contact Us

▶ Shopping Cart

▶ Client Solutions

Welcome to Click and Park

Tired of battling your way through busy event traffic and then searching for parking? Click and Park's online parking reservations and event transportation planning expertise can help.



Event Parking on Sale

Demo Premium Garage Parking...

Q INFO BUY

Bradley International
Airport

09/01/10

September 2010 Daily Parking

Q INFO BUY

Will Rogers Memorial
Center

09/01/10

Demo September Parking (NOI A)

Q INFO BUY

Event Parking Search

Event Name

Search ✕

Or, search by venue or date of event:

Venue:

Date:

Clear

Search >>

▶ Quick Clicks

Click and Park has ongoing work spanning the 4 corners of the lower 48 states with projects in Florida, New York,

▶ Clients



Arlington Taxis, Pedicabs, and School Buses for Super Bowl Sunday



Taxi Stand



Ballpark Way



Centre Port Sh



ill Rd



Getty Images

Regional Temporary Limousine License



Management of Background Traffic/ Nearby Employers and Residents



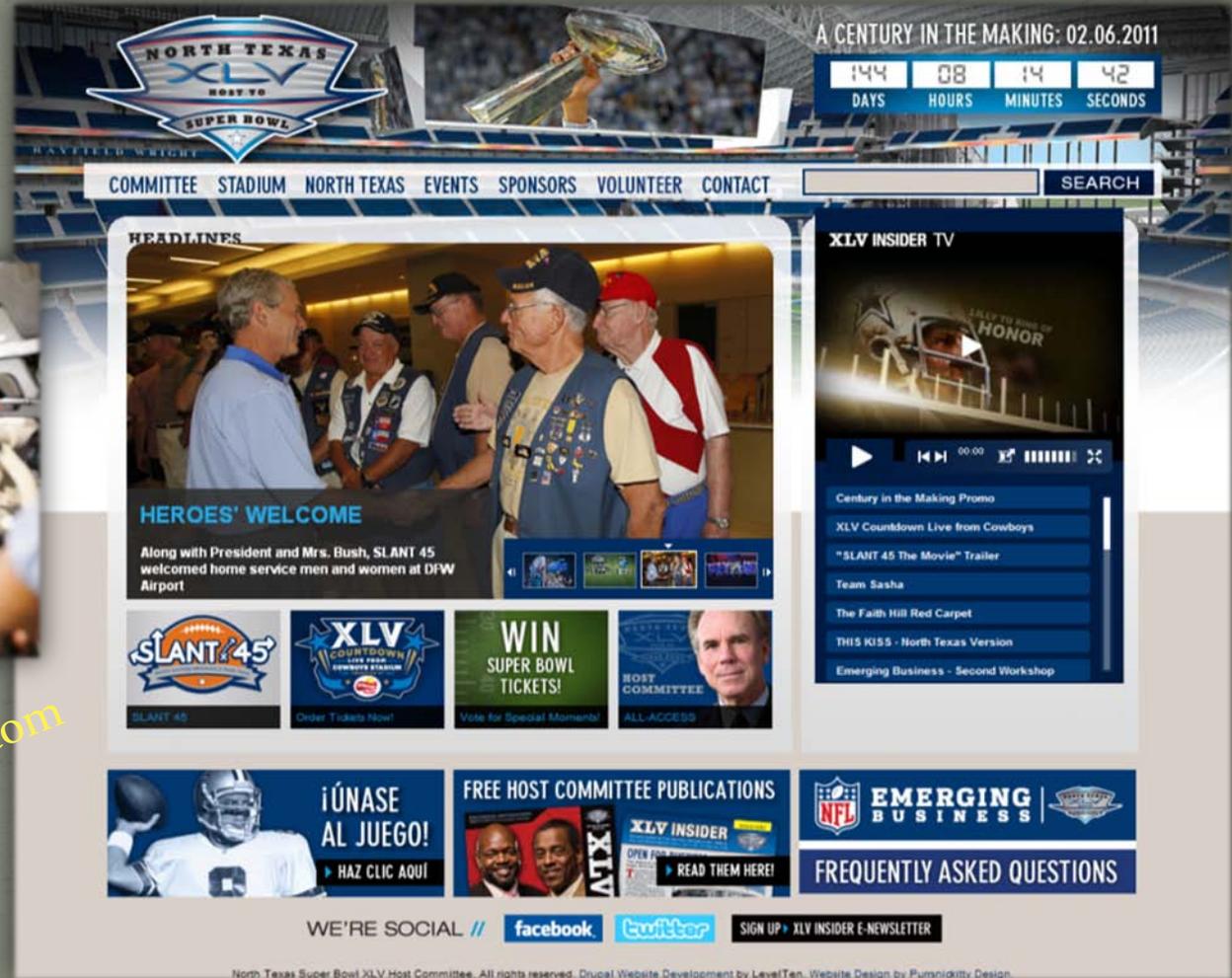
Strategic Partnership and Communication

Public Communication Plan and Website



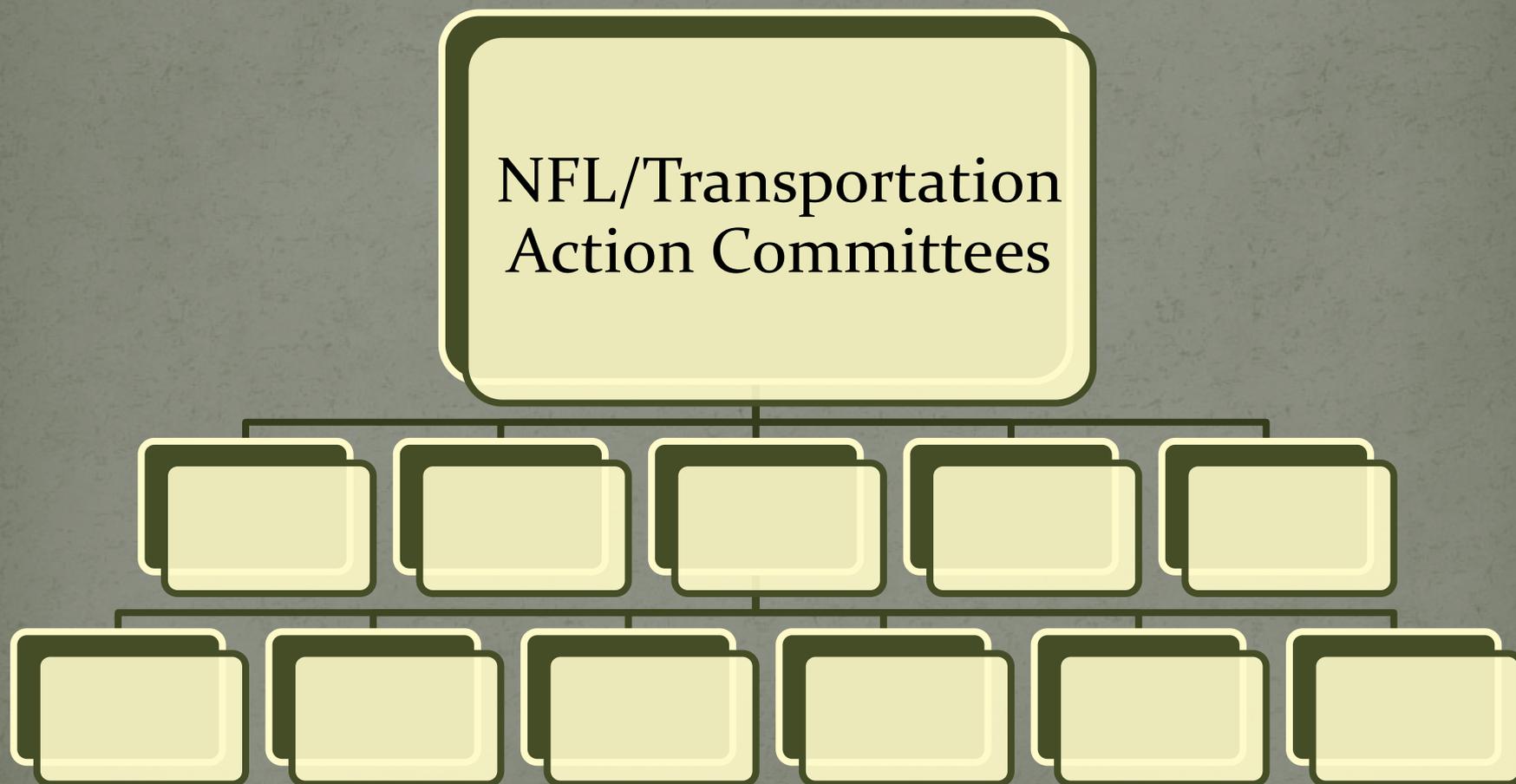
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www.northtexassuperbowl.com



The screenshot displays the website for the North Texas Super Bowl XLV Host Committee. At the top, a navigation bar includes links for COMMITTEE, STADIUM, NORTH TEXAS, EVENTS, SPONSORS, VOLUNTEER, and CONTACT, along with a search bar. A central banner features a photo of President George W. Bush and a countdown timer for the event on 02.06.2011, showing 144 days, 08 hours, 14 minutes, and 42 seconds remaining. Below the banner is a 'HEADLINES' section with a featured article titled 'HEROES' WELCOME' about service members at DFW Airport. To the right is an 'XLV INSIDER TV' section with a video player and a list of content items. The bottom of the page contains several promotional tiles: 'SLANT 45', 'XLV COUNTDOWN LIVE FROM COWBOYS STADIUM', 'WIN SUPER BOWL TICKETS!', 'HOST COMMITTEE ALL-ACCESS', '¡ÚNASE AL JUEGO!', 'FREE HOST COMMITTEE PUBLICATIONS', 'EMERGING BUSINESS', and 'FREQUENTLY ASKED QUESTIONS'. A footer section includes social media links for Facebook and Twitter, and a sign-up for the XLV Insider e-newsletter.

Delegated Authority “Call Ladder”



Ice Plan



Showcase

Helicopter Operations (non-Super Bowl)

VIP Transport

Sight-seeing

Reporting



Flyovers

AH-64
Apache



F-18



Bell-Agusta 609



F-35 JSF



"Flagship Detroit," American Airlines DC-3



General Motors Interface with the Community

Donation of a Vehicle at
the Taste of the NFL

Wrap/Paint Vehicles

Handoff of Courtesy
Vehicle Keys



Legacy

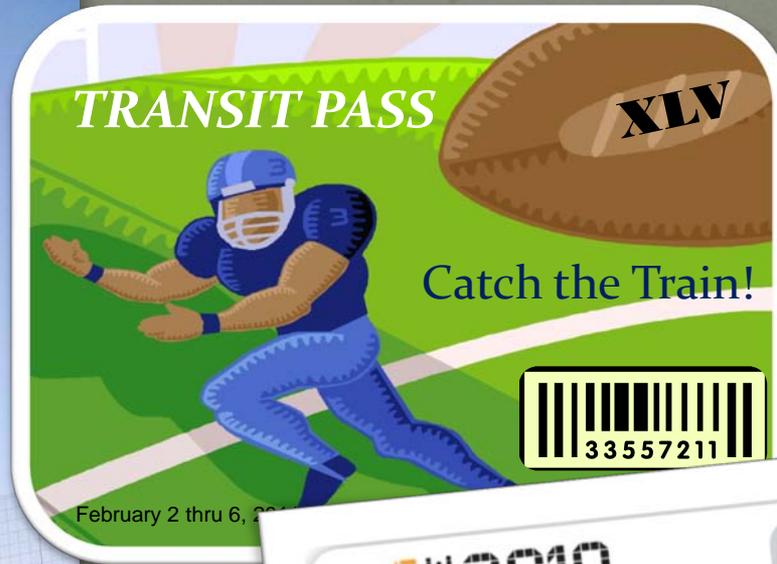
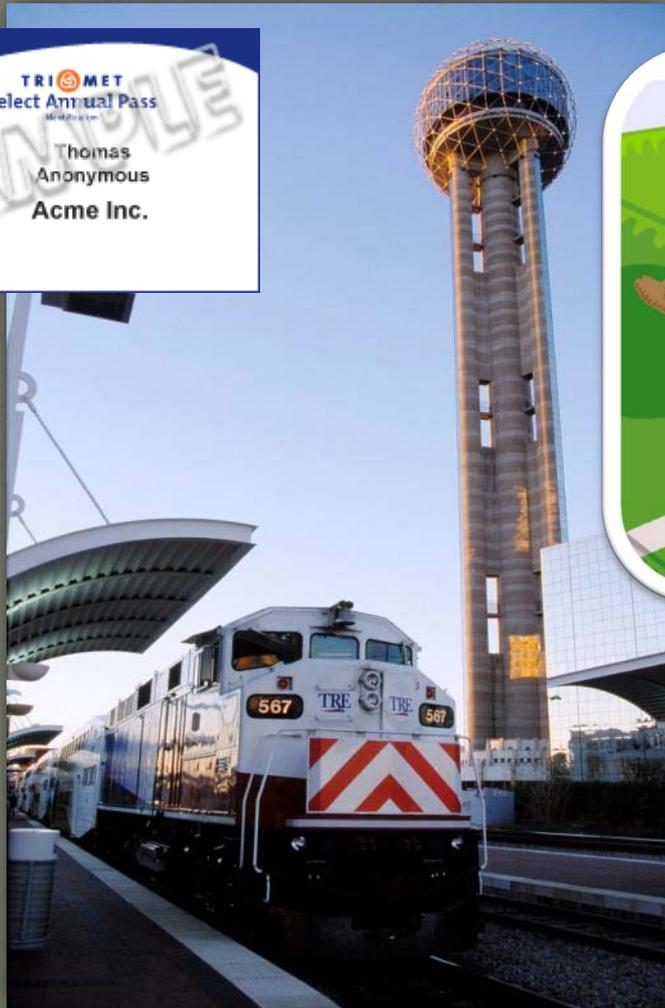
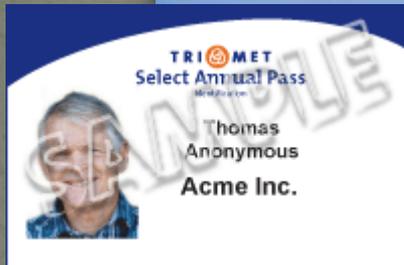
Integrated Funding Program

- RTC Special Events
- RTC Revenue
- NFL
- Host Committee
- Transit Pass Revenue
- Private/Sponsorships

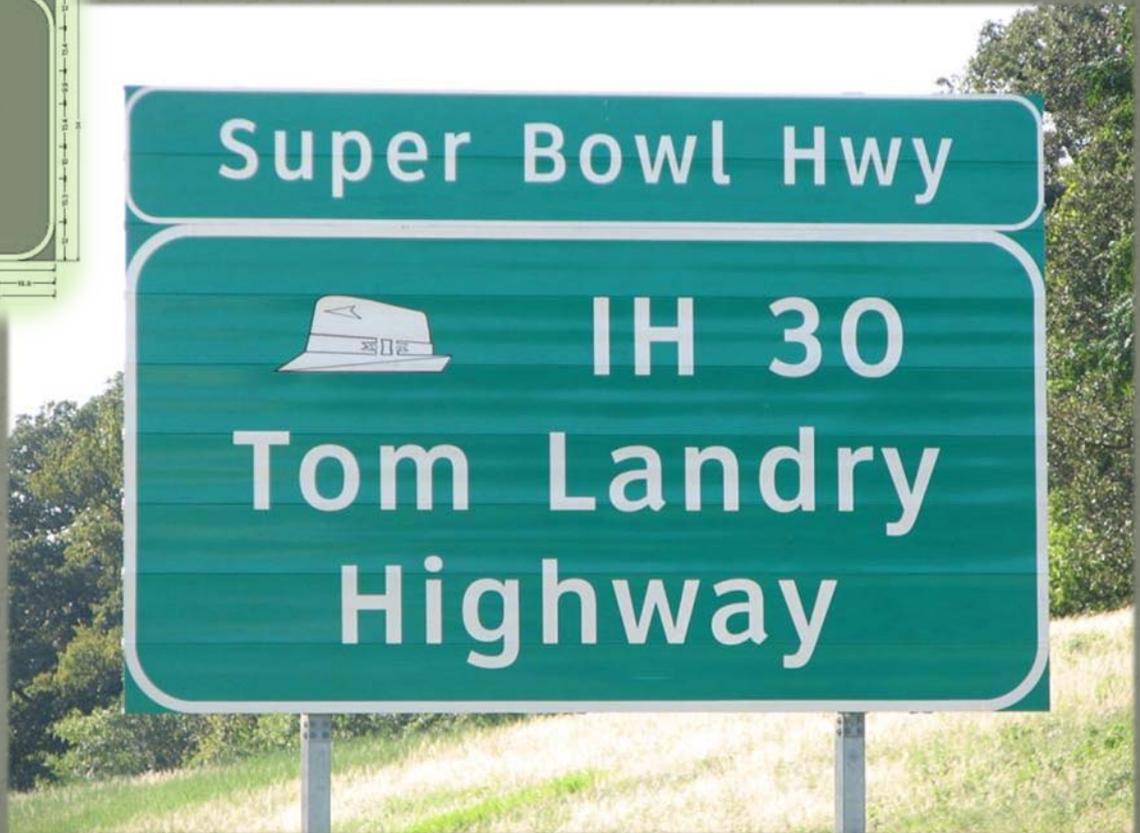
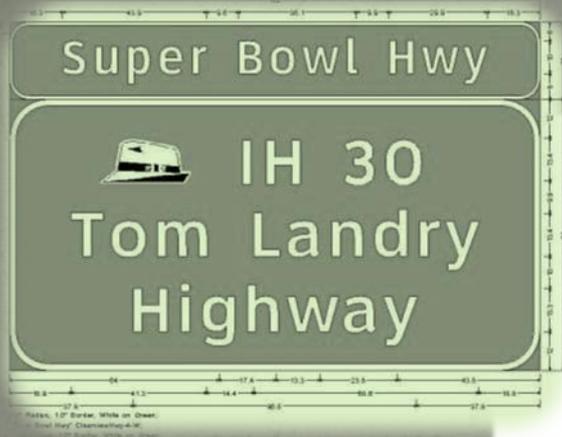
Dynamic Message Signs: Portable, Wirelessly Programmable



Souvenir Transit Pass and Reservation System



Super Bowl Highway



Connecting Traffic Management and Emergency Management Centers



Partnerships Established Support from Across the Transportation Community

Transit Agencies

Dallas Area Rapid Transit

Denton County Transportation Authority

Fort Worth Transportation Authority

North Texas Tollway Authority

Texas Department of Transportation

Aviation Industry

Dallas-Fort Worth International Airport

General Aviation Airports

Local Governments

Private Sector Partners



DALLAS/FORT WORTH
INTERNATIONAL AIRPORT