

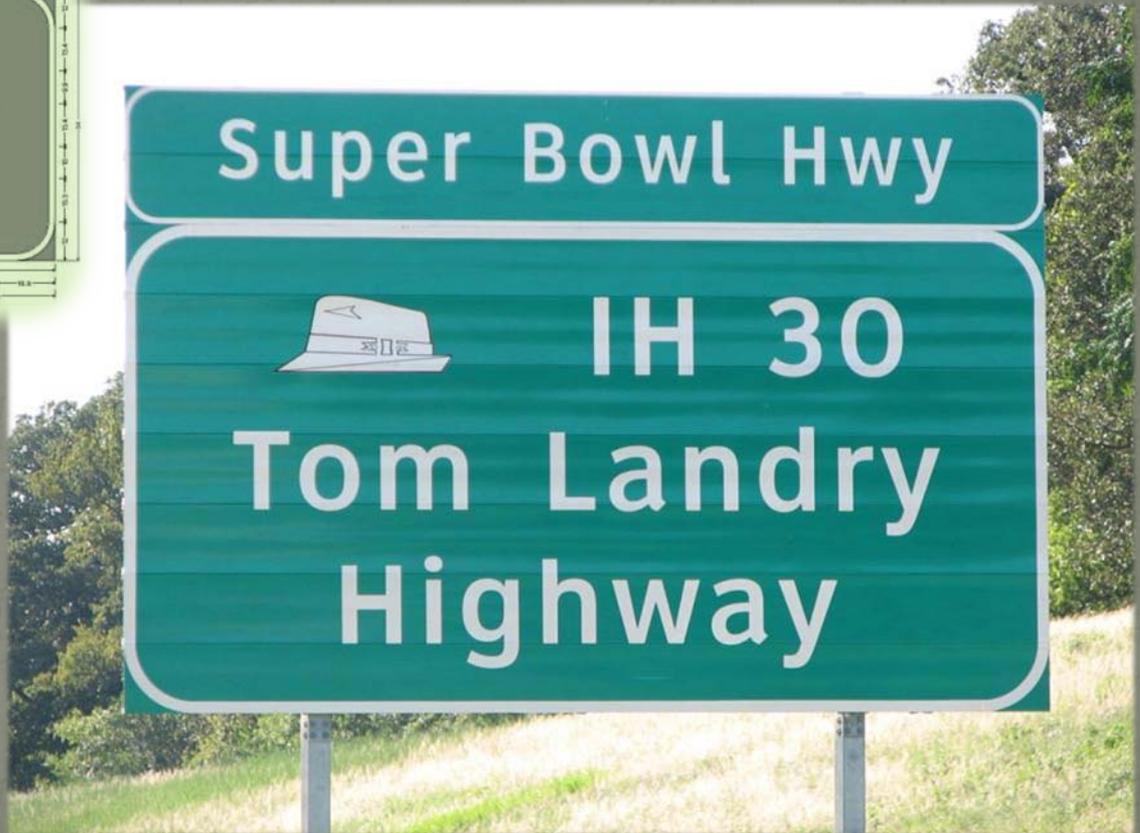
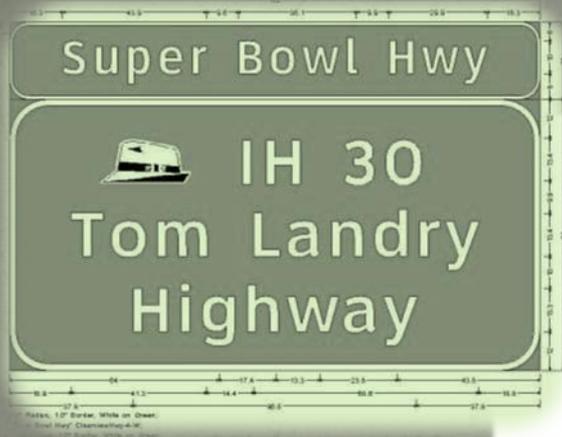
A Transportation System Response to Super Bowl XLV

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

Ingredients for Success

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

Super Bowl Highway



Testing of the Super Bowl Transportation Plan

- Computer Simulation of 66 Routing Plans
- World Series Testing of Bus Feeder Route – Dedicated Lane
- Testing of “Call ladder” – Oncor
- Snow/Ice Driver Training

Public Communication Plan and Website – initiated on November 18, 2010

Information on routes to
Cowboys Stadium, NFL
events, public transit,
navigating traffic, and
vehicles for hire was made
available through the Host
Committee Web site.

The screenshot shows the website for the North Texas Super Bowl. At the top, there is a navigation menu with links for COMMITTEE, STADIUM, NORTH TEXAS, EVENTS, SPONSORS, VOLUNTEER, and CONTACT. A search bar is located to the right of the menu. Below the menu, the main content area features a section titled "GETTING AROUND NORTH TEXAS" with a sub-header "GROUND TRANSPORTATION". A list of links includes "Going to Cowboys Stadium on Super Bowl Sunday", "Going to Major NFL Events", "Riding Public Transit", "Navigating Traffic", "Operating Vehicles for Hire", and "Showcasing Transportation in North Texas". A sidebar on the right contains six vertical panels with images and titles: "GOING TO COWBOYS STADIUM ON SUPER BOWL SUNDAY", "GOING TO MAJOR NFL EVENTS", "RIDING PUBLIC TRANSIT", "NAVIGATING TRAFFIC", "OPERATING VEHICLES FOR HIRE", and "SHOWCASING TRANSPORTATION IN NORTH TEXAS". At the bottom, there are social media links for Facebook and Twitter, a "SIGN UP" button for the "XLV INSIDER E-NEWSLETTER", and a language selector for "EN ESPAÑOL".

GOING AROUND NORTH TEXAS

North Texas has an expansive system of ground transportation options to move around the region. However you decide to get around, we know you will find it to be a safe, efficient, and enjoyable experience. In this section of our site you can learn more about:

- [Going to Cowboys Stadium on Super Bowl Sunday](#)
- [Going to Major NFL Events](#)
- [Riding Public Transit](#)
- [Navigating Traffic](#)
- [Operating Vehicles for Hire](#)
- [Showcasing Transportation in North Texas](#)

More information about passenger flights, travel advisories, FBO facilities, general aviation airports and heliports is also available [here](#).

GROUND TRANSPORTATION

- [DFW International Airport Ground Transportation Plan](#)
- [Dallas Love Field Ground Transportation Plan](#)

AVIATION

WE'RE SOCIAL // [facebook](#) [twitter](#) [SIGN UP ► XLV INSIDER E-NEWSLETTER](#) [EN ESPAÑOL](#)

www.northtexassuperbowl.com

Dynamic Message Signs: Shared Resources

Cities, TxDOT, and NTTA shared portable, changeable message boards to keep motorists informed.



Portable, Wirelessly Programmable



Flyovers and GA

- Congresswoman Kay Granger participated in a press conference held the week before the Big Game, highlighting regional aviation assets. Following the press event, local helicopter service operators conducted flyovers in the vicinity of Cowboys Stadium.
- Flagship Detroit conducted a flyover in the week preceding the Super Bowl, commemorating the rich history of aviation in the North Texas Region.
- General Aviation Airports logged 1,194 aircraft arrivals to the Region.



F-18 Hornet



"Flagship Detroit," American Airlines



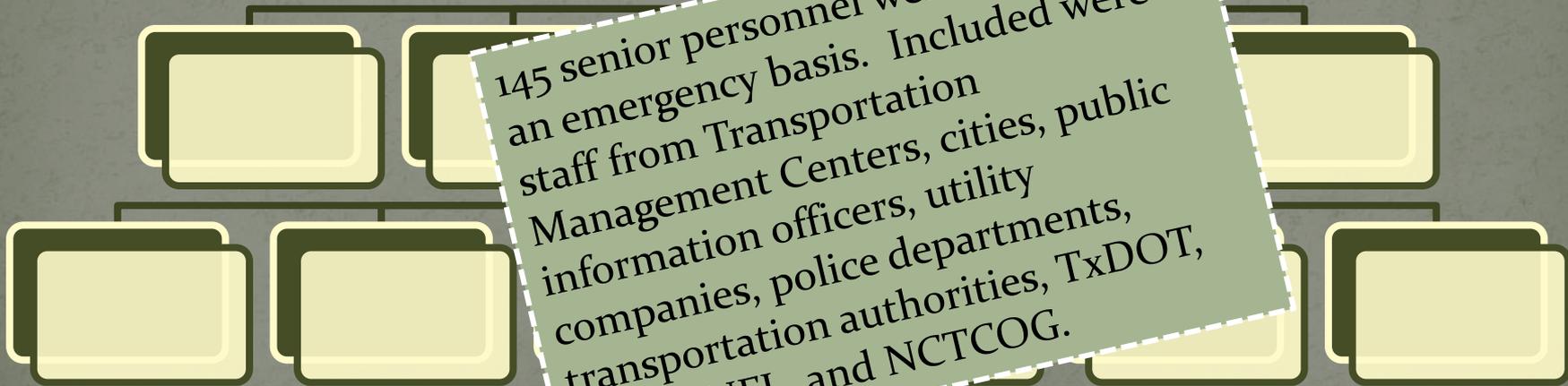
Connecting Traffic Management and Emergency Management Centers



Delegated Authority “Call Ladder”

NFL/Transportation Action Committees

145 senior personnel were available on an emergency basis. Included were staff from Transportation Management Centers, cities, public information officers, utility companies, police departments, transportation authorities, TxDOT, NTTA, NFL, and NCTCOG.

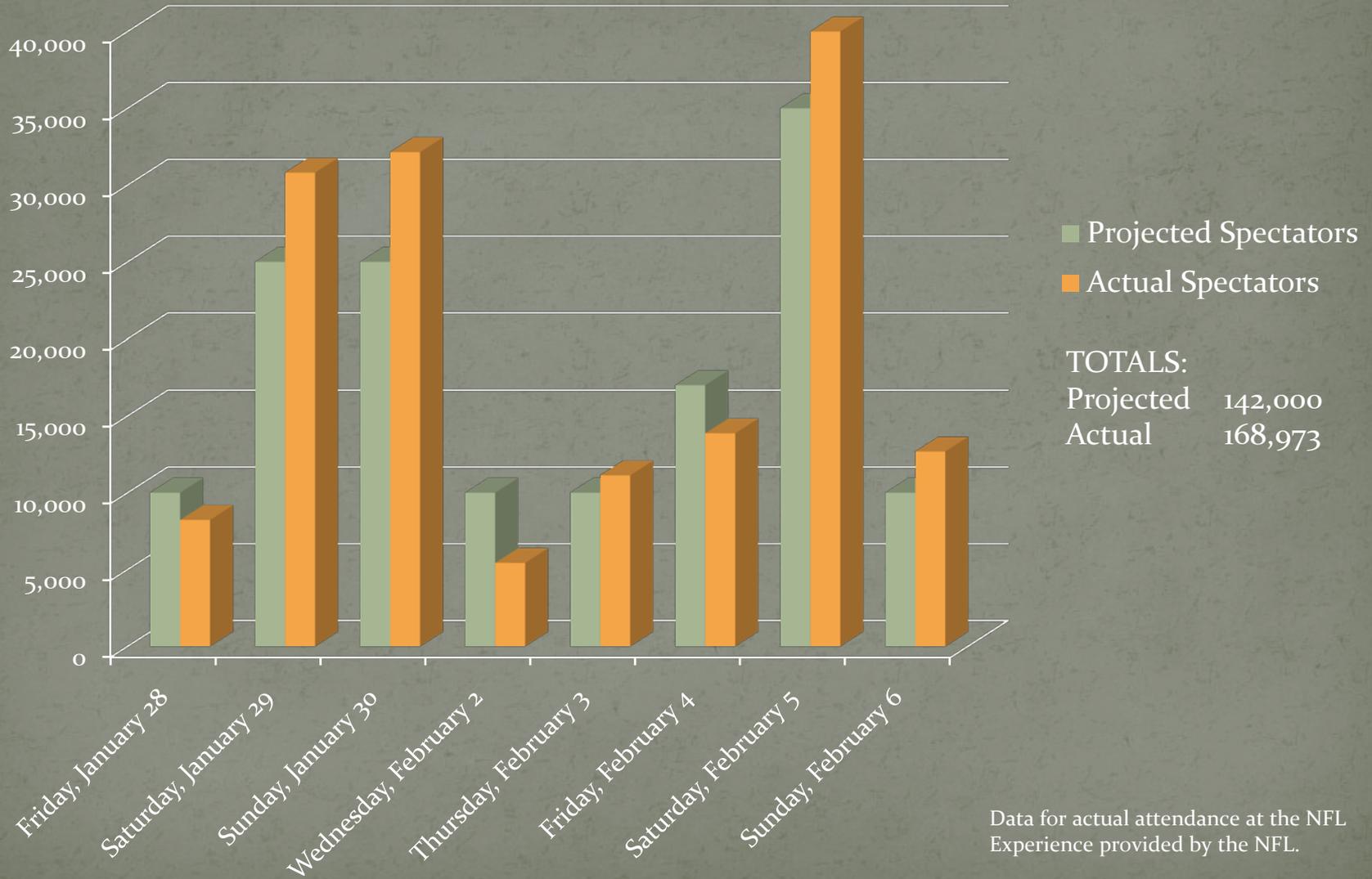


Management of Regional Intelligent Transportation System Fiber Network

- Emergency Operations Centers established and linked
- Priority increased because of Super Bowl
- Shared Regional future

... for the
TxDOT fiber optic was used to connect Arlington, Dallas, Fort Worth, Grand Prairie, and Irving operations centers to the regional fiber network to exchange data and video

The NFL Experience



Data for actual attendance at the NFL Experience provided by the NFL.

Regional Temporary Limousine License By-the-Numbers

1,990
Vehicles licensed

2,011
Drivers licensed

8.3%
Vehicles failed
inspection

42%
Vehicles inspected in
the last week before
the Super Bowl



Snow and Ice Plan



Clearing The Roads

Maintained reliable capacity for Media Day, as well as more than 240 events during the week:

- TxDOT crews from Amarillo, Atlanta, Brownwood, Childress, Lubbock, Tyler, Waco
- Over 600 TxDOT employees total
- 3.2 million pounds of granular magnesium chloride
- 34,000 gallons of liquid magnesium chloride



Souvenir Transit Pass and Reservation System

Four-day Pass:
\$30

Game Day Pass:
\$20



COMMEMORATIVE

MOST VALUABLE PASS

NORTH TEXAS XLV

TRANSIT PASS

MVP

Valid Thursday, February 3 through Sunday, February 6, 2011

SUPER BOWL XLV

02.06.11

TRANSIT PASS

WisiCraft, Inc.

Walking Route from Union Station to NFL Experience (1/2 mile, 10 minutes). Or take DART Rail to Convention Center Station.

Walking Route from TRE Bus Drop-Off to Cowboys Stadium (1/2 mile, 10 minutes)

TERMS AND CONDITIONS

This pass entitles you to unlimited rides on DART Rail (Red, Blue and Green lines), all DART buses, the TRE, all services from the T and DCTA and Molly Circulator for the dates indicated. DART, the T, DCTA and NCTCOG assume no liability for lost or stolen passes and will issue no replacements. Subject to the DART Code of Conduct.

This pass is not valid on Paratransit Services.

INDIVIDUAL USE ONLY • NON-TRANSFERABLE

DART DCTA North Central Texas Council of Governments T TRE

Game Day Freeway Speeds

- 18 tow trucks were staged across five jurisdictions.
- Abandoned vehicles were towed to help clear roads.
- Freeway speeds exceeded posted limits on all freeways leading to the Super Bowl.



SH 360 Southbound
Range: 30-72
Average: 58



I-30 Westbound
Range: 49-67
Average: 60



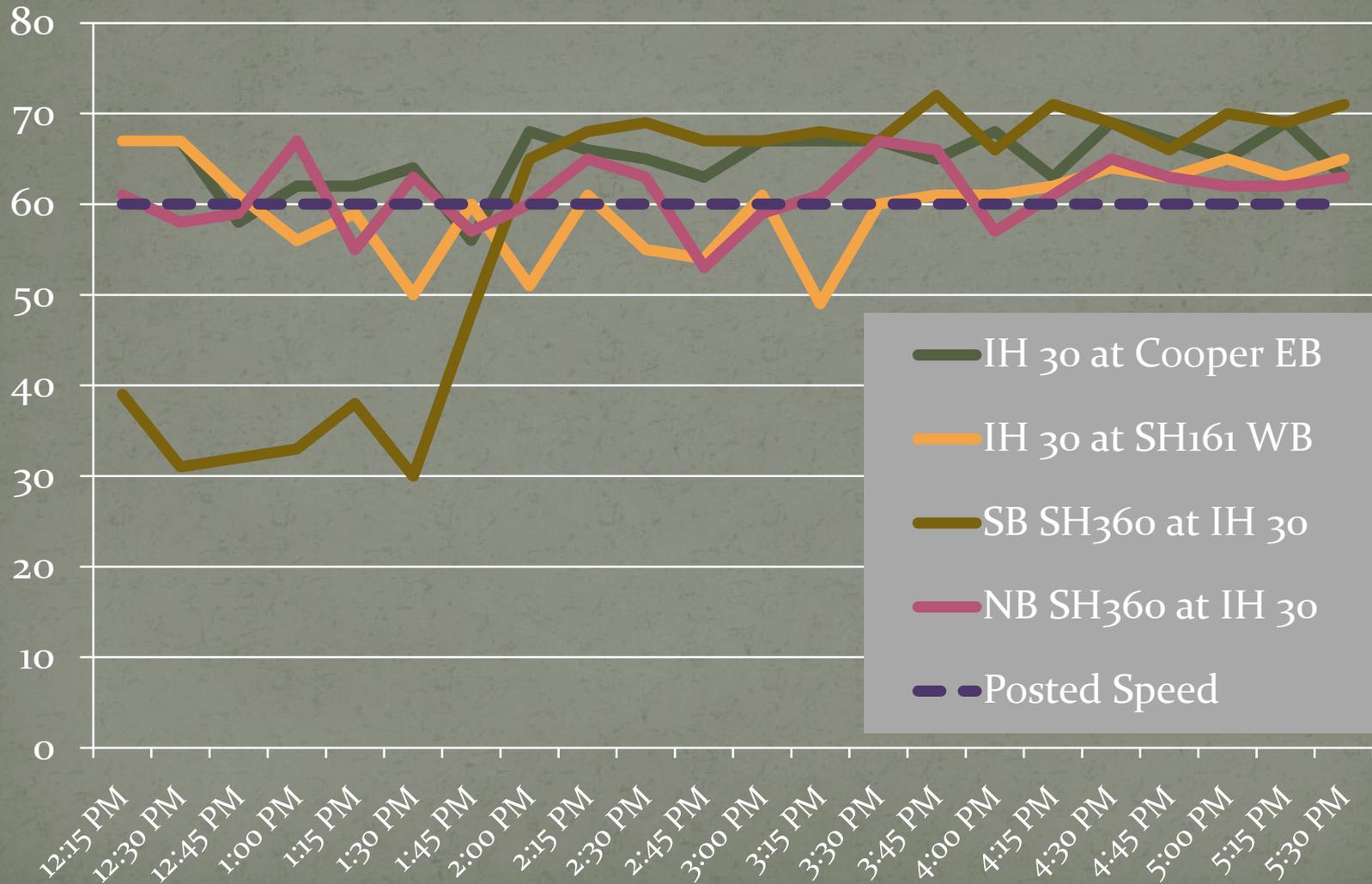
I-30 Eastbound
Range: 56-69
Average: 64



SH360 Northbound
Range: 53-67
Average: 61

Game Day Freeway Speeds

15-minute Intervals

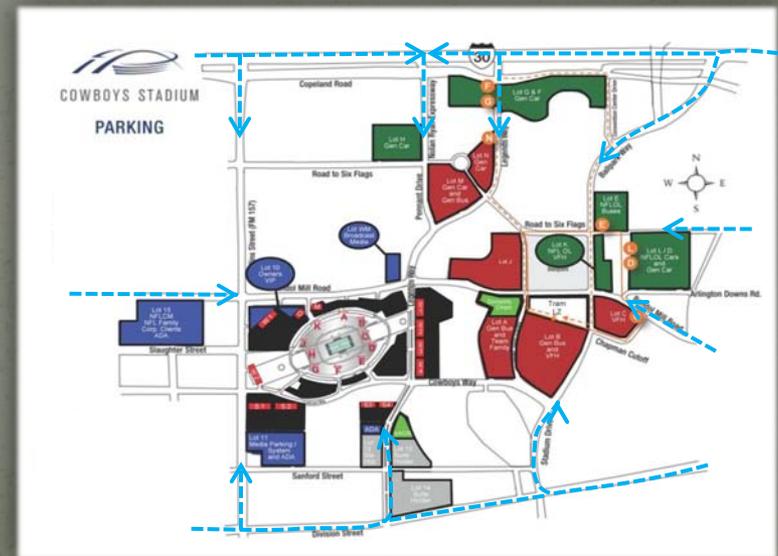


NFL-Related Arrivals on Game Day

Vehicle Type	Number of Vehicles	Percent Reserved
“Automobiles”	9, 437	95%
Limousines	872	100%
Buses	641	100%

Notes:

- 35,000 arrivals by bus
- 7,900 vehicles at Lone Star Park
- Managed Lane Usage
 - 17,500 persons arriving
 - 15,428 persons departing



Importance of Rail



*The TRE set a Ridership Record for Saturday, February 5 – 9,088 Riders; two additional late trains to accommodate NFL crowds.

— Shuttle Bus Route
- - - TRE



Security Provisions for Pedicabs

NCTCOG issued identification devices to 40 pedicab operators, who provided good service to patrons without impeding auto or pedestrian movements.



Partnerships Established

Support from Across the Transportation Community

Transit Agencies

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

