Course Number

FHWA-NHI-133099

Course Title

Managing Travel for Planned Special Events (2-Day)

The Rose Bowl, the Macy's Day Parade, and the Nation's numerous marathons, golf tournaments, and county fairs are just some of the planned special events that are held throughout the country every year. Managing travel to these and other events will allow event patrons to enjoy themselves from the moment they leave home. In addition, a well-designed transportation plan for these events accommodates the needs of the nearby residents and businesses.

This course provides practitioners with a working knowledge of the techniques and strategies they may wish to use for the successful planning and operation of a specific planned special event. Practitioners will gain an understanding of the collective tasks facing multidisciplinary and inter-jurisdictional stakeholder groups charged with developing and implementing solutions to acute and system-wide impacts on travel during a special event. Instructors will identify all potential tasks and stakeholder activities conducted within individual phases of managing planned special events.

This course will refer to FHWA's Managing Travel for Planned Special Events Handbook and guide participants on how to apply key concepts in the handbook. The handbook in CD format is provided with the course materials.

The 2-day version of the course will guide practitioners through all the phases of managing travel for planned special events for a specific event category, based upon an event scenario defined by the course participants. In addition, the goal of the 2-day course and group exercises is to meet the participant's needs in planning and managing a similar future event for a specific locale. Course participants will identify and apply pertinent planning steps, operations activities, and associated considerations in developing an action plan for the defined planned special event scenario.

This course is part of the Certificate of Accomplishment in Incident Management. To learn more about how you can achieve a certificate in Incident Management visit the NHI Web site at http://www.nhi.fhwa.dot.gov/training/cert_programs.aspx.

Outcomes

Upon completion of the course, participants will be able to:

- Name the main categories of planned special events
- State key phases of managing travel for planned special events
- Identify the goals of managing travel for planned special events
- Describe the benefits of proactively managing travel for planned special events
- Describe the purpose and value of an action plan for managing travel for a specific planned special event
- List key components of an action plan
- Identify key factors that influence the potential effect a planned special event may have on the performance of the surface transportation system
- List key components of a traffic management plan
- State opportunities or sources where resources could be obtained to initiate activities identified in a planned special event travel management action plan
- Name near-term or short-term actions that are priorities in a planned special event travel management action plan
- State potential activities involved with the implementation of a traffic management plan for a planned special event
- Name key activities performed by the traffic management team on the day of the event
- Explain how post-event activities may improve the management of travel for future planned special events

Target Audience

Transportation agencies that will be involved in developing the plans and implementing transportation management plans for upcoming events.This course and the corresponding workshop are designed for any individual engaged in or responsible for directing agency resources related to the following five key phases associated with managing travel for planned special events: (1) program planning, (2) event operations planning, (3) implementation activities, (4) day-of-event activities, and (5) post-event activities. This is an introductory course and workshop for individuals with limited or no experience with applying the recommended concepts and techniques in all of the phases involved with

managing travel for planned special events. Participants could include traffic engineers and technicians, transportation planners, managers/supervisors, transit planners and operations supervisors, transportation management center staff, law enforcement personnel, public safety transportation coordinators (e.g., fire, emergency medical types of personnel, etc.), public information specialists, event operators (e.g., parking management, traffic control, etc.), emergency management personnel, consultants, and post-secondary students and faculty.

Training Level: Basic

Fee: 2017: $875 Per Person; 2018: N/A

Length: 2 DAYS (CEU: 1.2 UNITS)

Class Size: MINIMUM: 20; MAXIMUM: 30

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