Special Events Planning

Operations, security, political considerations, media

Moderator: J. Barry Barker

- **Paul C. Jablonski**
- **E. Wayne Terry**
- **Joseph Leader**

San Diego MTS
Special Event LRT Service

Fiscal Year 2016

193 Events Served

1.1m Passengers Trips Recorded

2,750 Additional Train Trips Operated

50,000 Additional Train Miles Operated

Significant Events

Event	Attendance	Boardings
Comic Con (5 days)	70,000 daily	60-80,000 per day
NFL Football (2015)	651,000	280,000
Padres Baseball (81 games)	2.1m	284,000
MLB All-Star Game	42,000	19,000
NCAA Football (5-6 games)	170,681	54,000
NCAA Bowl Games (2)	18 – 60,000	4 - 42,000
NCAA Basketball (16 games)	235,000	21,000
International Soccer	65,000 (6/1/16)	18,000
Major Concerts	44,000 (Beyoncé)	17,400

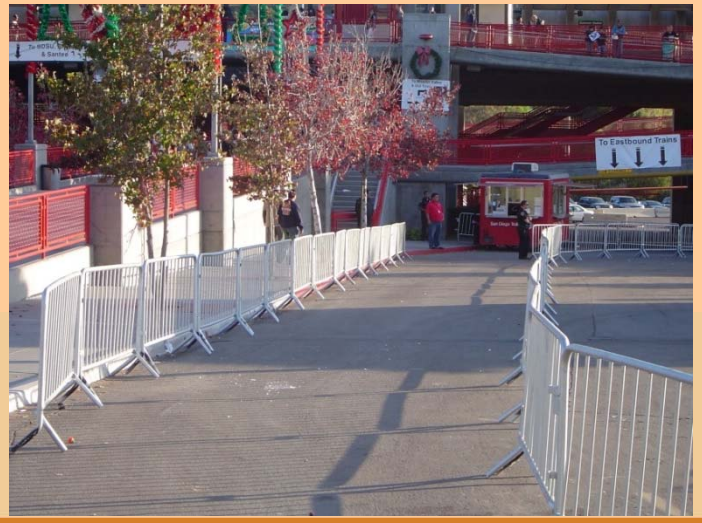
San Diego MTS
Event Fare Collection

Mobile Ticketing

Ticket Booths

Ticket Vending Machines

Qualcomm Stadium



Qualcomm Stadium
Off Site Parking for Downtown Events

The Green Line connects two major event & parking hubs

Thousands of Comic Con attendees park at Qualcomm Stadium

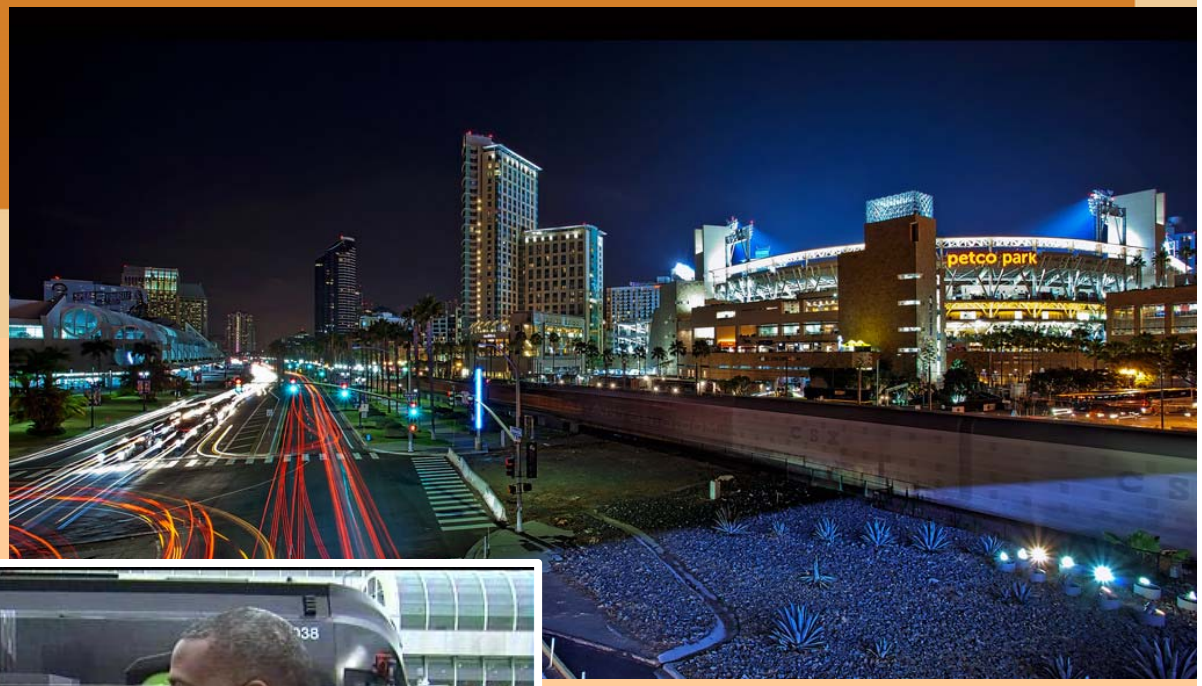
Comic Con

4048
GREEN LINE

DEFIANCE
THE AMAZING
SPIDER-MAN 2
KEEP
CLEAR

Comic Con

All-Star Game



All-Star Game Events

- Fanfest – Convention Center
- Concert Series – Embarcadero Marina Park
- Futures Game – Petco Park
- Celebrity Softball – Petco Park
- Home Run Derby – Petco Park
- Red Carpet Parade – Gaslamp Quarter
- All-Star Game – Petco Park

Event Service Planning

- Location
  - Proximity to LRT
  - Parking availability
- Projected Attendance
- Projected Mode Split – LRT
  - Historical data and trends
  - Some guesswork involved
- Field Support Needed
  - Security
  - Ticket Sales
  - Maintenance
  - Supervision
- Service Scheduling
  - Frequency, train size, late night service needs
  - System & resource limitations
  - Remember daily riders too!

Cost vs. Revenue – Event Service

- Comic Con
  - o Increased Operating Costs $297,500
  - o Increased Revenue $546,000
- All-Star Game Events
  - o Increased Operating Costs $54,334
  - o Increased Revenue $149,500

July 2016 Event Ridership

Padres vs. Yankees (July 1-3)	**Padres vs. Giants** (July 15-17)
Passenger Boardings	Passenger Boardings
33,804	**32,734**
Big Bay Boom Fireworks (July 4)	**Comic Con** (July 20-24)
Passenger Boardings	Passenger Boardings
13,596	**344,218**
SDSU Concerts (9 Concerts)	**Padres vs. Reds** (July 29-31)
Passenger Boardings	Passenger Boardings
6,200	**12,402**
All-Star Game Week (July 8-12)	**July Event Totals**
Passenger Boardings	Passenger Boardings
67,950	**499,744**

July Events
Additional Service Operated

- 1,041 Train Trips
- 18,000 Train Miles
- 499,744 passenger trips provided!