METRANS Transportation Center
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Developing Effective Traffic Management Strategies for Special Events Based on ADMS Dataset

Findings and Recommendations for LA METRO

Traffic Management Strategies for Weekend Football Games at Coliseum: Findings

Event arrivals tend to concentrate within a short time period, creating a surge of demand that can overwhelm the local traffic system.

Arrival Pattern

Dissimilar arrival pattern of traffic for Rams and USC games.

Rams attendees tend to arrive two-three hours prior to the start of a game, while USC attendees arrive up to six hours earlier, due to tailgating.

Departures are variable, depending on the score.

Timing of Event

Significant congestion occurs during evening games while lesser congestion occurs during lunchtime games.

Variability of Attendance

Attendance number is strongly related to the rivals, leading to different levels of congestion, depending on the opposing team.

Transit

Rams Fans– 0.6% take local bus and 0.6% take Silver Line.

USC Fans – 0.3% take local bus and 0.5% take Silver Line.

A majority of event attendees get off the bus near the Coliseum (e.g. within 0.75 miles).

Freeway Traffic

Greatest impacts of game induced traffic on freeways tend to be around existing interchange bottlenecks.

Similar pregame traffic on freeways from north-bound and south-bound on I-110, and east-bound and west-bound on I-10 and SR-60.

Significant non-linear relationship between time and distance on freeways.

Arterial Traffic

Negative linear relationship exists between time and distance on arterial roads.

The impact of game induced traffic is limited to within two miles of the LA Memorial Coliseum.

Parking

Rams game attendees don't use parking structures as much as USC game attendees – probably because the cost is double.

Peak parking demand does not meet parking supply.

Standard parking cost for all USC structures encourages drivers to all head to same ones and then tour the others.

There is capacity for informal parking to supplement formal parking at USC and the Coliseum which could help to relieve congestion.

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Traffic Management Strategies for Weekend Football Games at Coliseum: Recommendations

Influencing Arrival Patterns

Find ways of staggering the arrival and departure time such as through parking discounts, pre- or post- game attractions and sharing real-time congestion data.

Predicting Game Day Traffic

Use electronic highway signs to tell drivers to avoid areas around congested game period.

Single, reliable, well-publicized, highly responsive Twitter feed for live traffic information and advice.

Allow use of carpool lane on game days at Flower/ Expo 110 for exit game only.

Increasing Transit

Double frequency of the Silver Line on game days.

Consider game day discounted Silver Line rides with a ticket sale. Link this offer to transit planner interface.

Consider expansion of the existing shuttle service.

Encourage ride-hailing as a part of Park & Ride.

Encourage pre-arranged ride share

Enhancing Parking Methods

Adjust pricing for parking at structures to even out their attractiveness.

Communicate expected and live parking availability.

Consider unified parking system between USC and Coliseum.

Consider encouraging system of informal parking information by communicating links to information sources.

Parking discounts per person within vehicle.

Utilizing the Variability of Attendance

Consider color-coding traffic congestion. Such coding may include: red, yellow, & green – with red (more difficult to implement) coming into play when a greater volume of traffic is expected.

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