

2023 World Cup Traffic Management Plan



World Cup Traffic Management Plan

Core Strategies

- (OVER) Communication and Transparency
- Traffic Management
- Trip Reduction
- Peak Demand Reduction
- Employee Incentives



Communications and Transparency



Palisades Tahoe Mtn Ops @palisadesops · Jan 8

Parking is now full in ALL lots at both base areas.

If you haven't already arrived at the resort, today might be a day to consider other outdoor activities.

#palisadesops #alpineops

CMS Boards from Truckee to Tahoe City

Social Channels

Radio Spots

App Pushes for Parking Status

Plan ahead messaging to guests

Direct messaging throughout event



Traffic Management

Supplemental Contract with Nevada Barricade above and beyond normal operations for World Cup weekend

Third Lane

- Creates 3 lane traffic pattern on Olympic Valley Rd. for ingress and egress

Merge Patterns

- Use extended merges at egress points to traffic flowing in/out of lots

Traffic Light Coordination – CalTrans

Contract with CHP for traffic control assistance

Additional staff to manage and direct from both Palisades and Nevada Barricade arranged for World Cup weekend

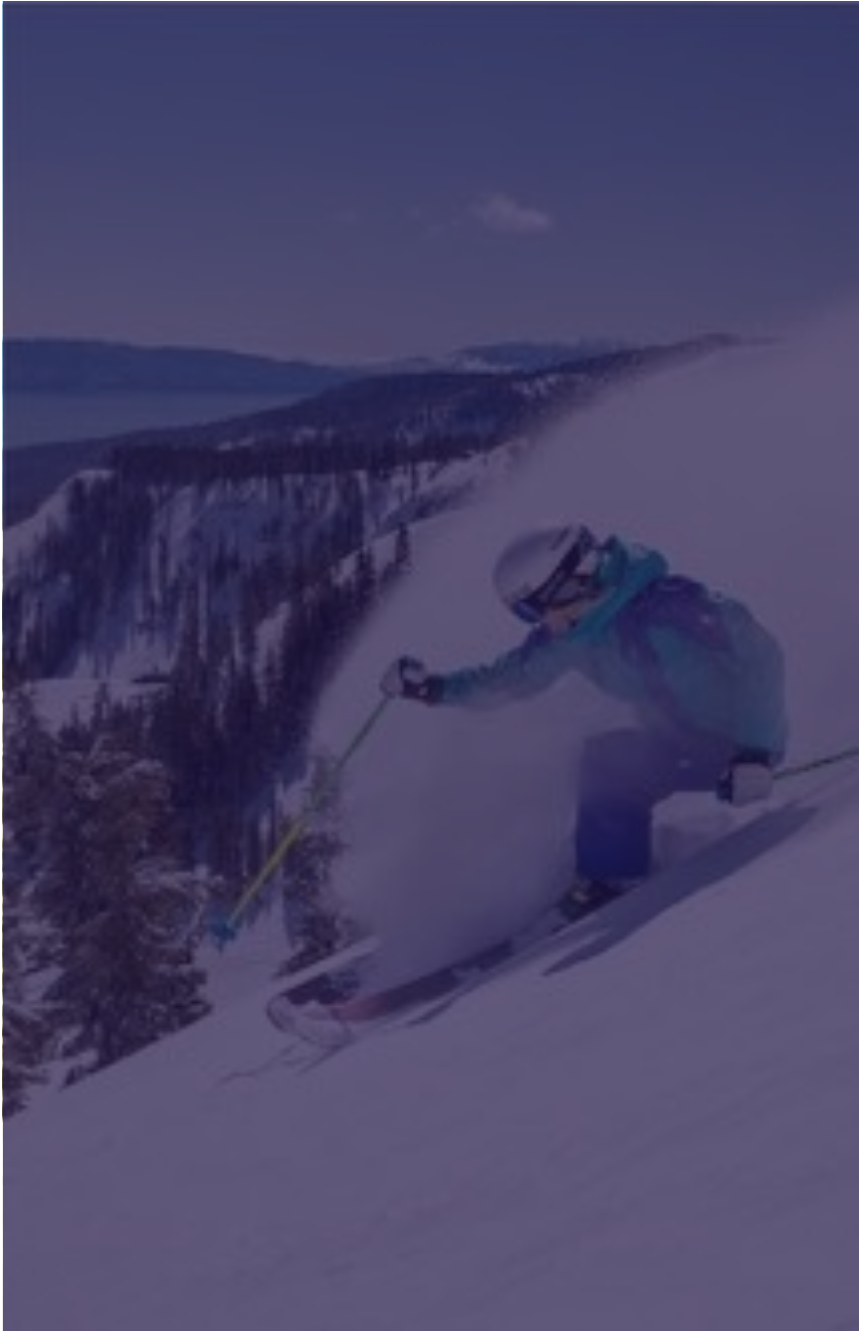




Trip Reduction

Use of various programs to reduce VMT and keep cars off the road for World Cup weekend

- Park and Ride lots in Truckee and TC – World Cup Feb 25-26
- Return of the Sherwood Shuttle (pending) – Sunnyside & PT
- Mountaineer and TART Connect
- Promotional Carpool Parking
- Employee Incentives
- Supplementing TART headways with add'l contract service
- Concentrating room reservations to hotels with shuttles and offering supplemental PT Shuttle Service



World Cup PT Employee Incentives

Paid Incentives to employees \$25 per day for use of:

- Park and ride locations in TC and Truckee
- Carpool 3 or more per vehicle
- PT Shuttles from N. Lake and West Shore

Peak Demand Reduction

- Disco Tubing in the evenings
- Fireworks and Live Concert to delay the egress from normal ski/guest traffic
- Food and Drink World Cup specials starting late in the ski day
- Expanded hours of operation and Inter-Valley Mountaineer operations
- Leverage the Base to Base Gondola – to promote and utilize vehicle parking @Alpine and a ride over to experience the World Cup w/o driving
- Running a few lifts until 4:30pm
- Employee après – reduce departure congestion
- Employee coffee and donuts – get employees off roads early

What's Old is New...

