

Presented by American Association of State  
Highway and Transportation Officials, the US  
Chamber of Commerce and AAA

## **America's Transportation Award for Innovative Management**

“The award celebrates the excellence in innovative management techniques and use of technology. The award recognizes new policies or procedures and creative transportation solutions that enhance the effective management of people, goods and services; increase transportation efficiency and choices; improve safety, accessibility, and aid traffic management; and enhance community life.”



**2010 Regional Award**



# America's Transportation Award for Innovative Management

## Destination Target Field Ballpark Project

**Minnesota Twins  
Timberwolves/Lynx  
Warehouse Business  
District Association**

**FHWA  
MnDOT  
Hennepin County  
Metro Transit  
Ballpark Authority**

**City of Minneapolis  
Includes:**

**Public Works  
Regulatory Services  
Communications  
Target Center  
Minneapolis Police  
CPED**



America's Transportation Award for Innovative Management

## **Destination Target Field Ballpark Project**

“...how well these pieces worked together to serve baseball fans and maintain the mobility for downtown Minneapolis commuters.”

“Careful planning was critical to success.”

“Public and private entities came together in an unprecedented way.”

“Planning efforts began early...use of new technology...”

“Effective communication was another key strategy...”

# Traffic Management Action Plan



## Target Field Traffic Management Action Plan



March 27, 2010  
Version 3  
(Draft)



Prepared by  
City of Minneapolis  
Department of Public Works  
Traffic & Parking Services Division



Systematic Inventive Thinking

Systematic Inventive  
Thinking

Local transportation  
consultant focus  
group

City staff team  
worked across  
departments

Stakeholder working  
groups

# Traffic Management Action Plan

Traffic Signal Timing

Street Operational Changes

Traffic Management Staffing

On Street Parking

Way finding

Data Collection

Charter Buses

Ambassadors

Taxi Zones

Freeway Connections

Street Closures

Mass Transit

Shuttle Buses

Bicycles

Communications

Off Street Parking

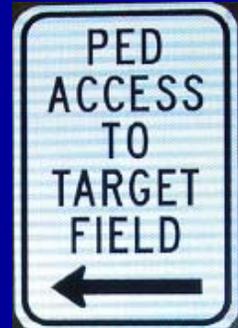
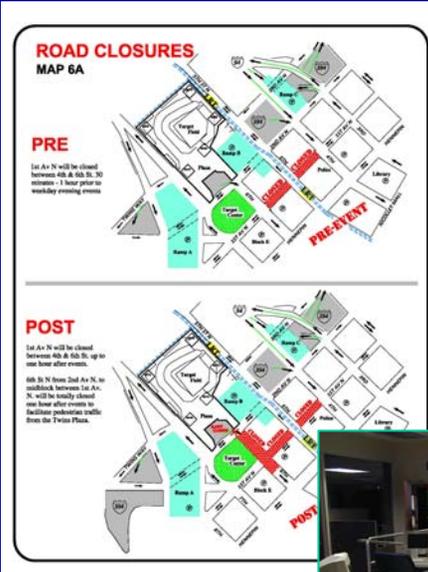
Cameras

Changeable Message Signs

Scenarios



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Traffic Operation Plan Scenarios

Figure 1

Scenario A - Weekday Night						
	Closures	Road Narrowing	Operational Changes	Parking Restrictions		
	1st Av N 4th-6th	6th St N*	6th St N*	Hawthorne Av**	8th St N from Ramp A	1st Av N Wash-8th St 6th St N 2nd-1st Av 6th St N 1st Av - Henn
PRE-EVENT	30 min - 1 hr before game	30 min - 1 hr before game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides 4 - 10pm	North Side 5:30pm - 10pm Both Sides 24 hours
POST-EVENT	30 min - 1 hr after game	30 min - 1 hr after game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides 4 - 10pm	North Side 5:30pm - 10pm Both Sides 24 hours
Judgment Call	Roadways open during game	*6th St N (from 2nd Av N to midblock between 1st Av N & Hawthorne)	**Southwest bound Hawthorne Av Two lanes - three lanes 8th - 12th St N	Traffic Control Agents = 17 System Wide		

Scenario B - Weekends						
	Closures	Road Narrowing	Operational Changes	Parking Restrictions		
	1st Av N 4th-6th	6th St N*	6th St N*	Hawthorne Av**	8th St N from Ramp A	1st Av N Wash-8th St 6th St N 2nd-1st Av 6th St N 1st Av - Henn
PRE-EVENT	30 min - 1 hr before game	30 min - 1 hr before game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides 2 hours prior	North Side 3 hours prior to start Both Sides 24 hours
POST-EVENT	30 min - 1 hr after game	30 min - 1 hr after game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides 2 hours prior	North Side 30 min - 1 hr after game Both Sides 24 hours
Judgment Call	Roadways opening during game	*6th St N (from 2nd Av N to midblock between 1st Av N & Hawthorne)	**Southwest bound Hawthorne Av Two lanes - three lanes 8th - 12th St N	Traffic Control Agents = 17 System Wide		

Scenario C - Weekday Day Game						
	Closures	Road Narrowing	Operational Changes	Parking Restrictions		
	1st Av N 4th-6th	6th St N*	6th St N*	Hawthorne Av**	8th St N from Ramp A	1st Av N Wash-8th St 6th St N 2nd-1st Av 6th St N 1st Av - Henn
PRE-EVENT	30 min - 1 hr before game	30 min - 1 hr before game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides AM Rush - 6pm	North Side 9am - 4pm Both Sides 24 hours
POST-EVENT	30 min - 1 hr after game	30 min - 1 hr after game	30 min - 1 hr after game	Open EB 9th St Bus Lane to traffic 30 min - 1 hr after game	Both Sides AM Rush - 6pm	North Side 9am - 4pm Both Sides 24 hours
Judgment Call	Roadways open during game	*6th St N (from 2nd Av N to midblock between 1st Av N & Hawthorne)	**Southwest bound Hawthorne Av Two lanes - three lanes 8th - 12th St N	Traffic Control Agents = 17 System Wide		



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## Results & Success

- Effective planning and public information allowed for some key street closures to be opened very early
- Over 20% transit riders and 300-500 bicyclists traveled to each game
- Averaged 22 chartered buses, weekday average at 65 buses
- 37 minutes = average time to clear event traffic
- Improved communication, tools and resources
- Successful start to the 2011 season

