WCup 2018 Host City sketch
transport plan

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For the WCup… CITIES are the real hosts

• Although the FIFA WCup is attributed to one COUNTRY, it is organized by 10-12 CITIES
• In 2018, 10-12 Cities of Russia will be the real hosts of world football
• Contrary to Moscow and St Petersburg which host dozens of international mega-events every year…other 2018 Russian host CITIES will be put on the world event map for the first time …it is truly unique and quite a challenge!
Agenda

1. WCup 2018 introduction
2. Host City 2012-2013 transport approach
3. Host City sketch plan development
   3A. Scope and objectives
   3B. Standard methodology / fast track
   3C. Foundation planning
Agenda

3D. Arrivals/Departures scenarios
3E. Sketch transport plan preparation
3F. Observe + learn from EURO 2012
3G. Transport plan consolidation/Dec 2011

4. Conclusions
1. WCup 2018 introduction

Russian 2018 WCup bid presented 13 candidate Cities (and 15-16 Stadia) for the 2018 Tournament
Cities are subdivided in:

- Northern cluster (2)
- Central cluster (1)
- Southern cluster (3)
- Volga cluster (6)
- Ural City (1)

Russia WCup will be held between June 8-July 8, 2018. Like in China “8” is a lucky number
Kaliningrad - Northern cluster
Kazan - Volga cluster
Krasnodar - Southern cluster
Moscow - Central cluster
Nizhny Novgorod – Volga cluster
Rostov-on-Don - Southern cluster
Samara - Volga cluster
Saransk – Volga cluster
Saint Petersburg - Northern cluster
Sochi- Southern cluster
Volgograd – Volga cluster
Yaroslav – Central cluster
Yekaterinburg- Ural
WCup Host City key functions

• Host Cities, particularly host WCup Stadia, are the aim and end of the long world journey to enjoy football

• Host City transport is the focus of the present Seminar It covers:
  – City transport terminals of entry / Airports
  – WCup main City transport links
  – Stadium, Airport and fan zones last kilometer
2. Global 2012-2013 transport approach

The global WCup transport study development is divided in two major levels:

(I) International + National “Arrival and Departure” travel concept (2 first boxes)
(II) Host City and last kilometer transport, mobility and logistics concept (2 last boxes)

The present seminar is focused on the last
WCup INTERNATIONAL / NATIONAL / REGIONAL + HOST CITY / LAST KILOMETER TRANSPORT INTEGRATION

INTERNATIONAL
- TRAVEL ALMOST 100 % BY AIR
- AIR FLIGHT NETWORK 2012-2018 DEVELOPMENTS / INCLUDING LOW COST
- VISA FACILITATION

NATIONAL
- SELECTED 2012-2018 INTER HOST CITY NETWORK DEVELOPMENTS
- COMBINATIONS OF AIR-ROAD / MOTORWAY - RAIL / HIGHSPEED RAIL PROJECTS

REGIONAL + HOST CITIES
- AIRPORT + RAIL/BUS TERMINAL CAPACITY IMPROVEMENTS
- AIRPORT/STADIUM/FAN ZONES/ CITY CENTRE TRANSPORT LINKS
- ACCOMMODATION 2018 SUPPLY
- WCup TICKETING POLICIES

LAST KILOMETER
- AIRPORT ACCESSIBILITY + SECURITY
- STADIUM ACCESSIBILITY + SECURITY

HOST CITY OPERATIONS

ARRIVALS / DEPARTURES

RUSSIA
WCup 2018
Host City 2012-2013 approach

• Dec 2011/May 2012
  Do “fast track” Host City transport sketch plans for preliminary assessment
• June 2012
  EURO 2012 City observer program
• July/ December 2012
  Review and consolidation of Host City transport plans
• Early 2013
  FIFA/ LOC 2018 Candidate HC selection
3. HC transport plan development

(3A) Scope and objectives
(3B) Standard methodology to fast track
(3C) Foundation planning
(3D) Arrival and departure scenarios
(3E) City sketch transport plan preparation
(3F) Observe+learn from EURO 2012
(3G) Sketch transport consolidation /Dec 2011
3A. Planning scope and objectives

Scope:

• After international and national, the scope is regional and Host City including last kilometer accessibility to both Stadium and Airport
• It is the “true” part of the Tournament with its sport events, hospitality, accommodation, live City conviviality, transportation and City mobility
• The scope is defined by the master chart “WCup mega-event global organization”
Three HC transport planning objectives

**Objective 1:** Ensure safe, secure, reliable, non congested journeys for all FIFA WCup client groups, fans and non-ticketed visitors in each Russian 2018 Host City through a combination of:

- transport infrastructure rehabilitation and extensions,
- comprehensive areawide traffic and parking management measures
- major shift of travel demands to strongly re-enforced public transport
- temporary Games-time travel demand reductions
Three Host City planning objectives

Objective 2: Maintain Host City economic, commercial, leisure and cultural activities with as little traffic disruptions as possible

Objective 3: Ensure that the improved transport infrastructure and new traffic management systems provide a lasting functional, social, economic and environmental legacy towards more sustainable City mobility developments
Seven outstanding WCup differences

Compared to “every week” matches, WCup matches are very different, for 6 reasons at least:

• **International visitors/spectators/fans** = very significant international share / multilingual communication

• **International / national / local transport** = extremely strong peak flows converging on City airports

• **Accommodation** = very high pressure on high end hotel facilities and very large demand on standard quality accommodations for fans, both international and national
Seven outstanding WCup differences

- **Unpredictable spectator travel magnitude** = on Cities with knock-out matches
- **Unpredictable non-ticketed fan travel magnitude** = on all matches
- **Security** = much re-enforced for all client groups for all Cities
- **World media coverage** = outstanding world multi-language coverage with high quality + reliability performance // unique City world wide promotion
3B. Standard methodology to fast track

- All Cities are generally organized to have a Transport Master Plan or a new revised Master Plan underway for 2025-2030
- The 2018 WCup issue is to integrate the WCup requirements in the longer term Master Plan and significantly accelerate certain transport link or transport terminal projects
- Standard mega-event methodology in graph
HC transport methodology

The usual planning sequence is composed of:

• Transport scope, objectives and foundation planning (box 1)
• Supply and demand parameters (b. 2+3)
• Transport client services WCup dedicated / spectators, fans, workforce, volunteers (b.4+5)
• Transport testing, delivery and monitoring (b.6)
WCup transport planning methodology

1. WCup Transport scope + Objectives
   Foundation planning

2a. WCup transport demand
2b. WCup client requirements

3a. Host City by Host City Transport + Airport supply
   International+national+regional+Cities transport integration

3b. Coordination and Monitoring
   Infrastructure development, integrated planning and operations

4. WCup chartered transport
   FIFA Family Accredited + Teams + VIP Transport
   Hospitality transport
   Transport Information

5. General and WCup transport
   Infrastructure
   General Public transport
   Spectator/Workforce/
   Volunteer Transport
   Traffic Management
   Transport Information
   Support Services

6a. ITO
   Integrated transport operations focused on
   Airport-Stadium City Centre-Fan zones links

6b. TTCCC
   Transport +Traffic Command, Control + Communication

7. Testing

8. WCup transport delivery
   Observer Program + Debriefing
EURO Client group priority pyramid and transport services

Transport demand is based on target groups numbers and known behaviour patterns from earlier tournaments.

5. Target Groups

UEFA EURO 2012™ target groups are divided into the following sub-groups:

- National Teams
- Officials
- Football Family (including government officials)
- Media and Broadcasts
- UEFA & LOCs staff on duty

Other target groups are:

- Spectators, National Teams supporters
- Background traffic (residents, logistics), Visitors (non-match ticket holders)

Figure 3 – Target Groups Priority pyramid and related transport services

2 Note: The colours code of the pyramid is in line with the colours that are used for AutoCAD Venue Drawings
HC matrix of responsibility

• At international/National/Host City levels various defined transport projects and tasks are the technical/financial responsibility of such and such Ministry

• A triangular MOU/ Memorandum of understanding shall be developed between WCup LOC 2018 / Ministry X or its representative and Host City X
WCup FEDERAL / HOST CITY INTERACTIONS AND PRINCIPLE OF RESPONSABILITY MATRIX

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Legend : X MOU-Memorandum of Understanding to be established
3C. Host City foundation planning

Prior to any 2018 transport planning work, each Host City shall appoint a “Transport 2018 committee or delegate or representative”

Foundation planning is a review and analysis of base documents and proposals. Key elements are:
1. What 2018 candidature bid content for City X?
2. What FIFA requirements for transport in candidate Cities? If any?
Host City foundation planning

3. What FIFA requirements for Airport 2018 Tournament services?

4. What FIFA requirements for Stadium transport accessibility, security, holding, parking areas, load zone standards, etc?

(For last three questions, LOC-2018 shall provide base materials/standards/procedures/rules and appropriate regulations)

5. City to provide a 2011 updated main transport system map
Host City foundation planning

6. City to provide a 2011 updated daily traffic load map for road circulation and public transport

7. City to provide list and map location of key transport projects expected to be operational by Spring 2018

8. Stadium owner to provide a Master plan map of the 2018 Host City Stadium (new or renovated)
Host City foundation planning

9. Airport owner/operator to provide a Master map of the 2018 Airport development plan
10. City to establish an accommodation map with existing and 2018 expected room capacities
11. City to establish a schematic map of proposed fan zone possibilities
12. City to establish a preliminary 2018 traffic scheme for May 2012
13. TDOG will shortly establish a technical memorandum describing step by step the Foundation Planning exact content.

14. Computer quality maps are essential to good project understanding and communication. Templates, symbols, graphic logistics will be provided.

15. A 2018 transport and related information data bank shall be prepared by each City.
3D. Arrival and departure scenarios

• Arrivals and departures are the more complex matrix of the Tournament

• It will take many steps -- probably not before WCup 2014— to establish a “reliable” scenario for all 2018 Russian Cities

• Two “preliminary working ”Arrival - Departure scenarios” will be provided by TDOG to each candidate 2018
Four critical infrastructures to be developed:

- (A) **Airport** arrivals and departures + other transport gateways (rail stations—bus terminals)
- (B) **Host City transport** + mobility management
- (C) **Stadium** + last kilometre
- (D) **Accommodation** at Host City and regional levels

Strong interdependence of these four “permanent” infrastructure systems.
Host City generic transport/mobility system

MAIN TRAFFIC GENERATORS
- STADIUM and 7 transports links (1/7)
- CITY CENTER
- HOTELS / ACCOMMODATIONS
- FAN ZONES / LIVE SITES

GATEWAYS + TERMINALS + STATIONS
- Airport
- Rail / Bus: main station
- Parking-car / bus + terminal
- Metro station
- Motorway access
Airport gateway

• If land transport is weak, Airport might have to handle up to 65--75% of Stadium capacity in 10 (14-16) hours // often an extreme pressure
• Airport is Host City “first impression” for general public, visitors and media
• Airport is major “dispatch centre” of WCup client groups on arrival
• Airport is major ”collecting centre” on departures -- non symmetrical inbound/outbound
Airport crucial hyper-peak capacity issue

Airport maximal demands in function of:

X1 Stadium size

X2 Transport long distance modal split (maximum share of rail + motorway versus peak air capacities)

X3 Accommodation supply in Host City and region (for diversified client groups including international fans)

X4 Ticketing distribution policies (share of local/national tickets versus international)
Accommodation

With airport capacity, **often the most constraining mega-event parameter**

Four types of accommodation requirements:

- In Host City for accredited
- In Host City for spectators/ fans/ NT-visitors
- In Host region for accredited (100km—2hours)
- In Host region for spectators/ fans/ NT-visitors (100km—2hours)
Host City transport and traffic plan

Main issue: How to connect Airport, other main transport terminals to Stadium, accommodation and other City “activity” areas?

Transport links to be developed:

• Airport + transport terminals – Stadium
• Airport - City Centre
• City Centre – Stadium
• Fan zones - others
Host City transport and traffic plan

• Whenever possible, instead of expensive infrastructure, integrated traffic management techniques can prove very efficient and much less expensive

• TT-CCCC // Transport and traffic command-Control-Communication Centers are most needed to “master intelligently” traffic on-time

• Reserved priority lanes are a very efficient tool to greatly improve traffic performance
Beijing new Airport express Olympic lanes
Brazilian BRT – Bus Rapid Transit
Large traffic generator traffic test

- Preliminary 2018 city transport link capacities shall be tested
- Peak time accessibilities to Stadium, Airport, City Centre shall also be “evaluated”
- Tests shall be done for three group: accredited--officials // ticketed spectators // non-ticketed + general spectators
Stadium and last kilometre
Figure 15 — Netherlands' supporters in Bern city centre on reserved road "Fan Walk" on their way to the stadium (UEFA Euro 2008 Bern)
3F Observe+learn from EURO 2012

• The mega-event growing sophistication calls for better knowledge of the experience of other similar mega-events
• For 2018 selective mega-events are of major interest (see next graph)
• The EURO 2012 taking place in Poland+Ukraine has very similar organizational requirements than WCup // also many travel demand parameters of Eastern Europe shall be observed with interest
Learning by observing

- Russia 2018 HC would profit more of EURO 2012 by having a sketch plan of their WCup 2018 transport scheme
- Observer’s technical visits is systematic at each Olympic Games // LOC 2018 through FIFA and UEFA should provide such highly worthwhile support
RUSSIA 2018 WCup TRANSPORT STUDY PROGRAM
AND MEGA EVENT OBSERVER POSSIBILITIES

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RUSSIA
WCup 2018
Win 2.12.2010

Transport
Service
Concept

Transport
Master
Plan

Transport
Operation
+ Traffic
Management

Transport
Delivery
+ Monitoring

TOPP 2018
STUDY
PROGRAM

2010
2011
2012
2013
2014
2015
2016
2017
2018
2019

WCup 2010
EURO 2012
Sochi 2014
WCup 2014
EURO 2016
Conf. Cup 2017
WCup 2018

X

X

X

X
WCup2018-Russia and EURO 2012 Eastern Cities: Gdansk/Warsaw/Kiev/Kharkiv/Donetsk
3G transport sketch plan consolidation

- A multi-Russian City debriefing seminar of EURO 2012 Observer results would help in next-steps “intelligent” planning
- Additional inputs from “Arrival+Departure” simulations, from Airport 2018 capacity audits, from accommodation studies would help improve each City’s transport concept
- It should be remembered the aim is the early 2013 FIFA+LOC 2018 evaluation and choice
4. Conclusions

Three conclusive points:

• **2018 is “very soon”**, everything “must be ready” for June 8, 2018!

• Russia 2018 Wcup bid shall be optimized and final candidate Cities selected

• Do not “re-invent the wheel” but rely more on pragmatic Transport+Logistics management experience of other very large football mega-events
2018 is very soon

• Less than 7 years // but **in reality 5,5 years** to the Confederation Cup and 2017 test events

• “Bad” examples to avoid: WCup 2010, EURO 2012 Poland+Ukraine, Copa 2014-Brazil

• Russia 2018 bid infrastructure investments in Stadia and transport are considerable // on many projects work should start “asap” as soon as possible
Russia 2018 concept to be optimized

Russia 2018 successful bid was at medium to high risk on some key concept components

Tremendous amount of work to be done in four areas (but not for all Cities):

- Gateway airports
- City transport systems and traffic management
- Host City Stadium development and accessibility
- Accommodation for large and varied client groups
Do not “re-invent” the wheel

- Organizing the 2018 Football WCup is a world challenge of phenomenal proportions and complexity particularly in transport and logistics
- Pragmatic experience of mega-events like Sochi 2014 and other football events like EURO 2012 shall be used to the maximum....
...references...

- www.fifa.com/worldcup/russia2018
- www.sochi2014.com
- www.mobility-bovy.ch
Sochi Fisht Olympic Stadium
Спасибо - Spasiba !
Thank you very much !
Grazias !
谢谢 !
Danke schön !
To obrigado !
Grazie mille !
Merci pour votre attention !