



**SFMTA**

Municipal  
Transportation  
Agency

# **SUPER BOWL 50**

## Transportation Overview

SFMTA CAC

December 3, 2015

*Plans subject to change.*

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# SUPER BOWL CITY

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## Overview

- 9 days long (January 30 – February 7)
- 10-12 hours per day
- Free to the public

## Key Components

- Broadcast sets & partner activations
- Feature activation
- Music & entertainment
- Local cultural representation
- Food and beverage
- NFL Retail Shop

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# SUPER BOWL CITY & NFLX

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## Tentative Hours – Super Bowl City

- Sat: 11am – 10pm
- Sun: 11am – 9pm
- Mon: 11am – 9pm
- Tues: 11am – 9pm
- Wed: 11am – 9pm
- Thu: 11am – 9pm
- Fri: 11am – 10pm
- Sat: 11am – 10pm
- **Sun: 11am – 3pm**

## Hours – NFL Experience

- Sat: 10am – 10pm
- Sun: 10am – 8pm
- Mon: 3pm – 10pm
- Tue: 3pm – 10pm
- Wed: 3pm – 10pm
- Thu: 3pm – 10pm
- Fri: 3pm – 10pm
- Sat: 10am – 10pm
- **Sun: 10am – 2pm**

# SCHEDULE OF EVENTS



## NFL Experience & Super Bowl City

Opening Celebration SF		Media Night in San Jose		Friday Night Party			Super Bowl 50 in Santa Clara	
Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Jan 30	Jan 31	Feb 1	Feb 2	Feb 3	Feb 4	Feb 5	Feb 6	Feb 7

All Public Experiences Open

Media Party in SF

Host Committee Party

NFL Honors

Metallica\* at AT&T Park



*\*Not Affiliated with the NFL or the Host Committee  
Information provided by Super Bowl 50 Host Committee*

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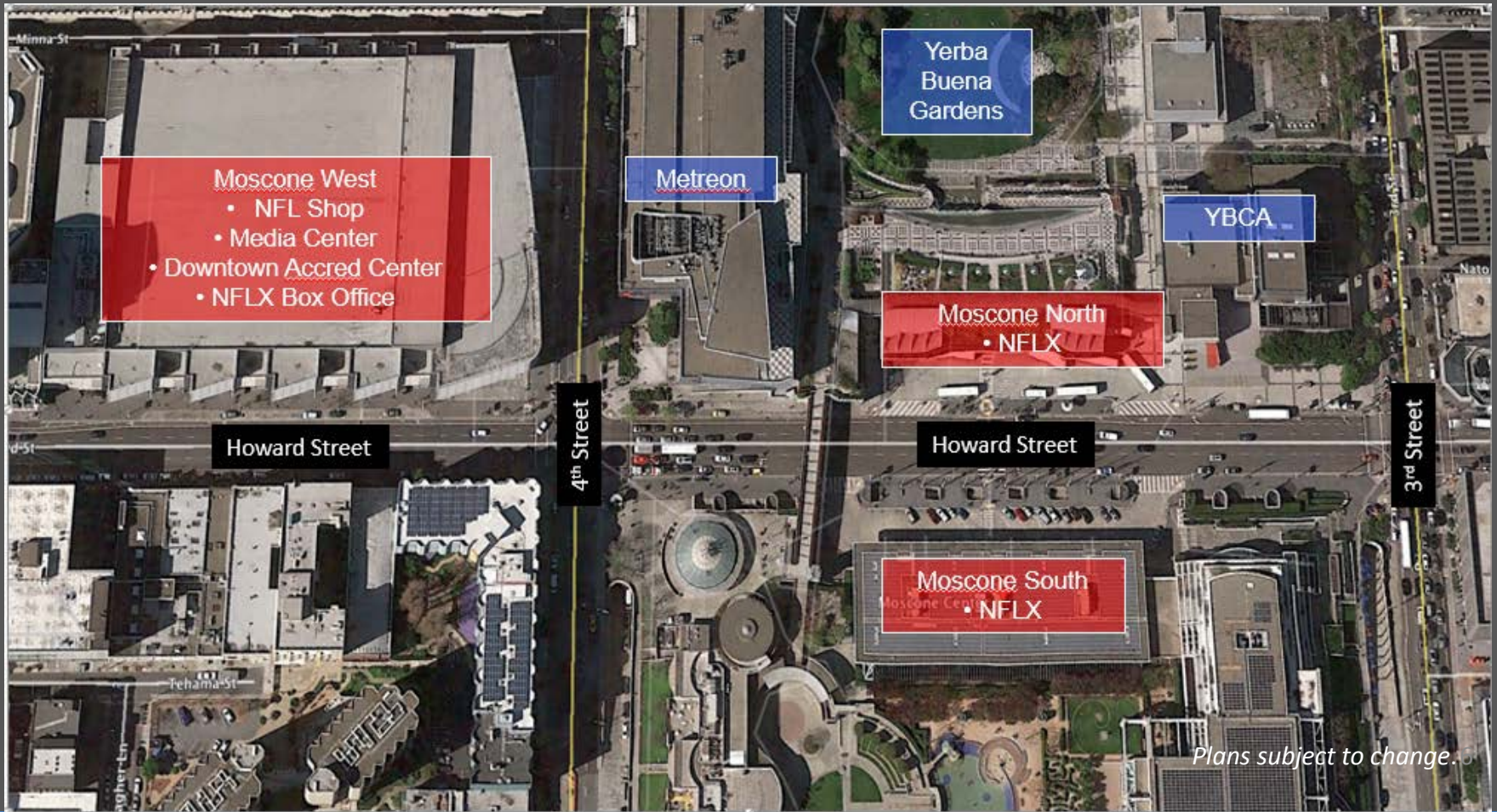
# SUPER BOWL CITY

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*Artist renderings.  
Plans subject to change.*

# NFL EXPERIENCE



*Plans subject to change.*

# SUPER BOWL ACTIV- ATION



# KEY DATES

- **Super Bowl City: January 30 – February 7**
  - Lower Market Street from Beale to Steuart Streets
  - Justin Herman Plaza & Sue Bierman Park to Don Chee Way
  - Southbound Embarcadero from Washington to Don Chee Way & Harry Bridges Plaza
- **NFL Experience: January 30- February 7**
  - Moscone Center & Howard from 3rd to 4th
- Staging to begin about ***one week before*** and removal to occur for about ***5 days after*** events.



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# TRANSIT OBJECTIVES

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1. Keep the city *safe, secure* and *moving* during Super Bowl 50 activities
2. Ensure those who *live and work* in SF can get to where they are going with minimal disruptions, and visitors can get to and from events safely and easily without a car






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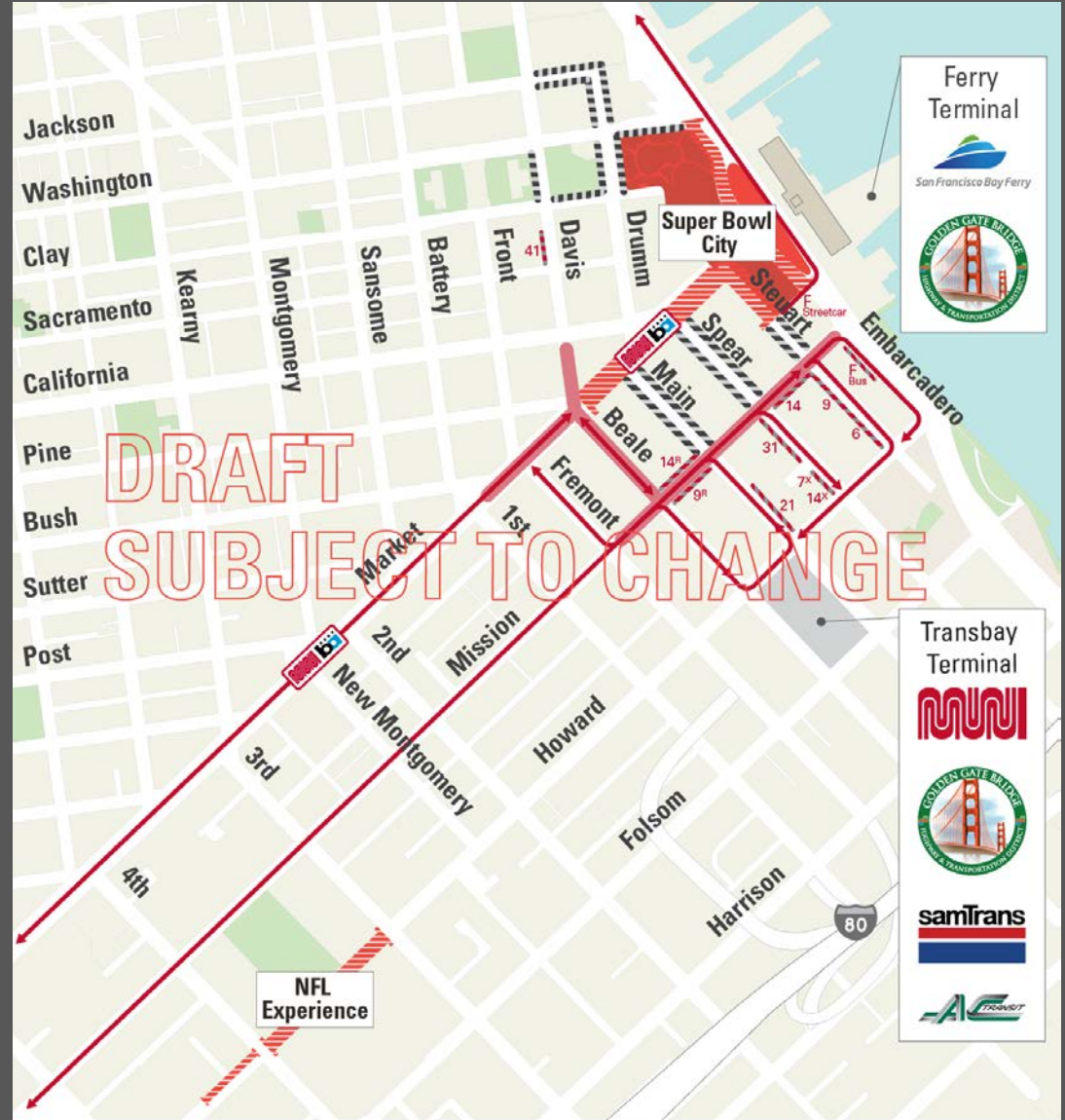
# TRANSIT DOWNTOWN

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- All Muni lines will operate downtown, except the E-line.
  - Some bus lines that run downtown will be rerouted to nearby streets
- Regional transportation providers will be accommodated on nearby streets
- Autos and parking will be limited downtown to accommodate transit routes and emergency vehicles








# TRANSIT ROUTING

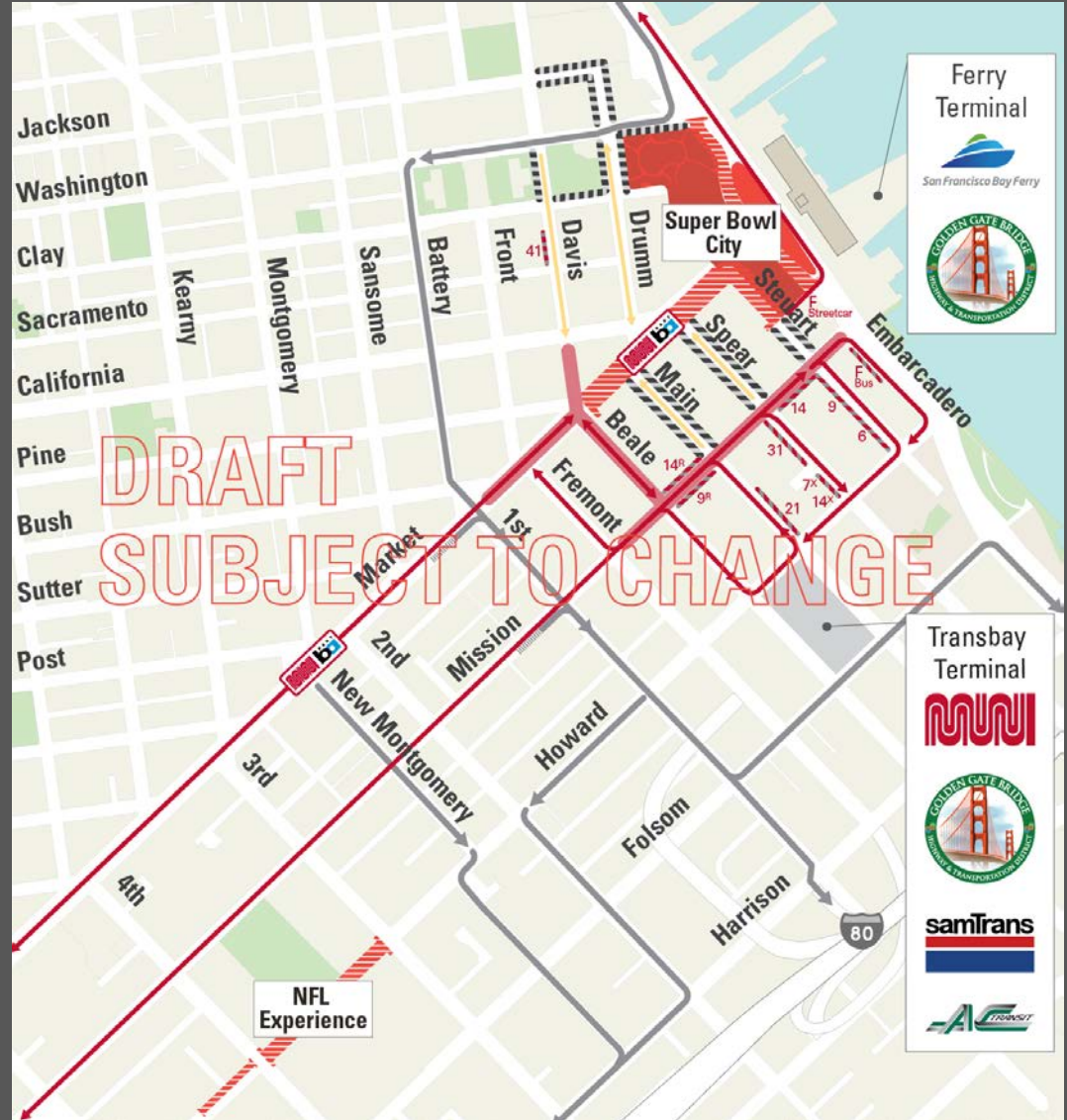
-  Event Street
-  Transit & Emergency Access Only
-  Requested SB50 Staging
-  Muni Reroutes
-  Temporary Muni Terminal, No Parking



Plans subject to change.

# TRAFFIC DETOURS

-  Event Street
-  Transit & Emergency Access Only
-  Requested SB50 Staging
-  Muni Reroutes
-  Temporary Muni Terminal, No Parking
-  Auto Traffic Detour
-  Local Access Only



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# TRANSPORTATION PLANS UNDERWAY

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- Regional transit reroutes
- Parking removal and garage access
- Bike circulation on Market and Howard
- Pedestrian circulation
- Taxi and Paratransit access
- TNCs and other private autos
- Commercial loading and deliveries

# PUBLIC INFORM ATION



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# NEXT STEPS

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- Finalize transportation planning details
- Alignment with Super Bowl 50 Host Committee and regional partner transit agencies
- Initiate communication and outreach to key groups



# Thank You!

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