

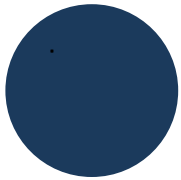


LOCUS

PASSENGER AND
FREIGHT TDM TOOLS
FOR THE OLYMPICS
AND PARALYMPICS
GAMES

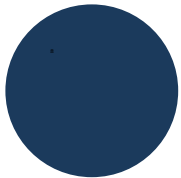
2026

STUDY BACKGROUND



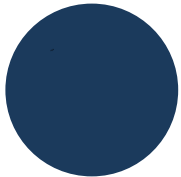
Develop Travel Demand Management Strategies for Residents and Freight During the Olympic Games

Prioritize solutions that support the Games but that also survive the Games



Utilize Strong Analytical Tools to Quantify Impact of Strategies

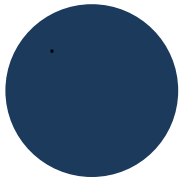
Design purpose-driven tools that can be maintained long after project is complete. Use existing data where reasonable, use new data to help with decision-making



Use Tools to Drive Collaboration with Regional Stakeholders

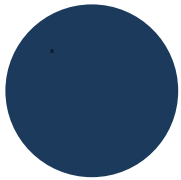
Tools should act as discerning story-tellers. They should strengthen analysts and policy-holders, not confuse them.

TRANSPORTATION DECISION-MAKING DURING THE GAMES



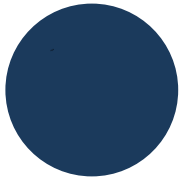
Top-Down Decisions by Games Partners to Ensure Safe and Successful Events

Roadway Closures, Bomb Impact Zones, Venue Location and Timing of Events



Middle-Out Decisions by Venue Cities to Manage Flow in their Jurisdictions

Fan Zones, Traffic Detour Plans, Local Economic Priorities



Bottom-up Decisions by Residents and Businesses

Typically reactionary. We want to guide end-users to optimal travel choices by providing tools to Games Partners and Venue Cities to understand the impact of their decisions

ROLE OF SCAG AND THE PROJECT TEAM: WHAT SHOULD THE TOOLS CONVEY/CAPTURE?

DESCRIPTIVE



WHAT ARE THE CURRENT TRAVEL PATTERNS IN MY REGION?

Utilize existing data that develop a strong baseline of travel around venue cities (and regionally). This includes employment and population patterns, parcel information, travel behavior, and system performance. Capture all facets of travel.

PREDICTIVE



WHAT WILL THE LIKELY IMPACTS OF GAMES BE ON TRAVEL?

Design tools that capture both changes to demand and changes to the network/system. Allow analysts to capture a wide-range of uncertainty – especially around demand since the Games will bring an unprecedented influx of travelers both to venues and to the general area.

PRESCRIPTIVE



BASED ON THESE FORECASTS, WHAT MITIGATION STRATEGIES SHOULD WE CONSIDER?

Tools must help analysts and policy-makers measure and understand impacts so they can assess, reflect, and tweak changes as needed.

ROLE OF SCAG AND THE PROJECT TEAM: CAPTURE THE VOICE OF THE TRAVELER

User Perspective

What likely pressures are residents/visitors and commercial vehicles going to face during the Games in response to Top-Down and Middle-Out decisions?

Likely Impacts

1. Stadium impact zones make travel difficult for all travelers
2. Roadway closures cause detours adding time to travel
3. The full roadway network is only accessible during off-peak hours causing temporal changes
4. Modal switches may be necessary in response to impact zones and roadway closures
5. Reduced or forgone travel in some cases; or increased deliveries in some other.

TOOL DEVELOPMENT PRINCIPLES

Iterate

Launch quickly, take feedback, be flexible to modify and scale

Performance

Design for speed of use - not meant to replace a travel demand model

Ready-to-use KPIs

Generate outputs that in lightning fast speed that are ready-to-use

DATA INCLUDED IN THE TOOLS



Transportation Systems

Roadway structure, connectivity, and observed speeds.

System and localized roadway closures



Mobility and Movement

How people and goods actually flow through corridors.

Segment by traveler markets of interest



Land use Data and Parcels

Ingest parcel and employment data to provide context



Games Information

Venue locations, impact zones, LA28-specific traffic, increased visitor travel

Single source for analysts and planners to query directly and quickly.

NEW AND EXISTING DATASETS USED IN TOOL DEVELOPMENT

Existing Datasets and Model Outputs

1. SCAG population, employment, and parcel data
2. Games Living Model for visitor and workforce movement to/from venues
3. Games Living Model for roadway closures

New Datasets and Algorithms

1. LOCUS Person and Truck Movements for hourly granularity and stronger baseline visitor travel
2. TomTom Roadway Network for speed profiles and routing
3. Games Living Model for roadway closures
4. New demand management and routing algorithms/models for localized impacts and speed of performance

Demand Assessment Tool Demo

Network Assessment Tool Demo

KEY CONSULTING TEAM MEMBERS

