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HOST CITY

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Mobility projects for great events

Stefano Manelli of Citec shares experiences of providing transport and mobility expertise to major events

Host City: What have you been working on over the last year?

Stefano Manelli: After the end of UEFA Euro 2016, we have started working on new missions and with various projects underway.

Since 2016 we have been working on the project of candidacy for Paris 2024, working alongside the candidacy committee and we resumed activities for Ryder Cup 2018 on behalf of European Tour and French Golf Federation.

Host City: What factor did mobility play in the success of Paris 2024's candidature?

Stefano Manelli: Mobility is a success factor in every candidacy as it is a primary service in every event. Paris already has a good base because it has one of the best transportation system in the whole world.

Moreover, the developments of the project Grand Paris 2030 and the related investments has been a big plus and gave reliability and strength to the concept.

The concept has been built supporting the structure of transportation system. The dimension of urban recovery, the

synergy between investments and the availability of great sites did the rest.

In addition, the communication and the public and institutional support were big assets for the candidacy.

As regards mobility and transport, Citec organised a joined study process activating an inter-disciplinary team, feeding it with planning proposals. The experience of Citec allowed to them go straight to the point without wasting time and energy.

Citec produced every necessary technique that could meet all the requirements of every future organiser or event owner.

Sometimes it was about very operative aspects that were not so predictable without a direct experience.

Citec had operative experience with Torino 2006, London 2012 and also a long experience with UEFA, IOC, FIFA and was an Observer for several other events including Sochi 2014 and Baku 2015.

Host City: What other projects are underway?

Stefano Manelli: Sion 2026 is just around the corner and with our

office in Vallese we are working on the mobility analysis for the Confederation and the team group for the candidacy. It is a very interesting project, but obviously it is very confidential.

The project in which we are more involved is the Ryder Cup 2018 at Saint Quentin en Yvelines, near Versailles. One year from the event, planning for operation activities has increased and we are very focus on it.

In addition to this, we are starting with the mobility project for UEFA Euro2020. Certainly, considering the size of the event it is a new challenge; meanwhile we are just starting the transport group and mobility for Ryder Cup 2022 in Roma, alongside the Italian Golf Federation.

Each case involves progressing from candidacy to organisation. Winning a bid requires a strong technical offering, simplify the assignment when it's time to organise it and, moreover, keeping costs under control.

Host City: What kind of events require careful analysis and accurate mobility planning?

Stefano Manelli: There is no event too small not to require a mobility expertise and the establishment of specific mobility governance. The implications for safety and security are always much higher than the cost related to the mobility and transport planning, to take the risk.

An unfortunate example is when the the final match of UEFA Champions League in Cardiff in May 2017 was broadcast in a central square in Turin with about 35,000 people. An unexpected noise caused an unchained panic. The escape routes were not adequate and 1,500 people were injured, some of them seriously, and one woman died. A small local event, organised quickly in a common site, where the inadequate consideration of the international context created an awful situation with tragic consequences.

Host City: What tools are required to manage this progress?

Stefano Manelli: Among the tools, the first, the most important is "learning by observing" and transfer of knowledge and experience. Host City 2017 will be one of these opportunities to exchange among professionals of events' organisation, and this is why Citec is partner of the initiative for the third year a row.

Apart from that, the competence of traffic and transport engineering companies such as Citec is useful to conduct analysis of the urban space and interaction between transport flows, with dynamic and static simulation tools.

A set of procedures must be defined to structure the whole process. And finally, there is contingency planning, where all plans are verified with by establishing stress-tests and training staff involved in the future operations.

Host City: If there isn't a minimum size, is this an investment for everybody?

Stefano Manelli: Citec is often involved in both feasibility studies



and the planning phase. Time spent studying the most appropriate solutions for the project's context and aims is time well spent. This can save time and reduce the possibility of unexpected events that could have been predicted with better analysis during the studio phase.

Study and analysis, in addition to the proper institution of mobility governance with experience transfer, are definitely lower cost than any remedial or urgent actions implemented just before the event – not to mention the "cost" to the reputation of the event and the audience and visitor experience.

The aims extend beyond the event itself. Hosts want people to come back, and a destination that is simple and comfortable to move around will always be more attractive to visitors.

Host City: How do you asses the last 10 years for Citec as regards events?

Stefano Manelli: I think that during these years Citec has become a real player of mobility events. The company has increased from 40 to 60 collaborators, from four to eight offices – the most recently opened in Paris.

It has developed with its Mega Events team a strong company method for mobility projects; this is particularly useful when the project starts. Moreover, the experience gained during these years allows us to predict and manage more operative phases during the event.

Citec's knowledge works systematically to develop and plan transport and mobility systems, supporting organisers and host cities with continuous retinue and analysis of engineering technicalities.

Citec develops practical and operative concepts, helps cities implement better mobility during the organisation of the event and afterwards. Citec's team of experts are usually working with BIM and Big Data, in addition to performances related to simulations. ■