



Strategies for The Big Game

Commuting Options for Employees

To prepare for Super Bowl LIII, the City of Atlanta and its partners are encouraging commuters to take alternative transportation modes during the days around the big game. Livable Buckhead has crafted a quick start and strategy guide to ensure your company's business continuity.

Telework Quick-Start Steps:

1. Gain Management Approval
2. Develop Guidelines (available if needed)
3. Train/Offer Tips to Participants
4. Implement (Week of Super Bowl)
5. Evaluate

TIPS & TRICKS

- Assure eligible employees can connect prior to the scheduled telework days
- Assign tasks and review deliverables
- Ensure employees are available during regular business hours by communicating often via email, text, Skype, etc.

Based on studies and information from previous games, we know it's important for a company to have a strategy in place. Because transit and telework are the two most used alternative modes in Buckhead, Livable Buckhead recommends your employees follow the below commute schedule to ease stress and congestion during this major event.

Transit: Monday, January 28 – Wednesday, January 30

Telework: Thursday, January 31 – Monday, February 4

If you would like further help and additional materials to create a formal telework program, please email katie@livablebuckhead.org.

Why is Buckhead getting prepared?

While there are no lane closures planned, traffic is expected to be heavy with private events and visitors exploring the luxury hotels and malls in our community. It should also be noted that one of the NFL teams is expected to stay at the JW Marriott behind Lenox Square.

The Big Game: What to Know

- Events begin January 26
 - 14 NFL events
 - Anticipate over 150 private events
- Over 107 hotels completely booked around the region
- AtISuperBowl53.com
 - Know Before You Go: best ways to get around and road closures
- MARTA will begin running earlier, 4 a.m., starting Tuesday, January 29
 - The train will run 24/7 the weekend of the game
- Situational Awareness Portal: asking companies to provide information on private events for traffic mitigation and safety
 - www.atlanta.net/superbowl/eventform
- No CID traffic officers during lunch and peak PM hours

The Buckhead CID's off-duty traffic officers will be suspended Monday, January 28 – Monday, February 4 due to extra officers being needed for security around the Super Bowl. We are expected to have officers in Buckhead to help with traffic flow and security at the malls.