



# 2015 ADME ACHIEVEMENT AWARDS

## THE DETAILS



The Electric Daisy Carnival is a yearly electronic music festival. In 2014, it attracted more than 360,000 people over three days. Our company was charged with providing shuttle service from twelve hotels to over 45,000 concert goers each night. The massive shuttle involved 470 buses, 120 field staff and four program managers. The event ran "dusk 'till dawn," meaning shuttles began at 5:00pm and continued throughout the night until weary concert goers began their egress as the sun rose around 5:30am. The event completed by 7:30am each morning just before rush hour.

The festival venue was fifteen miles away from the nearest pickup location so getting festival goers to the event in a timely fashion with minimal wait time was our client's ultimate goal. Safety, as always, was of great importance as well.

## OUR PLAN

There were countless moving parts to this program, with extra "hands" involved at every level. Initially ten local bus companies were interested in participating, but this totaled only 135 buses, 335 shy of our goal. In total, between the local and out of state partners, we were forced to contract with 37 different bus vendors. This meant reaching out to many new providers in surrounding states and thoroughly vetting each company to confirm they could meet our service standards. Ultimately, we brought buses in from five states and numerous cities to accomplish this move.

In order for out of state buses to operate within Nevada, we were required to obtain additional licensing from the Department of Transportation (DOT).



## THE CHALLENGE

Naturally, unforeseen challenges will always pop up during the execution of a program, especially one of this magnitude. Thankfully, our fearless DMC team was up to the task.

Even though tickets sold for each pick-up point were capped, we encountered more people showing up at certain hotels than anticipated. We planned for additional buses throughout the shuttle, but the challenge was at which location and how to move them quickly. Our "eye in the sky" traffic manager, who worked from the traffic control tower at the speedway, was charged with keeping constant communication with all twelve locations and moving buses around like chess pieces in order to keep wait times to a minimum.



## OUR SOLUTION



Before the program, we met with the DOT Chief Inspector to review each piece of information for every single driver. Any bus that did not meet the requirements could be towed immediately, eliminating it from use. We're proud to report, not a single bus was pulled off the road! In addition to the DOT, we worked with the Metro Police Department, Nevada Highway Patrol, Public Works, numerous medical units as well as undercover and city officials. These entities shared that there had never been a move in Las Vegas, of this many people, in a single day, much less three days in a row. Our company's role in the program was to provide overall management of the entire transportation system throughout the event. From up high in the traffic control tower of the local motor speedway, running the twelve hotel pickup locations and managing the drop off and staging lot, every aspect of the shuttle system our team did just that. After almost a year of relentless planning, hiring and training of staff and multiple driver meetings this massive transportation system was a success!

# BEST TRANSPORTATION LOGISTICS