

International Transport Forum 2015: Annual Summit

Olympics, World Cup and Expos: What transport
can do to make global mass events work.

Presented by Rehana Moosajee

Delivering A Promise, Creating A Legacy



“There are moments in our history which require us to pause and reflect; moments which leave us as individuals, as communities and as a society at large so significantly altered that we are forced to note their impact and consider their meaning. The 2010 FIFA World Cup was one such moment. Its magnitude too great, its influence too large and its force too powerful for us not to conclude that our city has changed forever.”

Former Mayor Amos Masondo

Continental, Country & City Context



Guiding Philosophy

Compliance: The things we must do for us to meet contractual obligations.

Fan Experience: The things we must do to make this unforgettable for fans.

Legacy: The things we must do to create a positive legacy for the citizens of the city.

Integrated Impact: Each project Should add to the fan experience and create legacy for citizens.



- Hosted 15 of 64 games between 11 June and 11 July 2010.
- Hosted the kick-off concert, opening ceremony, closing ceremony.
- Host of Football for Hope.
- Host City for the International Broadcast Centre.

- 3,178,856 million fans attended 64 games.
- 1,040,000 of those were in Johannesburg.

The Transport Challenge



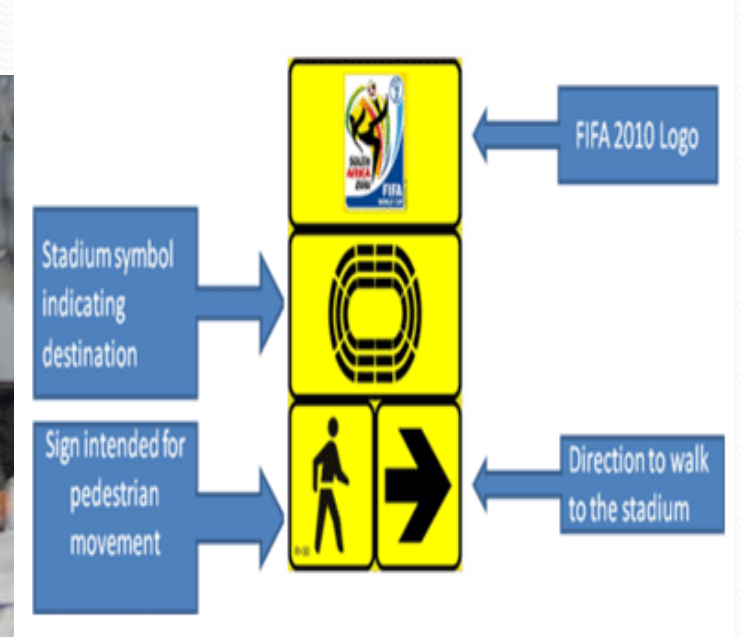
- Apartheid Spatial Planning
- Growth of the minibus taxi sector
- Imperative to drive transformation and deliver legacy
- Pressure of expectation
- Keeping city moving whilst catering for guests
- Nature of tournament: planning for unknowns
- People-Centered Focus
- Many role-players
- Pre-Event simulations: 12 between 2007 and 2010: Learnings – pre-paid ticketing for park & rides, traffic free zones, signage: Biggest Challenge: Changing Culture and mindset.

What We Did

Major Accomplishment:

Africa's First Full Bus Rapid Transit System – Rea Vaya.





Transport Offering

- Rea Vaya: Transported 10% of spectators
- Park and Rides: 25% of spectators (included a Rea Vaya park and ride service at Constitution Hill)
- Park and Walk: 17% of Spectators
- Rail: Service Provider: PRASA: 11%
- Movement of VVIPS, VIPS, Match and parking in vicinity of stadia: 37%
- Transport Hubs: Sandton, Westgate
- 24 hour service on 3 shifts for media from April through to July 2010 – contracted 90 minibus taxis.
- All stadia cleared well within the 2 hour clearing time specified by FIFA.



Learnings



- Decisive Leadership and Political Will – Mobilising society.
- Innovative Approaches: Soccer Legends
- Legacy Projects included greening, theatre, street furniture, aquatic sports centre, upgrading hostels
- Institutional structure and culture: Collaboration, solution-seeking approaches
- High levels of communication – including sensitivity to language, managing road closures, messages to employers, existing users etc., media
- Achieving objectives beyond mobility: Transformation of space, ownership patterns
- The magic of what is possible with focus and vision!