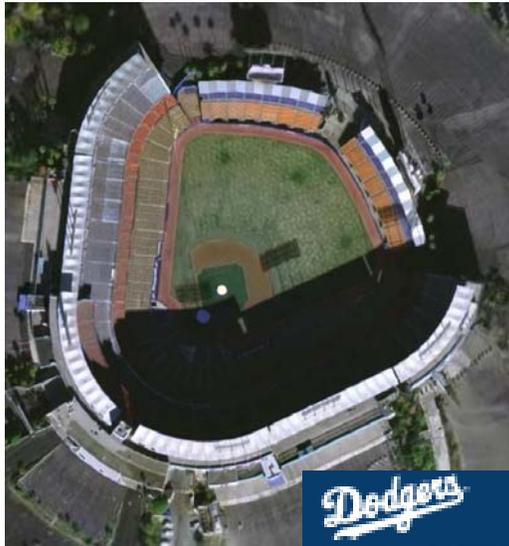
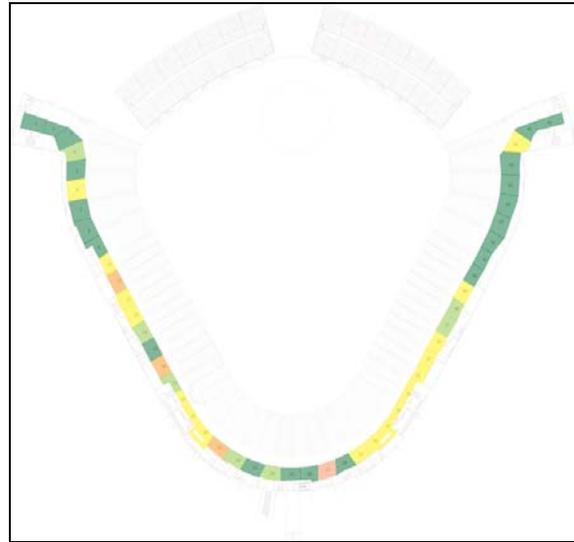




LA Dodgers Stadium Circulation Analysis



Dodger Stadium



Poorest Corridor Level of Service at One Seating Level

Client Name: The McCourt Company and HKS Architects

Date Started: May 2006

Date Completed: May 2007

Dodger Stadium has had few updates since it was first built in 1962 for the Los Angeles Dodgers. Seating 56,000 patrons, the stadium has rather narrow corridors to serve patrons moving through the stadium to/from seating as well as those waiting in line for concessions. Since The McCourt Company acquired the Dodgers, they have been undertaking multi-year plans for improvements to modernize the stadium and enhance the visitor experience. The McCourt Company would like to improve patron flow while upgrading concessions, providing more vertical transitions and possibly adding new entertainment features and a VIP entrance.

TransSolutions developed a simulation model of the patron flow through the stadium to quantify the Level of Service being experienced in each corridor segment throughout a baseball game. All five seating levels and the pavilion (outfield) were modeled with individual patrons, including their stadium arrival, seating access/egress, and visits to concessions and amenities throughout the game. Patron behavior was based predominantly on TicketMaster arrival data and Levy Restaurants concession sales records. TransSolutions' analysis of the arrival and concessions sales data was instrumental in the owner's understanding of patron behavior for planning stadium improvements.

The McCourt Company now has a detailed model to test the various proposed stadium improvement plans over the next few years. Concession modifications, new amenities, and escalator/elevator locations can be evaluated to test the Level of Service benefits of each option. The analyses will determine how much patron flow can be improved, helping the owners decide which construction options are most worthwhile to undertake.