The 1996 Olympic Experience

Presented by: Katie Wyrosdick
Federal Highway Administration
April 1997

1996 Centennial Olympic Games

Highway Emergency Response Operators (HEROs)

- Helped **2,222** Motorists

During the Olympic Period

(7/8/96 - 8/5/96)

1996 Centennial Olympic Games

Source: Georgia DOT

H.E.R.O. Performing Traffic Control

- Pushed **102** Stalled Olympic Buses out of Travel Lanes

1996 Centennial Olympic Games

H.E.R.O. Vehicles

- Worked **550** Hours

1996 Centennial Olympic Games

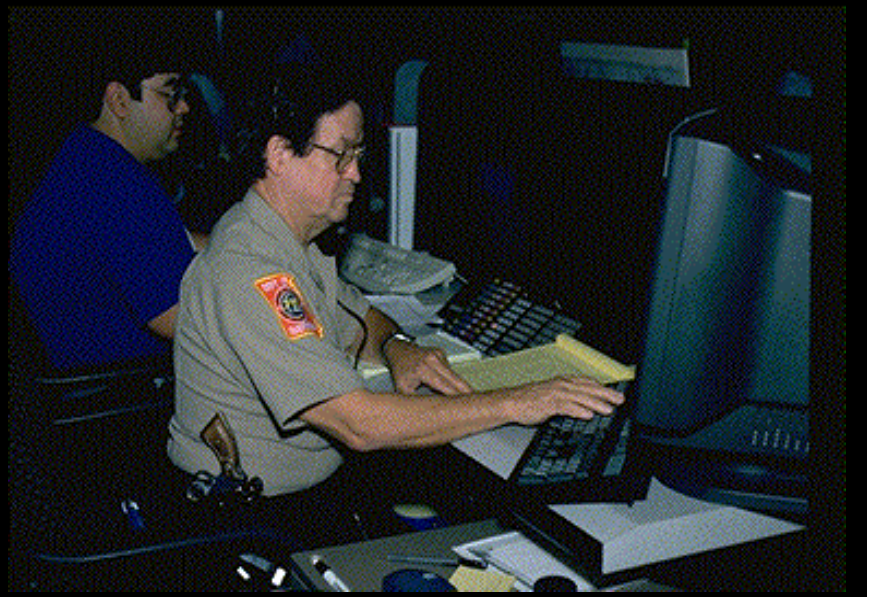
H.E.R.O.

- Traveled **58,200** Miles

1996 Centennial Olympic Games

Permits and Enforcement & Wreckers Dispatched

- **530** Tows Made from July 22 - August 4
- **269** Officers Used for InTransit Athlete Protection Duties
- **160** Officers Used for the Dignitary Protection Operations Center



1996 Centennial Olympic Games

Source: Georgia DOT

Olympic Transportation

- Over **2,000** Buses and **4,000** Bus Drivers
- **4,250** Other Vehicles Used
- Consumed **1,000,000** Gallons of Fuel

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Olympic Transportation

- **3,000,000** Stops on the Olympic Family Transportation System
- Athlete System: **154,500** Trips Over 28 Days
- Staff & Volunteer System: **1,520,000** Bus Trips
- Media System: **1,302,828** Bus Trips
- **6,604** Fleet Vehicles Worth **$150,100,000**

1996 Centennial Olympic Games

TMC Operations: Phone Calls

- **8,051** Calls Received by the Georgia DOT's Transportation Management Center (7/18 - 8/4)

Calls Received From:

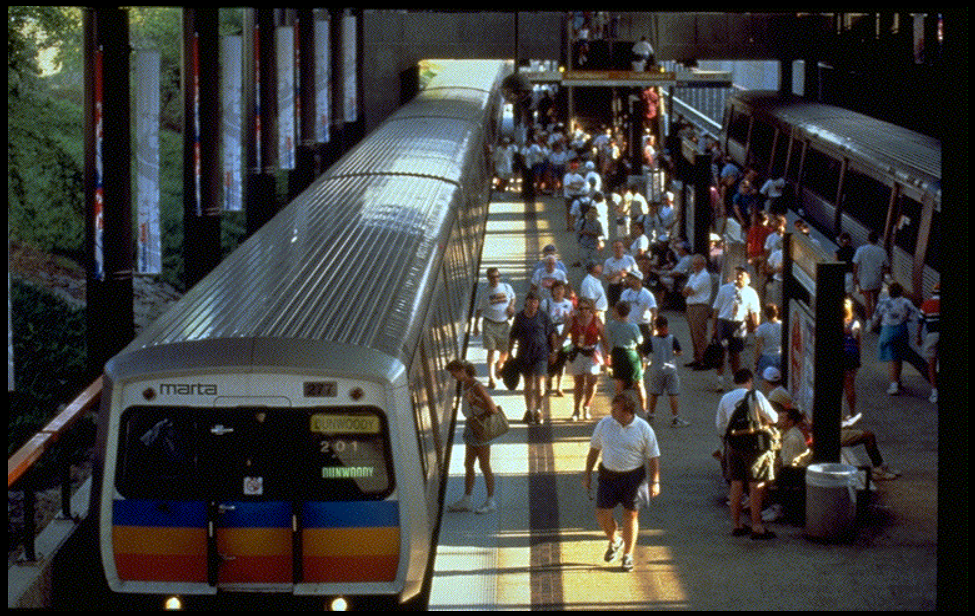
- ✦ *DOT Free Cellular Traffic Hotline
- ✦ 1-888 Toll Free Traffic Info. Number
- ✦ Local Traffic Info. Number
- ✦ State and Local Agencies

1996 Centennial Olympic Games

Source: Georgia DOT

MARTA Ridership

- **25 Million** Riders from July 19 to August 4
- **785** MARTA Buses Used
- **1,000** Buses Loaned to MARTA
- **200** Rail Cars Used
- Highest Ridership: **1.3 Million** on Aug. 2
- Reduction in Ozone Level: **30-50 %**



1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Airport Welcome Center

- ACOG (Atlanta Committee for the Olympic Games) and Delta Airlines Handled More than **225,000** Individual Pieces of Baggage During the Games
- Processed More than **75,000** People for Accreditation and More than **100,000** Arriving and Departing Olympic Family Members and Sponsor Guests.

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Centennial Park

- An Estimated **5.5** Million People Passed Through the Park During the 20 Operating Days the Park was Open
- The Olympic Rings Fountain was the Single Most Photographed Icon at the Games (**251** Water Jets & **520** Lights)
- **625** Trash Cans

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

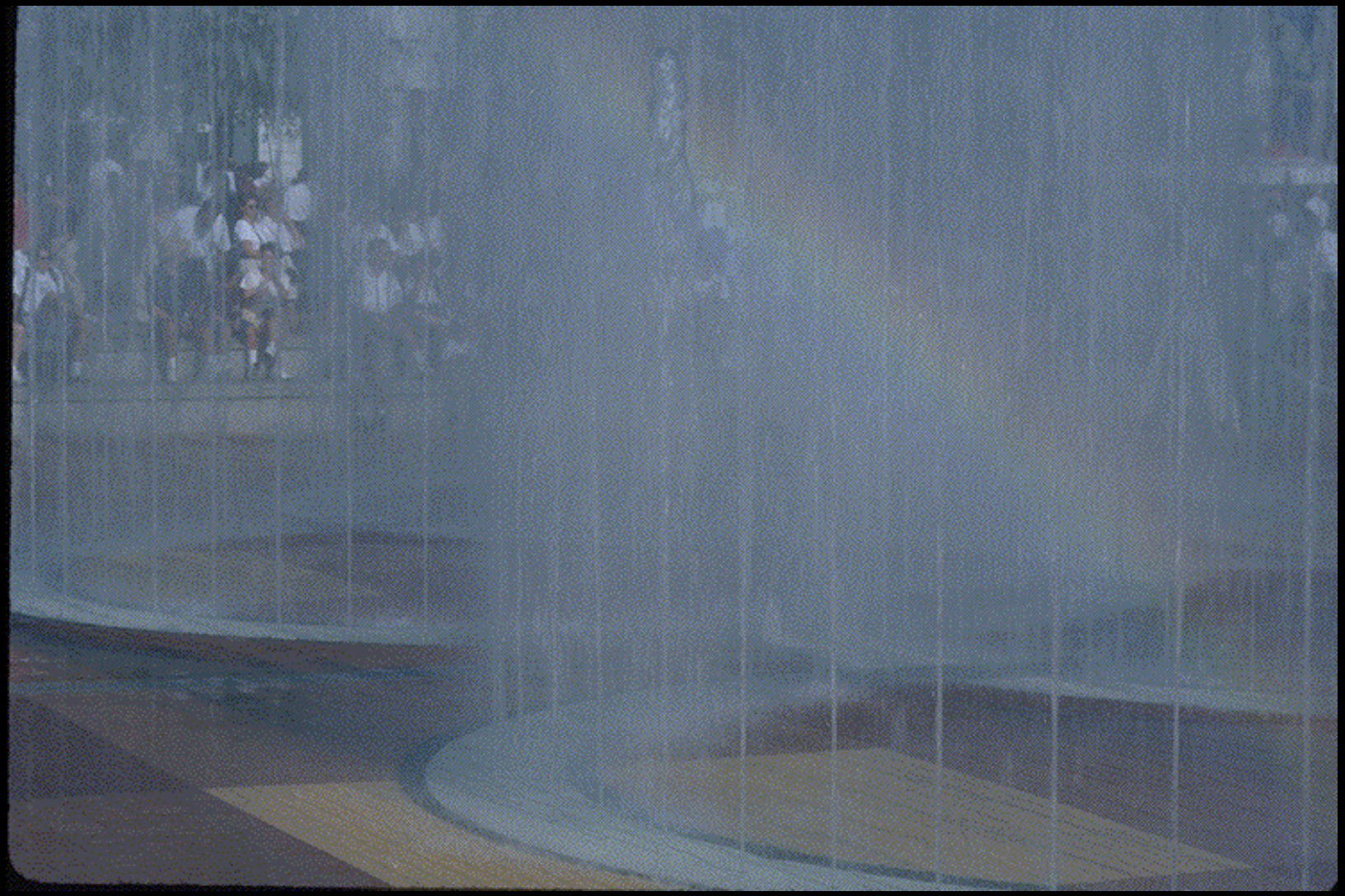
Centennial Park

1996 Centennial Olympic Games

Centennial Park

1996 Centennial Olympic Games

Centennial Park



1996 Centennial Olympic Games

Construction

- **2,500,000** Square Feet of New Construction
- **1,400** Tents that Provided **1,000,000** square feet of Covered Space at 31 Venues
- Installed **35** Miles of Temporary Fencing
- **520** Office and Specialty Trailers
- **175,000** Temporary Seats (**30,000** at Olympic Stadium)
- Olympic Stadium - **1.5** million Ft^2 on 6 levels

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Financial Facts

- Arranged **$200** Million in Games Cancellation Insurance (Largest in Olympic History)
- **$1.7** Billion in Revenue
- ~**$5** Billion in Incremental State Gross Product
- **29,000** Purchase Orders Issued
- **5,942** Contracts Issued
- **15,923** Total Active Vendors
- **3,413** Manual and **195,481** Computerized Checks Issued

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Staffing

- Accredited Volunteers: **47,466** (not including football cities)
- Accredited Paid Staff: **6,081**
- Accredited Contractors: **77,040**
- Olympic Stadium had the Highest Number of Volunteers for a **Competition** Venue
- Olympic Village had the Highest Number of Volunteers for a **Non-Competition** Venue

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Security

- Total ACOG Security Force: **12,422** Including Law Enforcement & Military
- **150,000** Work Shifts Scheduled for Volunteers
- Operated **32** Security Command Centers
- **8** Million Ticket Holders were Screened (**470,588** per Day)

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Security

1996 Centennial Olympic Games

Technology Facts

- **350,000** E-Mail Sessions, Over **30** Million Information Retrieval Touch Screen Interactions, Over **11,000** Athlete Biographies, & Over **550** News Articles
- Atlanta Olympic Home Page Received ~**200** Million Hits During the Olympics
- BellSouth Averaged **80** Million Calls Per Day in the Atlanta Metro Area
- **2** Million Feet of Fiber & **5** Million Feet of Copper Wired the Games

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Accommodations

- Over **2,000** Housing Sites, with **195,000** Guests Occupying Over **1,000,000** Room Nights
- **190** Hotels, with **93,000** Guests Occupying **531,000** Room Nights and **29,500** Hotel Rooms
- More than **700** Private Homes/Condos Rented Occupied by **2,000** Families

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Accommodations

- **16** Campus Network Sites, **12,500** Guests Occupying over **250,000** Bed Nights
  - Used **11,000** Dorm Rooms at Peak Period
  - Generated More than **260,000** Pounds of Laundry
  - Used **44,000** Towels, **24,000** Sheets, **12,000** Blankets, Pillows, and Pillowcases

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Creative Services

- **174,200** Commemorative Certificates
- **1,838** Victory Medals: **604** Gold, **604** Silver, **630** Bronze (30 Additional in Case of Ties)
- Over **4,100** Yards of Ribbon for Victory Medals (almost 2.5 Miles)
- **1,700** Victory Certificates (Places 1-8)
- **43,280** Minutes of Video Tape (Would Take 30 Days to View, 24 Hours a Day)

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Olympic Village: Food & Drink

- **150,000** Big Macs & Double Cheeseburgers Sold
- **1,125,000** Sara Lee Meat Group Hot Dogs Sold
- **300,000** Eggs Consumed
- **3** Million Pounds of Ice for Athletes Alone (**5.8** Million Pounds Distributed Totally)
- **100,000** Gallons of Milk
- **3,000,000** Packets of Sugar

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

Olympic Village: Food & Drink (cont.)

- Average Athlete Consumes **10,000** Calories Per Day
- **2,000,000** 12 oz. Soft Drinks
- **197** Gallons of Steak Sauce
- **550,000** Gallons of Water for Athletes & Staff
- **240,000** Pounds of Beef
- **150,000** Pounds of Chicken

1996 Centennial Olympic Games

Source: Day, Wilburn, & Associates

1996 Centennial Olympic Games