Football Thursday In Aggieland

Round 2 & A Look Back On How the Community Delivered “Two Days In One”

Madison Metsker-Galarza and Tim Lomax
Texas A&M Transportation Institute
<table>
<thead>
<tr>
<th>Last Year</th>
<th>This Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility lockouts</td>
<td>Default will be normal operating hours for buildings</td>
</tr>
<tr>
<td>Early lot secure and clear</td>
<td>• Later secure times (3:00 pm)</td>
</tr>
<tr>
<td></td>
<td>• Later clear times (4:30 pm)</td>
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<tr>
<td></td>
<td>• Later street closures</td>
</tr>
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<td></td>
<td>• More flexible faculty parking</td>
</tr>
<tr>
<td>Faculty parking confusion</td>
<td>• License plate registration vs. placards</td>
</tr>
<tr>
<td></td>
<td>Need communication &amp; engagement effort.</td>
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</tbody>
</table>
Football Thursday
August 29, 2019

What will be the same?
• Classes held all day.
• Yell practice likely 10:00 PM.
• Tailgate all day.
• Fan Field open all day for everybody.
• University *exploring* an early staff dismissal.

What will be different?
• Bus service will change but “*We can get you here & home*”.
• Students – longer access to parking.
• About 8% of parking spaces affected.
• B/CS community – avoid Wellborn Road.
FOOTBALL THURSDAY PARKING

Lots not displayed on map will follow usual parking rules during the business day:

- Will follow usual parking rules during the business day
- 3:00 pm - No New Entry
- 4:30 pm - All vehicles must leave.
- URG, WKS permits and visitors must leave garages.
- 3:00 pm - No New Entry
- 6:00 pm - All vehicles must leave.
- No Parking Thur, Aug 29

TEXAS A&M UNIVERSITY
Transportation Services

School Thursday (Aug. 29)

Parking

Usual
Leave 4:30
Leave 6:00
RVs only
Football Thursday (Aug. 29)

Parking

Usual
Park 3:30
Paid Parking
Park Here
No Gameday Parking
RVs only
Football Thursday 2019

• Build on success of 2018 Football Thursday.
• Longer access to usual parking.
• We need your input – invite us to speak to your team!
What Are We Dealing With?

Typical Thursday Class Enrollment with Gameday Timeline

- **Beginning of class block**
- **Non-essential staff dismissal**
- **End of Class Block**
- Shuttle service for gameday workers
- Allow fans/visitors in lots. Buses begin gameday service
- Downtown Bryan shuttle available
- American Momentum shuttle available
- Kickoff
What Are Our Messages?

• We WANT students to go to class – its why they’re here.
• We WANT professors to teach class – its why we’re here.
• We WANT fans to come to the game.
• Our approach: Help us, Help you
  • Plan ahead, Know your options, Allow extra time
  • Don’t try to find a “hole” in the system – be part of the solution.
• We need to communicate early and often – one united message.
  • How do you want us to engage your community?
• Flexibility will be key – this will not be a normal day.
Our Partners Are Critical To Our Success

Transportation Services, Marketing & Communications, Athletics, Student Affairs, Police, etc.

Safety & law enforcement agencies
Spreading The Message 2018

The Tim Roadshow

• 20 coordinated media appearances including an interview with the Eagle, ESPN radio out of Houston, and a one hour, five station “carwash”.
Spreading The Message 2018

Student Outreach

- Student Leaders Group
- Student Government
- Fraternity Council
- Corps of Cadets
- Student Body President
- Message to individual permit holders
- Social media
- Rec Sports

Student Video
Spreading The Message 2018
Faculty And Staff And External Groups

- College Station City Council Mobility Committee
- Bryan-College Station MPO Policy Committee
- Chamber of Council Transportation Committee
- Council of Deans
- Staff Council
- Council of Principal Investigators
- Transportation Services Advisory Committee
- Association of Former Students
- 12th Man Foundation (Coach’s Night)
- Message to Vice Presidents and Department Heads
- Message to Individual Permit Holders
- Rudder Tower Visitors Center
- Aggie Mom’s Club
• Powerhouse Marketing and Communication teams successfully engaged the community and fan base.
• Distributed more than 70,000 printed collateral directly to community
• **100,000 visits to Football Thursday webpage** during the two-weeks around the football game.
  • Previous year **10,000 visits**.
  • Nearly **70% of visitors** reached the Football Thursday webpage as their first page.
• **Destination Aggieland – 46,360 sessions with 20,630 active users**
  • Previous year – 17,000 sessions with about 5,000 active users.
Ridership Comparison: Gameday to Class Day

- Excel (22)
- Rudder (26)
- Elephant Walk (31)
- Hullabaloo (35) & Cotton Bowl (36)

Legend:
- Football Thursday
- Clemson
- Normal TAMU Class Day
2018 Football Thursday Morning Comparison

--> Similar to typical September Thursday
--> More early workers - 7:30 AM peak
2018 Football Thursday
Midday Comparison

--- Much higher lunch peak
- early staff dismissal effect
% of Congested Major Road

- Parking Lots Open
- B/CS Commuter Peak
- NW State '18
- Typical Thursday

3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM

Kickoff

2018 Football Thursday Evening Comparison
Football Thursday Keys To Success

• Great partners help spread the word.
• Messages tailored to specific groups.
• Numerous travel options.
• Experienced and attentive gameday staff.
• Rapid real-time reaction to events.

Part of a team – we would love to meet with y’all!
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Tim Lomax (t-lomax@tamu.edu)
Texas A&M Transportation Institute
Did People Use Their Options?

*Bike Share (AM)*

- **Bike Share**
  - 6:00 to 9:30 AM
- Quiet morning for Football Thursday
Did People Use Their Options?

*Bike Share* (Midday)

Bike Share 11:30 AM to 3:30 PM

The middle of the saw normal patterns, with the majority of the bikes in big classroom areas.
Did People Use Their Options?

*Bike Share* (Evening)

**Bike Share**
3:30 to 7:30 PM

The bike share pattern shifted from popular classroom locations to near the dismount zones surrounding Kyle Field.

<table>
<thead>
<tr>
<th>2018 Game Totals</th>
<th>Aug 30 NW State</th>
<th>Sept 8 Clemson</th>
<th>Sept 15 LA-Monroe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gameday Bikeshare</td>
<td>2,270</td>
<td>1,820</td>
<td>1,600</td>
</tr>
<tr>
<td>Typical Weekday</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td>Typical Saturday</td>
<td>550</td>
<td>550</td>
<td>550</td>
</tr>
</tbody>
</table>
Did People Use Their Options?

Parking

- Fan Field had the 2\textsuperscript{nd} largest number of ‘Any Valid Permit’ parkers on Football Thursday (Clemson had the highest)
- Fans and students did what asked, only 9 vehicles were removed from 12\textsuperscript{th} Man Lot spaces on Football Thursday.

### 2018 Game Totals

<table>
<thead>
<tr>
<th>Game Totals</th>
<th>Aug 30 NW State</th>
<th>Sept 8 Clemson</th>
<th>Sept 15 LA-M'roe</th>
<th>Oct 6 Kentucky</th>
<th>Nov 10 U Miss</th>
<th>Nov 17 AL-B'ham</th>
<th>Nov 24 LSU</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td>3,960</td>
<td>5,270</td>
<td>5,360</td>
<td>5,300</td>
<td>4,750</td>
<td>5,080</td>
<td>5,320</td>
<td>5,010</td>
</tr>
<tr>
<td>East Main</td>
<td>2,150</td>
<td>2,180</td>
<td>2,650</td>
<td>1,620</td>
<td>2,640</td>
<td>2,140</td>
<td>2,230</td>
<td></td>
</tr>
<tr>
<td>Reed/Agriculture</td>
<td>9,540</td>
<td>9,770</td>
<td>9,720</td>
<td>9,630</td>
<td>9,580</td>
<td>9,650</td>
<td>9,770</td>
<td>9,670</td>
</tr>
<tr>
<td>Research Park</td>
<td>2,190</td>
<td>3,450</td>
<td>2,000</td>
<td>2,970</td>
<td>2,440</td>
<td>2,190</td>
<td>2,840</td>
<td>2,580</td>
</tr>
<tr>
<td>Vet/Agronomy</td>
<td>1,560</td>
<td>2,880</td>
<td>1,880</td>
<td>2,420</td>
<td>2,090</td>
<td>2,040</td>
<td>2,470</td>
<td>2,190</td>
</tr>
<tr>
<td>Total</td>
<td>17,250</td>
<td>23,520</td>
<td>21,140</td>
<td>22,970</td>
<td>20,480</td>
<td>21,600</td>
<td>22,540</td>
<td>21,680</td>
</tr>
</tbody>
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