Special Event Parking

Managing Risk and Reward

National Parking Association
January 28, 2016
Best Practices

- Key elements of managing a special event
- Strategies parking managers use when creating an event management plan
- How is success defined when managing event parking?
About Texas A&M University

- Texas’ first public institution of higher learning
- Land-Grant, Sea-Grant and Space-Grant University
- Fourth-largest US university – 5200 acres
- 12,000 faculty/staff, 58,920 students
- Home to George Bush Presidential Library and Museum
Texas A&M Venues—Kyle Field Football Stadium

102,700 seats
Reed Arena Basketball Stadium
12,500 seats
Olsen Field Baseball Stadium

6,600 seats
Rudder Theater Auditorium
2,500 seats
About Transportation Services

- 36,310 parking spaces
- 92 buses and 5 para transit vans
- Operate approximately 146,500 transit hours per year
- 1.7 million transit service miles per year
- Over 7.3 million bus rides per year
Let’s Talk Events

• Who owns the event?
• Who contributes to the success of the event?
• We are all working toward the same goals!
• Providing excellence customer service for guests & ensuring a safe event
Maximize Resources

Comprehensive Plan + Communications + Cooperation = Success!
How Do We Know What We Know?
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9 p.m. Map

- Stop-and-go on 2818, Hollerman, Wellborn, Bush, University & Villa Maria
- Congestion building on North Wellborn, Carson & East 29th
- Congestion declining on Texas, South College & Rock Prairie

**Game ended at 6:30 p.m.**

2013 Alabama Post-Game
Kyle Field sets SEC attendance mark

By Sam Khan Jr. | ESPN.com

Updated: October 13, 2014, 10:25 AM ET

COLLEGE STATION, Texas - Kyle Field is home to the SEC's attendance record. The site of No. 3 Ole Miss vs. No. 14 Texas A&M drew 110,633 on Saturday night and marked an SEC single-game record. It also was the most people to ever attend a football game -- college or pro -- in the state of Texas.

The previous SEC attendance record was set at Tennessee's Neyland Stadium in 2004, when the Volunteers hosted Florida. That game, a 30-28 Tennessee win, drew 109,061.
Plan, Plan and Plan

Develop Comprehensive Event Plan

Get People to the Event
• Consider all customer groups
• Consider multimodal

Get People Away from the Event
• Traffic Plan
• Pedestrian Plan
Ride the FREE game day shuttles from Post Oak Mall to Kyle Field and leave the parking and traffic worries to us!

Shuttles run for 3 hours prior to kick-off and for 1 hour after the game ends.

For more information visit our website at transport.tamu.edu
On-Campus Game Day Routes

- Lot 50 - 3 hrs pre-game, 1 hr post-game
  - 12th Man Express - 3 hrs pre-game, 1 hr post-game
  - Football Express Shuttle - 5 hrs pre-game, 1 hr post-game
  - Aggie Express - 3 hrs pre-game, 1 hr post-game
  - W Lot - (for 12th Man patrons only)
    - 3 hrs pre-game, 1 hr post-game

All routes provide service during the game.

Shuttle Bus Stop locations

The Memorial Student Center is currently undergoing renovations. Please use the pedestrian routes shown below to get to Kyle Field.
GO WITH THE GREEN AFTER THE GAME

TO AUSTIN (SH 21)
TO DALLAS-FORT WORTH (SH 6)

TO CALDWELL, AUSTIN (SH 21)
TO SNOOK, SOMERVILLE (HWY 36)

FOR FASTER TRAVEL:
* USE THE ROUTES MARKED IN GREEN
* DELAY YOUR DEPARTURE BY 30 TO 45 MINUTES

TUNE TO AM 1690 FOR HIGHWAY ADVISORY RADIO

GET TO THE GRID!
FREE Gameday Shuttle

TO HEARNE, DALLAS-FORT WORTH (SH 6)
MADISONVILLE (SH 21)

TO HUNTSVILLE (SH 30)

STATE HIGHWAY 6
STATE HIGHWAY 6
GREENS PRAIRIE RD
HWY 40

EXITS ROUTE
STREET CLOSED
After the game, the fastest and safest way to return to your vehicle is to follow the blue path shown here.
Comprehensive Plan Should Consider...

- Staffing
- Equipment
- Parking
- Transit
- Getting the Word Out
GAME DAY OPERATIONS
Cashiering Tips

Before & During Game
• Sdfsdf
• Asdf sdf asdf asdf
• Asdf asdf a
• Asdf asdf
• asdf as
• Df asdf as
• Df asdf
• Asdf asdf
• asdf

After Game
• Sdfsdf
• Asdf sdf asdf asdf
• Asdf asdf a
• Asdf asdf
• asdf as
• Df asdf as
• Df asdf
• Asdf asdf
• asdf as
• Df asdf as
• Df asdf
• Asdf asdf
• asdf as
• Df asdf as
• Df asdf
• Asdf asd fsdf sdf asdf sdf

Radio Etiquette

• Always dfsdf
• Asdf sdf asdf asdf
• Asdf asdf a
• Asdf asdf
• asdf as
• Df asdf as
• Df asdf
• Asdf asdf
• asdf asdkfj’asd
• Asdlfja;sdlfj
• Asdf jasdlkfj fkjdlkska f
• Sldkjf jsldjf
• Lkj; jsdljf
Frequently Asked Questions

Where is the free vehicle parking?
alskdfj alksjdf laksjdflksjdflksjdflskjdf lskdjf lkdjf alksdjfalksjflksdjflksdjf

Where is motorcycle parking and do they pay?
asdlkfj alsdkjf alksdjfalskdfjalksdjflksdjflksdjf

Where is the RV parking?
alskdfj alksjdf laksjdflksjdflksjdflskjdf lskdjflkdjfalksdjfalksjflksdjflksdjf

Where is bus parking?
asdlkfj alsdkjf alksdjfalskdfjalksdjflksdjflksdjf

Where is disabled parking?
alskdfj alksjdf laksjdflksjdflksjdflskjdf lskdjflkdjfalksdjfalksjflksdjflksdjf

What do I do if someone drives past me and doesn’t stop?
asdlkfj alsdkjf alksdjfalskdfjalksdjflksdjflksdjf

What do I do if I need a break?
alskdfj alksjdf laksjdflksjdflksjdflskjdf lskdjflkdjfalksdjfalksjflksdjflksdjf

Are BBQ pits and trailers allowed?
asdlkfj alsdkjf alksdjfalskdfjalksdjflksdjflksdjf
Where is the free vehicle parking?

Where is motorcycle parking and do they pay?
Legend

- Cashier Locations
- Stop Sign Locations
- "$ parking per entry" signs
- Road closed/barricaded

TEXAS A&M VETERINARY MEDICAL CENTER

Small Animal Clinic Customer Spaces

$10

STOP

Lot Instr

FAQs

Maps

Permits

Ops

Misc

RV
SPECIAL EVENT

2010 HOV Season Permit
Heep Circle
Located between lots 67 and 68

Space 6 — Aggie Tailgate Team
Game I
SFA
September 4, 2010

Display permit in lower left corner of windshield at all times.
Access will be denied if permit is not displayed.
One permit equals one parking space. You must park in your assigned space.

This permit is on an 8 1/2 by 11 sheet of paper. Each game has a different color permit.

| Game one is SMU and is red |
| Game two is Idaho and is gray |
| Game three is OSU and is orange |
| Game four is Baylor and is green |
| Game five is Missouri and is yellow |
| Game six is Kansas and is blue |
| Game seven is Texas and is pumpkin |

The permit shows the game number and opponent along with the valid parking lot. Access will be denied if the proper permit is not displayed for the proper game. It is required to display the permit.

**This permit is half sheet in size.**
Where is the free vehicle parking?

Where is motorcycle parking and do they pay?
General Rules for all Tailgating

1. Tailgating areas are reserved for fans, recognized student organizations and university departments. Certain areas are designated for particular uses, so please refer to Site-Specific Guidelines for further guidance in addition to the General Rules, which cover all tailgating areas.

2. Individuals are responsible for compliance with all local and state laws governing alcohol consumption.

3. Tailgating and the use of alcoholic beverages are prohibited on the Memorial Student Center (MSC) lawn, Simpson Drill Field, the All Faiths Chapel grounds, East of the Eagle in Cam Park, on Pembridge Intraflural Fields, within delineated perimeter of athletic venues and inside University facilities unless otherwise designated.

4. According to Texas A&M University Rules, solicitations and commercial activities require approval of the University Concessions Committee.

5. Any person damaging University property will be responsible for the cost of repairs, including damages to grass from cooking grease and sprinkler damage.

6. Vehicles within 15 feet of parking lots are reserved for fans assigned to those parking lots.

7. Unless otherwise designated, site setup may begin no earlier than noon on “set-up day” (the day immediately preceding a NCAA-recognized campus sporting event). Claiming tailgate sites prior to “set-up day” is prohibited.

8. No overnight occupancy is allowed in tailgating areas. Site must be vacated by midnight on “set-up day.” Tailgating sites open at 6:30 a.m. on “gameday” and must be cleaned and cleared by midnight or 3 hours after the game, whichever is later.

9. Driving or parking private vehicles on any and all greenspaces and sidewalks is prohibited.

10. Tents or canopies must be secured and may not obstruct sidewalks, drive lanes or pedestrian walkways. Tailgating amenities including furniture, grills, generators or satellite dishes, may not obstruct sidewalks, drive lanes or pedestrian walkways.

11. All BBQ grills, propane or otherwise, should be attended to at all times. Grills on trailers may not be driven onto greenspaces. Hot coals must be doused and properly disposed of in specially designated Coal Dumpsters to prevent fires. Fires built on the ground and open fire pit devices are prohibited.

12. Where generators are allowed, all generators must be equipped with a noise reducing device (manufacturer-approved cover or muffler). Special care and consideration should be taken when managing fuel and extension cords affiliated with generators.

13. Use of motorized recreational vehicles, including four-wheelers, golf carts, mules, gators, scooters, motorized skateboards, etc., is prohibited.
Getting the Word Out
Football Parking

Joe Routt will close at 1:30pm one day prior to home games.
Coke & Houston streets limit access to permit holders 3.5 hours pregame.

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Destination Aggieland App

Download before coming to campus for maps, parking, traffic, shuttles and more.

Follow Us! @GetToAggieGame for parking, traffic and shuttle updates

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Visitor Pay Public Parking

Disabled Parking & Paratransit

Get to the Grid! Free shuttle
Accused Killer Violates Bond Conditions; Back In Jail
0 Comments
Last Updated: 12:37 PM 11/19/10 - 22-year-old Cody Ray Walters of Shepherd who is accused of murder in Walker County is back in jail for violating conditions of his bond. - (Full Story)

12th Man Sets School Record, Goes For National Title On Saturday
9 Comments
Last Updated: 11:13 AM 11/19/10 - *Update*All student tickets are sold. A&M A.D. says 31,005 tickets bought up by students. As the regular Texas A&M student pull ended on Thursday at 5 p.m., a record 29,520 Aggies pulled tickets for the upcoming football game against 8th-ranked...
Tailgating in Aggieland is a privilege one that Texas A&M University’s student-athletes and fans tend to enjoy. It’s a way for fans to support their team and show their school spirit. Tailgating in Aggieland is a popular activity that takes place both before and after games. It allows fans to socialize with other fans, enjoy food and drinks, and experience the excitement of game day.

Many fans like to tailgate in Aggieland by bringing their own food and beverages or purchasing them from vendors around the stadium. Some fans also enjoy watching the pre-game activities, such as marching bands and cheerleaders, while they wait for the game to begin.

Tailgating in Aggieland is not just for students, but for fans of all ages who want to enjoy the atmosphere and support their team.

To find out more about tailgating in Aggieland, please visit the Texas A&M Athletics website or contact the Texas A&M Athletics Department directly.
ALL TRAFFIC STRAIGHT
Remember These Guys?
Push Communications
PARKING OVERVIEW MAPS

Most pre-sale lots are easily accessed from George Bush Drive. Most public and gameday parking is easily accessed from University Drive and Stetzer Parkway.

These are the larger lots for both permit and public parking. There are also several smaller lots on Agronomy Road.

These are the larger lots for both permit and public parking.
Visitor Pay Public Parking

Pre-purchase your football game day parking NOW! Go to ParkMe for more information and purchase.

http://www.parkme.com/college-station-tx-parking/kyle-field
Destination Aggieland App
Use this overview map to see which shuttle route best fits your needs. Detailed shuttle information is available through the following links.

Free shuttle bus service from Post Oak Mall parking lot (between Harvey Rd. and Holleman Dr. near Highway 6). Operates 3 hours pre-game, throughout the game and 1 hour post-game.

Free shuttle serving parking lots 43, 109, 110, 111, 113, RV Field and Fan Field near Bush Library and TTI Headquarters Building. Operates 6 hours pre-game, throughout the game and 2 hours post-game.
Football Parking

Joe Routt will close at 1:30pm one day prior to home games. Coke & Houston streets limit access to permit holders 3.5 hours pregame.

Tailgating

Traffic

Get to the Grid! Free shuttle from Veterans Park

Visitor Pay Public Parking

Disabled Parking & Paratransit
App Feature – My Route

- MyRoute
- MyParking
- MyShuttle
- Gameday
- Kyle Field
- Around Town

My Route

- Traffic Info by INRIX
- Leaving Campus After the Game
- Exit Paths by Parking Area
- Check Your Exit Route!
- Got feedback? Share it with us!

I’m coming from out of town. Get me to the game!
I’m on campus. Get me to the game!
I'm driving in from Houston
and I need to get to Fan Field Visitor Parking Area

Go There

Fan Field Visitor Parking Area

Go There

- Take US 290 west to Hwy 6
- Take Hwy 6 north to College Station
- Exit at University Drive
- Turn left on University Drive
- Turn left on Discovery Drive
- Turn right on Enterprise Ave.
- Take 1st left - Mariner Dr

I'm in College Station, get me to the game!
I'm at

Fan Field

and I need to get to

245

*For Zone Club, enter a 9 instead of a Z for your section number. For example, enter '912' for section Z12

Go There

Leave Fan Field. Approx. walk time to section: 0:49

Head towards the Southwest Tower at Kyle Field.

Find your seat in Section 245!
App Feature – My Parking

[App interface with options: MyRoute, MyParking, MyShuttle, Gameday, Kyle Field, Around Town]

[Screen showing options to buy gameday parking: College Station Parking, Kyle Field Parking]

Kyle Field Events

Ball State Cardinals at Texas AM
Aggies Football
Sept. 12, 2015, 11 a.m.
10 locations available

RESERVE NOW

Share
Buy Gameday Parking

to find the best ways to beat gameday traffic.

Guaranteed, Prepaid Parking:

$25 - West Campus Garage. This is the closest public parking to Kyle Field, is one of the first to fill up, and is available by PRE-SELL ONLY.

$15 – Fan Field & Agronomy Road Surface Lots. These surface lots are farthest away from Kyle Field. Some fans make the 1 - 2 mile walk but these lots are also fairly close to free shuttle bus service.

Public Parking:

Pay-upon-arrival parking on the Texas A&M University campus is either $15 or $20 at the lots and is CASH ONLY at most locations! Check the Texas A&M parking map to find which lots are open for general parking. Parking is sold on a first-come, first-served basis so arrive early if you want a good spot!

-$20 - Central Campus Garage & Southside

Gameday Parking Areas

West Campus Fan Field

White Creek Lot

D Lot University Center Garage

E Lot 97

E Lot 100 Reed Arena
App Feature – My Shuttle

- MyRoute
- MyParking
- MyShuttle
- Gameday
- Kyle Field
- Around Town

Service Area Map
- Bush Library
- Reed / Olsen
- Kyle Field
- 36 Cotton Bowl
- JONES-BUTLER
- 31 Elephant Walk

Bush Library Bus Route
Free shuttle serving parking lots 43, 109, 110, 111, 113, RV Field and Fan Field near Bush Library and TTI Headquarters Building. Also serves north Reed Arena area. Operates 6 hours pre-game, throughout the game and 2 hours post-game.

P Parking Area
Bus Stop
Route is accessible for people with disabilities.

Emergency
Highway Advisory
Radio AM 1600

Follow on Twitter @GetToAggieGame

Download New Transportation App
Leaving the Game
Pedestrians
Go with the Blue

Go with the Green
After the Game

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Walk path for H & R Lots revised for Rice and future games

Exit Route
For faster and safer travel, use the marked routes.

Bus Stops
Sidewalks are accessible for people with disabilities.

Street Closed
Removal of traffic control will begin 60 to 90 minutes post-game.

Follow on Twitter @GetToAggieGame

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Transportation Services
Texas A&M University
Traffic Speeds and Exit Paths

- MyRoute
- MyParking
- MyShuttle
- Gameday
- Kyle Field
- Around Town

- Traffic Info by INRIX
- Leaving Campus After the Game
- Exit Paths by Parking Area
- Check Your Exit Route!
- Got feedback? Share it with us!
App Feature – Around Town
Cooperation

Vehicle Maintenance
Special Event Team
Barricade & Sign Crew
Customer Service
Marketing
Transit
Department of Transportation
City Police
Media

ATHLETICS

Enforcement
Facilities Services
Waste Management
Campus Event Coordinators
Student Affairs

University Police
Environmental Health and Safety
Facilities Services
Waste Management
Campus Administrators
Student Affairs

LANDSCAPE MANAGEMENT
Pricing Strategy

Effective Strategies
- Donor Parking
- Season Passes
- Specialty Areas
  - Tailgating
  - Vehicles with trailers
  - RV’s
  - Party Buses
- Presold Parking
- Pay Upon Arrival

Proximity Pricing
Safety

Community Traffic
On-Campus Vehicular Movement
Pedestrians
Enforcement
  – Keep vehicles out of unwanted areas
  – Maintain areas for designated patrons
Response Teams and Equipment
Seasonal Issues
They Just Want to Have **FUN**!
Questions?

Debbie Hoffmann
dhoffmann@tamu

Presentation available online:
http://transport.tamu.edu/presentations