Outside the Stadium & Arena

Two Powerhouses Share Best Practices on Event Parking

Duke University and Texas A&M University

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Presenters

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Duke University

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Texas A&M University

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Director
Texas A&M University

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• Showcase best practices in university event management
• Increase the customer experience while getting them where you want them to go
• Ease the friction of paying for event parking while also limiting traffic
Duke University

- Private University
- Manage parking and transit services
- Over 8,600 acres
- Over 16,000 students; 40,000 employees
- 27,000 parking spaces; 8 garages; over 100 lots
- 148 gated lanes
- 102 budgeted employees
Texas A&M University

- Public Land Grant University
- Manage parking, transit and fleet services
- Over 5,200 acres
- Over 63,000 students; 12,000 employees
- 35,225 parking spaces; 6 garages; over 120 lots
- 87 gated lanes; 58 in garages; 29 in lots or streets
- Nearly 130k combined venue seating capacity
  (102k in stadium; 6.600 in baseball; 12.500 in arena; 4,000 in softball, 3k in track)
- 175 budgeted employees; 325 student and wage employees
Do you work for a university, municipality, airport, hospital or as a vendor?

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<th>University</th>
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How do you balance parking resources between event attendees and customers with permits, like faculty and residents?
Do you give customers with permits a free place to park when large events consume your campus?

No, we don't allow regular campus parkers to park for free during events

Yes, we allow at least some of them to park with their permits

We don't stop usual campus parking during events
F19
GAME
SAT., NOV. 09, 2019 • NOTRE DAME
B-1
BLUE ZONE
LOT 1
0001

IMPORTANT INFORMATION
By use of this parking pass, the Holder agrees to all parking rules and regulations and understands failure to abide by the stated rules and regulations can result in temporary or permanent loss of parking privileges. For complete parking rules and regulations, visit www.goduke.com/gameday. Parking passes are only valid on the listed game day and must be displayed & unobstructed at all times. Parking passes are not transferable and cannot be duplicated for any reason.

BLUE ZONE
LOT1

GAME DAY INFO
FOLLOW US
@DUKE_GAMEDAY
HANG WITH THIS SIDE FACING THE DRIVER

Duke Parking and Transportation Services
EVENT PARKING

$20 CASH ONLY

HAVE PAYMENT READY

OR

ANY VALID PERMIT

PAYING CUSTOMERS
Golf
Patrons obtain permit at front desk Any Valid Permit 10pm-6am
Permit Required
ENFORCED Violators will be towed

Hullabaloo Hall
30
Permit Required
24hr Reserved
ENFORCED Violators will be towed
What technology do you use to simplify managing events and improve the customer experience?
Plan your trip to Aggieland before you leave home and make the most of your Aggie experience!

LEARN MORE AT transport.tamu.edu/da
Parking and Traffic Alert – April 12-14

DURHAM, N.C. – On Friday, April 12th – Sunday, April 14th, Duke University will host multiple athletic events on West Campus in conjunction with Duke Reunions Weekend 2019. Friday, April 12th will feature Women’s Tennis vs. Syracuse at 6:00 PM at Ambler Tennis Stadium and Baseball vs. Virginia Tech at 6:00 PM at Jack Coombs Field. Saturday, April 13th will feature Men’s Lacrosse vs. Virginia at 12:00 PM at Koskinen Stadium and Baseball vs. Virginia Tech at 1:00 PM at Jack Coombs Field. Sunday, April 14th will feature a tennis tripleheader – Women’s Tennis vs. Boston College at 10:00 AM, Men’s Tennis vs. Florida State at 1:00 PM and North Carolina Central at 6:00 PM – at Ambler Tennis Stadium. Women’s Lacrosse vs. Notre Dame at 12:00 PM at Koskinen Stadium and Baseball vs. Virginia Tech at 1:00 PM at Jack Coombs Field.

Guests traveling to campus for the weekend’s athletic events should be aware of the following parking and traffic alerts. Please review the information below and leave extra time in your travels to ensure that you arrive at the parking area and stadium at your desired time. Please follow the direction of parking lot attendants, traffic control officers, and police officers at all times.

A parking lots map showing all athletic event parking areas is located in the “Related Links” accompanying this alert. For updates on parking and traffic around campus on match days, please follow @Duke_GAMEDAY on Twitter.
Live bus tracking app at transloc.duke.edu for all gameday shuttles
Track this bus route in real time using Transloc.

Transloc (track bus routes in real time)

Duke University Interactive Map

Duke Transit Weekday Route Map

Van Services Boundary Map

Moped & Scooter Parking Locations

Campus Bike Racks and Fixt Stations

Enterprise CarShare Locations

Carpool Parking Spaces

Duke University/Medicine Pedestrian, Bicycle, and Transit Map
What access or services do you provide for customers with mobility impairments?
Duke Commencement Parking
May 12, 2019

Legend:
- General Parking
- ADA Parking
- Uber/Lyft/Rideshare
- Commencement Faculty & Administration Parking

General public entrance to Circuit via LaSalle St

Access to Bryan Center & nearby lots via Science Dr

Duke West Campus

Wallace Wade Stadium

Towerview Dr closed to public between Science Dr/DU Rd

Blue Zone

Circuit Lot

Card Lot

Rideshare Lot - Drop-off Only

Whitford Dr: Pick-up/Drop-off Point

Science Drive Garage

ADA Parking

Level 2 Only

Access to Bryan Center & nearby lots via Science Dr
Free shuttles serving Lots 47, 50, 51 & 88

Transit for the mobility impaired is available in Lot 88.

Routes operate from 3 hours pre-game through 1.5 hours post-game.

*Para Lot has moved to Lot 88 in the General Services Center parking lot.
Tell us about strategies you use for easing the friction of paying for parking and traffic congestion.
Beyond this point:

GP
Permit
Permit

Pre-Paid

and

Parkmobile

Only
VEHICLES WITH NO VALID
Routes and Closures Near the MSC

Closures help protect pedestrians and improve traffic and transit flow.

4 hours before kickoff (no earlier than 8am):
Road closures and access restrictions begin

--- Indicates road closures

Rideshare and taxi services in Lot 30e

Must show permit here

Visit 12thman.com for tickets and athletics info
@GetToAggieGame for gameday traffic updates
Visit m.tamu.edu for real-time bus locations
Big Event | Big Impact

There is a lot of exciting events happening this Saturday at Texas A&M! With those events, there will be road closures that day. To see a list of all closures visit transport.tamu.edu/parking/events...

@TAMU @TheBigEventTAMU @AggieBaseball @AggieSoftball

Heading to the Women’s Soccer game tonight? Find all parking information at transport.tamu.edu/sports ⚽

@TAMU @AggieSoccer
Welcome to PayByPhone
Sign in to your PayByPhone account to retrieve your parking profile or register now.

SIGN IN

REGISTER

or Sign in with:

FACEBOOK

Continue without an account

Welcome To PayByPhone
Using the app, you can park at any location where PayByPhone is available, easily extend your parking and receive reminders when your parking is close to ending.

Search by location number

3104

New! Tap below for the map view

View map

3104

Towerview spaces
Duke University

MORE INFO

PARK
Parking Map
West Campus
Duke University Parking Pass credentials

- AA: All-Access BETA: BETA LOT
- DROP OFF: Drop-off Pre-Game Only at Bassett Drive
- DISPLAY: Bassett Drive
- B/P: Brooks/Pascal Lot
- CARD: Card Gym Lot
- DROP OFF: Drop-Off Pre-Game Only at Card Gym Lot
- VENDOR: Card Gym Lot
- GC/H: GC/H Lot
- B-FB: Blue Zone Football Coaches Lot
- B-1: Blue Zone Lot 1
- B-3: Blue Zone Lot 3
- B-4: Blue Zone Lot 4
- B-5: Blue Zone Lot 5
- B-6: Blue Zone Lot 6
- B-7: Blue Zone Lot 7
- B-9: Blue Zone Lot 9
- SDV: Science Drive Visitors Lot
- B-T: Blue Zone Tennis Lot
- CONCOURSE: Wilson Gate Access Park in B-9
- DU: Du Road Lots
- BUS: Du Road 2 Lot
- G: Grounds Lot
- DOCK: Loading Dock Access Park in Grounds Lot
- TV: TV Compound
- DELIVERY: Stadium Delivery Only
- FUQUA: Fuqua Lot
- LAW: Law School Lot
- RV/OV/BUS: Small Circuit Lot
- SDG: Science Drive Garage Levels 2, 3
- STAFF: Science Drive Garage Levels 4, 5, 6, 7
- PP: Public Policy Lot
- W: Whitford Drive Lot
- DROP OFF: Drop-Off Pre-Game Only at Whitford Drive
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Now can you tell us how these tools we have been talking about apply to large scale events?
WHR
(12th Man patrons only)

3 hrs pre-game
1.5 hr post-game

Shuttle runs during the game
No-open containers on buses

Shuttle Stop
Do you staff major events with department staff, contract, or both?

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Do you operate an events command center and channel communications through it?
What type of events do you want to know more about?
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