



EVERY DAY IS GAMEDAY!

Large Events and Daily Operations

Peter Lange
Associate Vice President



TODAY'S TOPICS

1. About Texas A&M University
2. Gameday operations
3. *Every day is Gameday!*



Texas A&M University



- Public Land Grant University
- Over 5,200 acres
- Over 63,000 students; 12,000 employees
- Over 130k combined venue seating capacity (*102,000 in stadium; 6,600 in baseball; 12,500 in arena; 4,000 in softball, 3,000 in track, 2,500 Performing Arts seating*)



Gameday Operations
“Every day is Gameday!”

A bird's eye view of Gameday

- Over 110,000 visitors to campus each gameday
- Over 400 employees, including contracted staff, working operations
- Minimum of \$15/hr
- Approximately 90 buses used to transport fans
- Over 300 signs deployed on/off campus
- Over 20,000 parking spaces used
 - 11,000 for 12th Man



A bird's eye view of Everyday



- Full Time Staff - 202
- Wage Employees (part time) - 60
- Students - 350 (235 are transit drivers)



Gameday and Everyday Partnerships

LANDSCAPE
MANAGEMENT

Customer Service

Facilities

Services

Human
Resources
Vehicle
Maintenance

Student Affairs

City Police

Media

Environmental Health
and Safety

Campus

Administrators

Waste
Management

University

Police

Special Event Team

Department of
Transportation
Campus
Event
Coordinators

INFORMATION
TECHNOLOGY

Texas A&M
Transportation
Institute

ATHLETICS

Marketing

County Law

Enforcement

Barricade & Sign Crew



Everyday Transit Operations



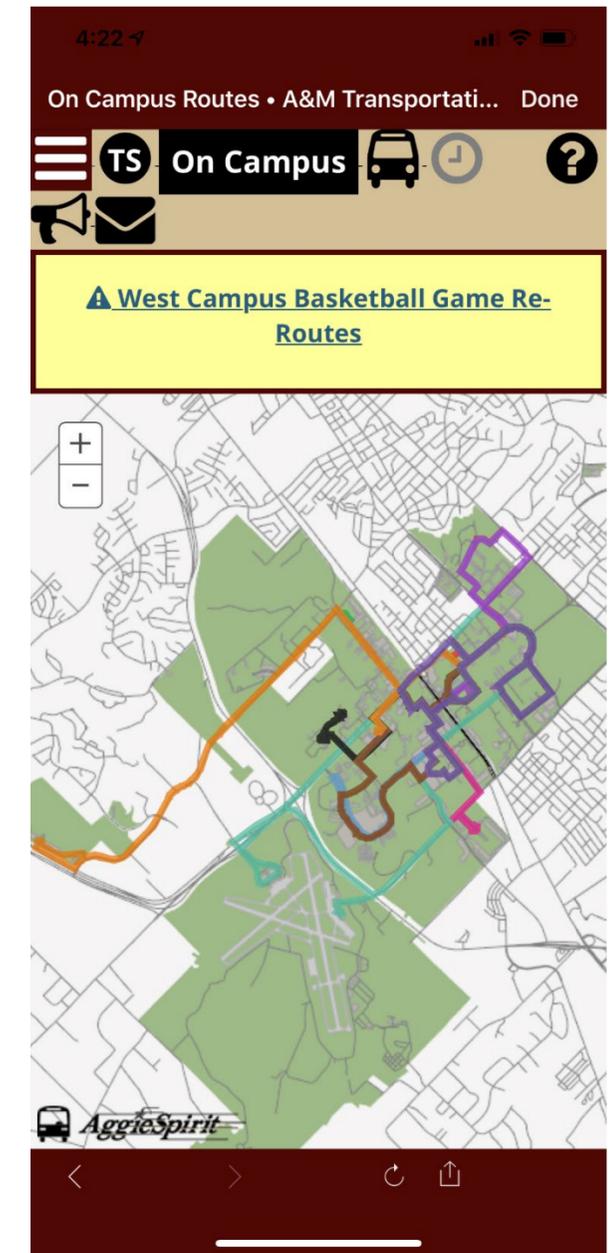
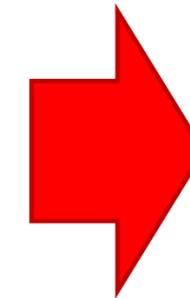
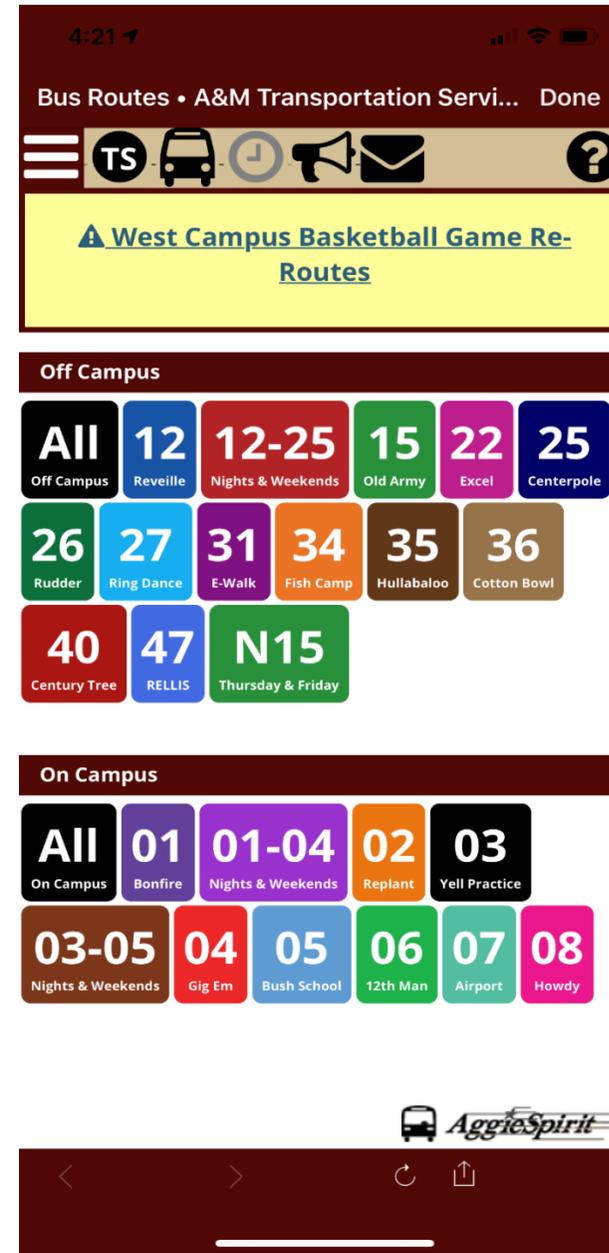
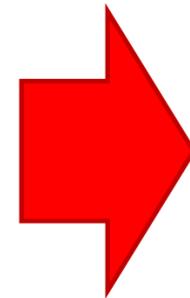
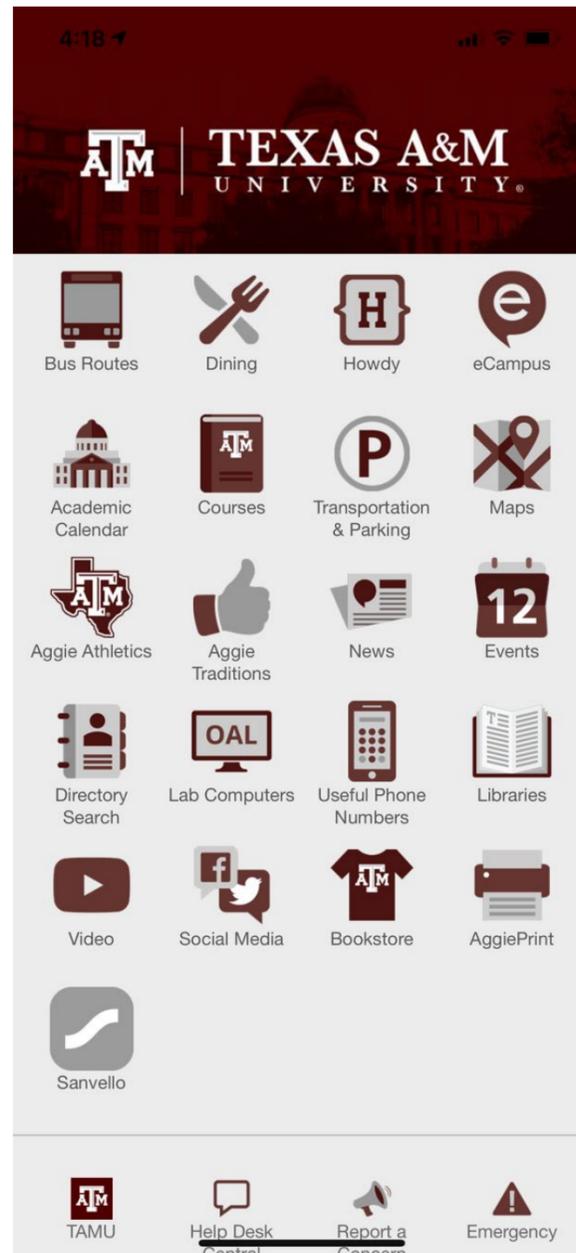
- 96 transit buses; 5 paratransit vans
- 66 at peak
- 7 million rides a year
- 250,000 passengers a week
- Night and weekend shuttle service
- Paratransit service for students, staff and faculty with permanent or temporary disabilities
- Provides charter service in the immediate area



Gameday Transit Services (Free Park and Ride)



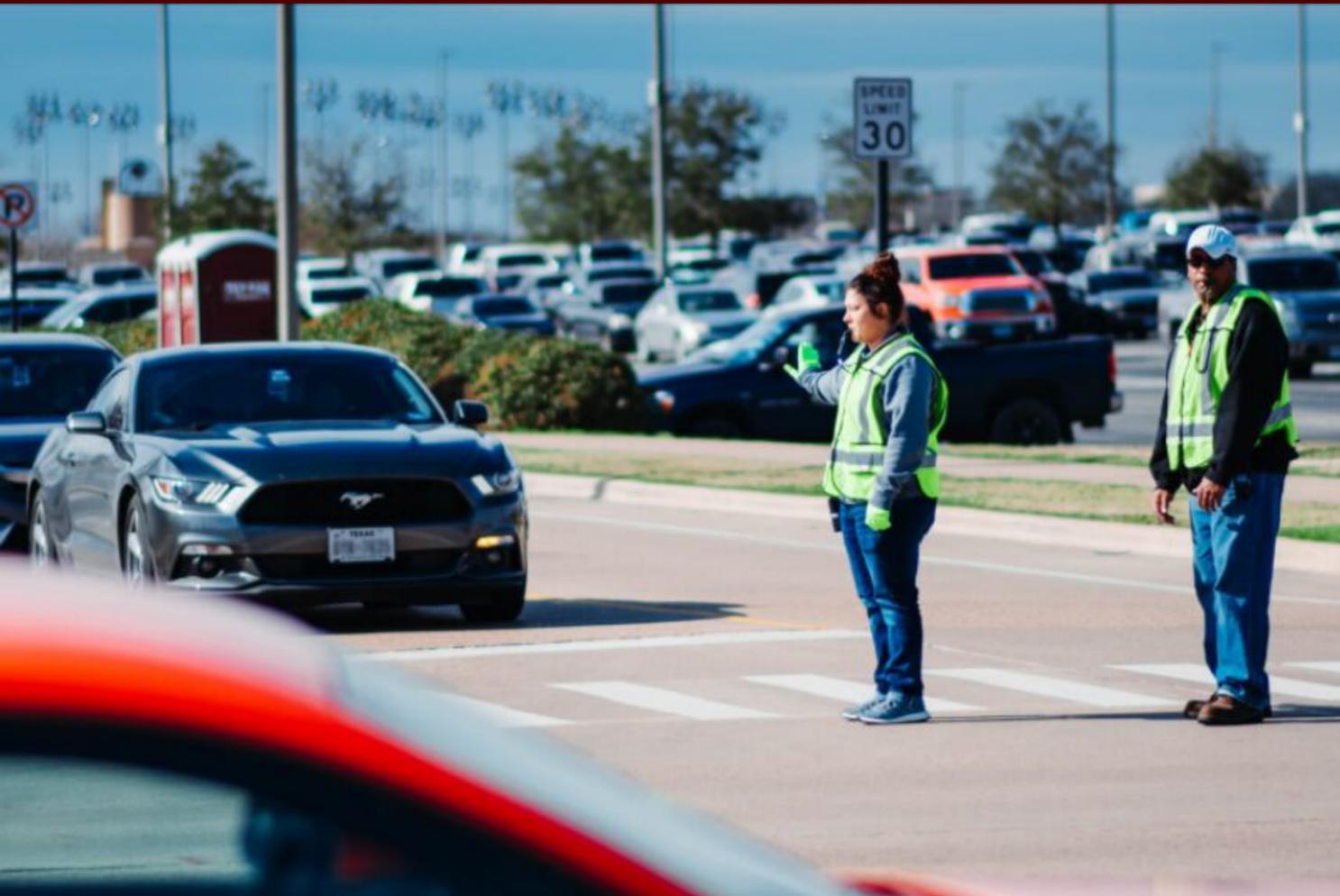
Everyday Real-time Bus Data



Everyday Transit Software Passenger Counting & Security



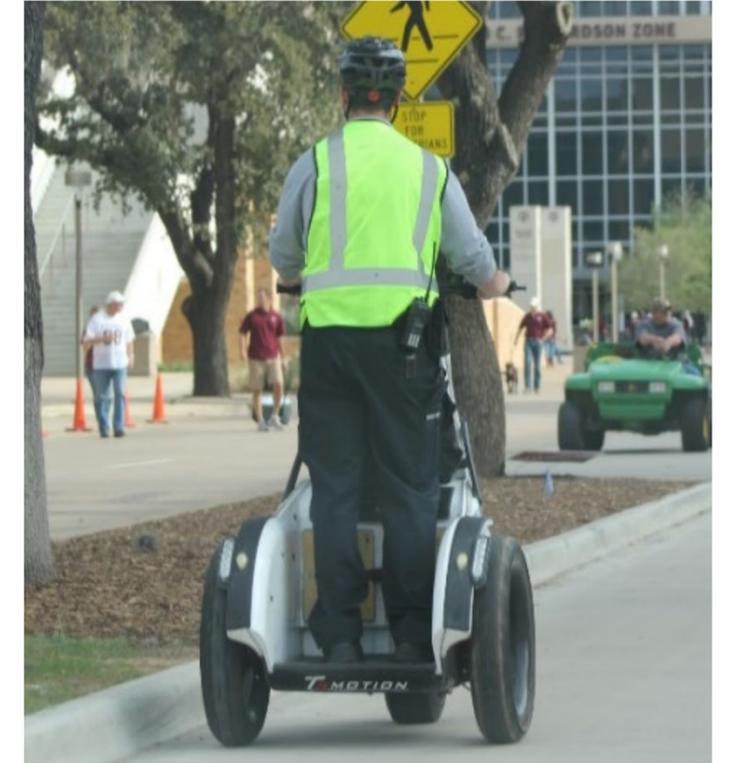
Everyday Parking Services



- 35k parking spaces (*136 lots, 6 garages (plus one opening in Aug) and 24 points of entry*)
- 24 /7 operations supporting garages, gated lanes
- Parking enforcement via foot, bike, chariot and License Plate Recognition vehicles
- Traffic direction for special events
- 60 full time staff



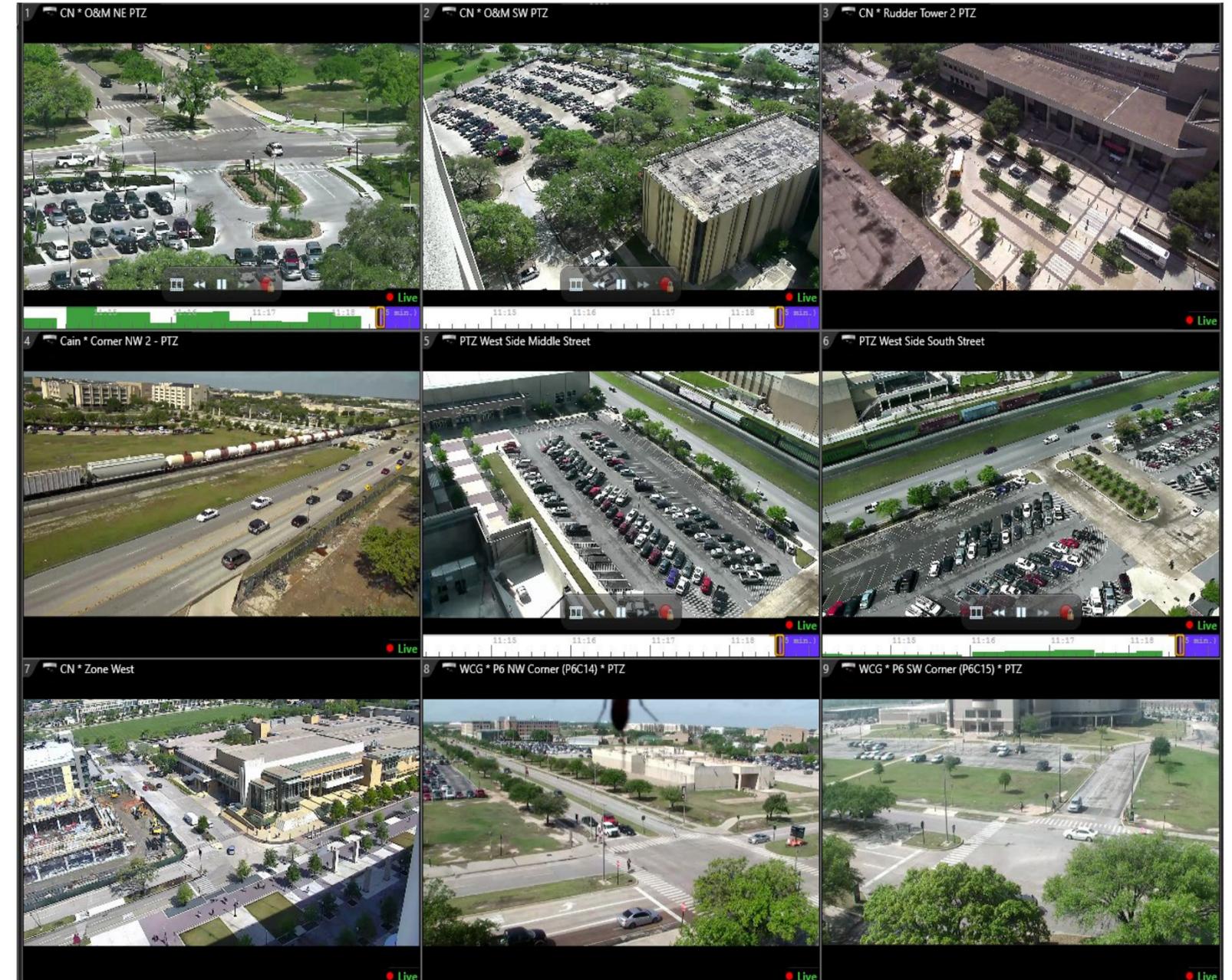
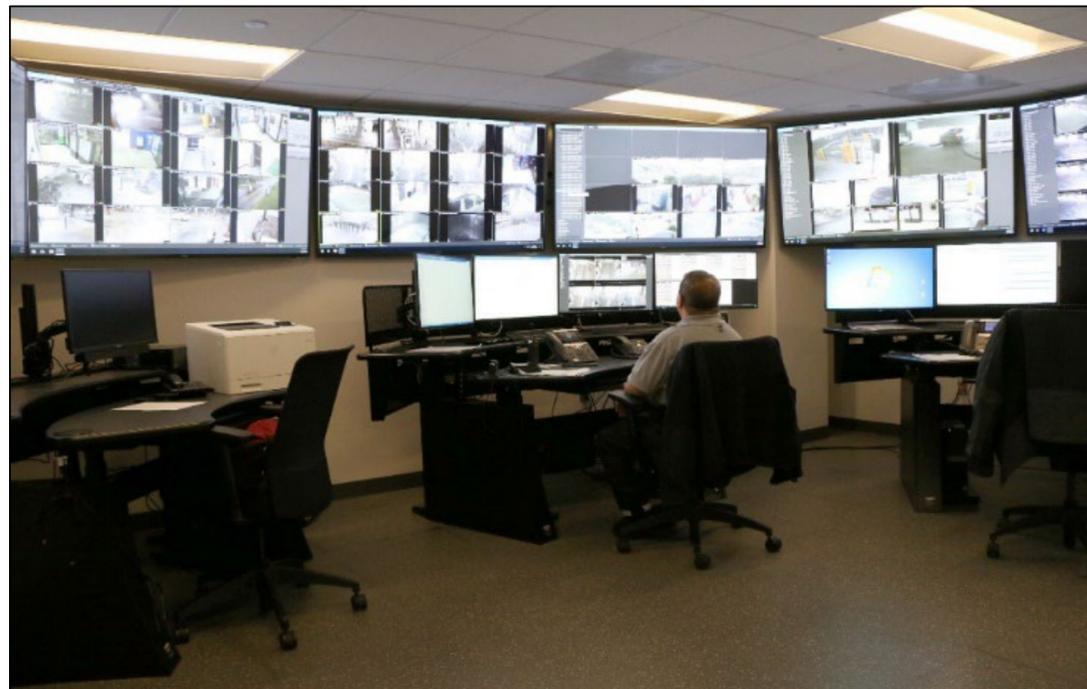
Gameday Enforcement Employees



Gameday Command Center – Centralized Visibility



Everyday Command Centers – Centralized Visibility

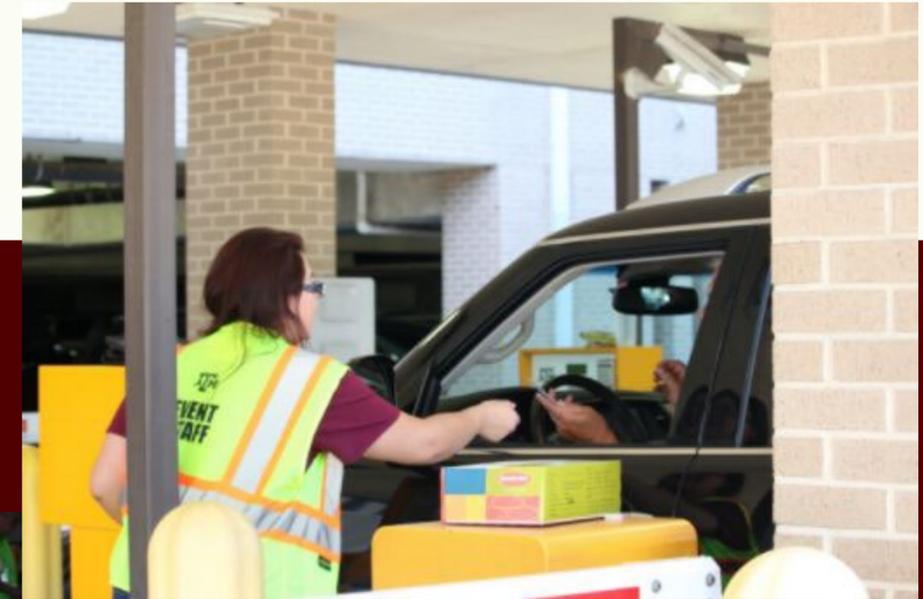


Everyday Mobile LPR



Everyday Special Events

- Manages over 2,700 special events per year
- Coordinates with university personnel, contract labor, and local and federal agencies
- Coordinates with other units within Transportation Services as needed to support event
- \$15 wage for gamedays

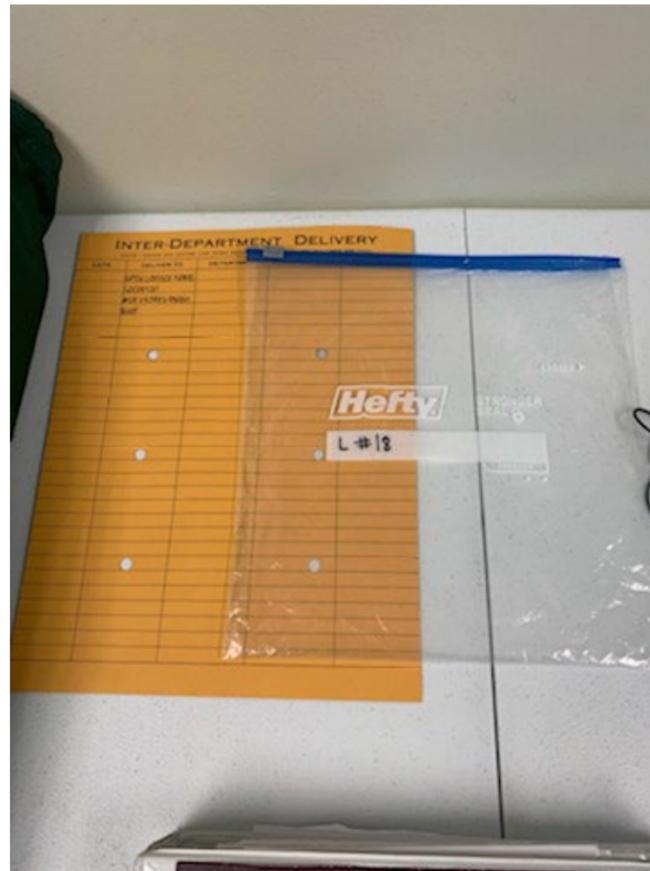


Gameday Event Management



Gameday Special Events Employees

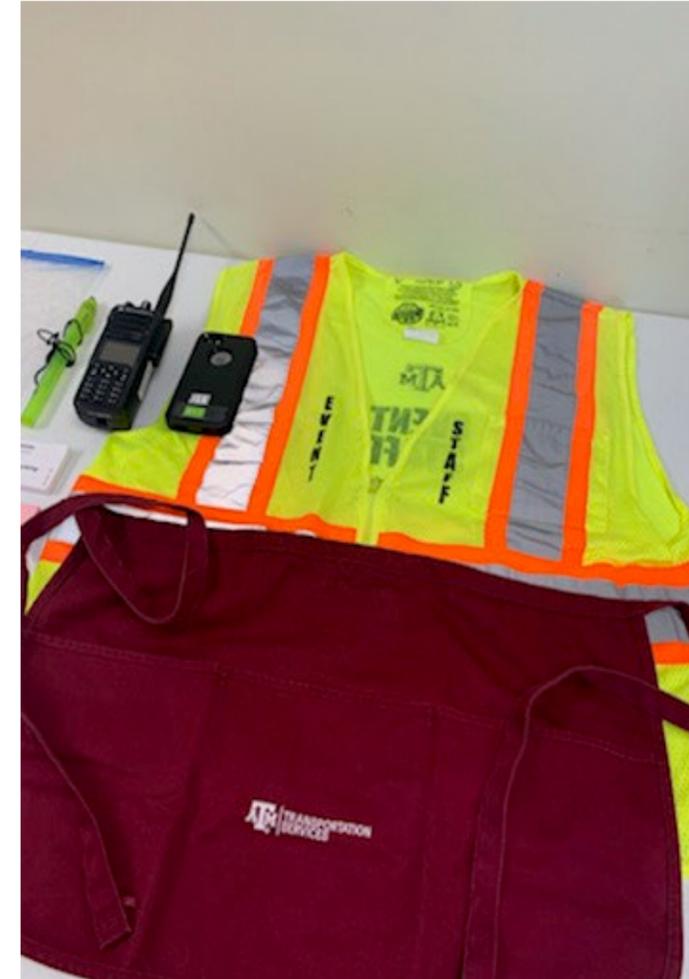
Ticket books



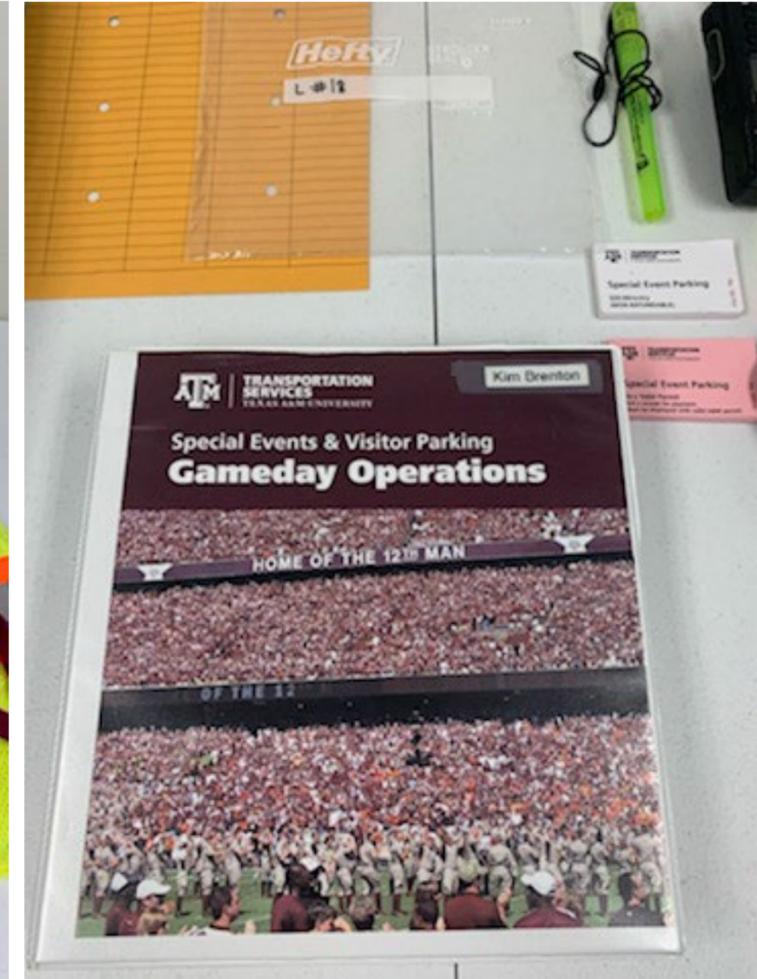
Radios



Radios and lights



Aprons & Vest



Ops Manual

Gameday Tools for Employee Success



Gameday Paid Visitor Parking



Everyday Visitor Parking Technology



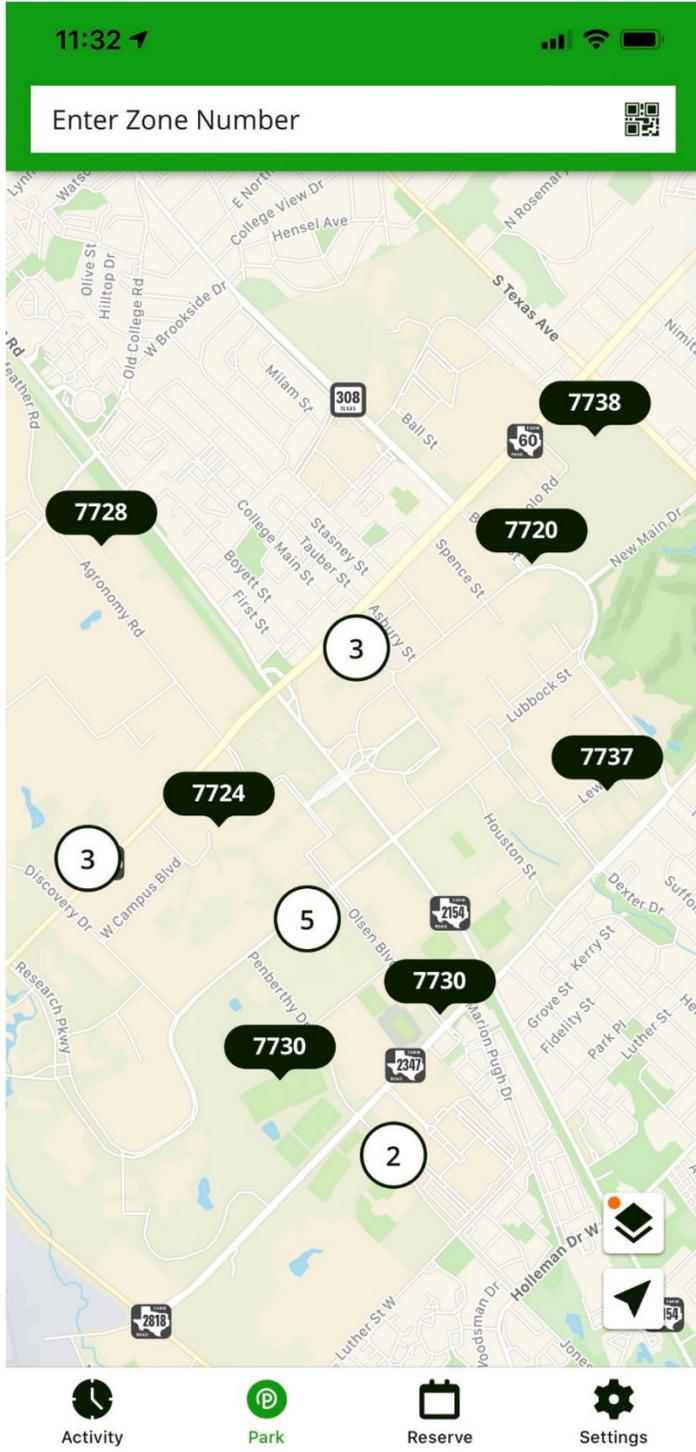
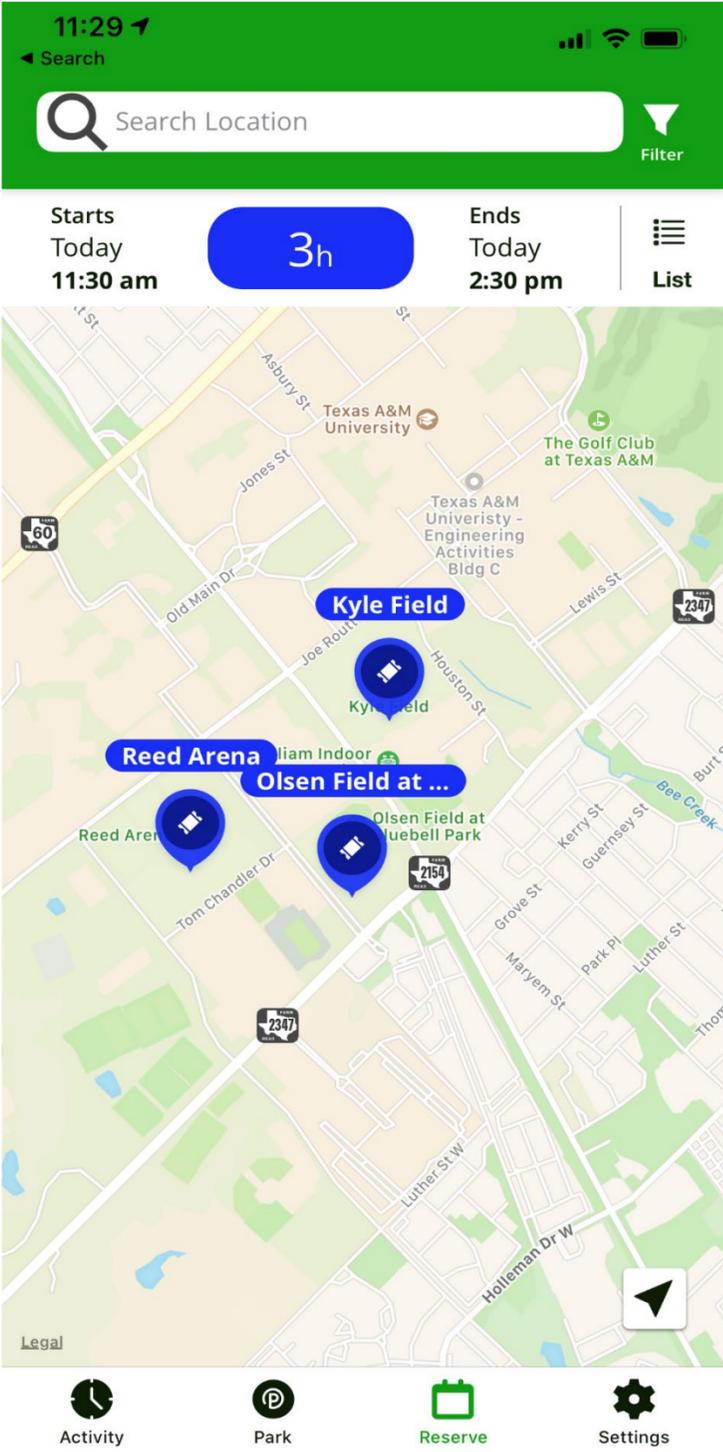
HOW IT WORKS

- 1 Look for the Parkmobile sign or sticker.
- 2 Once registered, use the Parkmobile app to enter in the zone number listed on the sign to start a parking session.
- 3 **That's it!** And just to make life easier, you can opt-in to receive a notification prior to your parking session expiring.



- Pay by Space
- Pay by Phone Motorcycle Parking
- Pay and Display
- Pay by Plate
- Extend by Phone

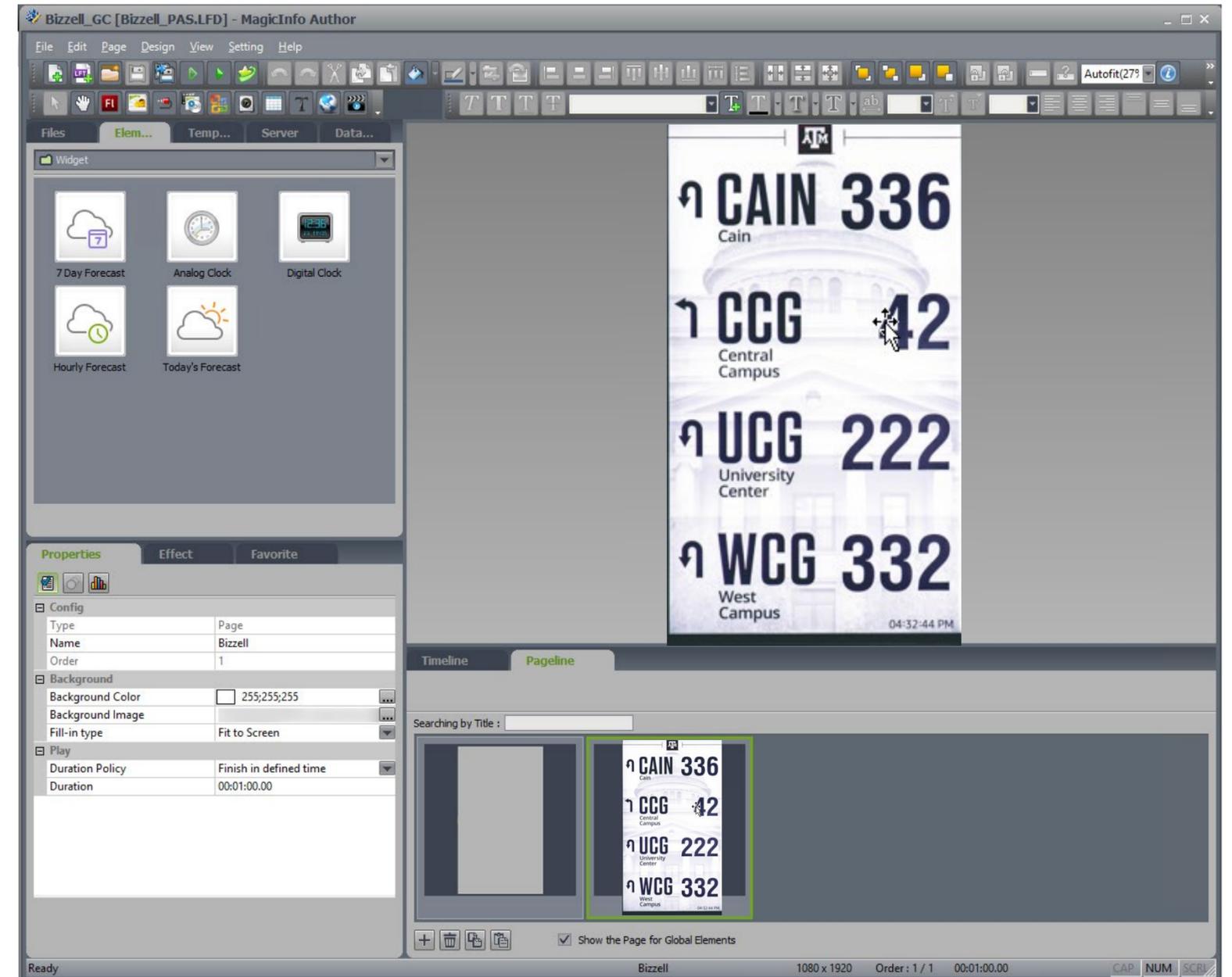
Gameday and Everyday Mobile Payment



Gameday Road Closure & Traffic Management



Everyday Parking Guidance Signs



Everyday Counting Software

Parking Maps ATM TEXAS A&M UNIVERSITY Transportation Services

Campus Main Parking Click a lot or a building to view more information

Search By: **Parking Lot**
Please enter a lot number or name.

Search

Search Result: (Click lot name to Zoom)

Lot Name
Lot 055

Lot 055
Lot Name: Lot 055
Lot Address: 282 Bizzell St
Total Number of Parking: 218

[Link to this lot](#) [Email Map](#)

Number of Loading: 0
Number of Regular: 204
Number of Reserved Space: 2
Number of Others: 0
Number of Disabled: 0
Number of Motorcycle: 0
Number of Timed: 0
Number of Service: 0
Number of U.B.: 12
Number of Visitor: 0
Number of Visitor(H/C): 0
Number of RV: 0
Notes:

[Zoom to](#)

Lat: 30.61795
Long: -96.33561

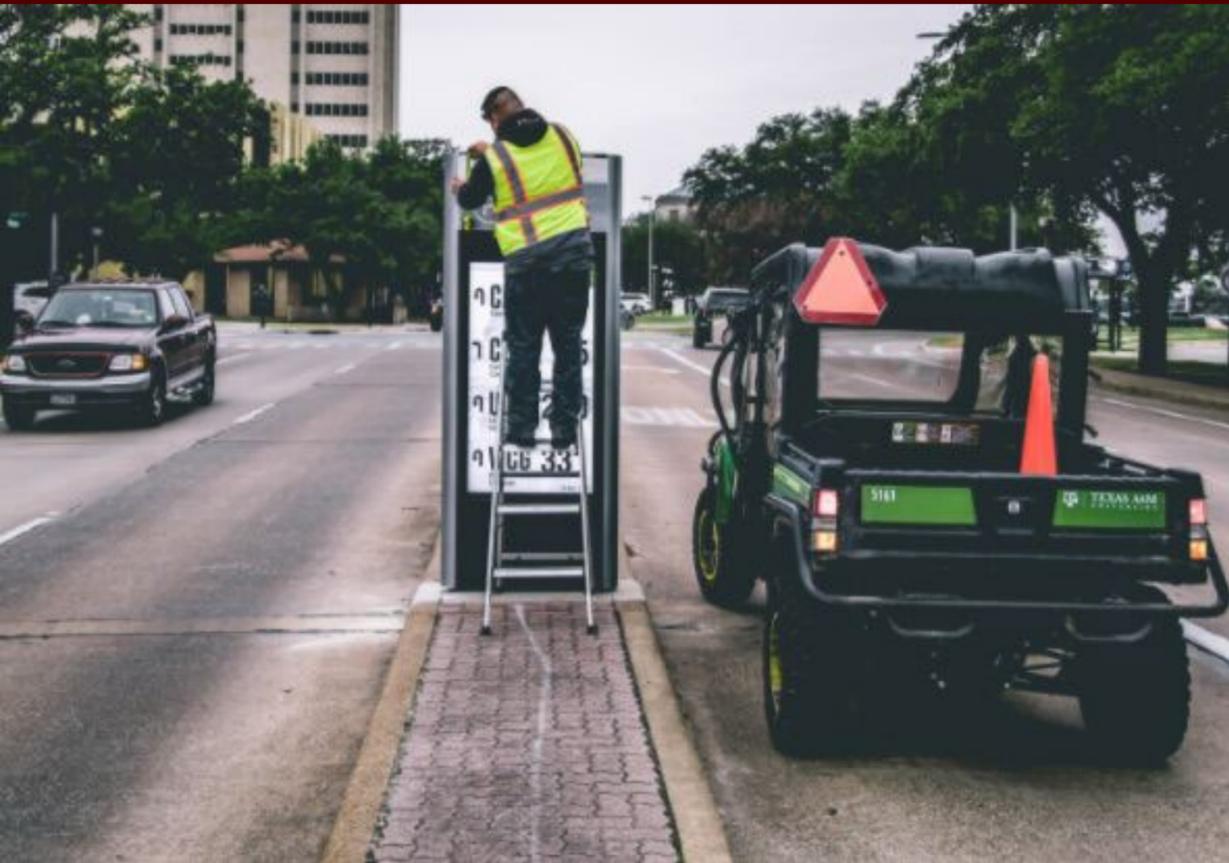
Website

1:20 LTE

Back **Parking Garage**

100 Available	University Center Garage Capacity: 414
374 Available	West Campus Garage Capacity: 450
10 Available	Central Campus Garage Capacity: 192
233 Available	Cain Garage Capacity: 420

Everyday Parking Facility Projects and Maintenance



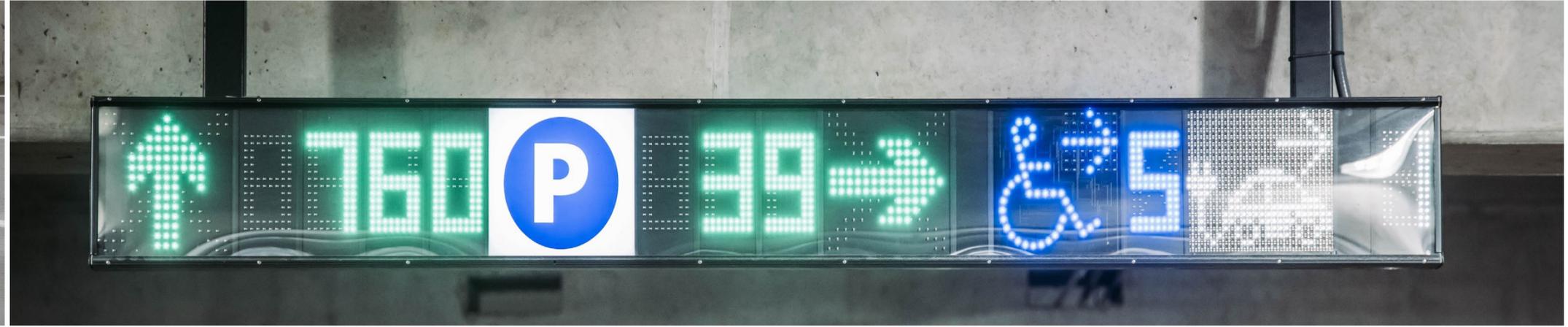
- Manufactures, installs and maintains street, traffic, bus stop and parking signs; decals; temporary event signage; street and lot striping
- Directs deferred maintenance projects for roads and sidewalks mainly associated with parking areas
- Manages all construction contracts for streets, parking lots and garages
- Deploys traffic and pedestrian control devices



Gameday Mobile Signage – Programmable Message Boards

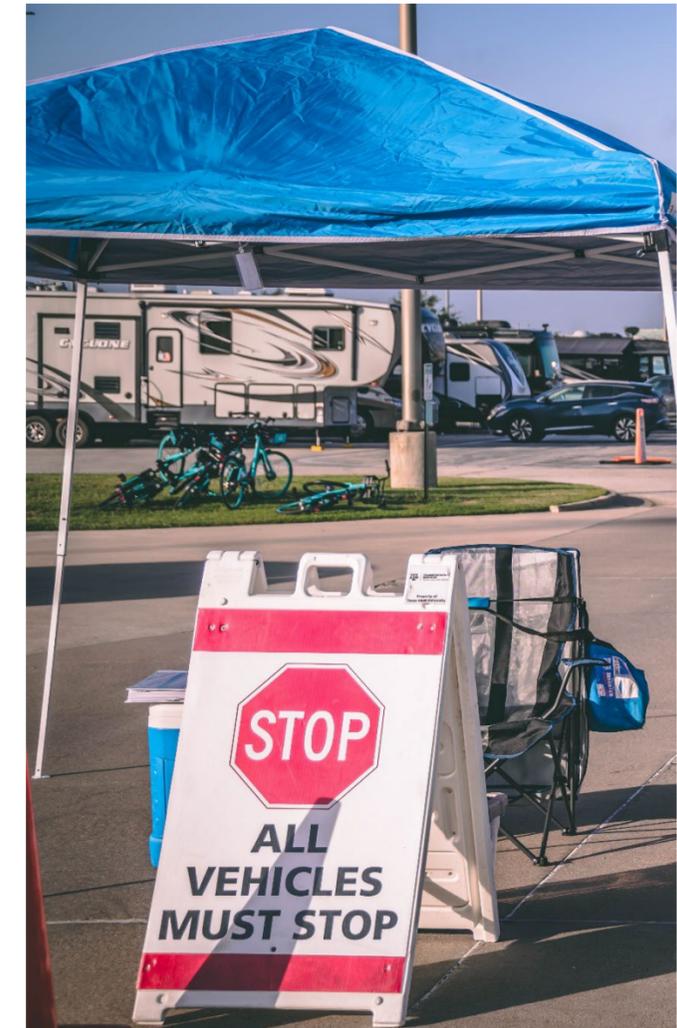


Everyday Parking Guidance Systems



Gameday Event Signage Plan

Clear, Concise, Color-Coordinated



Gameday and Everyday Sign Shop Resources



Everyday Marketing and Communications

- Ensures department branding aligns with Texas A&M branding requirements
- Facilitates media engagement on behalf of department
- Manages public and internal websites
 - *transport.tamu.edu*
 - *thehub.tamu.edu*
- Manages departmental social media accounts: Twitter, Instagram, Facebook and YouTube



Gameday Communications Outreach

GAMEDAY PARKING & TRANSIT

All routes begin 3 hours pre-game, except Bush Library (5 hours), and Get to the Grid! (3.5 hours)

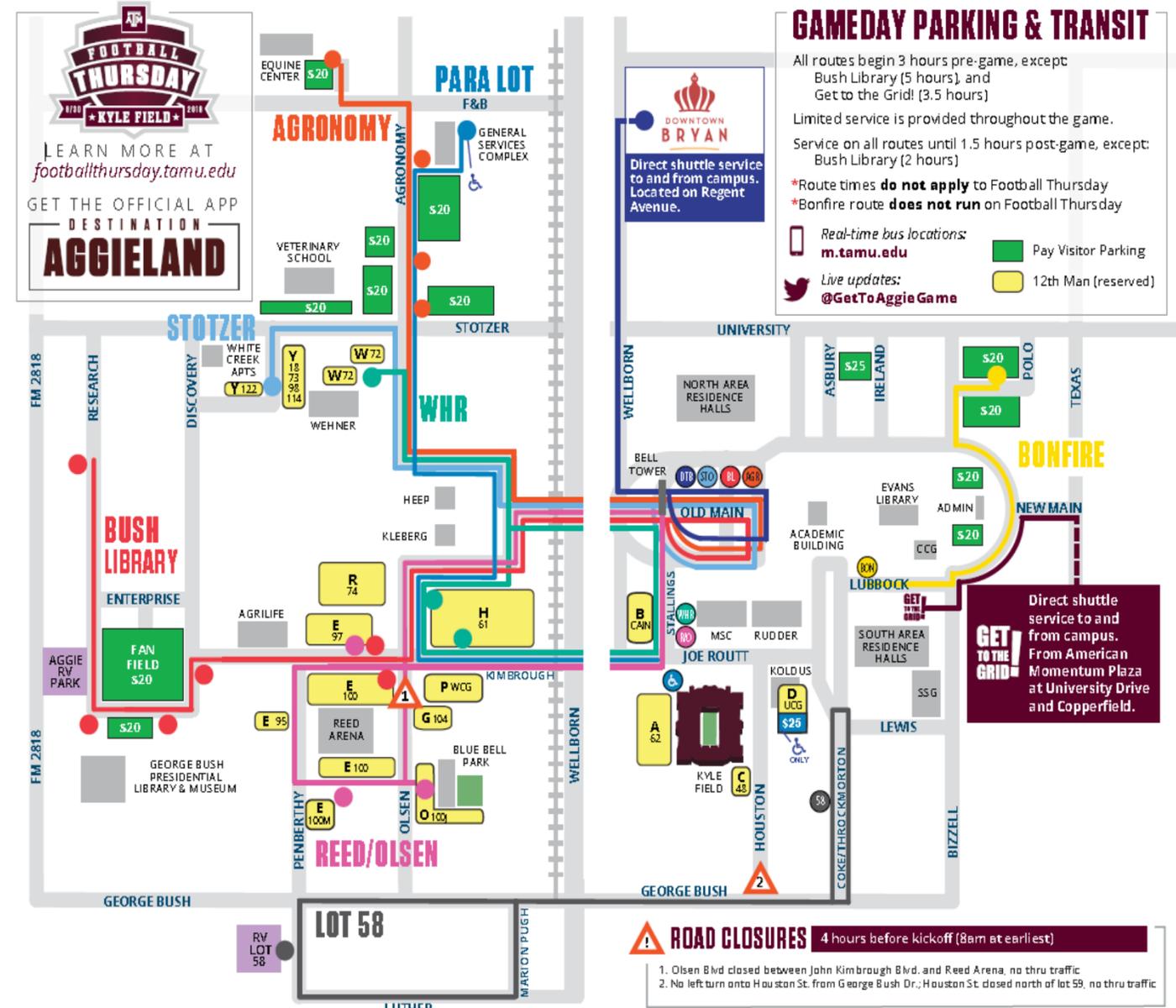
Limited service is provided throughout the game.

Service on all routes until 1.5 hours post-game, except: Bush Library (2 hours)

- *Route times **do not apply** to Football Thursday
- *Bonfire route **does not run** on Football Thursday

Real-time bus locations: m.tamu.edu Pay Visitor Parking

Live updates: @GetToAggieGame 12th Man (reserved)



IT'S TIME FOR GAMEDAY & TAILGATING

RESponsible tailgating is endorsed and supported by:

- Texas A&M University
- Texas A&M Foundation
- The Association of Former Students
- 12th Man Foundation
- Texas A&M Athletics
- Texas A&M Student Government Association
- Texas A&M Interfraternity Council

Gameday Rules & Tips

- Responsible Tailgating
- General Rules
- Site Specific Rules
- Tips for Enjoying Gameday

Gameday Resources

- Gameday Feedback
- Gameday Maps
- Gameday Parking
- Frequently Asked Questions

Related Links

- A&M Athletics Calendar
- Local Weather
- A&M Athletics Gameday Central

It's time for Tailgating in Aggieland

Tailgating in Aggieland is a privilege, one that Texas A&M University is pleased to extend to all our fans, former students, visitors, and friends. In many ways, the time spent tailgating can be just as fun and memorable as the game. We invite you to enjoy all of the beauty and camaraderie that our campus has to offer while you cheer your team to victory.

Gameday News and Notes

- Transportation Services has worked with an ice vendor who will circulate between RV and Tailgating lots from 5:30-8:30pm the evening before gameday and on gameday until two hours prior to kick-off.

Bryan / College Station

KBTX.com

Friday November 19, 2010 1:32 PM

GET TO THE GRID!

FREE PARK AND RIDE FROM POST OAK MALL ON GAMEDAY

Game Weekend in Aggieland

Accused Killer Violates Bond Conditions; Back In Jail

12th Man Sets School Record, Goes For National Title On Saturday

TAMU Transport Svcs @GetToAggieGame

Are you ready for family weekend, Maroon & White Game, and Ring Day activities? Would you like some helpful tips on parking and transit services for the weekend? Go to today.tamu.edu/2019/04/11/tex ... @TAMU @TAMUResLife @AggieNetwork @AggieFootball @tamustudentlife

TAMU Transport Svcs @GetToAggieGame

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

TAMU Transport Svcs @GetToAggieGame

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

@TAMU @AggieSoccer

PARKING AND TRANSIT TIPS

FAMILY WEEKEND
RING DAY
MAROON & WHITE GAME
AND MORE...

BIG EVENT | BIG IMPACT

Visit transport.tamu.edu to see all closures and parking info.

- The Big Event
- Aggie Baseball
- Aggie Softball

AVOID LANE CLOSURES!

Find all soccer parking information on our website!

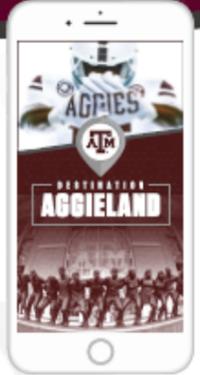
transport.tamu.edu/sports

Gameday and Everyday Mobile Apps

Gameday mobile app



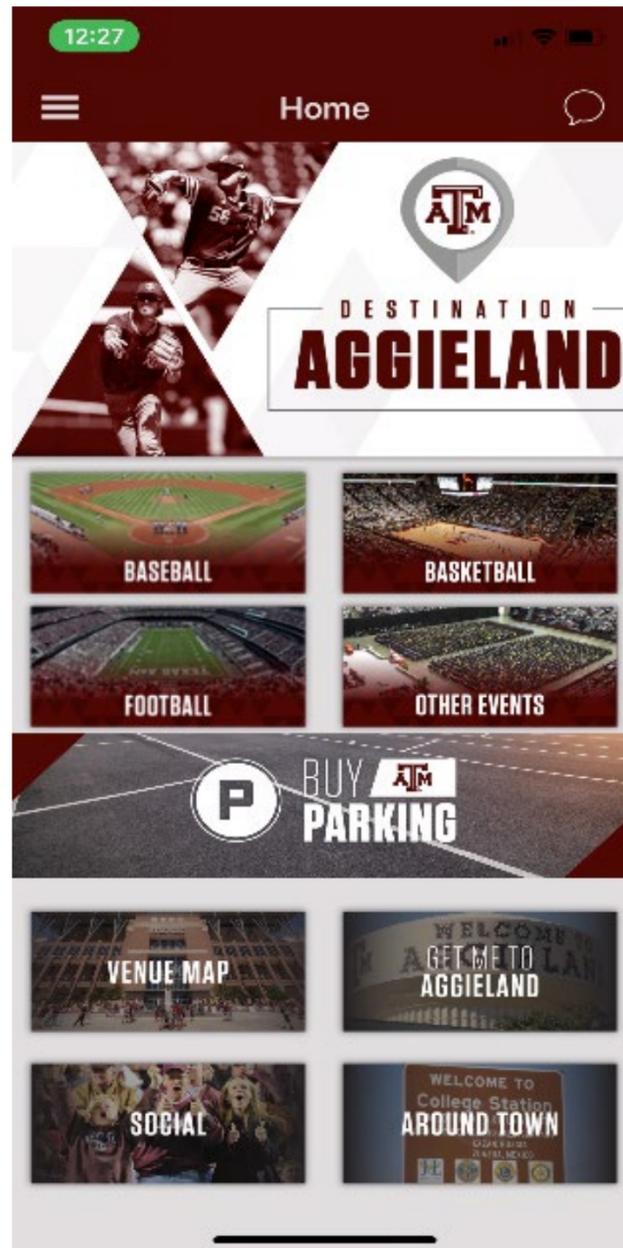
DESTINATION
AGGIELAND



Plan your trip to AggIELAND before you leave home and make the most of your Aggie experience!

P PARKING  SHUTTLES  AROUND TOWN

LEARN MORE AT
transport.tamu.edu/da



12:27 Home

DESTINATION
AGGIELAND

BASEBALL BASKETBALL
FOOTBALL OTHER EVENTS

P BUY **ATM** PARKING

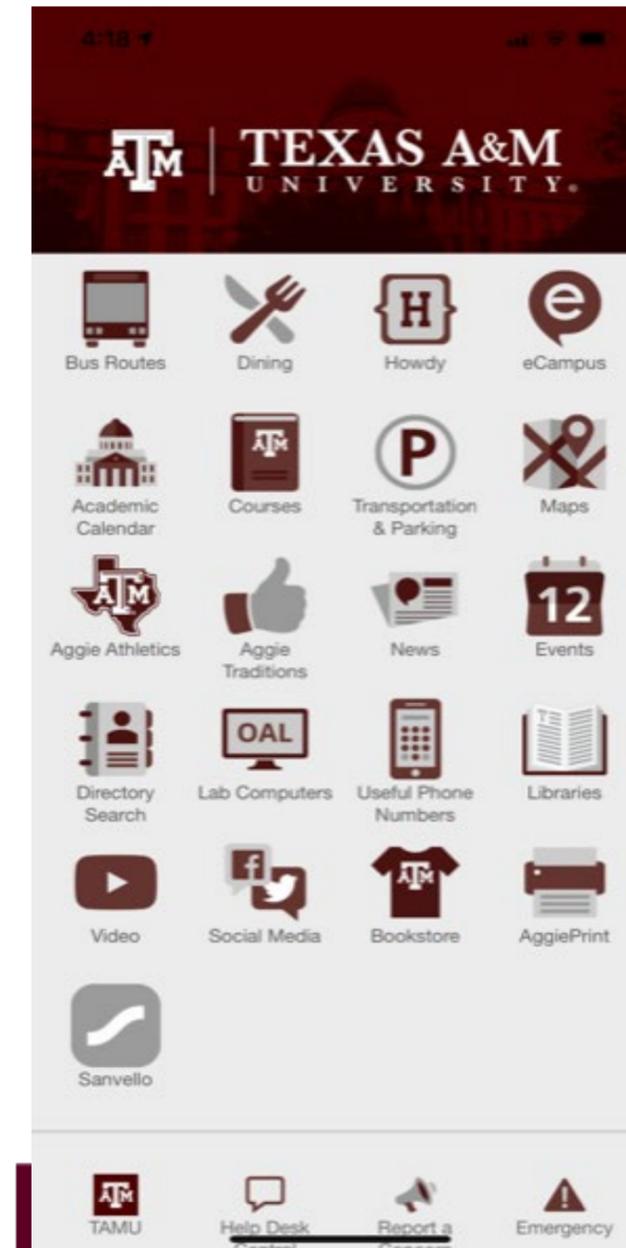
VENUE MAP WELCOME TO AGGIELAND
SOCIAL WELCOME TO College Station AROUND TOWN

University mobile app



4:18

ATM
TEXAS A&M
UNIVERSITY.



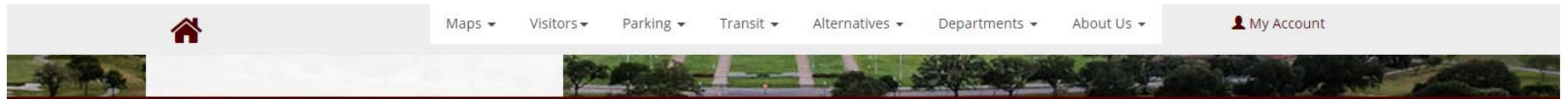
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ATM | TEXAS A&M
UNIVERSITY.

Bus Routes Dining Howdy eCampus
Academic Calendar Courses Transportation & Parking Maps
Aggie Athletics Aggie Traditions News Events
Directory Search Lab Computers Useful Phone Numbers Libraries
Video Social Media Bookstore AggiePrint
Sanvello

TAMU Help Desk Report a Concern Emergency

Everyday Customer Website



WHAT'S HAPPENING NOW



[Basketball Parking & Permits](#)

[Know your alternatives!](#)

[Rent a car TODAY!](#)

[Bicycle Safety Tips](#)

[Bike Concierge Service](#)

[Need a ride out of town?](#)

WHAT YOU NEED TO KNOW



JAN. 7 VEORIDE UPDATE

Read the latest update regarding the VeoRide bike share program at Texas A&M



LIVE GARAGE AVAILABILITY

[CAIN](#) • Cain Garage **315**

[CCG](#) • Central Campus Garage **40**

[UCG](#) • University Center Garage **312**



BASKETBALL PARKING & INFO

From parking to shuttles to routes, we have the info you need to get ready for Aggie Basketball!

Everyday Alternative Transportation



- Coordinates bike share, bike parking, bike valet
- Sponsors green initiatives for students, faculty and staff:

- *Bike Share programs like Veoride and borrow a bike*

- *Ride Share programs like Zimride*

- *Car Share programs like Zipcar*

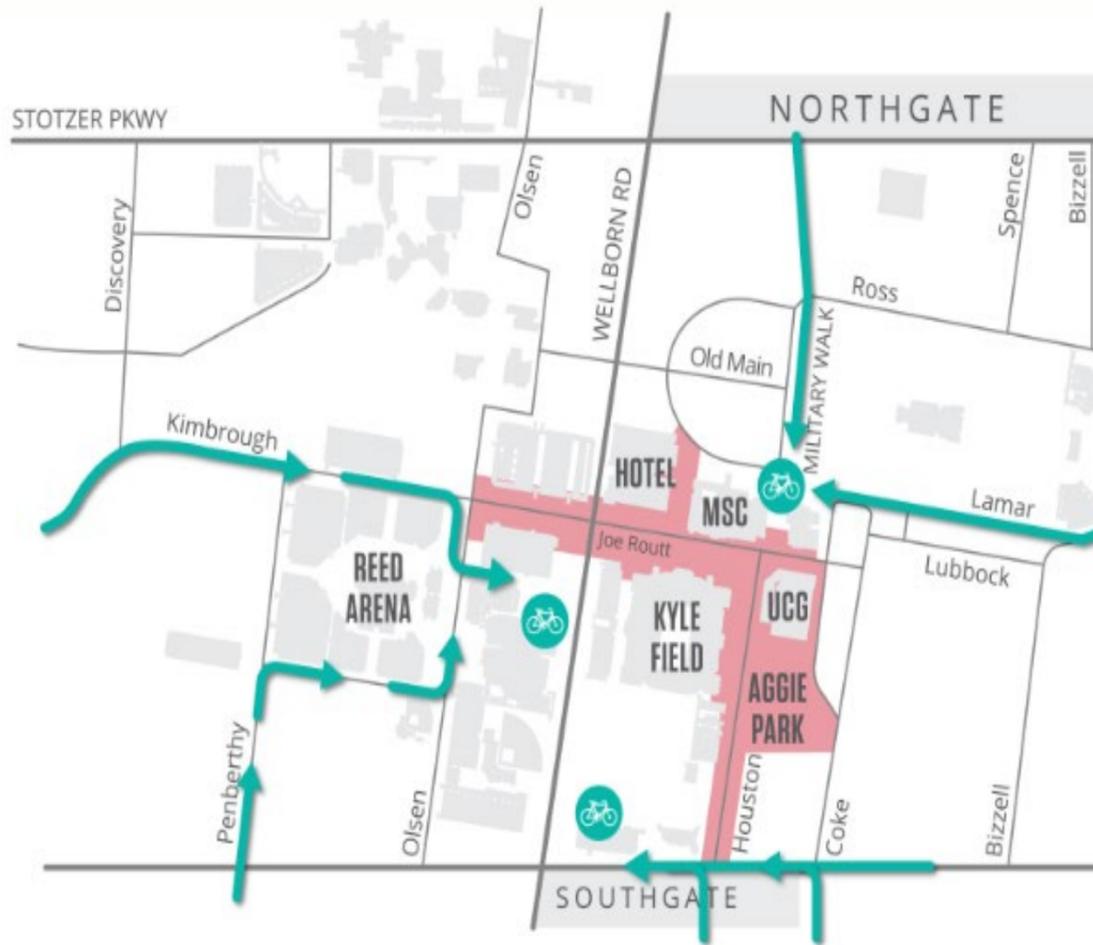
- *Electric car charging stations in garages and surface lots*





BIKE ROUTES & NO WHEELS ZONES

on football gamedays beginning 3.5 hrs prior to kickoff



NO WHEELS ZONE

PLEASE DISMOUNT

PLEASE DISMOUNT

NO ENTRY

ATM | TEXAS A&M UNIVERSITY
Transportation Services

Gameday Bike Share & Routes



No wheels zone

No wheels 3.5 hrs pre-game to 1 hr post-game

Cyclists, skateboarders, etc. must dismount

No entry for any vehicles

Bike routes

Best bike routes to gameday

Recommended parking areas



AGGIE ATHLETICS
visit 12thman.com for tickets and athletics info

FOLLOW US ON TWITTER
[@GetToAggieGame](https://twitter.com/GetToAggieGame) for gameday traffic updates

WHERE'S MY BUS?
visit m.tamu.edu for real-time bus locations

Everyday Facilities Access and Maintenance

- Maintains gates, cameras and intercoms for 86 lanes
- Physical PCI compliance and access control for visitor parking payment equipment in drive lanes, garage lobbies and parking lots
 - *Pay by Plate, pay on foot machines for timed parking*
 - *Automated Pay Stations found in garages*
- Supports camera and video management system used to manage special events and monitor traffic congestion



Fleet and Vehicle Operations

Fleet Operations

Leases over 600 university-owned vehicles

Oversees fleet services for the entire A&M System

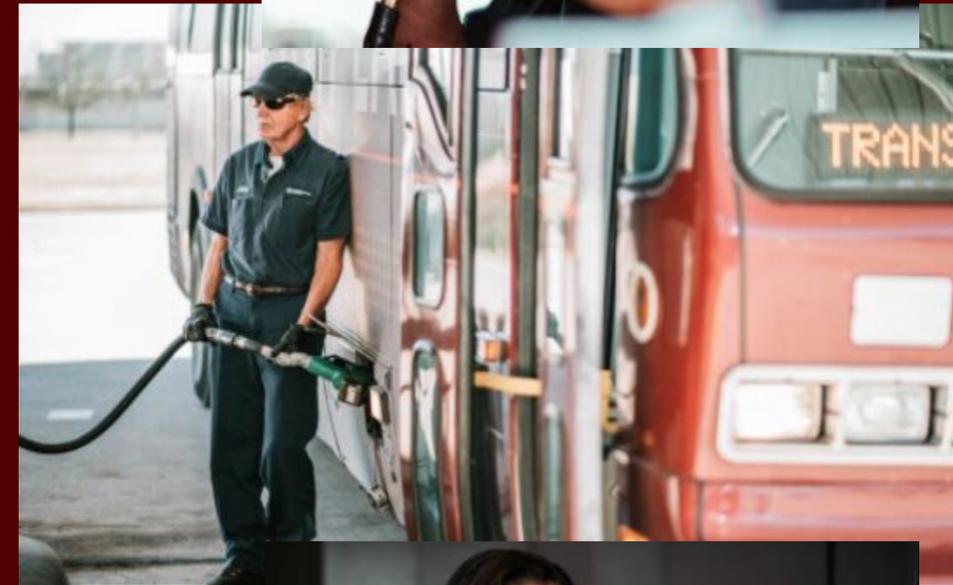
Manages fueling for university-owned vehicles

- *Fleet vehicles traveled ~1.4 million miles and consumed ~179,000 gallons of fuel at a cost of \$438,758.13*

- *Transit buses and para transit vans traveled 1,884,480 miles using 469,492 gallon of fuel at a cost of \$1,193,860.71*

Vehicle Maintenance

Manage maintenance shops and programs for small equipment, autos and large equipment; parts ordering and inventory; AES Certified mechanics; repairs for over 1200 vehicles and 3000 pieces of equipment



A photograph of a football game in progress, viewed from the stands. The field is green with white yard lines, and a large crowd of spectators is visible in the stands. The image has a dark, reddish-brown overlay. The text is centered over the image.

Additional Questions?

Peter Lange

plange@tamu.edu