

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

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Lessons Learned From Last Year

Last Year	This Year
Facility lockouts	Default will be normal operating hours for buildings
Early lot secure and clear	• Later secure times (3:00 pm) • Later clear times (4:30 pm) • Later street closures • More flexible faculty parking
Faculty parking confusion	• License plate registration vs. placards
Need communication & engagement effort.	



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.

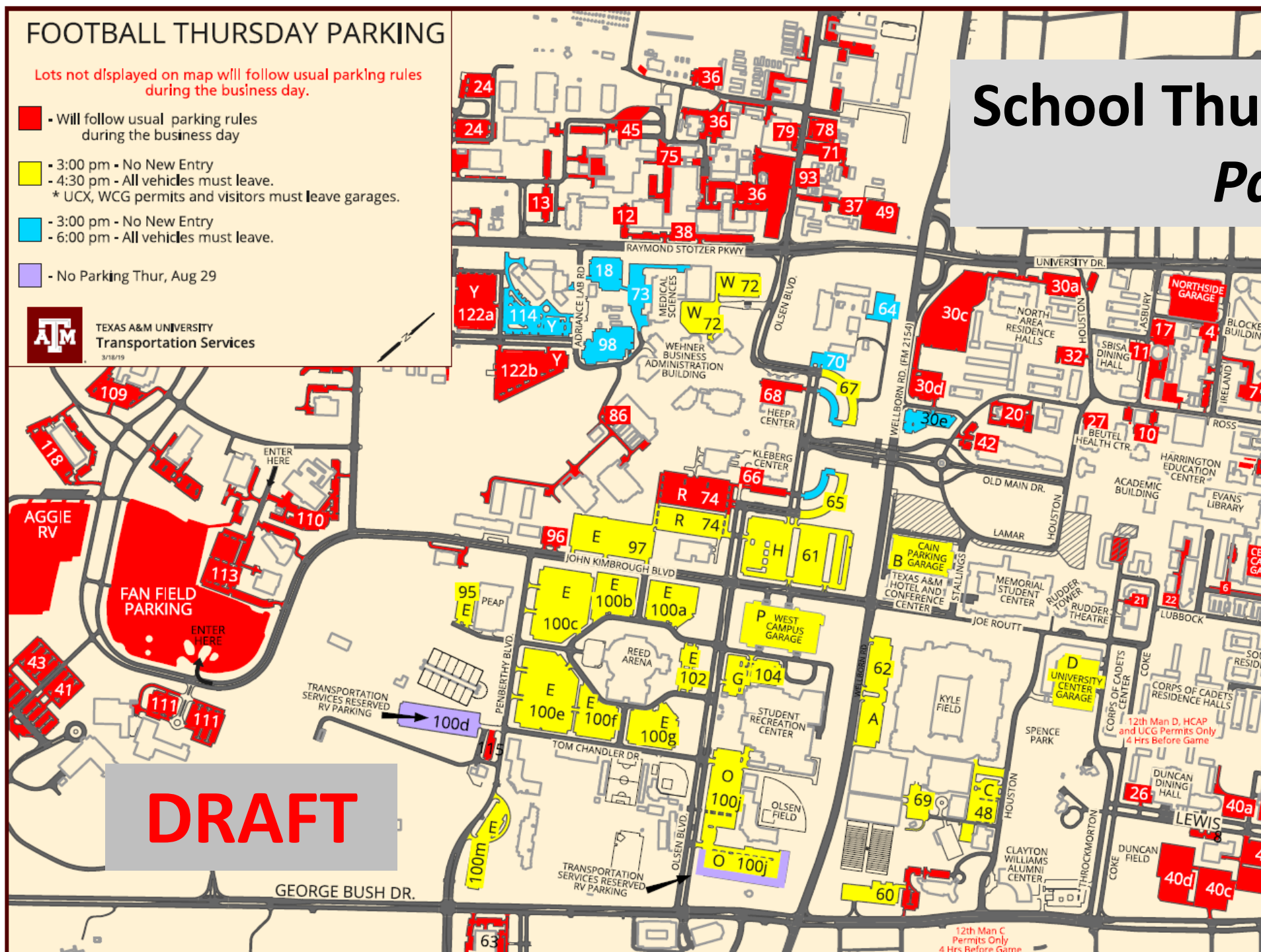
What will be different?

- 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.
* UCX, WCG permits and visitors must leave garages.
-  - 3:00 pm - No New Entry
- 6:00 pm - All vehicles must leave.
-  - No Parking Thur, Aug 29



School Thursday (Aug. 29) Parking



Usual



Leave 4:30



Leave 6:00



RVs only

FOOTBALL THURSDAY PARKING

When and Where Can I Park?

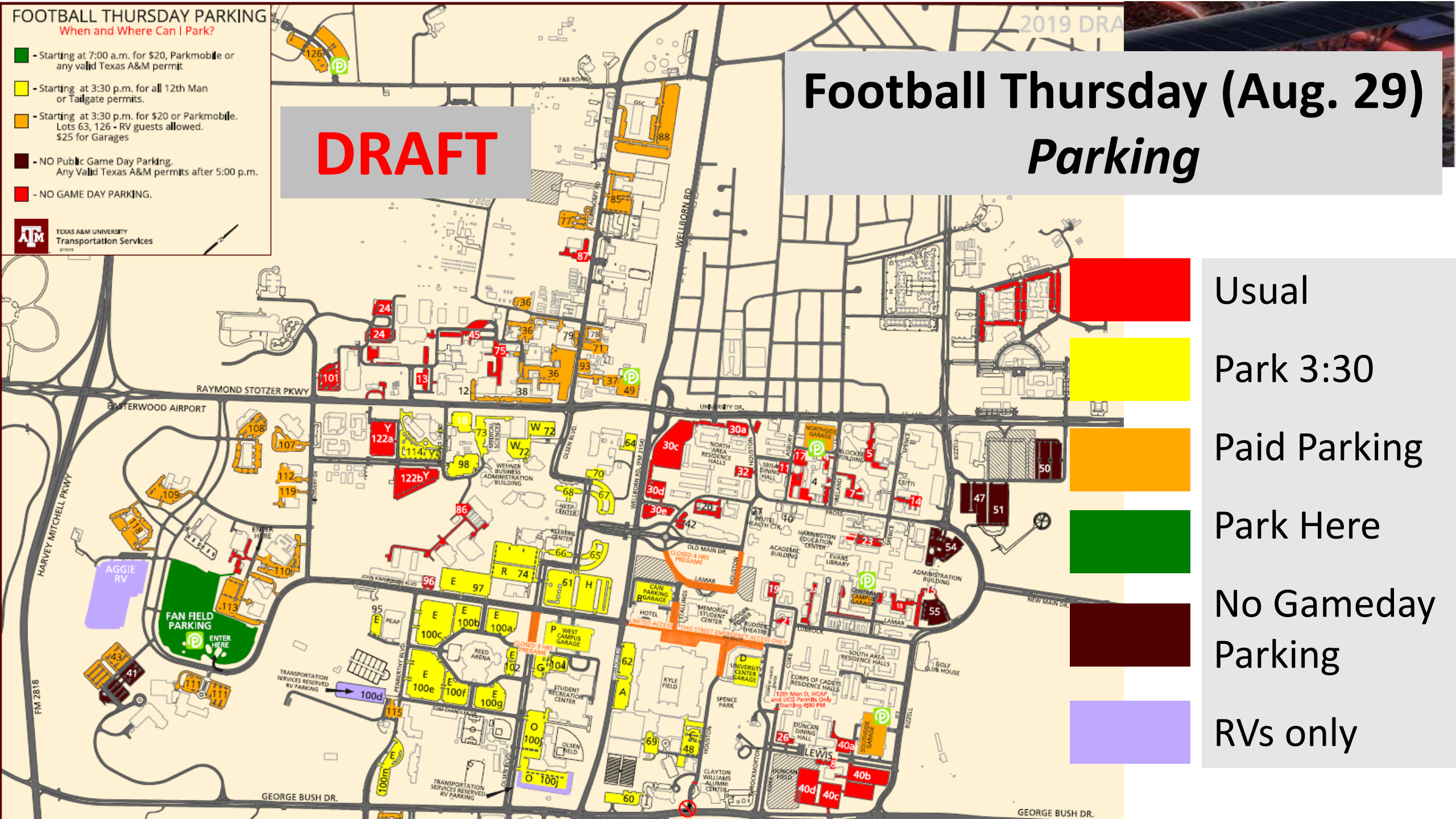
- Starting at 7:00 a.m. for \$20, Parkmobile or any valid Texas A&M permit
- Starting at 3:30 p.m. for all 12th Man or Tailgate permits.
- Starting at 3:30 p.m. for \$20 or Parkmobile. Lots 63, 126 - RV guests allowed. \$25 for Garages
- NO Public Game Day Parking. Any valid Texas A&M permits after 5:00 p.m.
- NO GAME DAY PARKING.



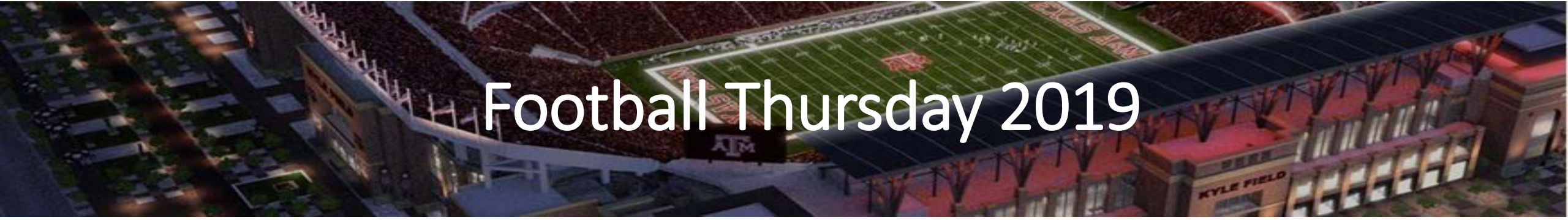
DRAFT

Football Thursday (Aug. 29)

Parking



- Usual
- Park 3:30
- Paid Parking
- Park Here
- No Gameday Parking
- RVs only

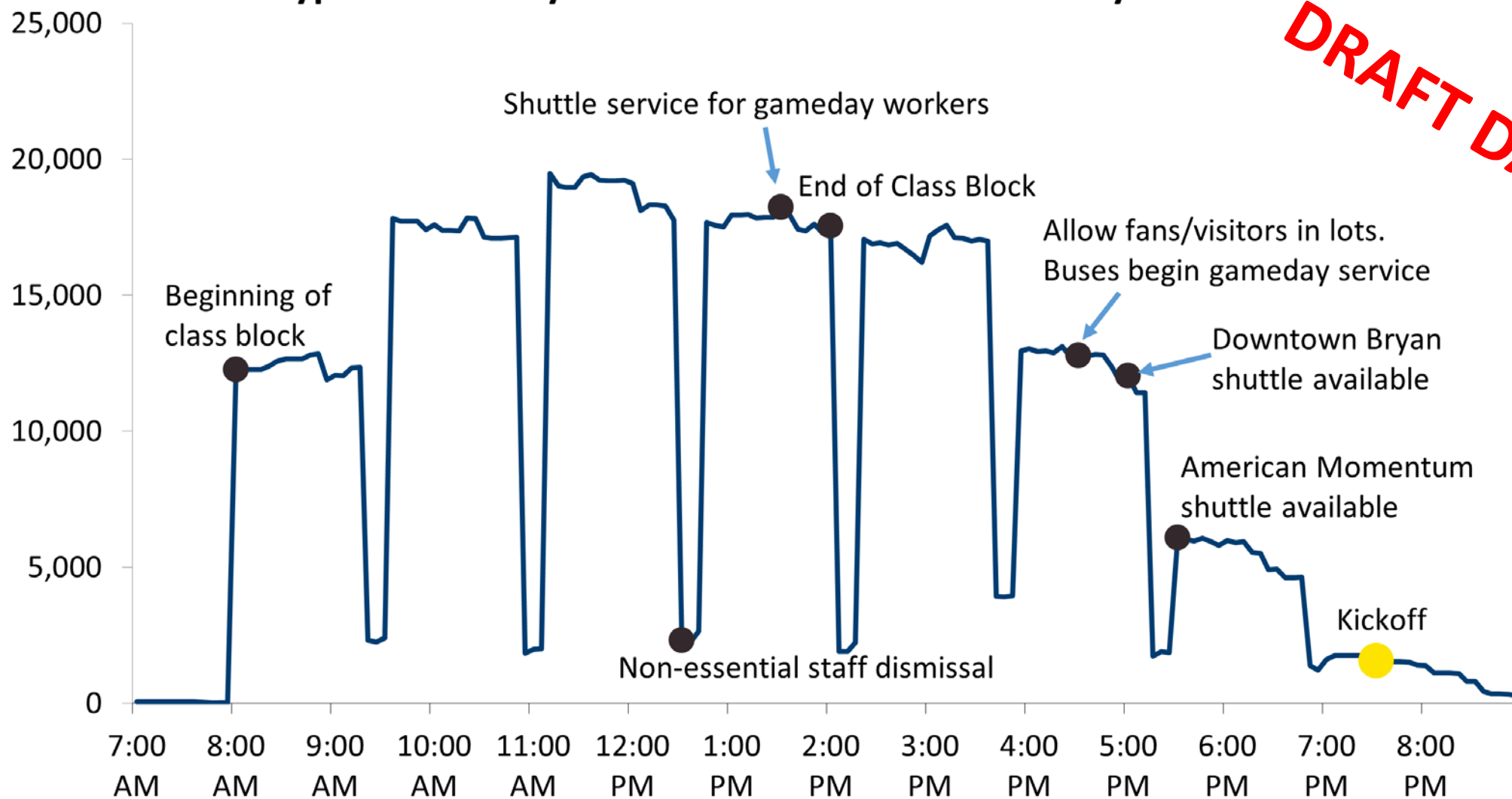


Football Thursday 2019

- 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





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 Video

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



FOOTBALL THURSDAY
★ KYLE FIELD ★

CHECK OUT YOUR **PLAYBOOK**
FOR SUCCESS AUG 30

ARE YOU PLANNING TO PARK?

- 1**
CHECK YOUR LOT
- 2**
MAKE A PLAN
- 3**
GO TO CLASS
- 4**
GO TO THE GAME

Pay attention if you normally park near Reed Arena or Kyle Field.
Park at Fan Field for **FREE** with a valid permit, and utilize the enhanced bus service that runs all day to main campus.

KNOW YOUR ALTERNATIVES

RIDE A BUS **RIDE SHARE** **ofo BIKE SHARE** **CAR POOL** **WALK TO CLASS**

learn more at footballthursday.tamu.edu



KNOW YOUR OPTIONS!

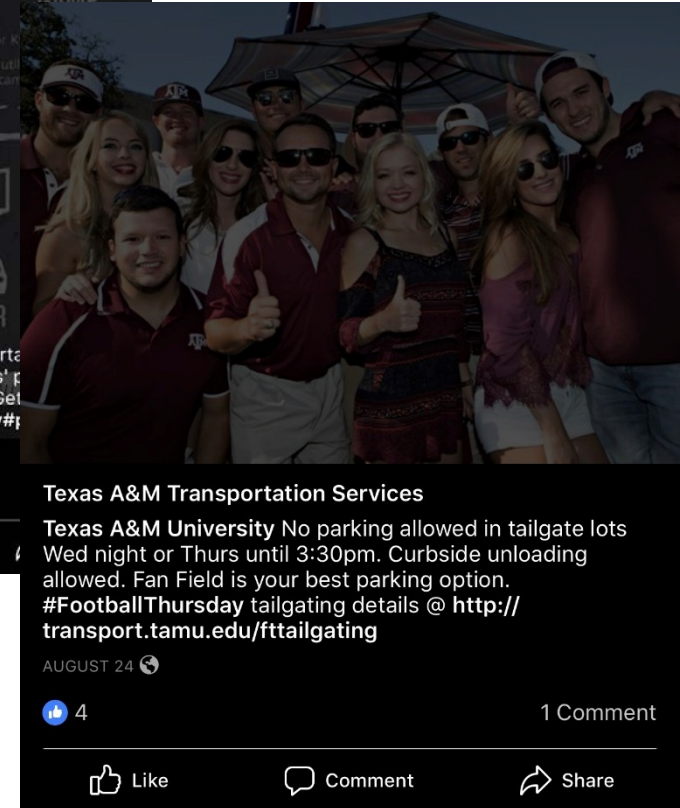
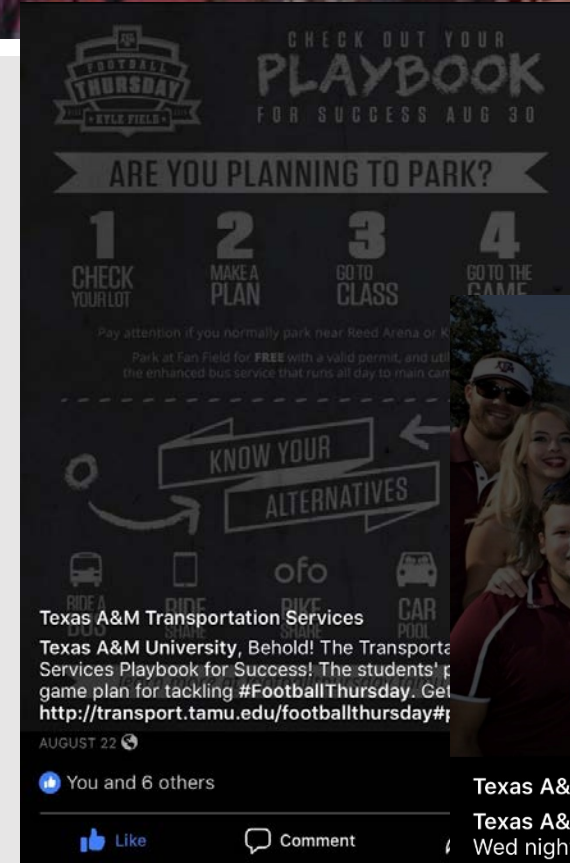


Visit footballthursday.tamu.edu and download the **Destination Aggieland** mobile app to find your best transportation options to and from campus!

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



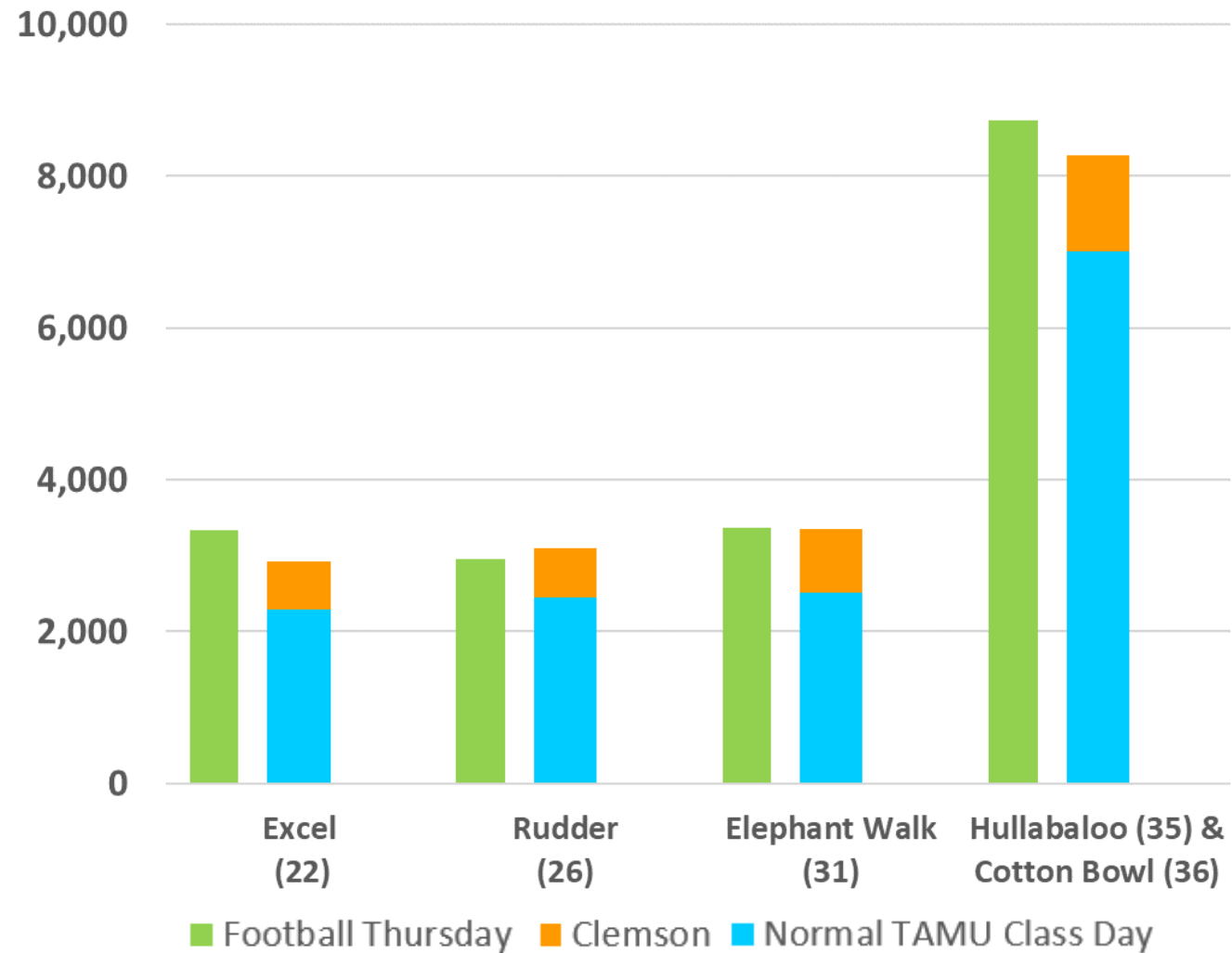


Spreading The Message 2018

How Many People Did We Reach?

- 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



2018 Football Thursday

Morning Comparison

% of Congested
Major Road

25%

20%

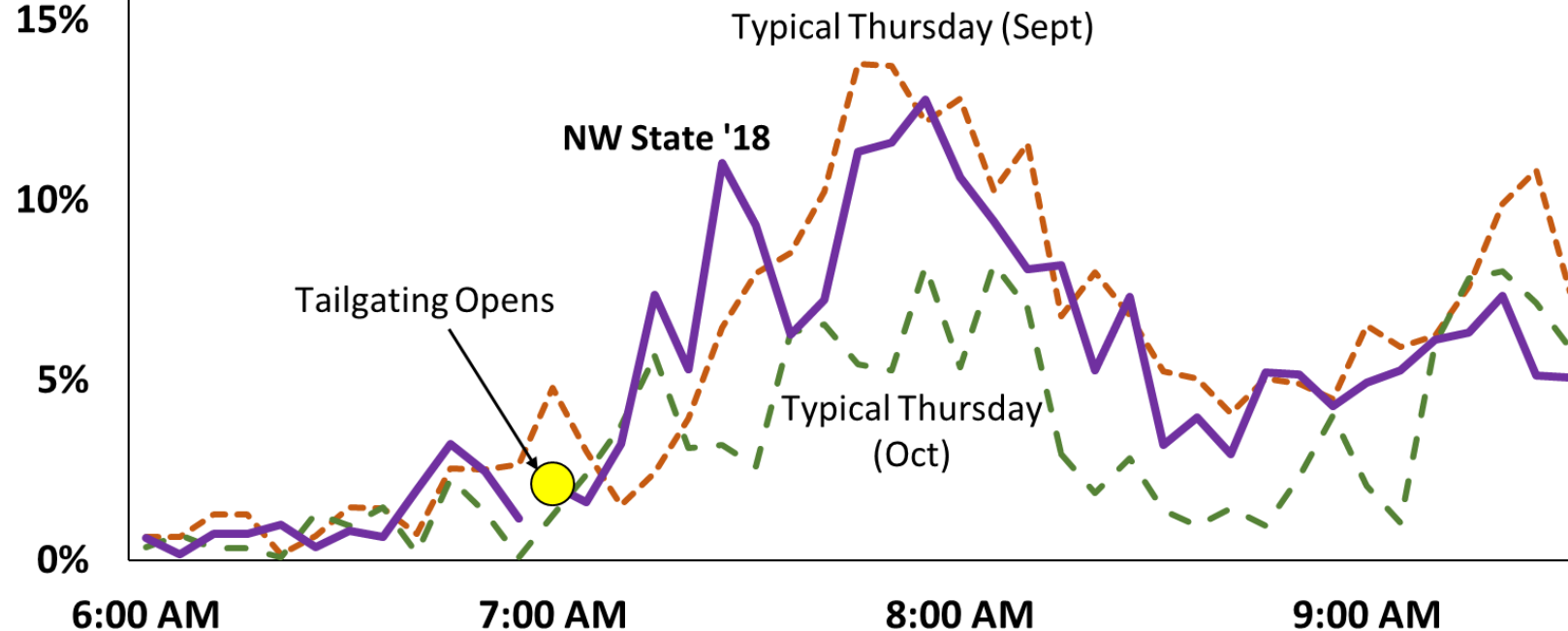
15%

10%

5%

0%

--> Similar to typical September Thursday
--> More early workers - 7:30 AM peak

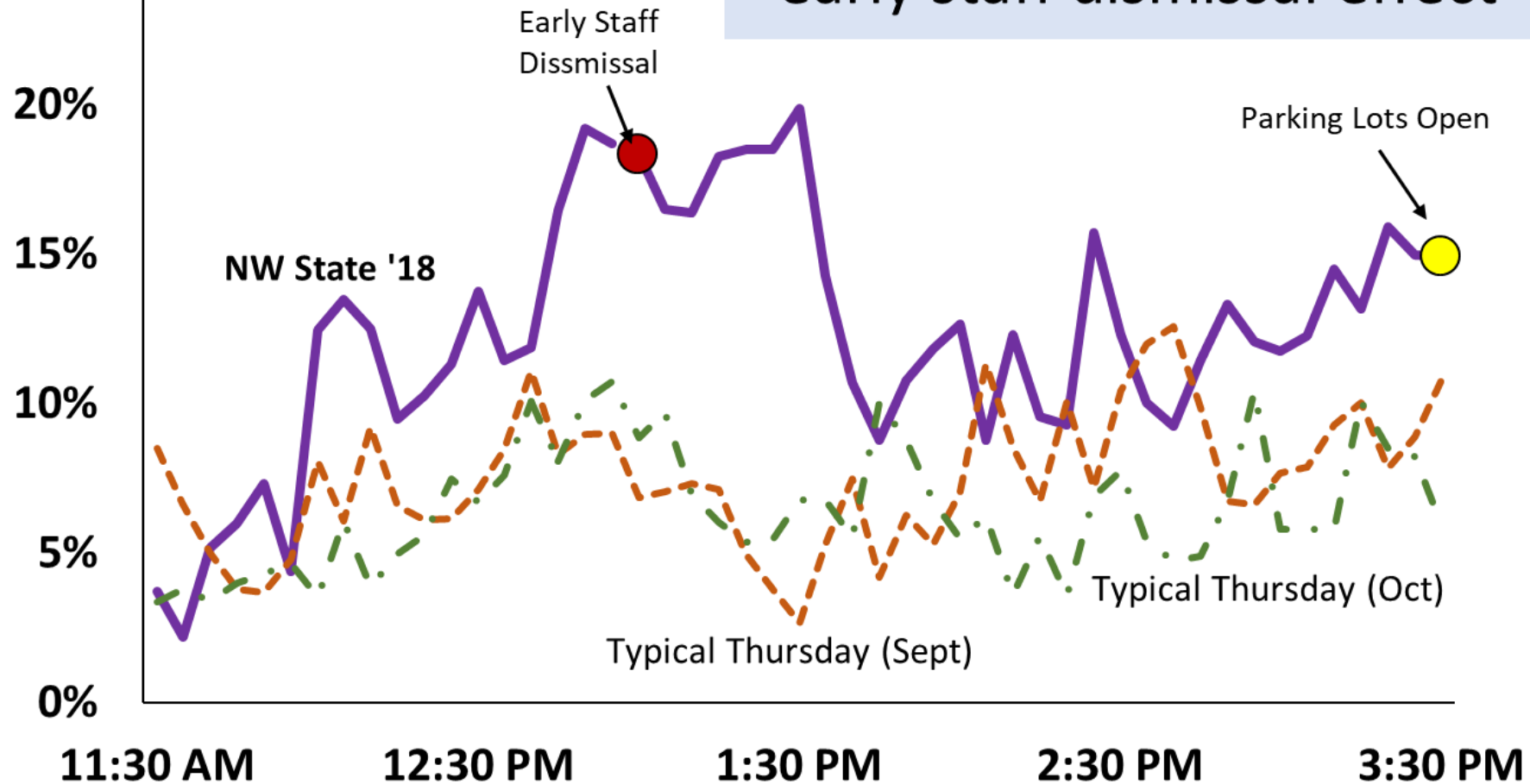


2018 Football Thursday

Midday Comparison

% of Congested
Major Road
25%

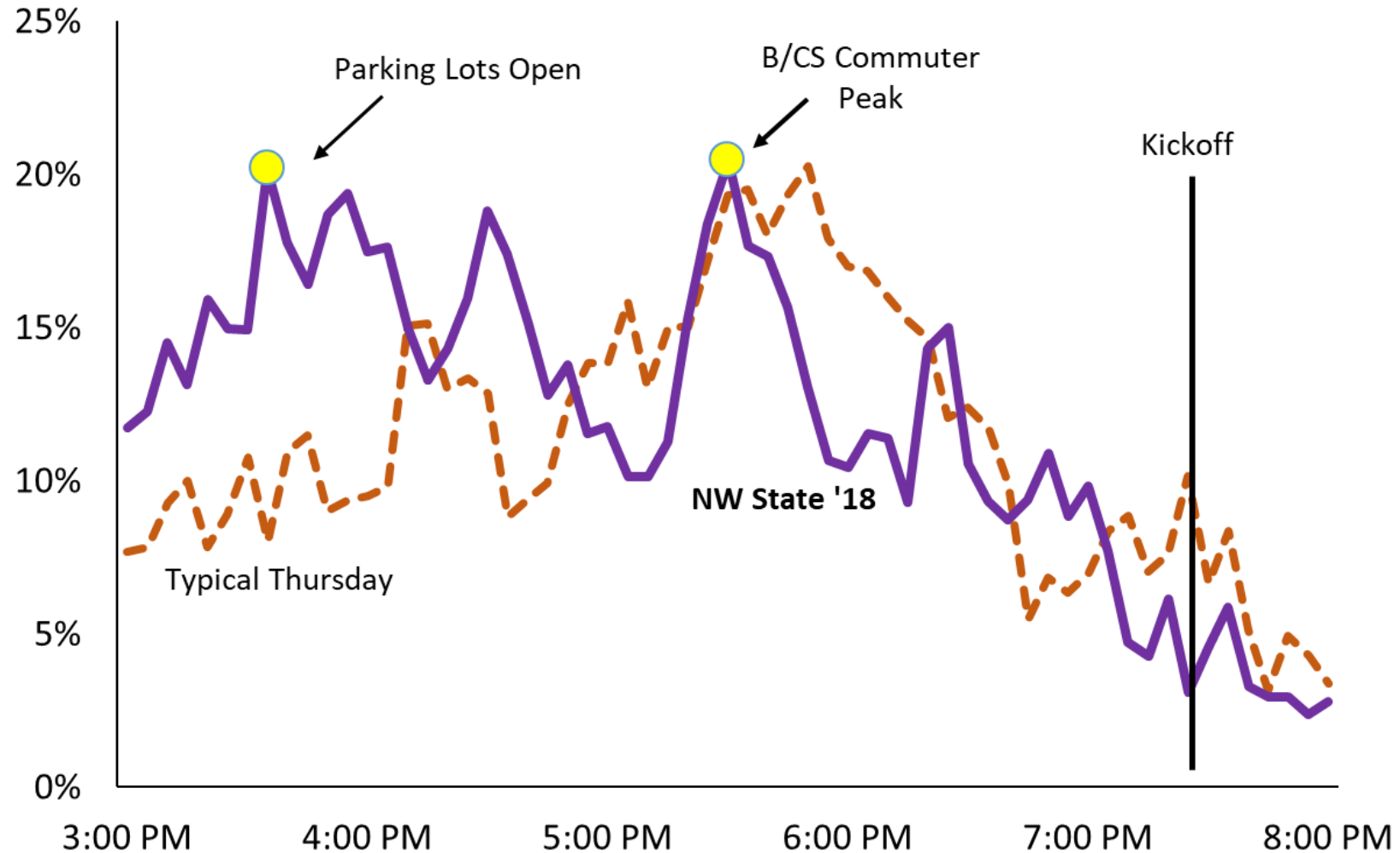
--> Much higher lunch peak
- early staff dismissal effect

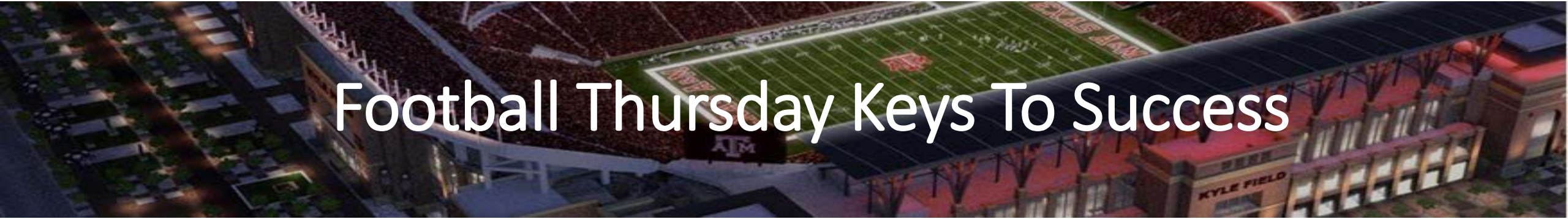


2018 Football Thursday

Evening Comparison

% of Congested
Major Road





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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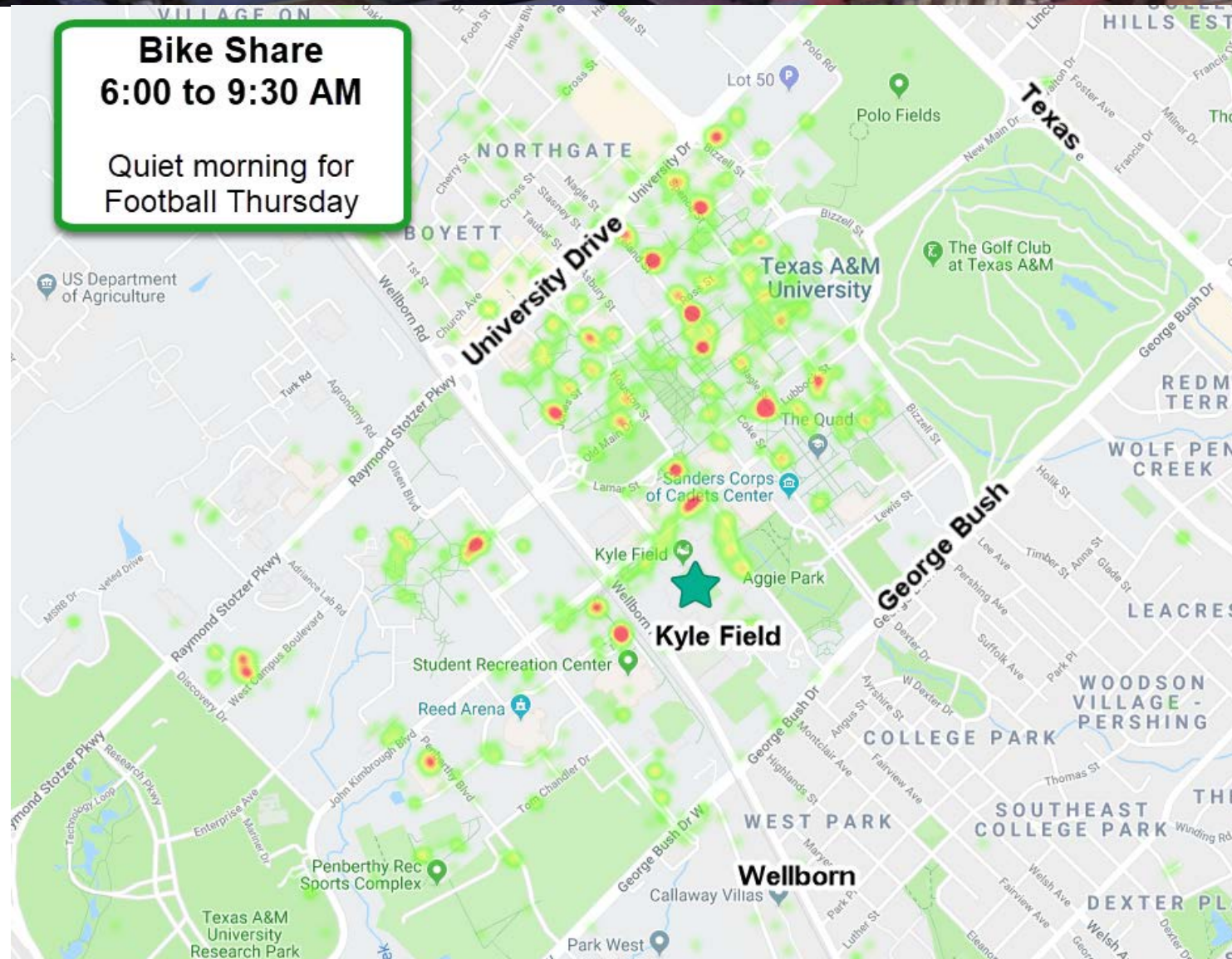
Texas A&M Transportation Institute

Did People Use Their Options?

Bike Share (AM)

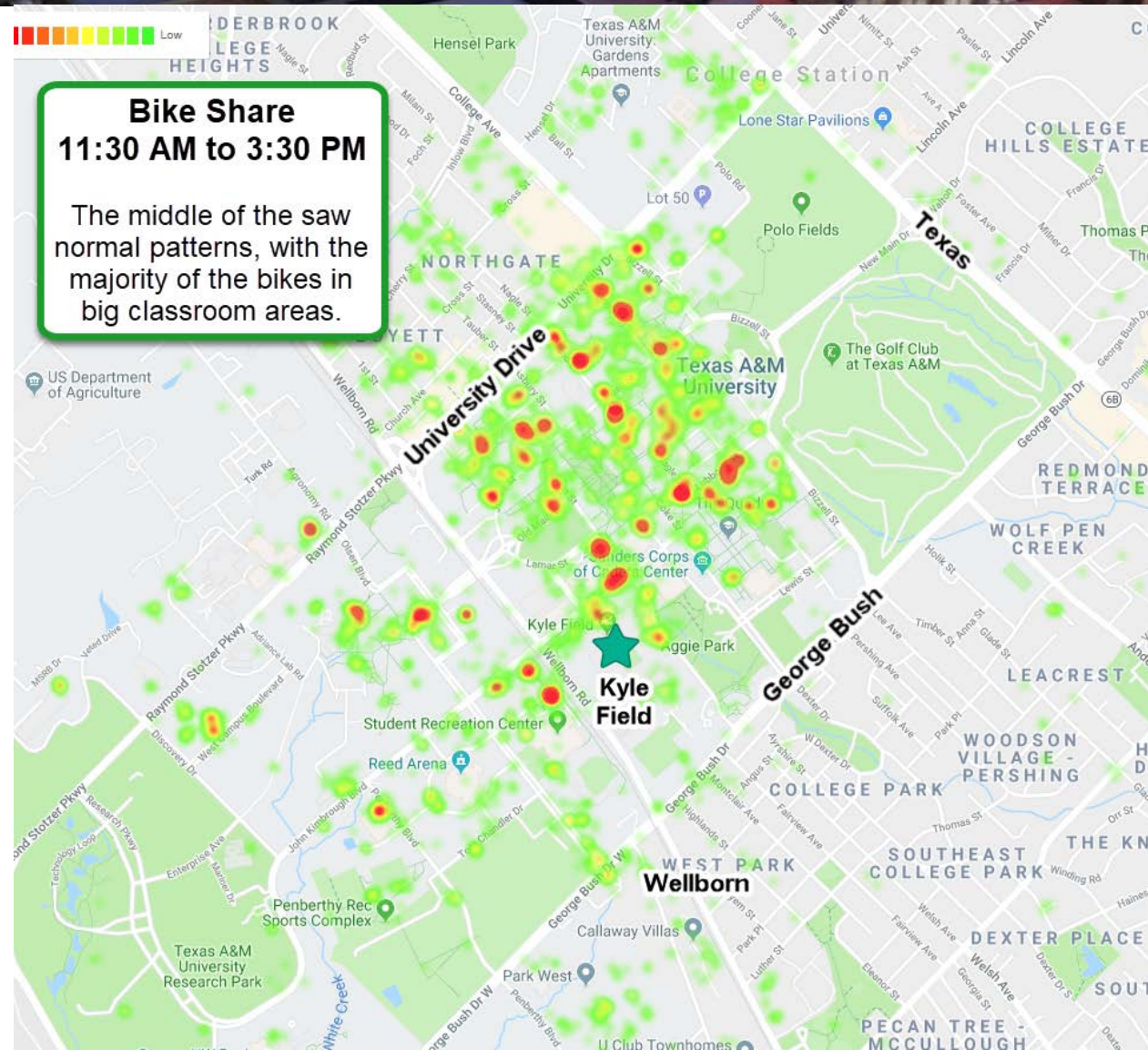
**Bike Share
6:00 to 9:30 AM**

Quiet morning for
Football Thursday



Did People Use Their Options?

Bike Share (Midday)

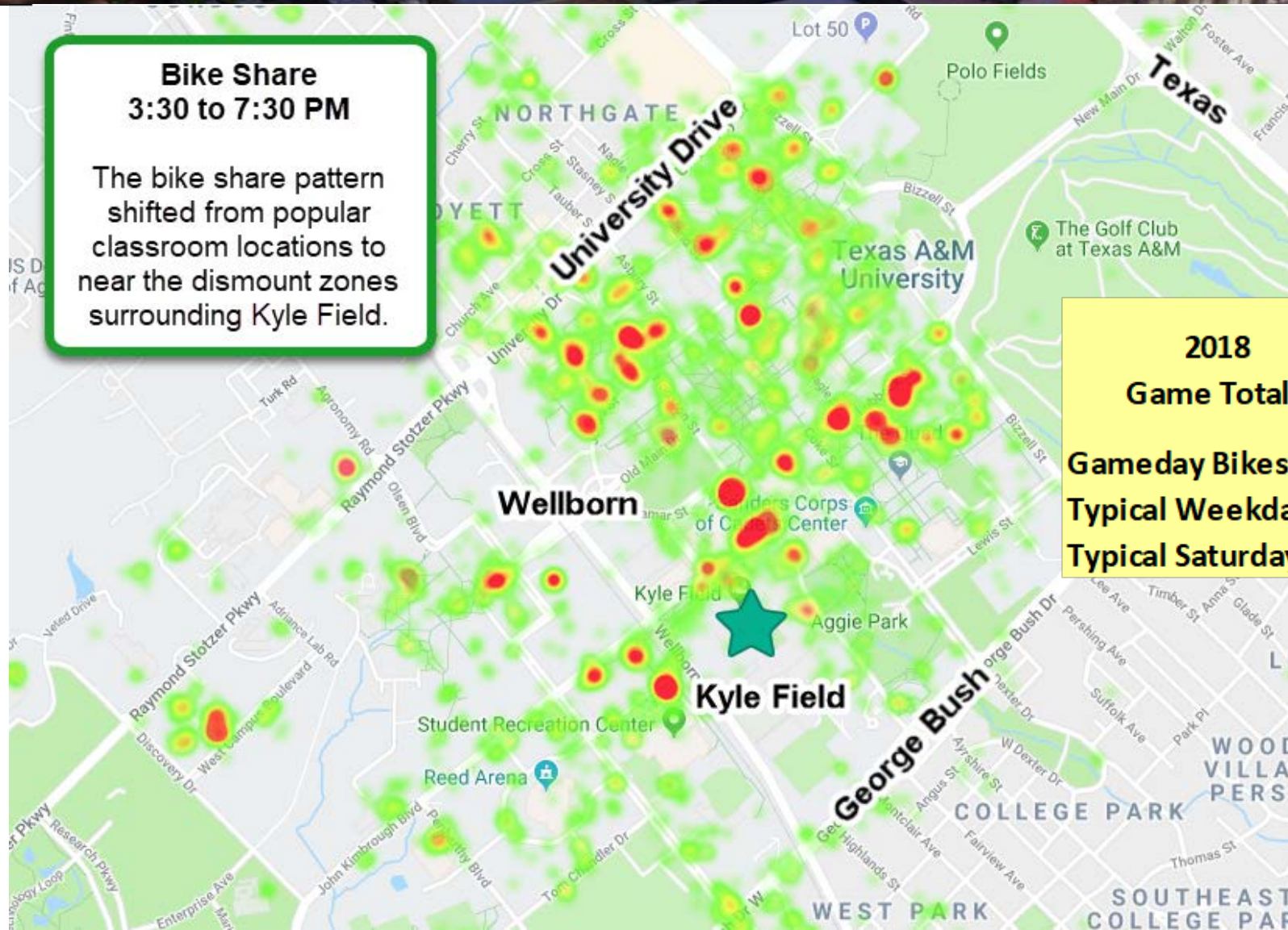


Did People Use Their Options?

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.



2018 Game Totals	Aug 30 NW State	Sept 8 Clemson	Sept 15 LA-Monroe
Gameday Bikeshare	2,270	1,820	1,600
Typical Weekday	1,500	1,500	1,500
Typical Saturday	550	550	550

Did People Use Their Options?

Parking

2018 Game Totals	Aug 30 NW State	Sept 8 Clemson	Sept 15 LA-M'roe	Oct 6 Kentucky	Nov 10 U Miss	Nov 17 AL-B'ham	Nov 24 LSU	Average
Main	3,960	5,270	5,360	5,300	4,750	5,080	5,320	5,010
East Main		2,150	2,180	2,650	1,620	2,640	2,140	2,230
Reed/Agriculture	9,540	9,770	9,720	9,630	9,580	9,650	9,770	9,670
Research Park	2,190	3,450	2,000	2,970	2,440	2,190	2,840	2,580
Vet/Agronomy	1,560	2,880	1,880	2,420	2,090	2,040	2,470	2,190
Total	17,250	23,520	21,140	22,970	20,480	21,600	22,540	21,680

- Fan Field had the **2nd 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 12th Man Lot spaces on Football Thursday.

Football Thursday

Compared To Other Games

% of Congested
Major Road

Aggieland Postgame Congestion Analysis

