



## KYLE FIELD GAMEDAY TRANSPORTATION PLAN

Texas A&M University has added 20,000 seats to Kyle Field for the 2014 football season. The addition will mean that 106,300 Kyle Field ticket holders will need to get in and out of Bryan/College Station on gamedays while having a good time in the process. The Kyle Field Gameday Transportation Plan provides pre- and post-game strategies for moving ticket holders and additional tailgaters to and from the Texas A&M campus. The goal of the plan is to efficiently manage the increase in traffic created by 28 percent larger crowds.

### 1. What is changing? How will that happen?

Transportation experts at the Texas A&M Transportation Institute worked with university and community leaders to develop an improved plan for the 2014 and 2015 football seasons. Improvements include traffic and bus routing changes, better signalization and contraflow lanes, safer pedestrian paths, shuttle bus routes, pre-paid parking, more efficient entry, and a smartphone app.

#### The plan will

- open contraflow lanes on Wellborn Road and Discovery Drive, reserving four lanes for outbound traffic;
- improve signal time to address bottleneck points;
- create an improved walkway for fans walking from Kyle Field to West Campus after the game;
- increase shuttle bus routes to travel to and from the game; and
- prepare visitors for the changes with the addition of a smartphone app.

### 2. How can visitors plan ahead before traveling to campus for gameday?

Visitors can find the transportation plan by downloading the Destination Aggieland app before they travel to College Station. The app includes maps, traffic and parking information, shuttle bus routes, gameday events, and a robust guide to local dining and entertainment venues.

Travelers can plan their arrival and departure based on where they are parking and/or where they are going after the game. For example, fans going to Houston after the game should park on the south or west sides of campus; fans going to downtown Bryan afterwards should park on the north side. Maps and information are available at gameday.12thMan.com and on the Destination Aggieland app.

### 3. What is on the app?

The Destination Aggieland app features

- **MyRoute** — information about where to park, how to get to the right Kyle Field entry point, and where parking areas will be directed after the game.
- **MyParking** — parking areas, parking cost and pre-pay options.
- **MyShuttle** — bus routes, schedules and stops.
- **Gameday Central** — gameday event, tailgating and ticket information.
- **Kyle Field** — section maps and entry gate information.
- **Around Town** — local dining, entertainment and hotel options.



MyRoute



MyParking



MyShuttle



Gameday Central



Kyle Field



Around Town



### 4. Can I download the app when I get there?

Download it early to make your plans early. If you wait until you get into the stadium, you may run into issues with cell service and Wi-Fi connection.

### 5. How much does the app cost?

The app is free and available for both Apple and Android operating systems.



### 6. Will there be enough bandwidth after the game so I can see real-time traffic information?

In the past, cell service during and immediately after football games has been inconsistent. The app has static maps that will still be available even without a good connection. Planning ahead and knowing where to go beforehand will be very helpful. Be aware of congested locations when mapping out your destination after the game.

### 7. Does this mean no more traffic problems in Bryan/College Station on gameday?

No. The goal of the plan is to have congestion cleared two hours after the game ends and substantially reduce intense congestion. Traffic will be a challenge, just as it's always been. The goal is to make things as painless and predictable as possible. As traffic flow improves, barricades and traffic control will be removed.

### 8. Will this be the permanent plan?

Traffic patterns will be monitored after each game, and the plan will evolve during the 2014 season as improvements are identified.

### About TTI

The Texas A&M Transportation Institute (TTI), established in 1950, seeks solutions to the problems and challenges facing all modes of transportation. The Institute works on over 700 research projects with over 200 sponsors in the United States and abroad at all levels of government and in the private sector. TTI is recognized as one of the finest higher-education-affiliated transportation research agencies in the nation. TTI has saved the state and nation billions of dollars through strategies and products developed through its research program. TTI research has a proven impact — resulting in lives, time and resources saved.

### 3 ways to download

- 1 Open the university's TAMUmobile app and click Gameday Central
- 2 Search for the free Destination Aggieland app  

- 3 Click Destination Aggieland from [gameday.12thMan.com](http://gameday.12thMan.com)

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