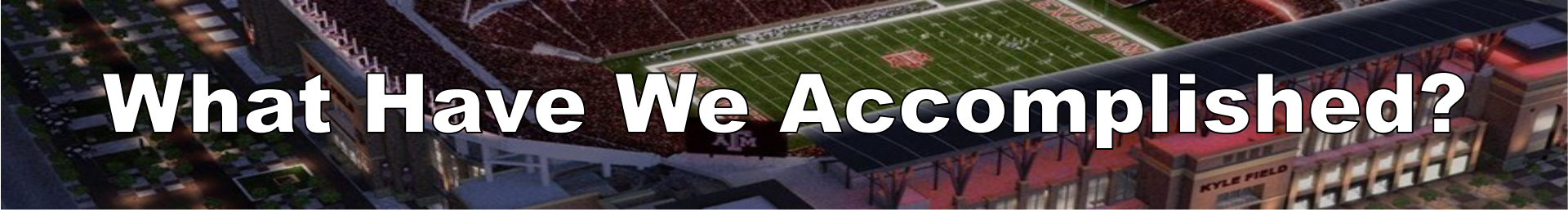
2022 Kyle Field Transportation Plan

Texas A&M Transportation Institute

gamedaytraffic@tamu.edu

with much help from

TAMU Transportation Services, City of College Station, City of Bryan, BCS Chamber of Commerce, Downtown Bryan Association, Destination Bryan, Visit College Station, TAMU Athletics, 12th Man Foundation, TxDOT, Safety and Law Enforcement Agencies

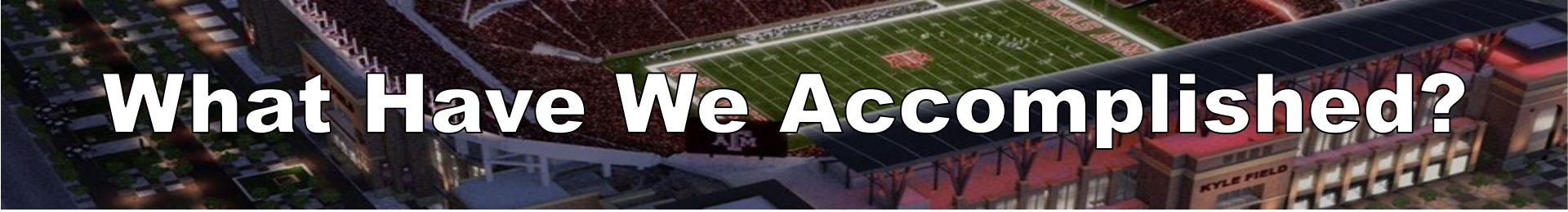


What Have We Accomplished?

- 8 seasons of experience with expanded Kyle Field
- Handle crowds 25% larger than pre-2013
- Clear congested area in 2 hours or less
  - Let the “leavers” get out of town quickly so…
  - … we can resume normal operation as soon as possible
  - Monitor and quickly adjust traffic signals and personnel
- Texas A&M mobile website (Destination Aggieland “button”) - buy parking, tickets, routes, buses etc.
- All info and maps also at gameday.12thman.com
- Built partnerships that also create better traffic Monday to Friday and for other events

What Have We Accomplished?

Increased awareness of game weekend dining, hotel and entertainment options



What Have We Accomplished?

- Created safer and more enjoyable spaces for pedestrians
- Improved parking lot entry process with electronic pre-sale permits and better traffic routes
- Expanded exit routes from parking lots
- Decreased time of postgame traffic congestion
- Improved traffic monitoring and response time
- Doubled gameday bus ridership
- Improved bus service and pedestrian paths to/from tailgate areas

Our Partners Are Critical to the Plan's Success

12th MAN Foundation

City of College Station
Home of Texas A&M University

City of Bryan
The Good Life, Texas Style.

The Association of Former Students
Texas A&M University

Chamber of Commerce
Bryan/College Station

Texas A&M University

Transportation Services, Marketing & Communications, Athletics, Student Affairs, Police, etc.

Destination Bryan Texas

Texas Department of Transportation

College Visit Station

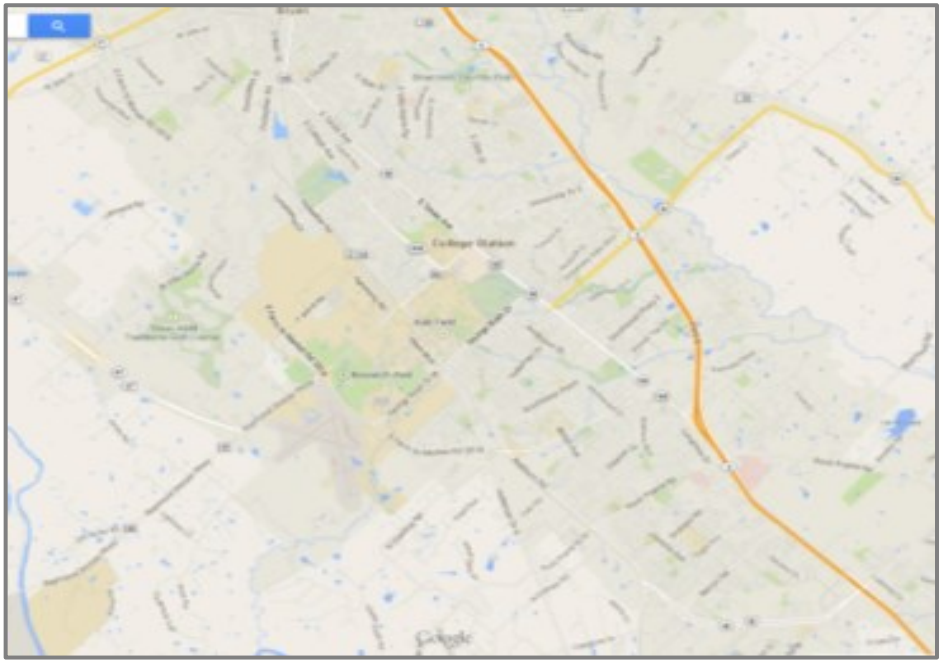
Safety & law enforcement agencies

Downtown Bryan

4th Largest Texas Downtown

On Aggie Football gamedays

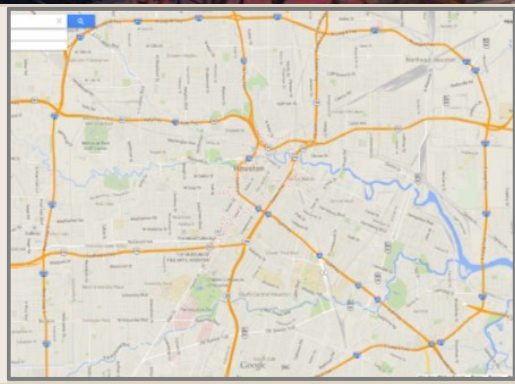
120,000+ attendees & workers	0 Freeways



Some Perspective

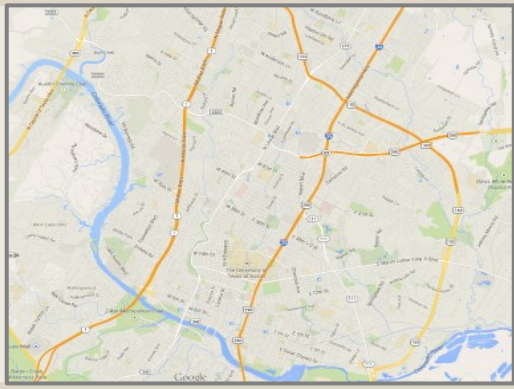
Downtown Houston
150,000 workers

7 Freeways



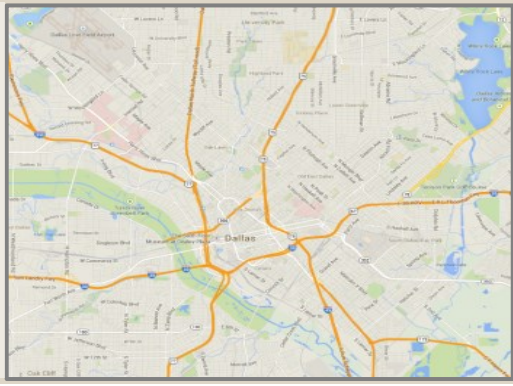
Downtown Austin
125,000 workers

4 Freeways



Downtown Dallas
145,000 workers

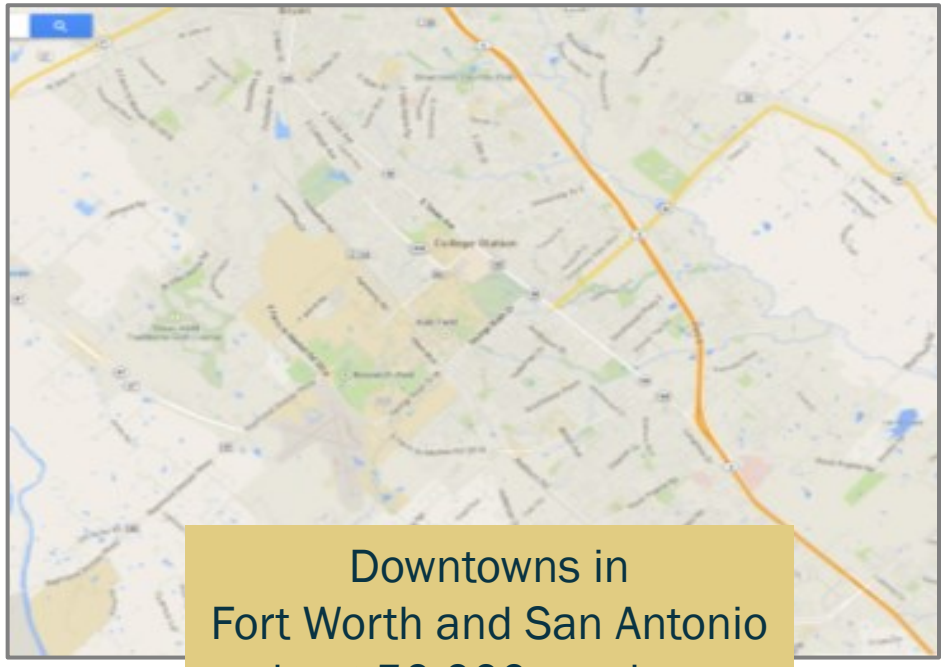
6 Freeways



4th Largest Texas Downtown

MONDAY through FRIDAY

	75,000 students, faculty, staff	**0 Freeways**

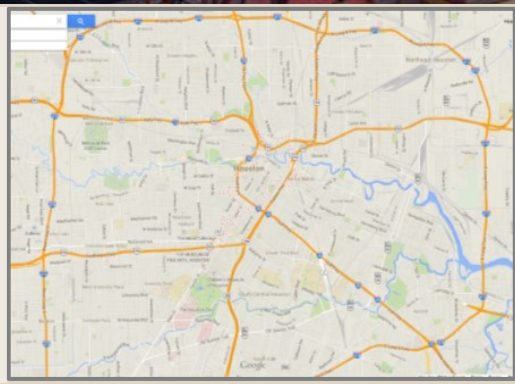


Downtowns in
Fort Worth and San Antonio
- about 50,000 employees

Some Perspective

Downtown Houston
150,000 workers

7 Freeways



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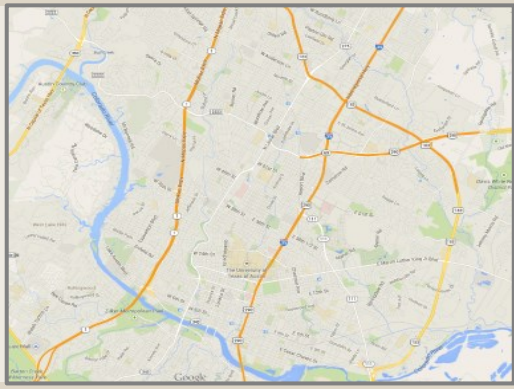

Downtown Dallas
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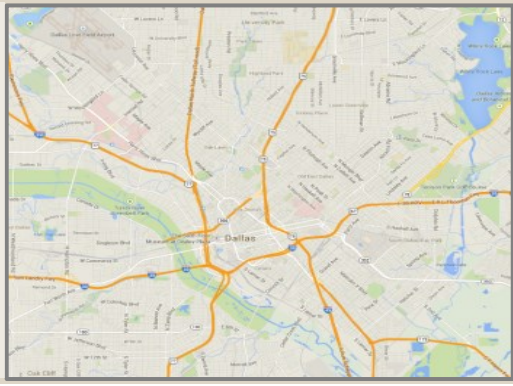
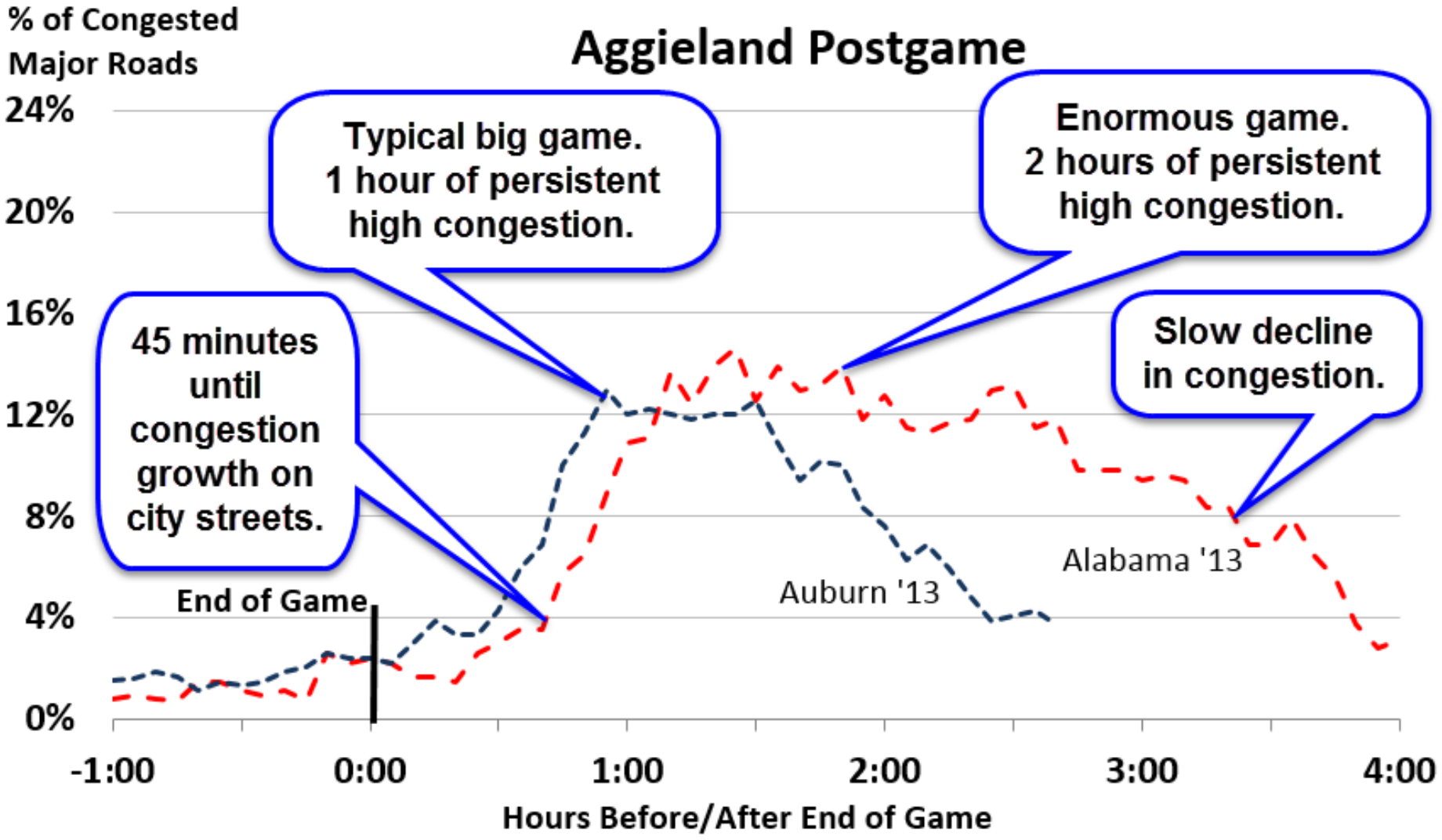


Where We Started - 2013

- Big game performance in 2013 was not acceptable
  - Alabama game – 88,000 seated, 35,000 extra tailgaters
  - Postgame traffic congestion lasted $3^{1/2}$ hours
- $485 million stadium investment
- Our resources:
  - 25,000+ gameday parking spaces, 90+ buses, experienced staff, committed people
  - Individual traffic groups doing good job, but we needed one system, one plan and better communication

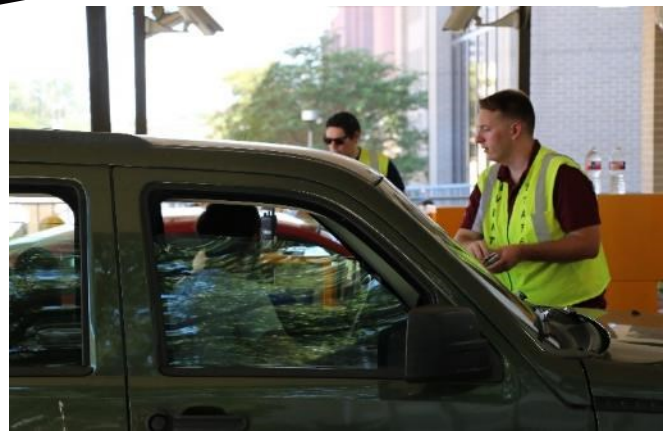
Where We Started - 2013



New Gameday Traffic Plan

Transportation Plan Elements

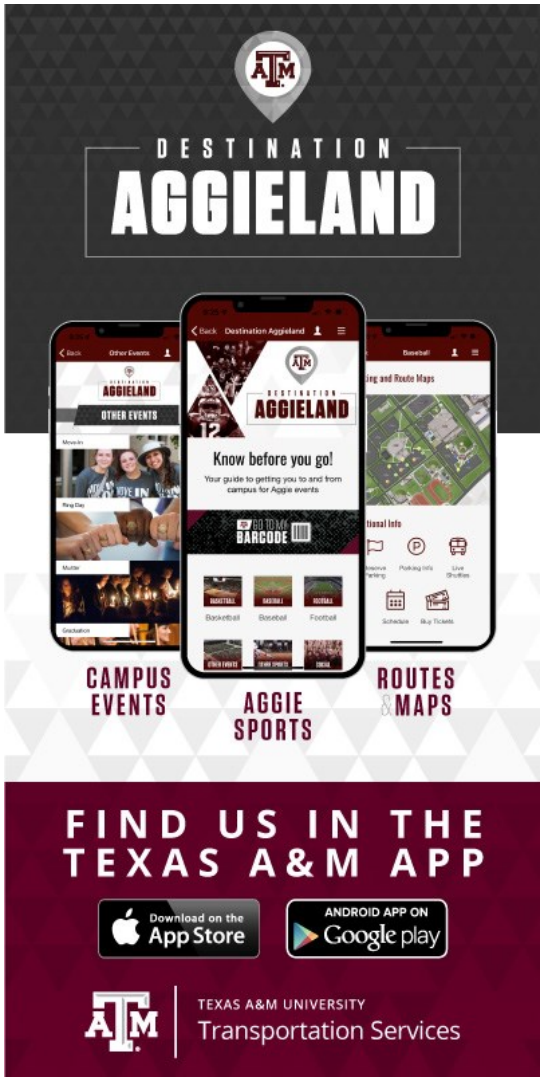
- Safer pedestrian paths
- Separate routes for cars, buses and pedestrians
- Better signalization, monitoring devices and contraflow lanes
- Faster reaction to problems
- Pre-pay parking; more efficient entry
- More fan engagement
- Destination Aggieland & gameday.12thman.com



Plan Ahead & Know Before You Go!

Destination Aggieland

- Hosted inside the TAMU mobile app
- Traffic & shuttle info
- Pre-pay for parking using app
- Push notifications & social media
- Get pre-game and post-game routes
- Buy tickets
- Game weekend in BCS – Dining, Activities, Hotels
- Year-round information for all big campus events
- Same football info at:
  gameday.12thman.com



What We Accomplished - 2021

- Handled 2nd and 3rd largest crowds ever
- Less congested time; opened more exit routes sooner
- Reduced staffing needs; better communication

6 of 7 games: traffic control removed within 2 hours.

Typical Gameday Stats

Shuttle Riders

2013	12,700
2014	27,300
2015	30,100
2016	27,400
2017	26,050
2018	25,500
2019	26,800
2021	22,100

2013

~19,000 cars

2014 to 2021

20,000 to 22,000 parked cars

How Is This Happening?

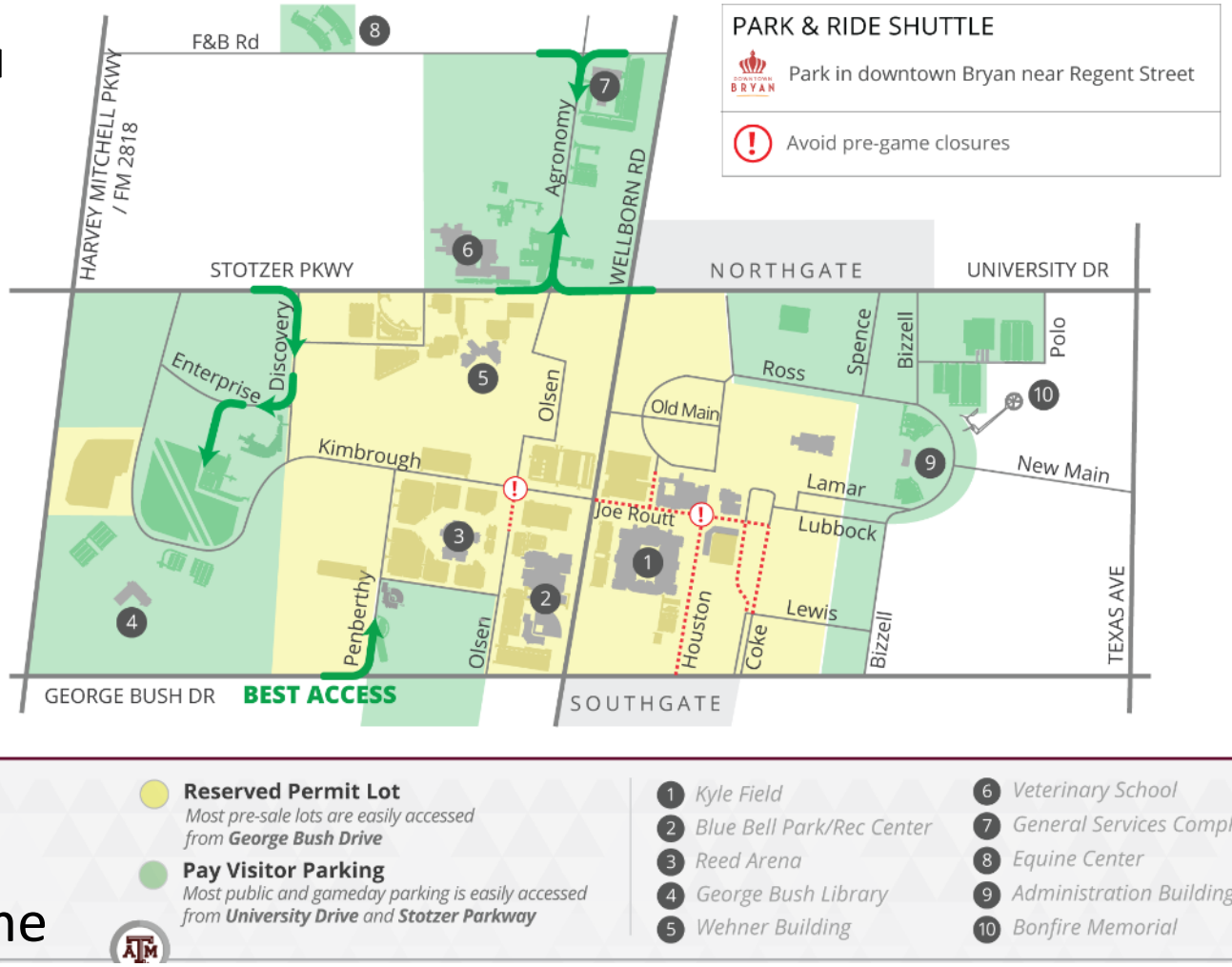
- Fans - Check your entry & exit routes!!
- Traffic Control Centers – Kyle Field and College Station
- Upgraded traffic cameras, software, controllers, message channels
- Coordinate officers, buses, routes
- More green signal time on exit routes
- Buses dynamically assigned based on demand, better routes
- Wellborn Road & Discovery Drive contraflow

Gameday Parking Options

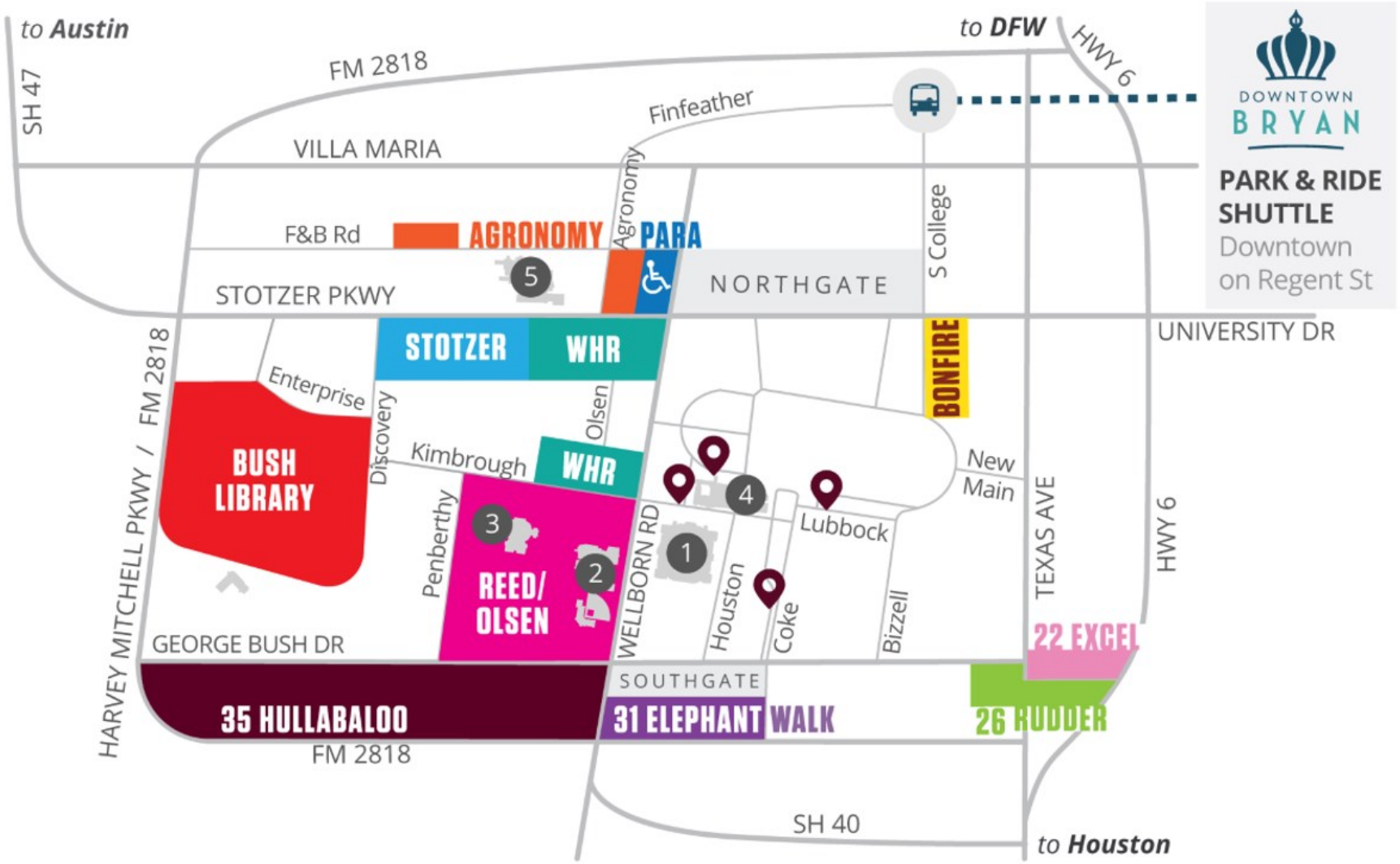
- Buy before you get here via Parkmobile
- Park close to where you are going after the game
- Many shuttle routes serve parking lots!

Follow:

@GetToAggieGame



Shuttle Buses From On- and Off-Campus



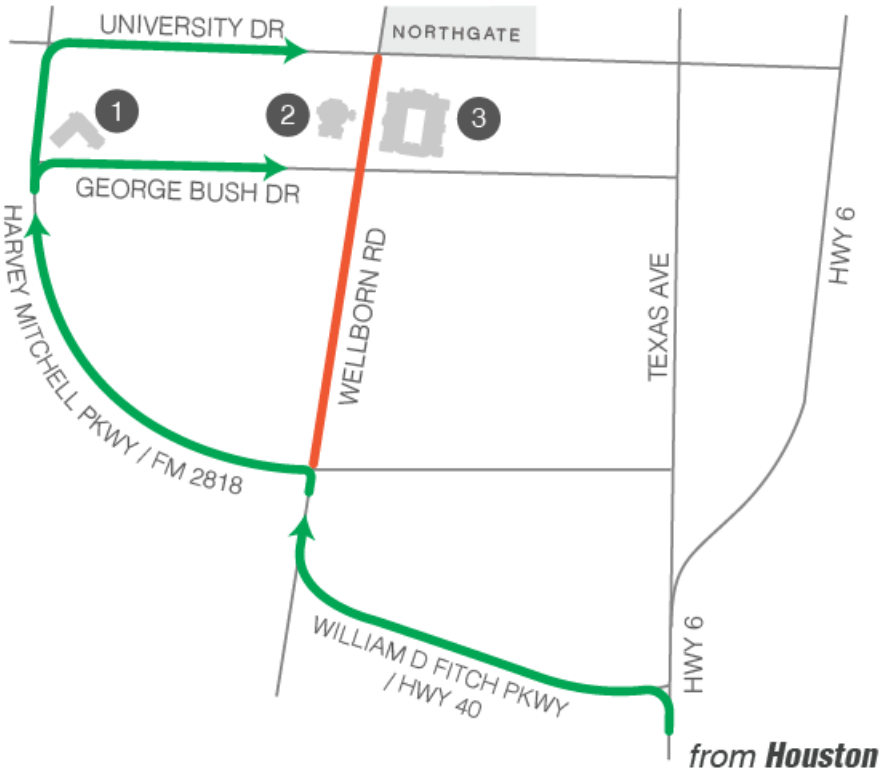
Downtown Bryan Shuttle

- Downtown Bryan stop near restaurants and shops
- Memorial Student Center stop
- 9 A&M Buses (No waiting)
- ~Half of riders from outside of BCS
- 50% growth over 2019

Avoid Wellborn Rd Pregame!

BEST ROUTE TO WEST CAMPUS

▶ from Houston

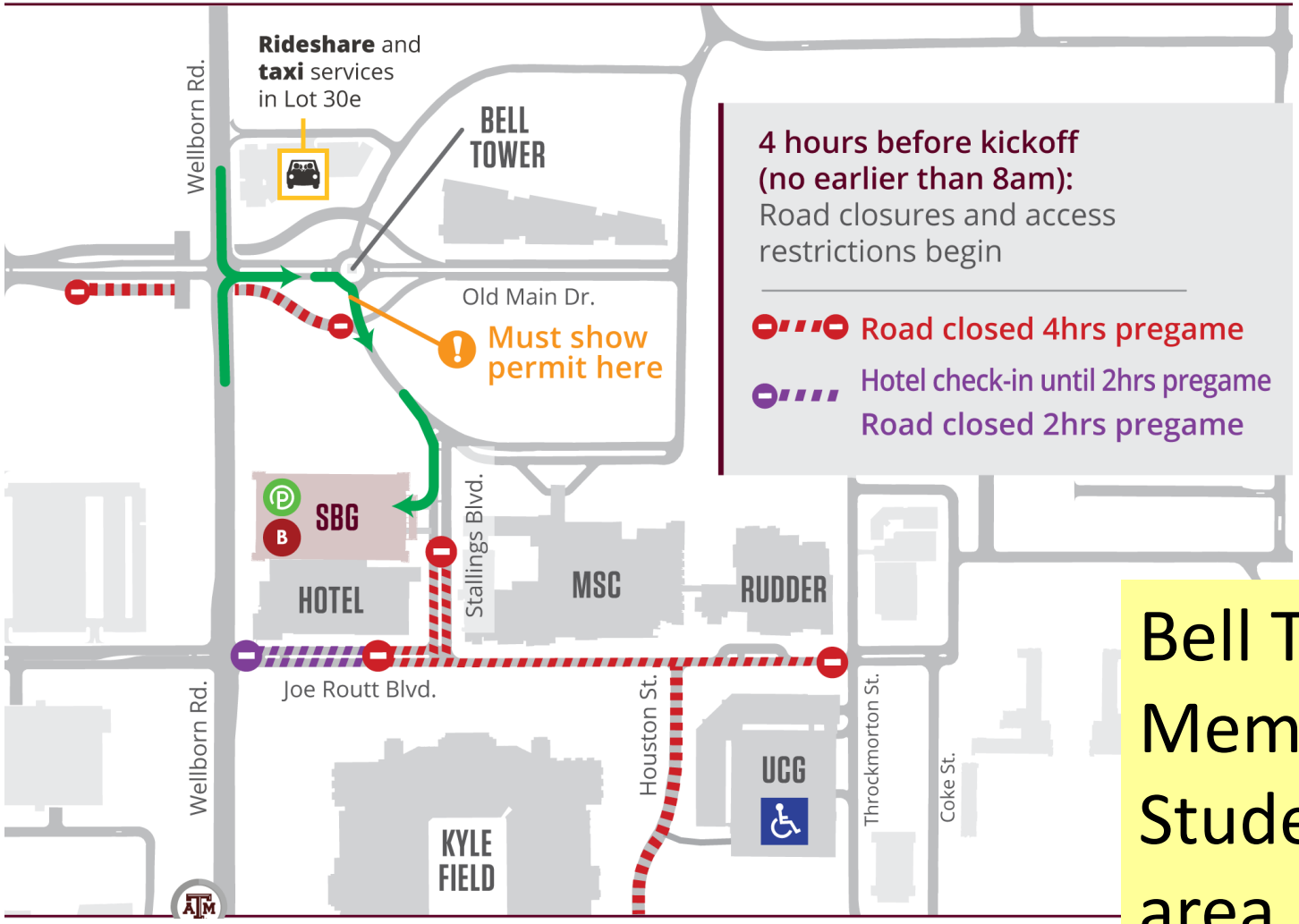


KEY

- Best Route
- Avoid Road

1. Bush Library
2. Reed Arena
3. Kyle Field

Pedestrian Safety Improvements

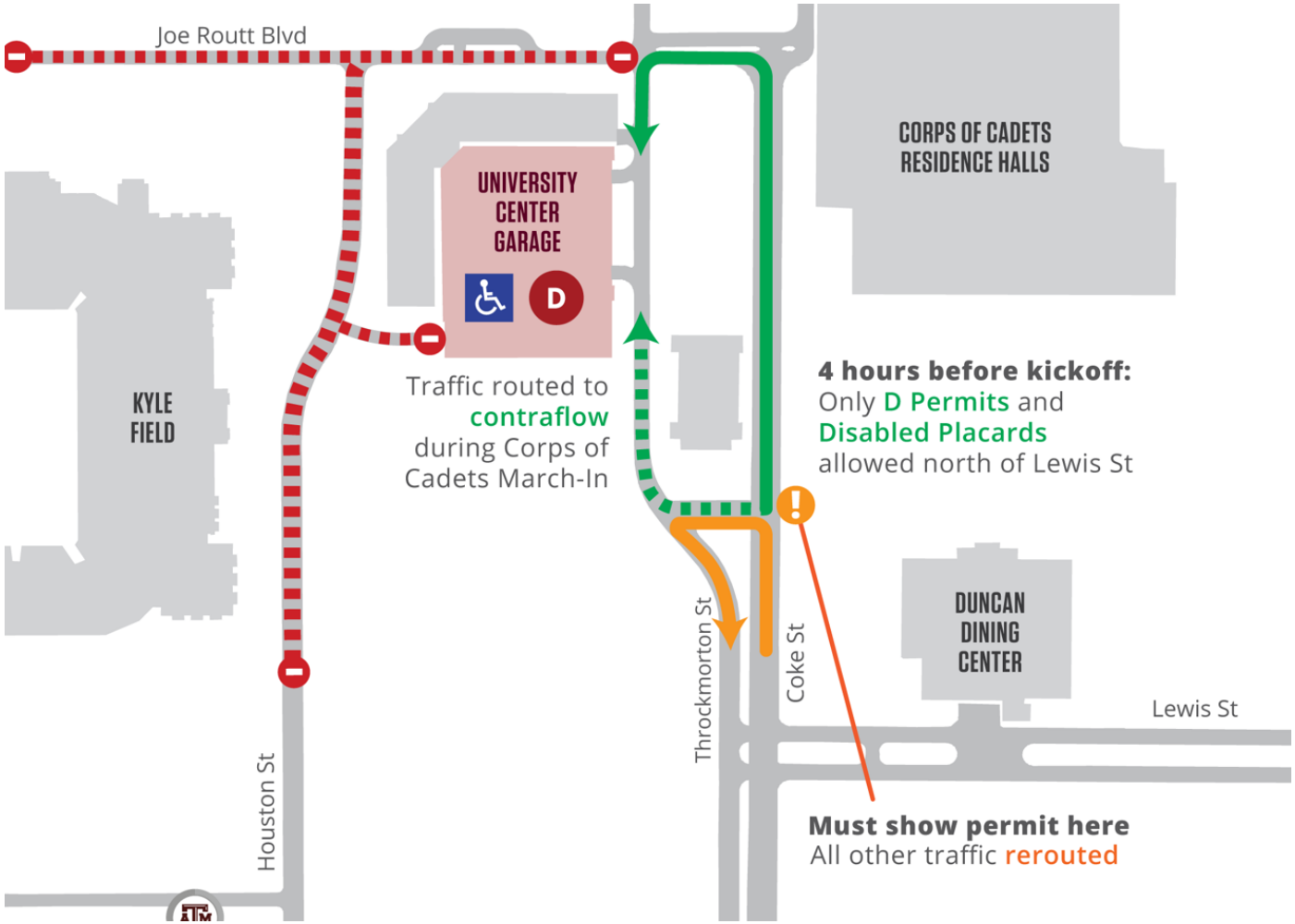


Bell Tower/ Memorial Student Center area

Pedestrian Safety Improvements

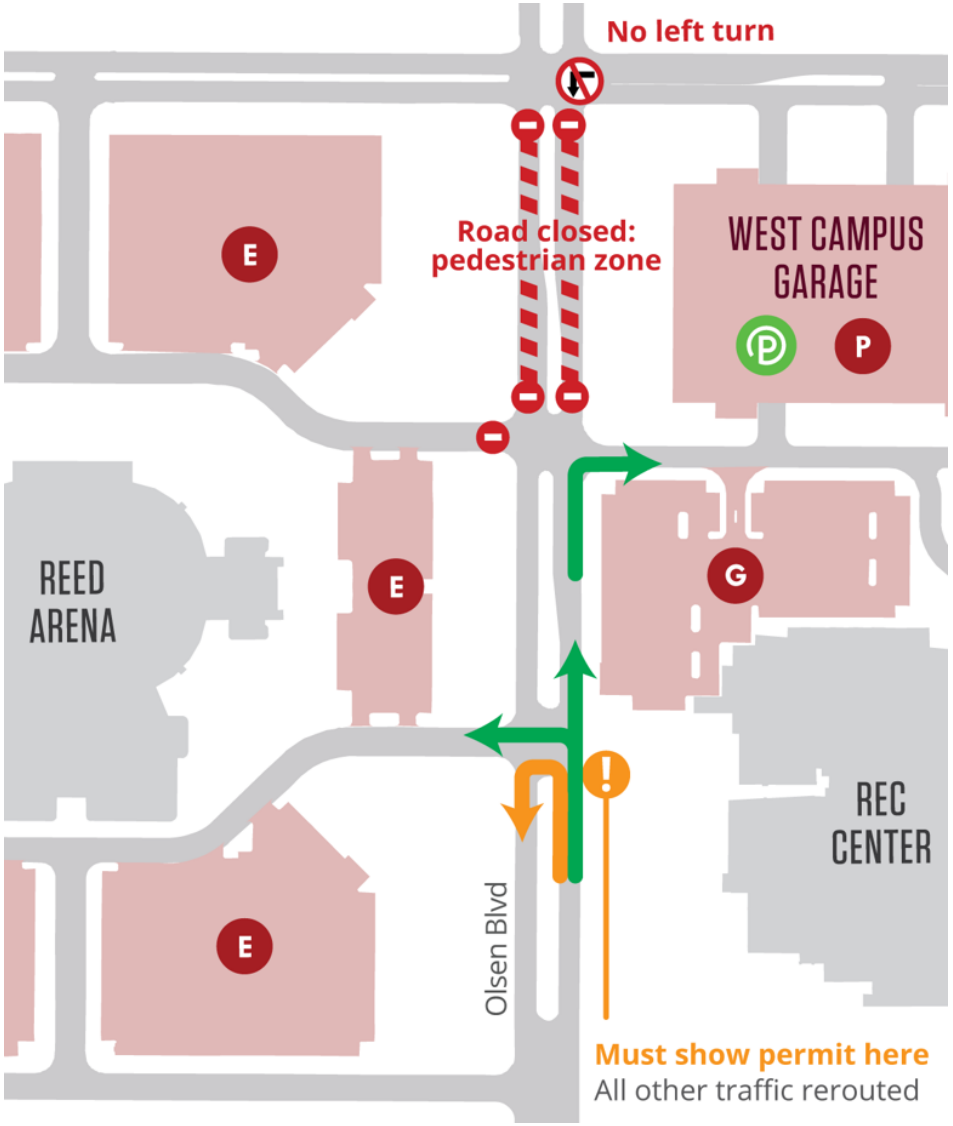
Houston Street/ Aggie Park Tailgating Area

Pedestrian Safety Improvements



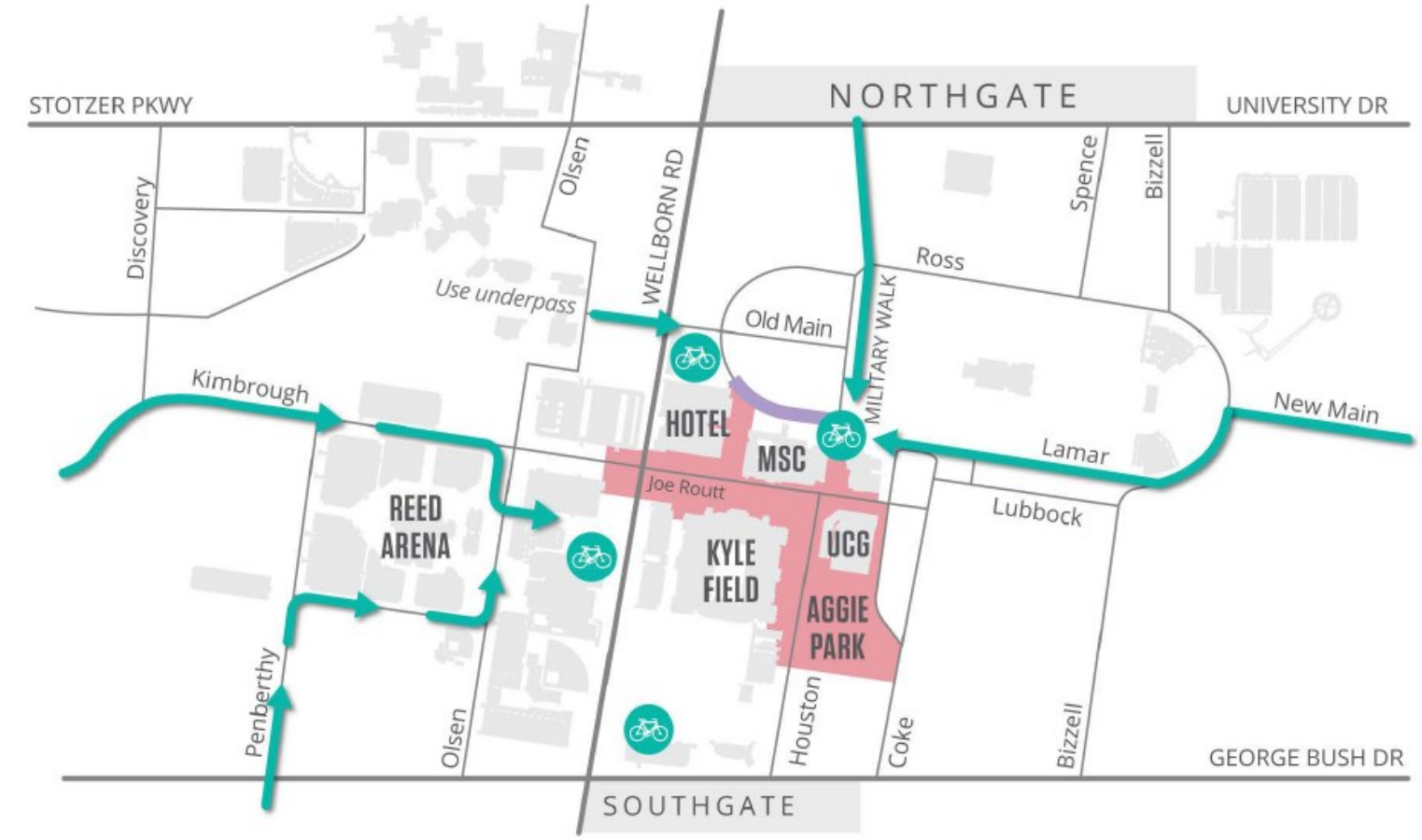
University Center Garage/ Aggie Park Tailgating Area

Pedestrian Safety Improvements



Reed Arena/
West Campus
Garage/
E, G, & P Lots/
Tailgating Area

Bikes and No Wheel Zones



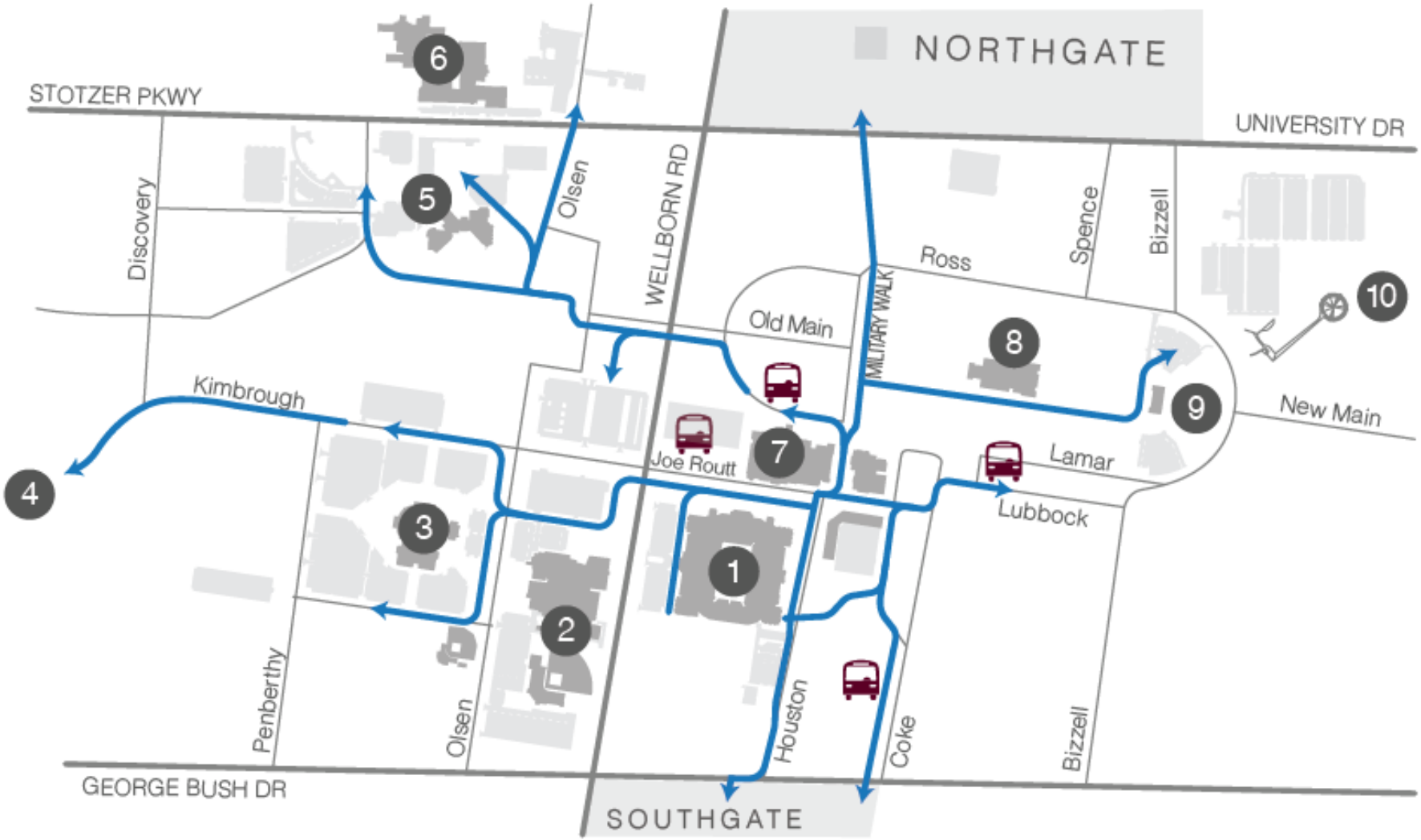
No wheels zone

- No wheels 3.5 hrs pre-game to 1 hr post-game
- Vehicles ONLY from start of 4th quarter to 1 hr post-game
- Cyclists, skateboarders, etc. must dismount
- No entry for any vehicles

Bike routes

- Best bike routes to gameday areas
- Recommended bike parking areas

Blue Routes – Best for Peds



Postgame Vehicle Exit Routes

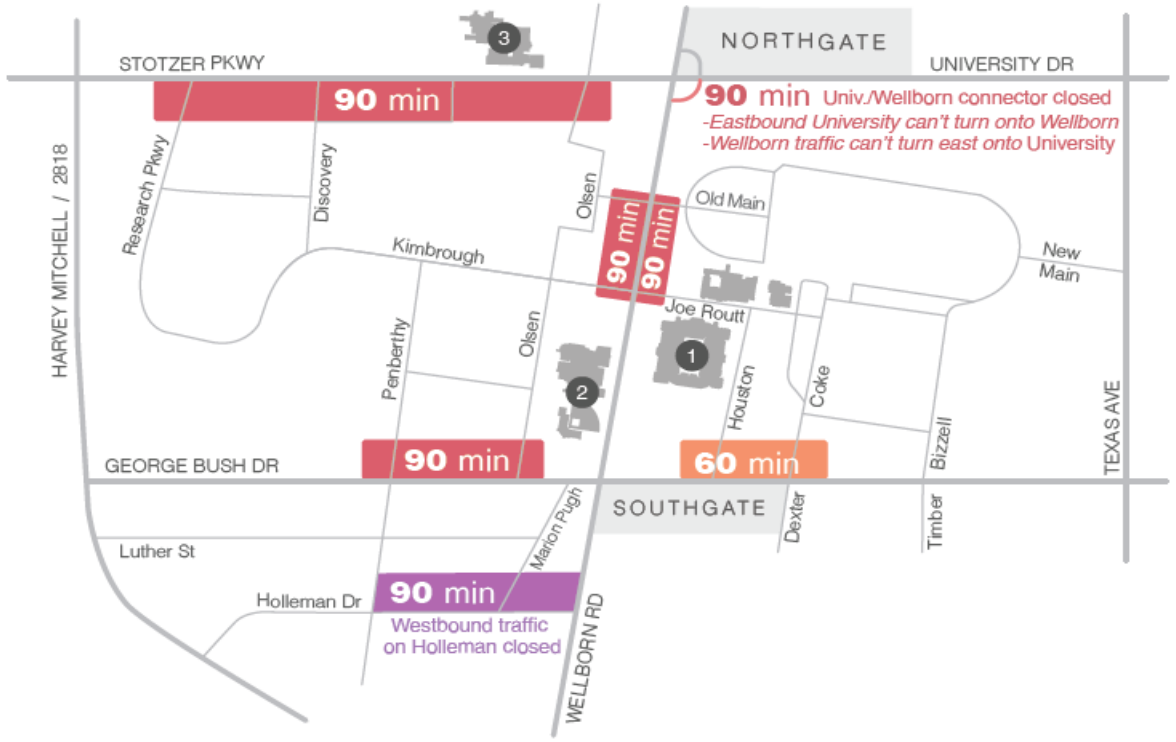
RECOMMENDED FOOTBALL PARKING EXITS

Fastest Routes
1. Get away from campus
2. Go toward destination
3.Don't come back thru campus!

Postgame Road Closures Allow Faster Exit From Campus

POSTGAME ROAD CLOSURES

▶ on-campus and off-campus



KEY

- No campus entry for 90 minutes
- No campus entry for 60 minutes
- Westbound traffic closed for 90 minutes

1. *Kyle Field*
2. *Olsen Field/Rec Center*
3. *Veterinary Center*

Avoid Holleman Postgame!

Best Route

Congested Road

Closed Road

Avoid left turn from 2818 onto Holleman

Use Wellborn and turn right onto Cain Rd or Rock Prairie to reach Holleman

1 *Bush Library*

2 *Reed Arena*

3 *Kyle Field*

Lessons Learned

- Experience and training are vital
- We can efficiently handle 120,000+ fans >>once!
  - Move away from Kyle, then toward your destination
  - You don't get high priority the 2nd time we see you.
- We work the plan & rapidly respond to events
  - Cameras, controllers, communication give us significant capabilities
  - Change signal timing; guide officers and first responders; alert fans
  - Pre-positioned tow truck on Wellborn Contraflow

Lessons Learned

This approach helped many other big events

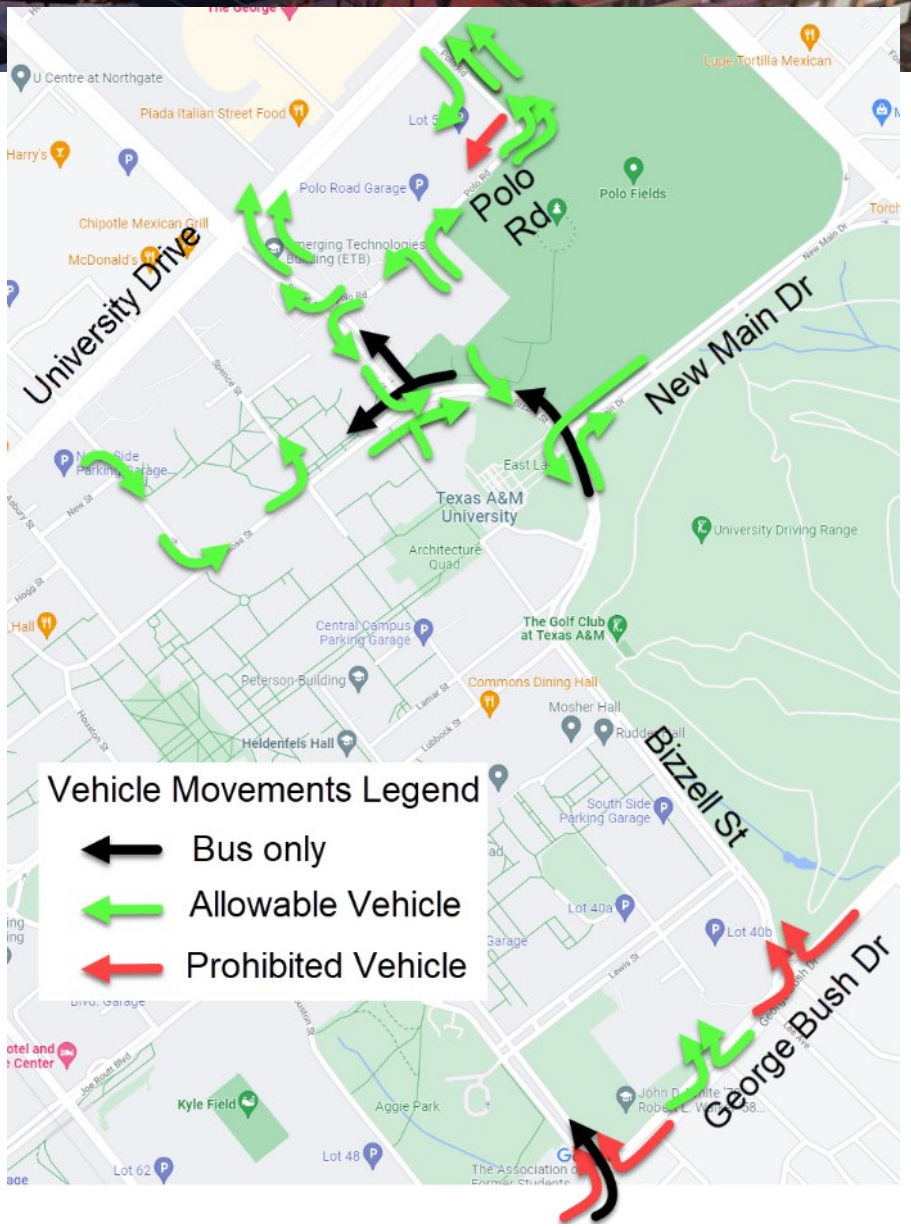
- Several times each year we are a “metro suburb”
- Basketball, Baseball, Ring Day, Muster, Graduations, Big Event
- Efficient and reliable service from traffic signals, officers, buses, communications

New for 2022

- **FM 2818**
  - Interim intersection configuration, but allowable traffic movements stay the same
  - No communications to traffic signals and no camera views
  - Using officers to control traffic at Bush intersection
- **Holleman/Wellborn**
  - West leg over railroad will still be closed

New for 2022

- **Front of Campus**
  - Turn restrictions from George Bush to address traffic cutting through campus.
  - Northside garage uses Spence St
  - Limit northbound Bizzell traffic north of New Main
  - Polo Rd and Bizzell St improvements

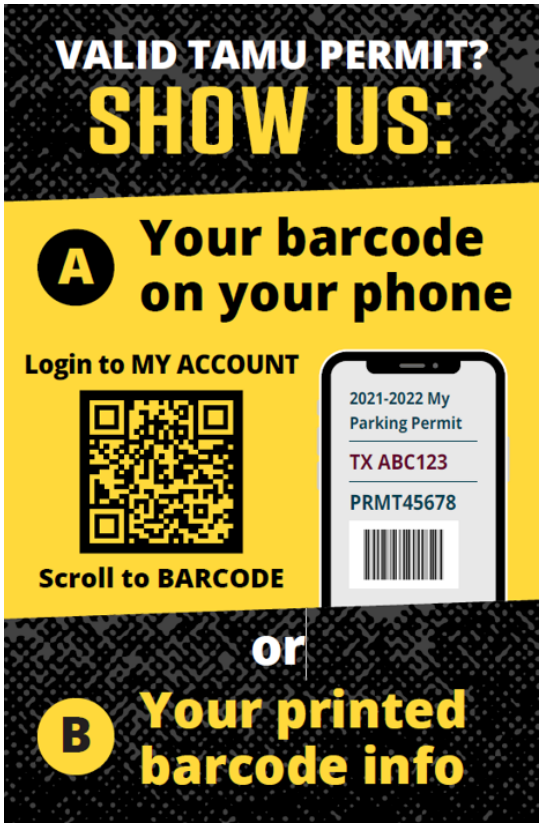


New-ish for 2022

- **Aggie Park tailgating resumes**
  - Houston St closed starting 4 hrs pregame

Important Reminders – *Know Before you Go*

- Permit holders can park in any valid permit lots, but need to show their barcode – **BE PREPARED**
- Downtown Bryan shuttle is the park and ride location and is an excellent option
- Visit Destination Aggieland on the TAMU Mobile app for the latest parking and traffic information
- Pedestrian safety closures will go into effect 4 hrs pregame



Summary

- Pedestrian Safety is Job #1
- Less Congestion is Job #1A
- "**Know your options**"
  - Destination Aggieland on TAMU Mobile app
  - gameday.12thman.com
  - @GetToAggieGame Twitter
- Traffic controls removed as soon as possible
- Improve the game weekend experience

Send comments to: *gamedaytraffic@tamu.edu*