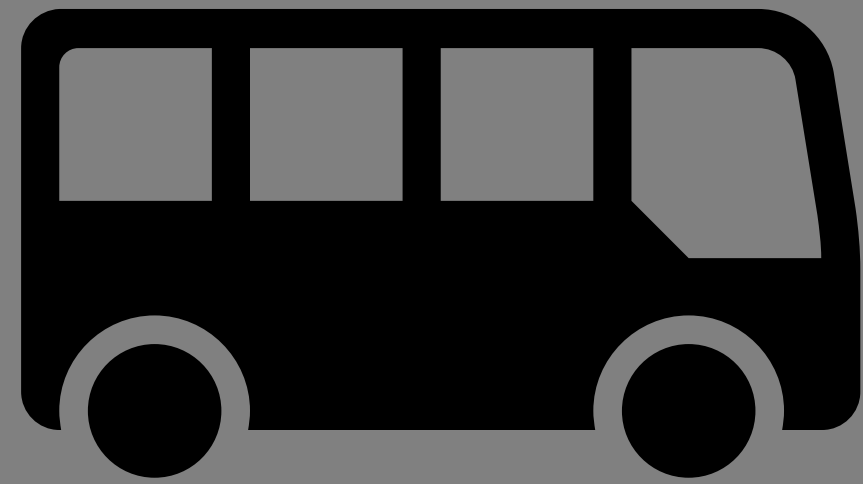




Best Practices on Football Game Days

A Review of Transit Planning and Operations Strategies in College Towns



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BACKGROUND

- Challenge of game day transportation: Football game days in college towns can overwhelm a local transportation system as multiple people travel to and from the sports venue.
- Gap in literature: Numerous studies consider transit planning for special events and transit planning on college campuses, but a thorough review of transit planning practices on college game days is missing.

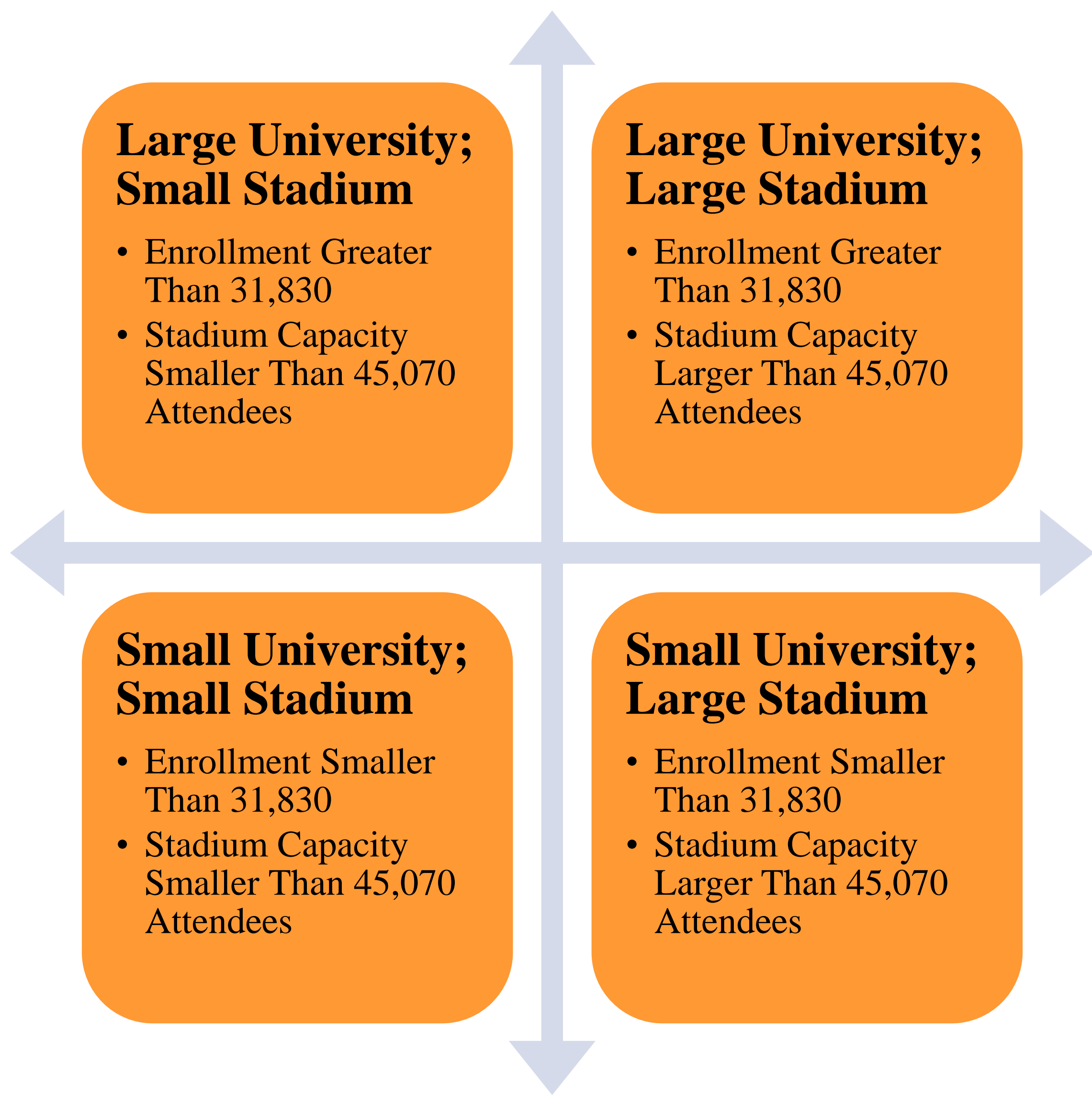
RESEARCH QUESTIONS

- 1) What type of planning, management, and operations strategies do universities and transit agencies typically implement when providing transit on game days?
- 2) Is there a difference between strategies employed by universities with large enrollments compared to small enrollments?
- 3) Is there a difference between strategies employed by universities with large stadiums versus small stadiums?
- 4) What universities provide unique or innovative strategies for their game day service?

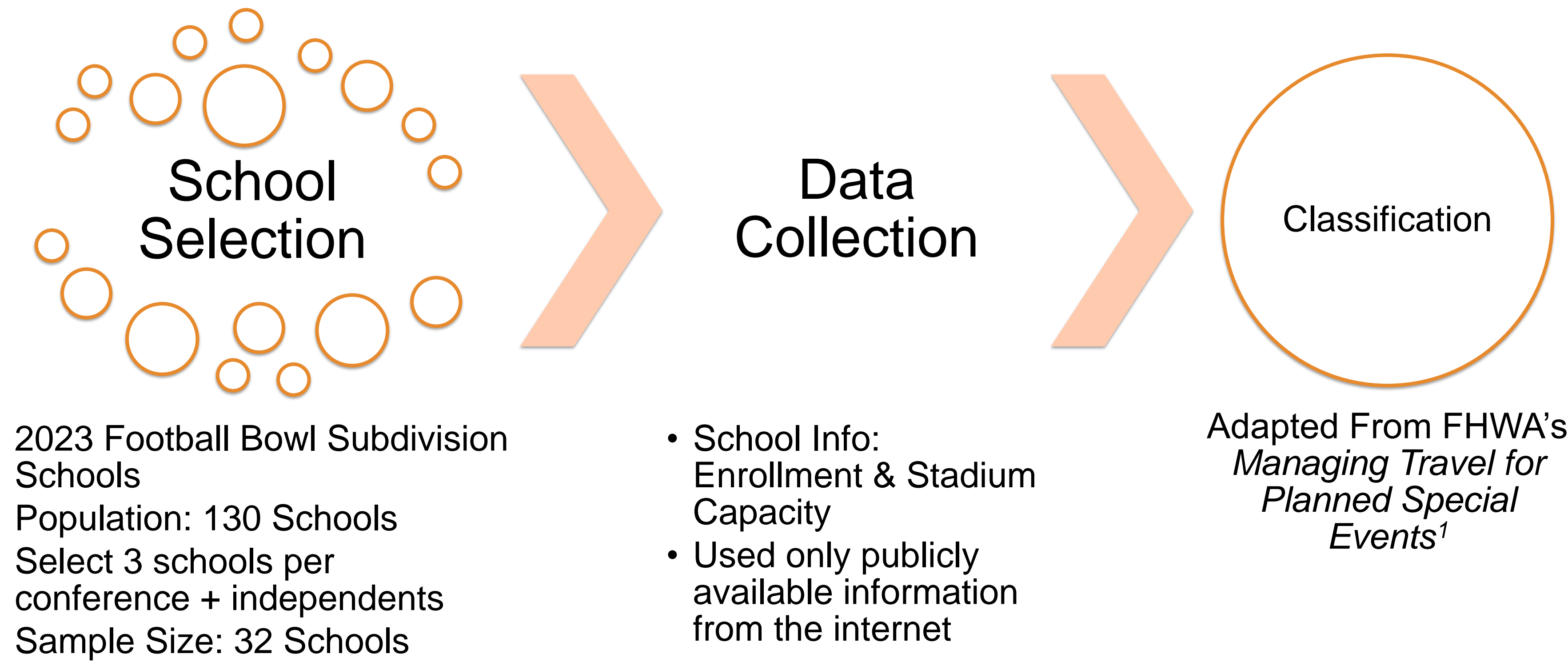
KEY FINDINGS

- Three most common strategies: Incentives (21 schools), Express Bus Services (20 schools), Special Purpose Routes (17 schools)
- Least common strategy: Deviating existing routes (3 schools)
- 88% of large schools provided express bus service, while only 38% of small schools did.

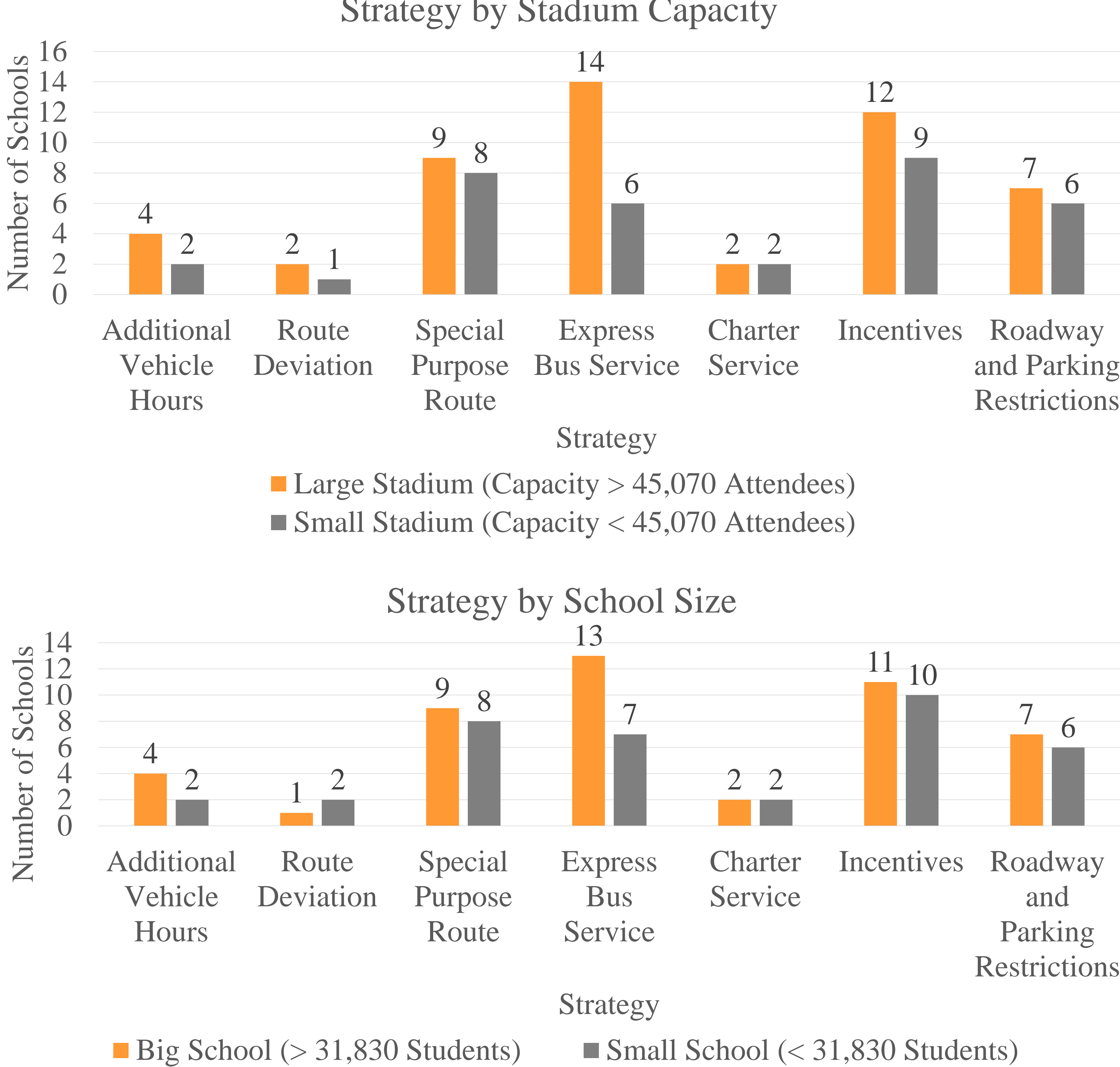
SCHOOL AND STADIUM SIZE CRITERIA



METHOD



RESULTS



Case Study Examples

University City, State	Enrollment & Stadium Capacity	Special Event Strategies	Key Highlights
Florida State University Tallahassee, FL	Enroll: 43,701 Cap: 79,560	Special Purpose Routes, Express Bus Service, Roadway or Parking Restrictions	Purchase transit tickets on the mobile app. Some converted from two way to one way traffic, with one street being closed entirely to through traffic for the "Spirit Express." Only the spirit express can operate on that roadway and it runs from one specific park and ride to the stadium.
Pennsylvania State University University Park, PA	Enroll: 87,903 Cap: 106,572	Additional Vehicle Hours, Route Deviation, Special Purpose Routes, Express Bus Service, Charter Service, Roadway or Parking Restrictions	Blue Loop, White Loop and Red Link are deviated to maintain level of service on rest of campus. CATA also operates Game Day Shuttles. Shuttle service after the game is one way. Two express shuttle loops, downtown near parking garages, and South Atherton near hotels. The Fullington bus company provides charter bus service to parking lots around the greater area.
San Diego State University San Diego, CA	Enroll: 15,692 Cap: 35,000	Additional Vehicle Hours, Incentives	Increases in bus frequency to handle crowds along existing routes that stop at the stadium. No special considerations for students even though the stadium is far from campus.
University of North Texas Denton, TX	Enroll: 46,940 Cap: 30,850	Additional Vehicle Hours, Special Purpose Routes, Incentives, Roadway or Parking Restrictions	Shuttle service runs from downtown Denton transit center to the stadium with stops near local businesses and historic district. Shuttle is open to everyone. The North Texas athletic department coordinated with local businesses, convention centers, and Visitors Bureau to make getting to the game easier. ADA drop-off points available. Shuttles do not continue after kickoff but resume at the end of the game. The Mean Green Route takes students from dorms to the stadium starting 3 hours before the game until 1 hour after.
University of Notre Dame South Bend, IN	Enroll: 13,174 Cap: 80,795	Route Deviation, Special Purpose Routes, Express Bus Service, Incentives	The game day express picks up riders at three hotels and drops off on campus at McKenna Hall. It is free to the public and runs on Notre Dame home game Saturdays. Three routes have detours and adjustments, but unavailable details. The South Shore train offers special trains for each game which transport individuals from the airport to shuttle lots, then individuals get on the shuttle bus to the game.
University of Utah Salt Lake City, UT	Enroll: 35,236 Cap: 51,444	Additional Vehicle Hours, Express Bus Service, Incentives	Shuttle buses run from the Salt Lake Central Station and the Court House station to Rice-Eccles Stadium. Special trains run from town center to stadium station. Game tickets double as transit tickets.