

KYLE FIELD TRANSPORTATION PLAN

Northwestern State University Evaluation Thursday, August 30, 2018

The Aggie Spirit was demonstrated many times on Thursday – and in the months before. Hundreds of people in dozens of meetings planning for tens of thousands of students, faculty, staff and fans, and then delivering that plan, contributed to a successful Football Thursday. Not a surprise, but in general, Aggies did what Aggies do – they were flexible, they paid attention and respected the needs of the many. Two days in one wasn't without drama, but the planning and past experience allowed changes to be made on the fly. Most of the traffic people are not excited about doing this again, but we can't imagine a better bunch of people to do it with. In 2028.

While there are no hard numbers, student attendance seemed down from a regular Thursday, and parking lot and traffic problems in the midday period were not as extensive as expected. Although a hay trailer fire on SH6 and two vehicle crashes near FM 2818/Holleman certainly challenged the City of College Station first responders. Traffic problems on and near campus during pregame were generally similar to a regular Thursday, suggesting that some non-game attending Bryan-College Station workers either took vacation, worked remotely or avoided driving near campus.

Transit operated with more buses than a normal class day or gameday, and carried more riders than a typical Thursday (compared to the September 6th ridership numbers). There were some students and fans who rode buses earlier than the 3:30 gameday ridership start; for comparison the average 2017 small game ridership was 25,600 riders. The Fan Field lot only had 1,000 cars parked during the day – about 40% of capacity; and the Bush Library route carried a low 4,500 riders during the gameday portion of the day – around the lowest ridership of any 2017 game. The Downtown Bryan route carried more than the usual percentage of park-and-ride users, and the apartment shuttle ridership was much higher than in the past. There was an almost even split between pre and post-game riders.

Many of the fans and students must have received the message about knowing your options, as many of the parking lots did not fill and **only nine (9) nueve IX cars were moved** from the three key donor parking lots. Less than full parking lots and the blow-out score contributed to most of the postgame operations running smoothly. The biggest challenge was a signal malfunction at George Bush/FM 2818 that caused traffic back-ups to the Rec Center on Olsen. On-campus operations diverted traffic north to the less than full-capacity University Drive. With coordination between Texas A&M and the City of College Station, the newly opened three eastbound University Drive lanes were able to handle the diverted traffic. Campus traffic control was removed by 11:45 p.m. College Station began removing their police officers and traffic control devices at 12:15 a.m.

Game Description: Note: Information will be added to this initial report as it is received.

- Game attendance: 95,855
- Weather: 93 degrees; **HOT**
- Wind: East/SE 6 mph
- Kickoff: 7:36 PM- Game End: 11:12 PM
- 3rd quarter score: Texas A&M: 52
Northwestern State: 0

Parking

Football Thursday painted a different parking picture than most games, as not all the typical lots, particularly on main campus, were utilized. This is evident in the numbers as east main did not have official gameday parking. The typical any valid permit (AVP) gameday lots (47, 50, 51, 54, 55) were reserved for regular class day parking and did not allow any public gameday parking.

Parking totals for the day were the lowest recorded since the start of the Kyle Field Transportation Plan in 2014. Additionally, there were more AVPs than cash and presale parking tickets sold for the game. This is not completely unexpected; the large Fan Field Lot was heavily advertised to students and staff with parking permits to achieve the “park once” goal (it handled around 26 percent of the total AVPs). The trend of a significant number of AVPs has been growing for a few years. While not a major parking capacity issue for smaller games the staff is required to handle the parking mission but there is less revenue to pay for that staff and those vehicles have fewer people per vehicle – meaning more vehicle space is used. We will report on this issue throughout the season and in the 2018 after-season report.

The biggest challenge for parking on Football Thursday was ensuring 12th Man Lots were cleared by 3:30 to accommodate the donors. Maps and messages framed for various audiences appeared to have a positive effect on the community as the nine vehicles moved from numbered spaces in 12th Man Lots, was lower than a regular gameday.

2018 Gameday Parking

2018 Game Totals	Aug 30 NW State	Sept 8 Clemson	Sept 15 LA- Monroe	Oct 6 Kentucky	Nov 10 Univ Miss	Nov 17 AL- Birm'ham	Nov 24 LSU	2017 Average
Main	3,960							4,940
East Main	-							2,510
Reed/Agriculture	9,540							8,880
Research Park	2,190							2,520
Vet/Agronomy	1,560							1,790
Total	17,250							20,640

Shuttle Bus

Texas A&M transit ran a full service on Football Thursday, operating both class day and gameday service. An additional, 25 charter buses were brought in to serve the park-and-ride lots (Momentum Bank and Downtown Bryan) and the worker shuttle (Kyle Field laydown area). Ridership was the lowest since the 2013 football season, following the same trend as the parking numbers. While this is expected for a smaller attended game, a comparison is Louisiana-Lafayette which had over 23,500 riders. Over 50 percent of the ridership were on-campus routes with an almost perfect split between pregame and postgame ridership.

The apartment shuttles (Routes 22, 31, 26, and 35) had the largest gameday ridership since Ball State in 2015 (the first season of the fully renovated Kyle Field), carrying an additional 4,000 riders than a typical gameday (showing the effect of the combined class day and gameday). The apartment shuttle routes on Football Thursday included Route 36 running all day, which is normally combined with a modified Route 35 on a typical gameday.

Lots 47, 50, and 51 were not used for Football Thursday gameday parking and therefore, Bonfire shuttle did not operate. A major change for the 2018 season includes moving the Para Transit parking and shuttle from Lot 50 to Lot 88 at the General Services Complex.

Check tti.tamu.edu/kyle for more Kyle Field gameday transportation evaluations.

2018 Gameday Bus Ridership

2018 Route Ridership	Aug 30 NW State	Sept 8 Clemson	Sept 15 ULM	Oct 6 Kentucky	Nov 10 Univ Miss	Nov 17 UAB	Nov 24 LSU	2017 Average
Get to Grid	2,080							4,300
D'twn Bryan	770							1,240
Apartments	5,070							3,460
Off-Campus Total	7,920							9,000
Agronomy	2,410							2,330
Bonfire	-							2,820
Bush Library	4,580							6,390
Lot 58	460							710
Para	140							200
Reed/Olsen	450							550
Stotzer	1,190							3,050
WHR	930							1,000
On Campus Total	10,160							17,050
Total	18,080							26,050

Bike Share

The “rollout” of the new bike share program this year added an additional transportation component to gameday. Ridership into and out of the Kyle Field areas were considered gameday rides. Since this is the first year of the bike share program, data from a typical weekday and non-gameday Saturday were used for comparison purposes. Over 700 more rides occurred on a gameday than a typical weekday and over 1,700 additional rides than a typical Saturday. Since Football Thursday was not a “normal” gameday there were likely additional rides taking place not associated with gameday. We will continue to report on these numbers throughout the season to better understand the effect of bike share on gameday.

2018 Gameday Bike Share Ridership

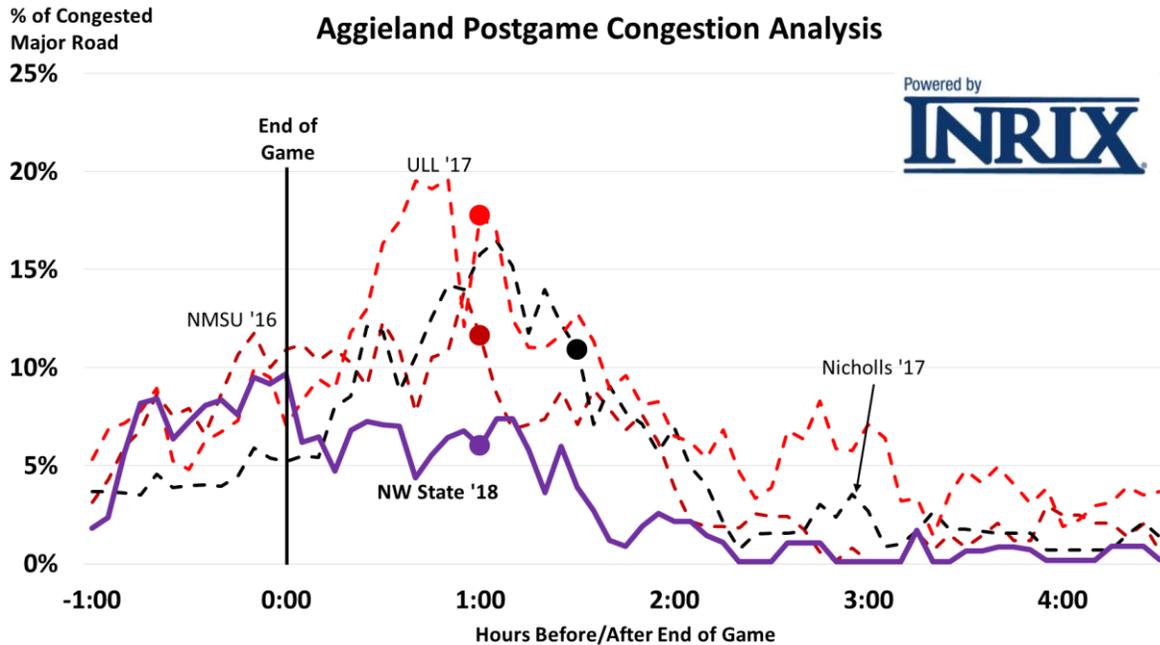
2018 Game Totals	Aug 30 NW State	Sept 8 Clemson	Sept 15 LA-Monroe	Oct 6 Kentucky	Nov 10 Univ Miss	Nov 17 AL-Birm'ham	Nov 24 LSU	2018 Average
Gameday Bikeshare	2,270							2,270
Typical Weekday	1,500							1,500
Typical Saturday	550							550

Traffic Congestion

Another major concern for Football Thursday was the potential of major late-afternoon traffic congestion with the regular class and work day crowd leaving while gameday patrons were entering their lots. The 7:30 p.m. kickoff allowed fans coming from Dallas-Fort Worth, Houston, San Antonio, Austin and elsewhere time to arrive on campus. The combination of a regular workday for many out-of-town fans and an evening kickoff suggested the arrival time might mirror as 11 a.m. game – the majority of people entering 90 to 60 minutes prior to kickoff. The pregame congestion graph saw several peaks in traffic beginning around 3 hours prior to kick, 1 hour prior to kick, and about 15 minutes prior. The peak around 3 hours prior to kick coincides with over 10,000 students in class and 12th Man Lots open to fans. Coordination between the Texas A&M University and the City of College Station developed a signal timing plan to accommodate the various peak traffic patterns.

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This was the first game that the newly configured Diverging Diamond Interchange (DDI) at Stotzer Parkway/Harvey Mitchell Parkway was tested; it performed well in the normal evening peak configuration with extra time for westbound traffic after the game. Postgame congestion was very light, never reaching above 8 percent of the total roadway system, allowing the City of College Station to begin traffic control removal by an hour after game end.



The dot on the graph indicates the time when College Station began removing their police officers and traffic control devices.

Note: Traffic congestion graphs use a different data source than previous years – values not comparable.

Consult the gameday.12thman.com website and the Destination Aggieland app for more details.

We would like to thank INRIX for their partnership on gameday, please visit <http://inrix.com/about/> for more information.