Tulane University Stadium

Community Forum

Parking and Traffic Presentation

June 18, 2012

SMG

URBAN SYSTEMS ASSOCIATES, INC.

SP Plus GAMEDAY

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Parking & Traffic Presentation AGENDA

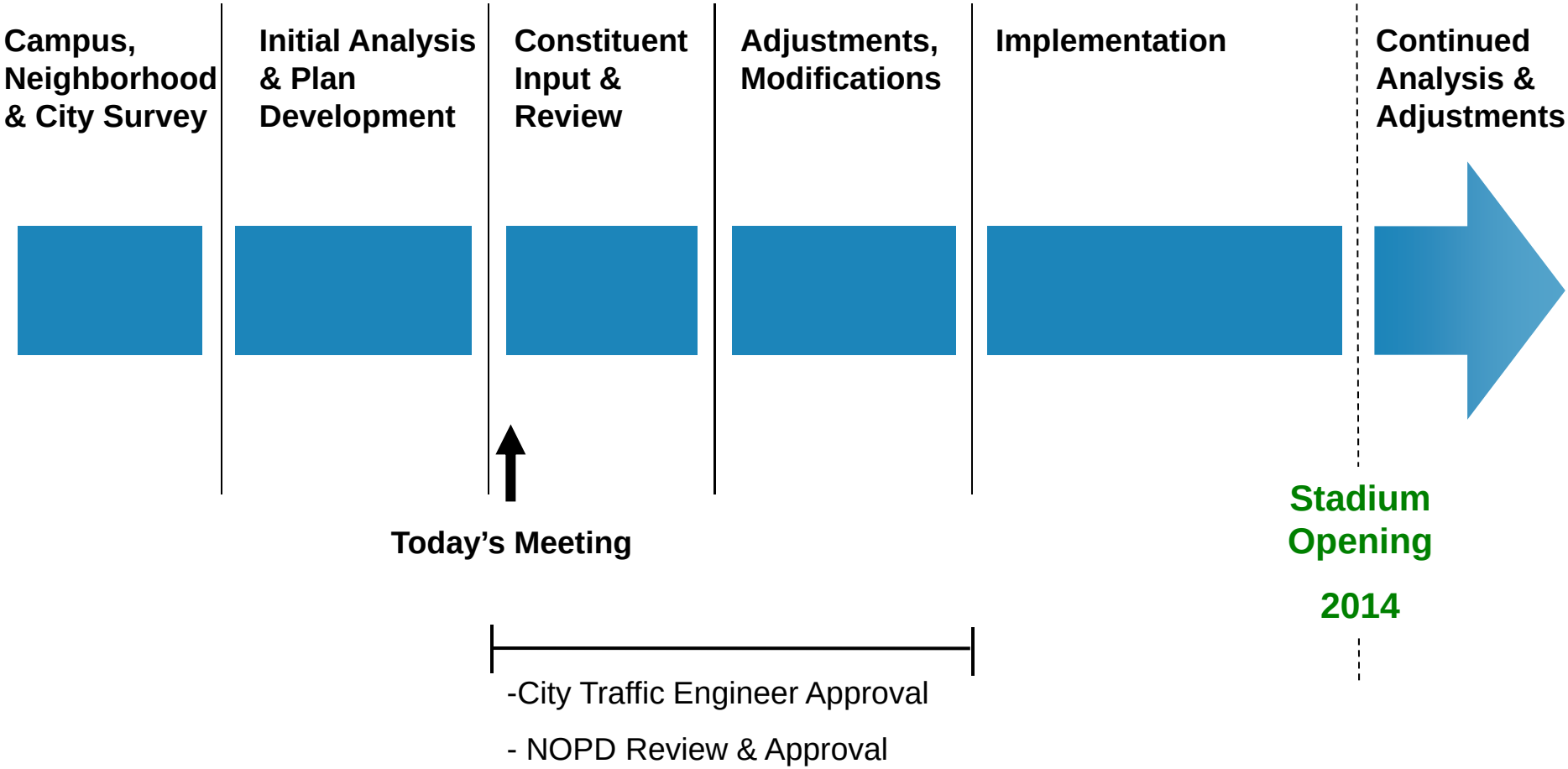
- Timeline
- Comparable Case Studies
- Parking Demand Analysis
- Parking Solutions
- Spectator & Workforce Arrival / Departure Sequence
- Traffic Circulation & Control Measures

- **Experienced facility operator managing diverse parking and traffic conditions**
- **Mercedes-Benz Superdome conditions similar: 7,000 spaces (10% of capacity)**
- **Provided operational assumptions for parking and traffic experts**

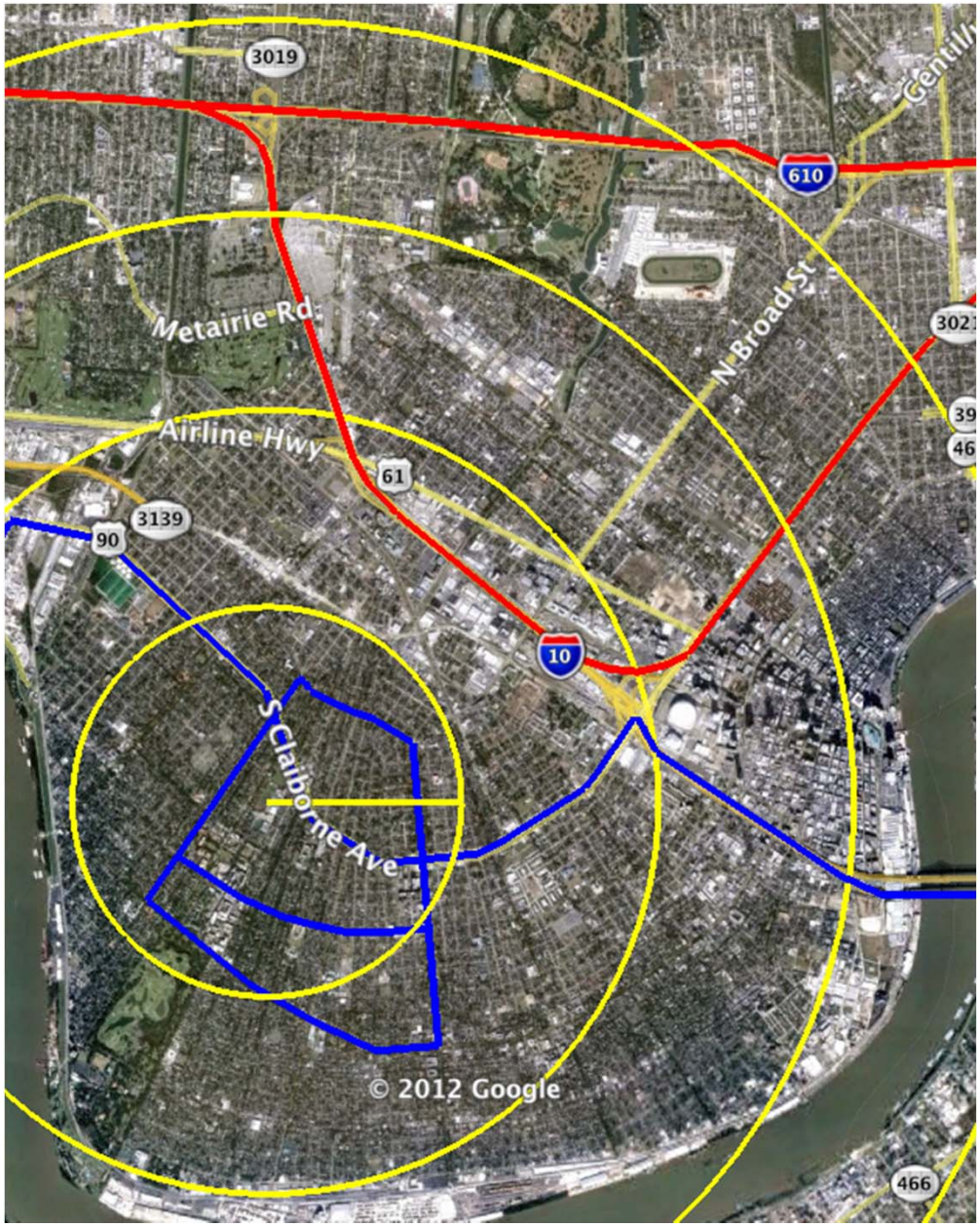
- **Transportation planning, traffic engineering and parking consultants with 38 years of experience.**
- **Developed parking demand analysis and determined available parking inventory**
- **Developed proposed solutions to meet parking needs**

- **National firm specializing in game-day parking, traffic and transportation logistics**
- **Developed solutions for numerous Universities**
- **Experience with large-scale transportation shuttle programs – including 2012 NCAA Men's Final Four and 2013 Super Bowl**

Parking & Traffic Planning TIMELINE



Campus Proximity (1 to 4 miles)



- **Convenient**
  - **Downtown**
  - **French Quarter**
  - **I-10**
  - **I-610**
  - **Airline Hwy**

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Parking Demand Assumptions

Stadium Capacity		**30,000**	spectators
LESS:			
Students (living on-campus or in neighborhood)		5,795	
Faculty & Staff (living in neighborhood)		900	
Alumni (living in neighborhood)		900	
Public Transit & Taxis		900	
Charter Vehicles		600	
Remaining Spectators	=	**20,905**	spectators
Spectators per Car	÷	**2.5**	
Total Est. Parking Demand	=	**(8,362)**	spaces

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Parking Supply Assumptions

Stadium Capacity	**30,000**	spectators
Total Est. Parking Demand	**(8,362)**	spaces
Available Tulane for Game-Day Parking	**1,769**	
Available Loyola for Game-Day Parking	**450**	
Local Businesses & Private Lots*	**2,400**	
Additional Spaces Needed =	**(3,743)**	

Local Businesses & Private Lots* - Parking at local businesses in surrounding area and does not include neighborhood streets.

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Satellite Parking Locations

Stadium Capacity		**30,000**	spectators
Additional Spaces Needed		**(3,743)**	spaces
Walking Distance (1 mile or less)*		**390**	
Park and Ride (1 mile to 2 miles)		**870**	
Park and Ride (2 miles to 4 miles)**		**10,240**	
Surplus Parking Capacity	=	**7,757**	spaces

Walking Distance (1 mile or less)* - Does not include Tulane, Loyola and Local Businesses/Private parking.
Park and Ride Capacity* *- Includes numerous off-site facilities capable of accommodating shuttle needs.

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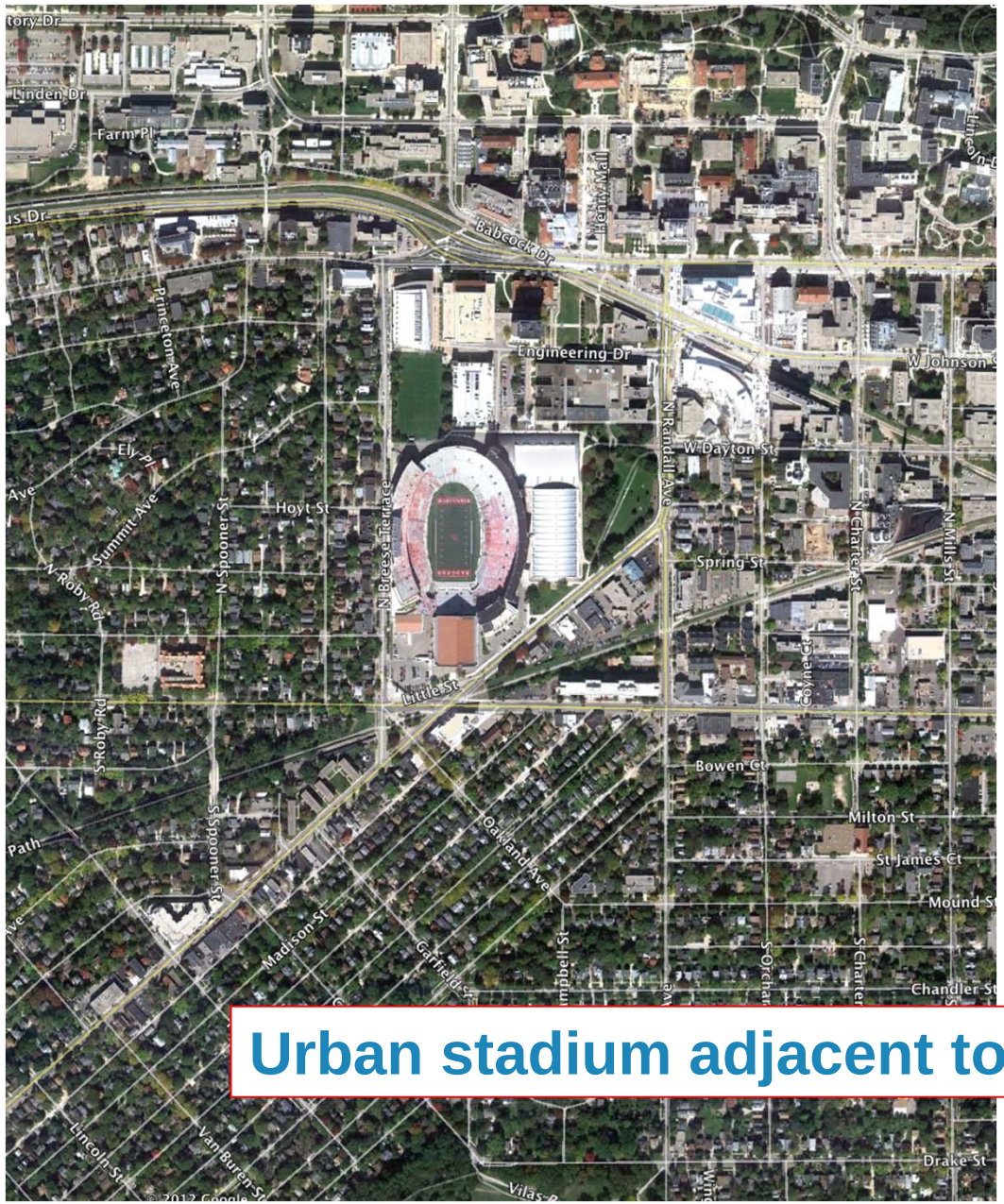
Comparable Situations



University of Wisconsin

Madison, Wisconsin

Capacity	80,321
Park & Ride	25% of needed parking

Urban stadium adjacent to large neighborhood.

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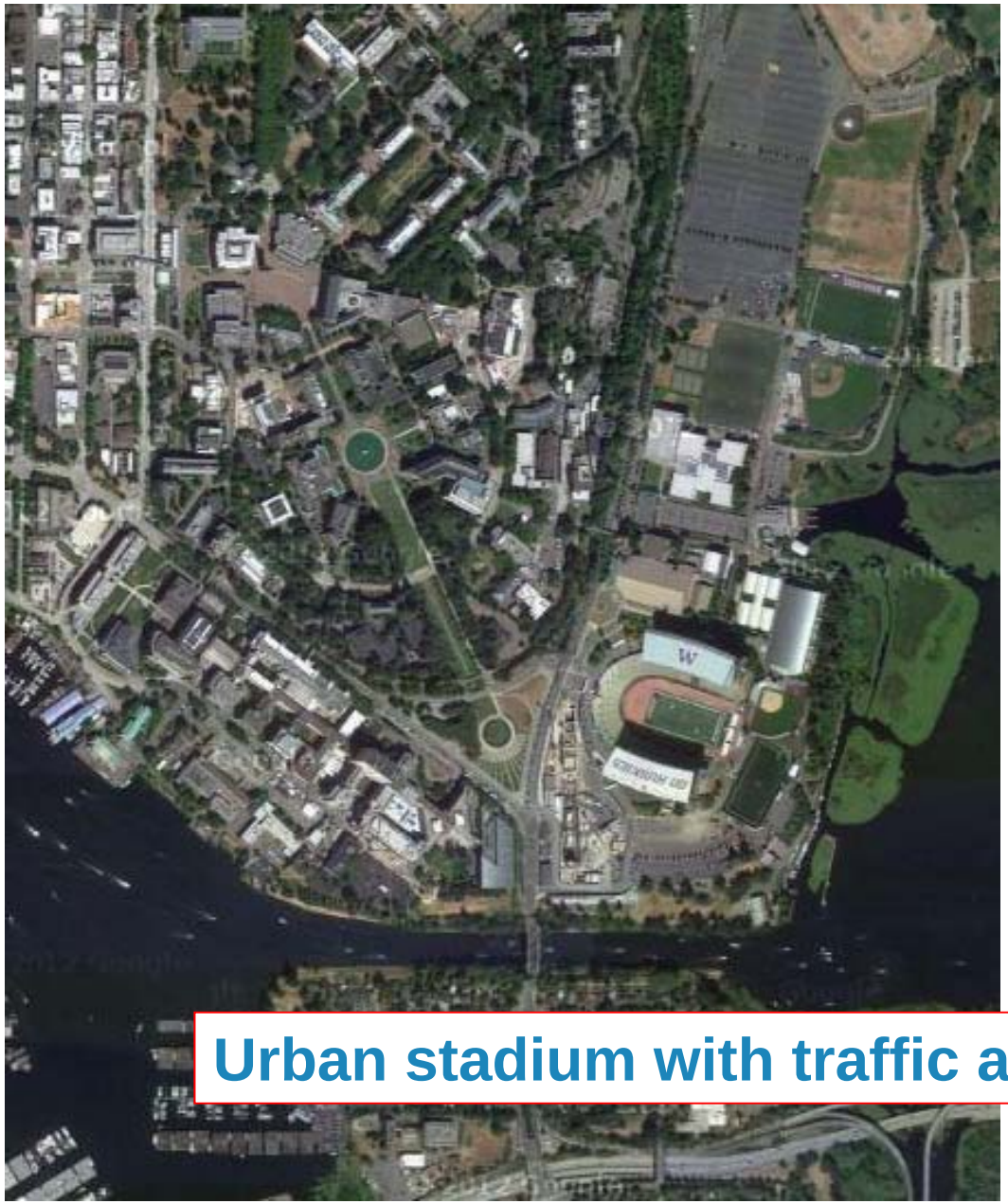
Comparable Situations



University of Washington

Seattle, Washington

Capacity	72,500
Park & Ride	29% of needed parking

Urban stadium with traffic access limited to one side.

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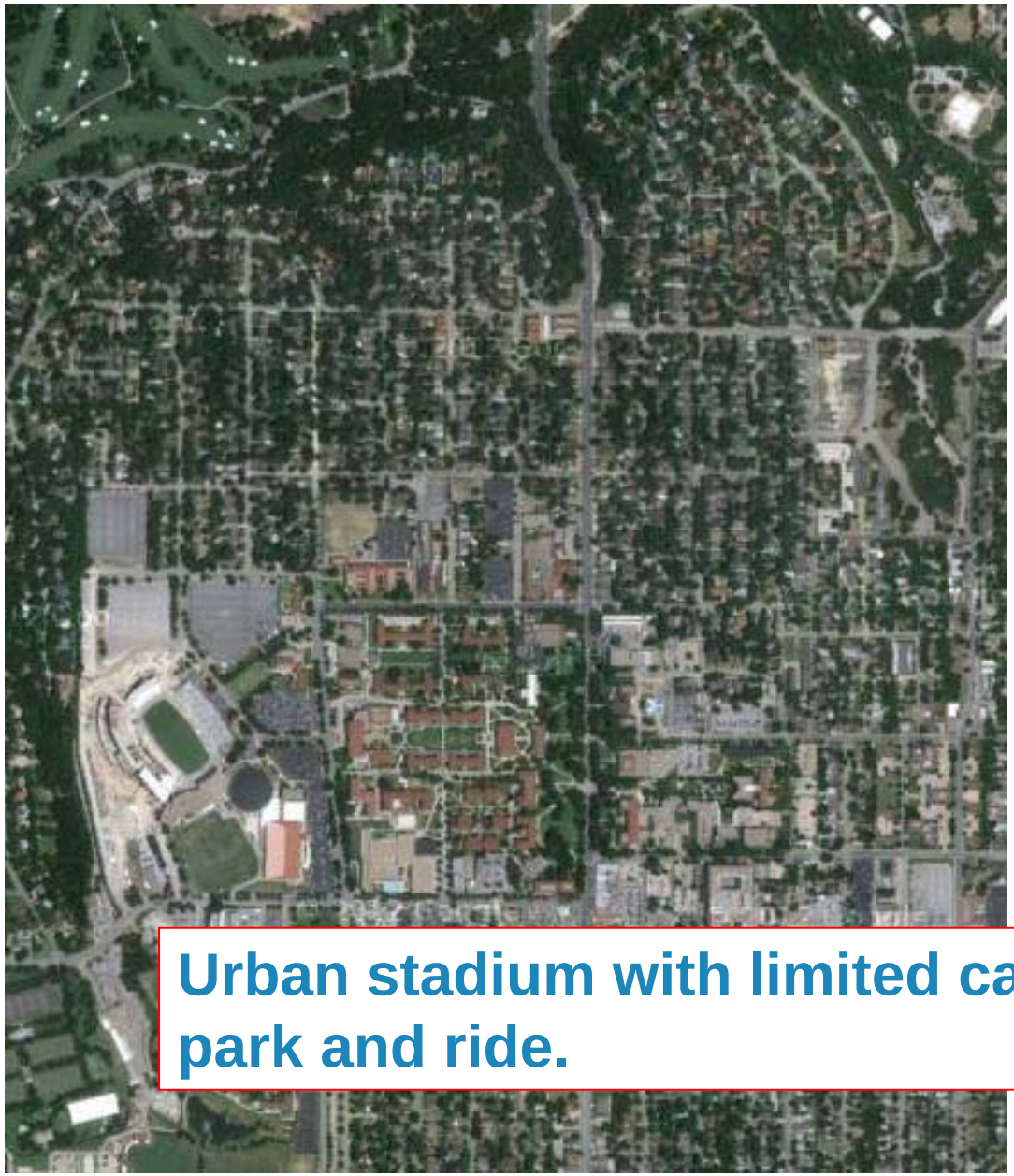
Comparable Situations



Texas Christian University

Fort Worth, Texas

Capacity	55,000 [expansion]
Park & Ride	50% of needed parking

Urban stadium with limited campus parking and large park and ride.

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Comparable Situations

Princeton University

Princeton, New Jersey

Capacity	27,773
Park & Ride	35% of needed parking

Urban stadium with limited parking capacity

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Comparable Situations

Tulane University

New Orleans, Louisiana

Capacity	30,000
Park & Ride	23% of needed parking

Within normal operational range of urban campus

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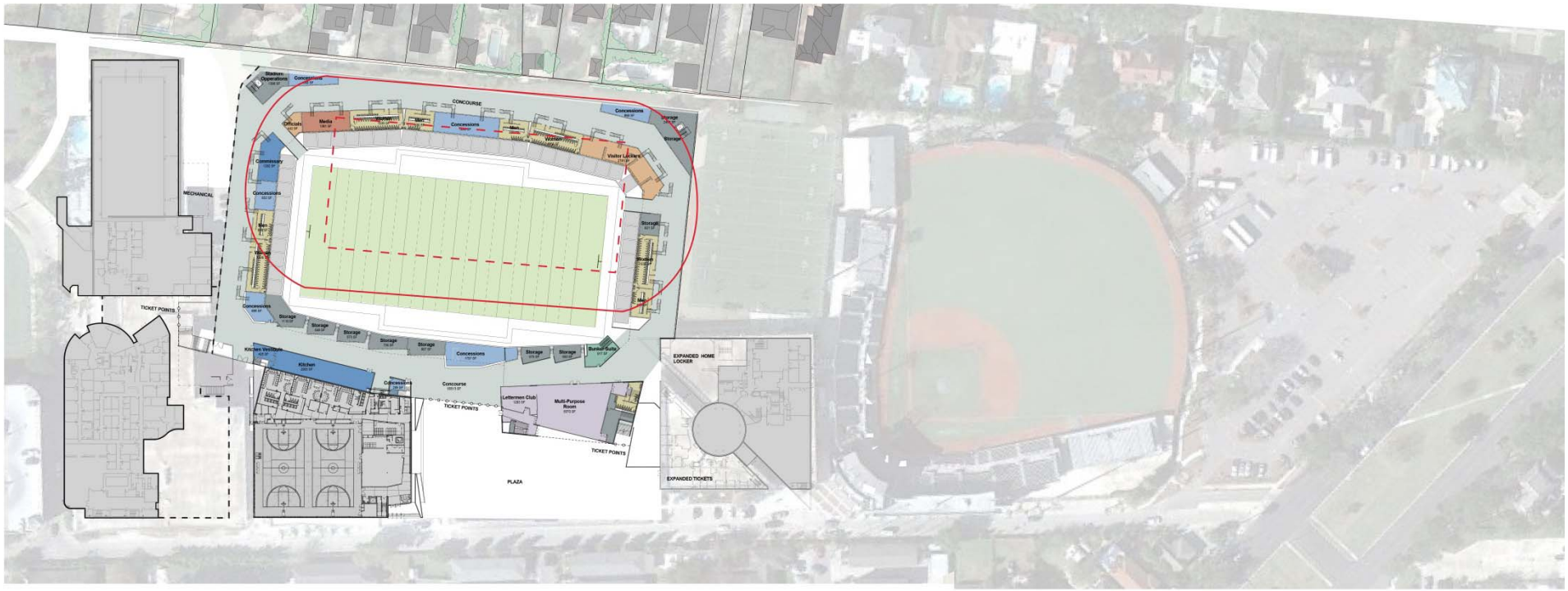
Planned Stadium Location



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Campus Parking

Available Tulane Parking

- Diboll Garage
- Reily Center
- McAlister Extension
- Sports Medicine
- Rosen Lot
- Newcomb Place
- McAlister Drive
- Drill Road
- Law Road
- Engineering Road
- Gibson Circle
- University Square

Available Loyola Parking

Total Inventory: 2,219

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Spectator Shuttles

Two Load Zones:

S. Claiborne & Freret

- Minimizes traffic in surrounding neighborhoods
- Reduces shuttle travel time
- Spreads pedestrians across campus
- Starts 2 hours prior to kickoff
- Ends 1.5 hours after end of game

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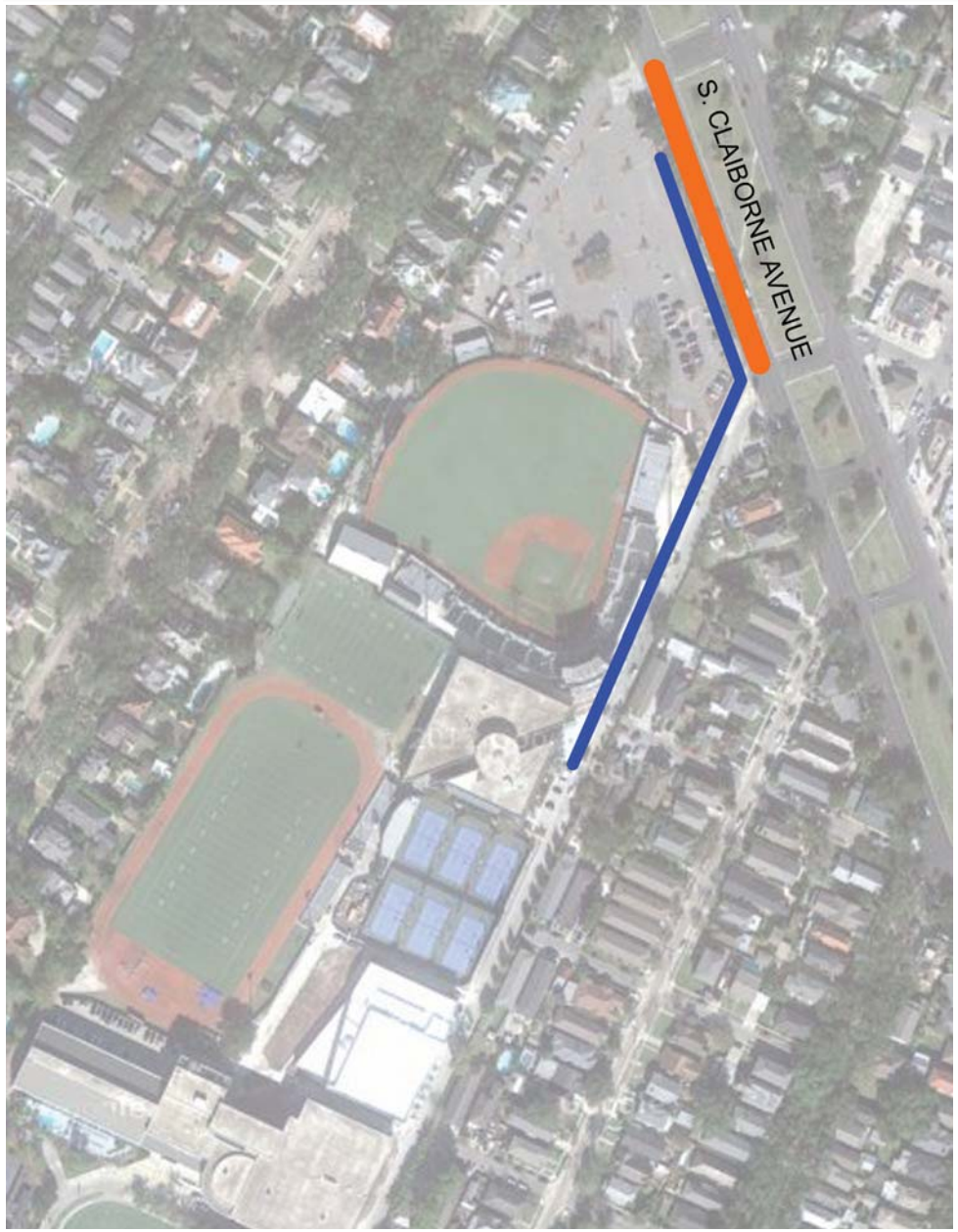
Bus Equipment

Depending on Constituent Group and Lot

- School / Transit Bus
  - 45-50 passenger
  - Some ADA
  - Short Turn Radius
- Mini-coach
  - 20-32 passenger
  - ADA
  - Shorter Turn Radius
- Passenger Van
  - 10-15 passenger
  - ADA
  - Shortest Turn Radius

S. Claiborne Shuttle Load Zone



Bus pickup

Pedestrian Staging

Traffic Control

Security Presence

Dedicated clean-up staff

First Bus Arrival:

2 hours before kickoff

Last Bus Departure:

1.5 hour after end of game

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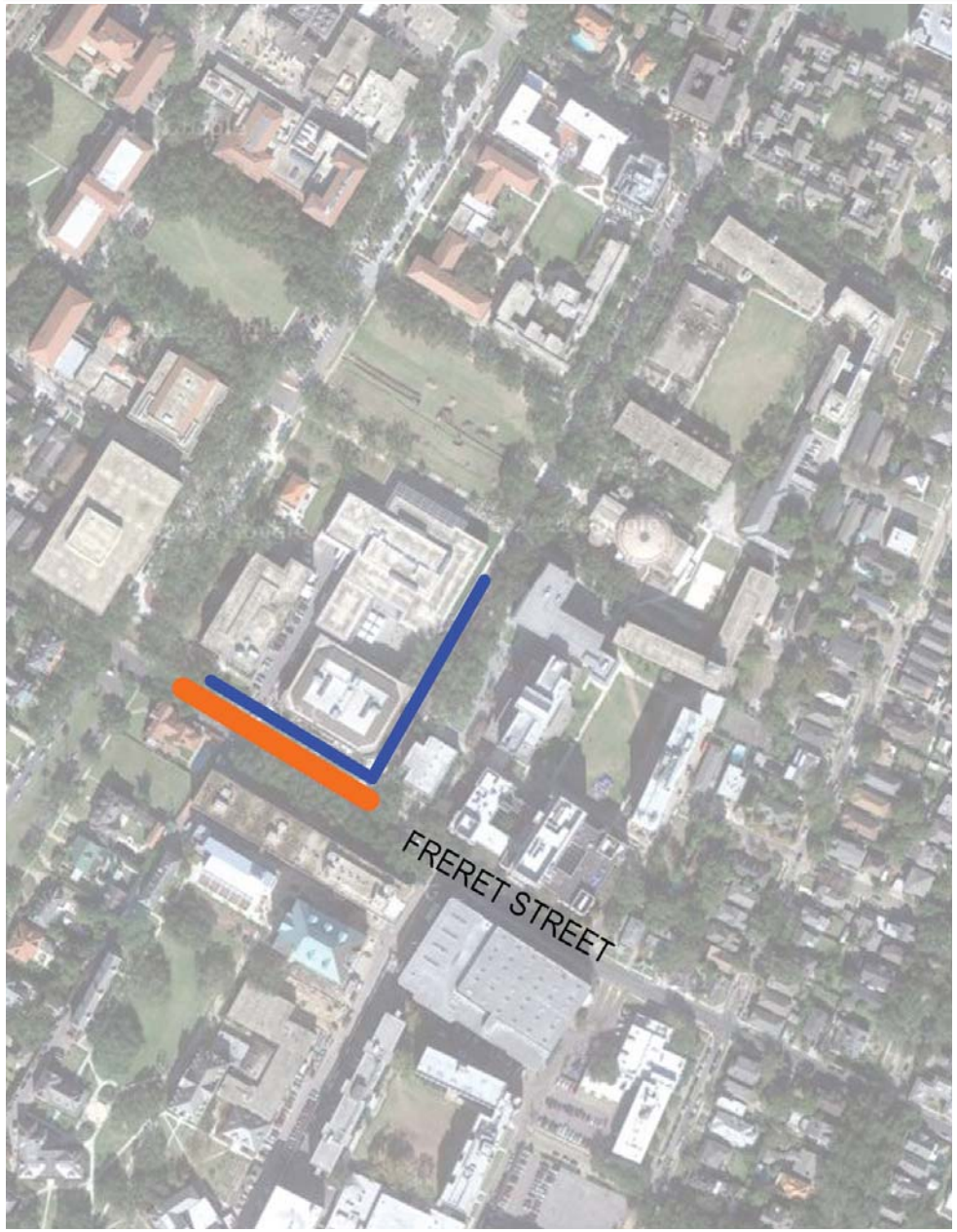
Freret Shuttle Load Zone



Bus pickup

Pedestrian Staging

Traffic Control

Police Presence

Dedicated clean-up staff

First Bus Arrival:

2 hours before kickoff

Last Bus Departure:

1.5 hour after game

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Workforce / Volunteer Shuttles

Bus drop off / pickup

Stadium Personnel

Dedicated shuttle system
Supervised personnel
Confined staging area

Arrival:

4 hours before kickoff

Departure:

1-2 hours after game

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Park and Ride Shuttle Program

Arrival

	30,000	15,000
Projected Passengers*		
S. Claiborne	**6,706** (80%)	**1,676** (80%)
Freret	**1,677** (20%)	**420** (20%)
	8,383 (100%)	**2,096** (100%)
Start Time	**2 hour b/f kickoff**	**2 hours b/f kickoff**
Staging	**At pick-up lots**	**At pick-up lots**

Projected Passengers* - This is the total number of game-day patrons utilizing the Park and Ride system. The total of 8,383 passengers is derived from the following calculation: the product of the remainder of the Additional Spaces Needed (page 8) minus the Walking Distance parking spaces (page 8) multiplied by the individual car load factor (page 6).

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Park and Ride Shuttle Program

Departure

	30,000	15,000
Start Time game	.5 hour b/f end of game	.5 hour b/f end of
End Time end of game	1.5 hour after end of game	1.5 hours after
Staging Management*	Call-Up Management*	Call-Up

Call-Up Management* - The process of off-site staging and pre-calling the next wave of buses prior to the departure of the currently loading buses to expedite the flow of patrons off-campus.

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Arrival Traffic Circulation

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Arrival Shuttle Circulation

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Departure Traffic Circulation

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Departure Shuttle Circulation

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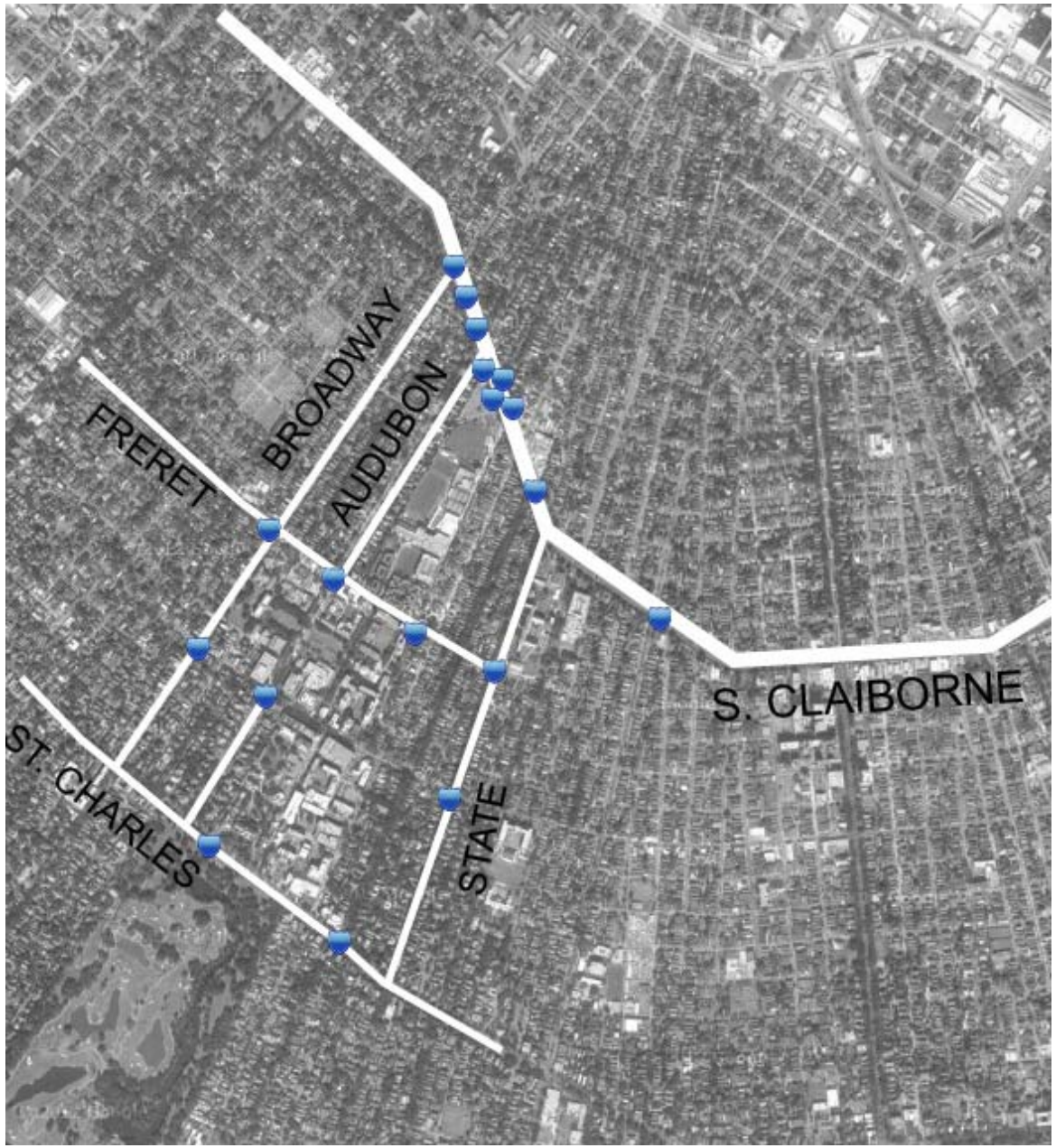
Traffic Control Points



- Staffed by TUPD and NOPD
- Number of personnel determined by volume
- Specific traffic control points subject to further review and approval by:
    - City Traffic Engineer
    - NOPD

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Game-Day Controlled Access Zone

- Restricted access to streets within the zone
- Parking restrictions enforced
- Specific street closures require NOPD approval
- Neighborhood resident access control points

Tulane Campus

Loyola Campus

Controlled Access

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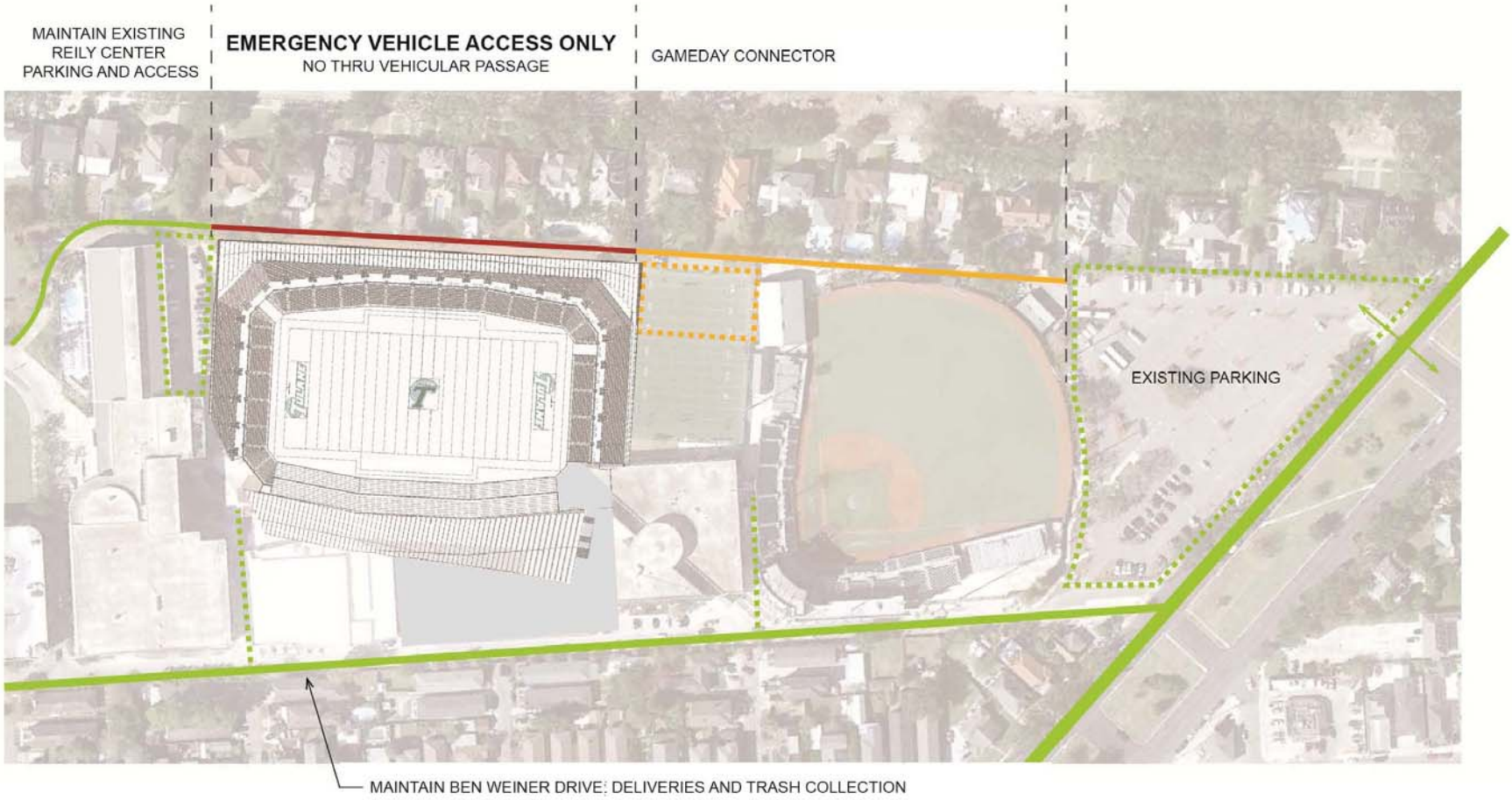
SITE ACCESS



SITE VEHICULAR ACCESS

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SITE DRAINAGE – CURRENT CONDITIONS

CURRENT SITE DRAINAGE

DIAGRAM OF EXISTING CONDITIONS

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SITE DRAINAGE STRATEGY

PRELIMINARY SITE DRAINAGE STRATEGY

SCHEMATIC DESIGN ROOFPLAN IN BACKGROUND

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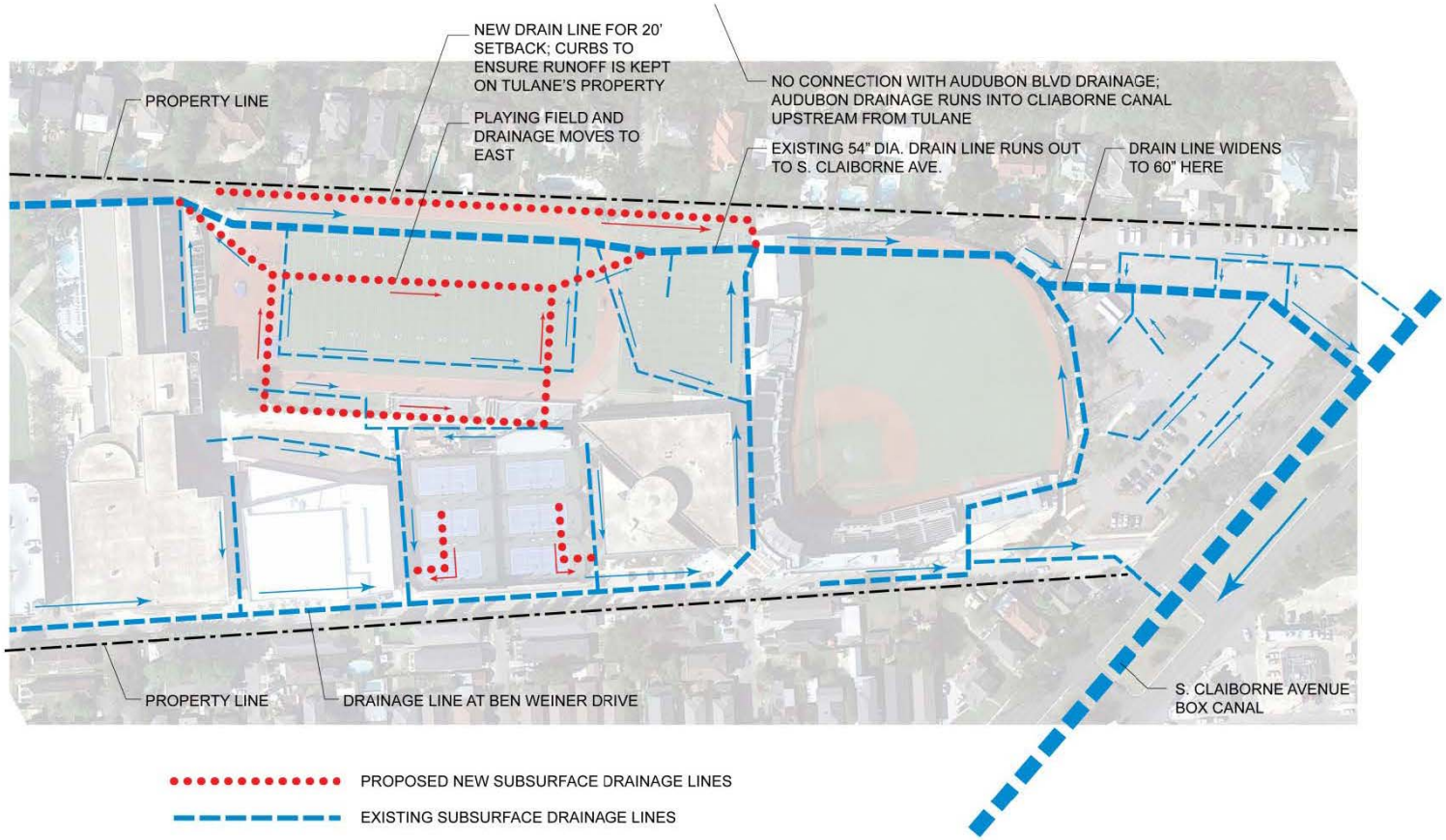
SITE DRAINAGE COMPOSITE



COMPOSITE SITE DRAINAGE DIAGRAM

CURRENT CONDITION AND PRELIMINARY STRATEGY

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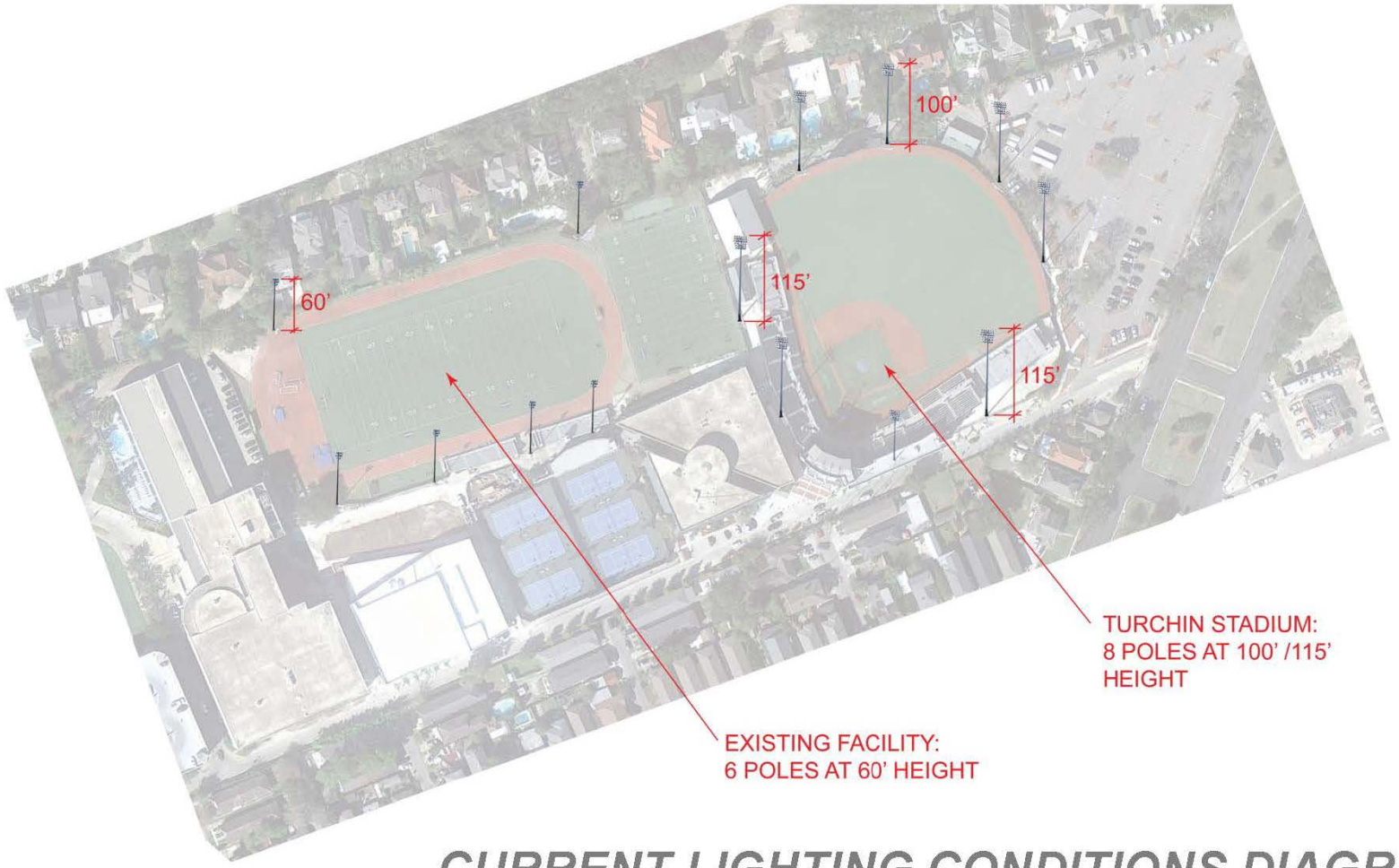
SITE LIGHTING



CURRENT LIGHTING CONDITIONS DIAGRAM

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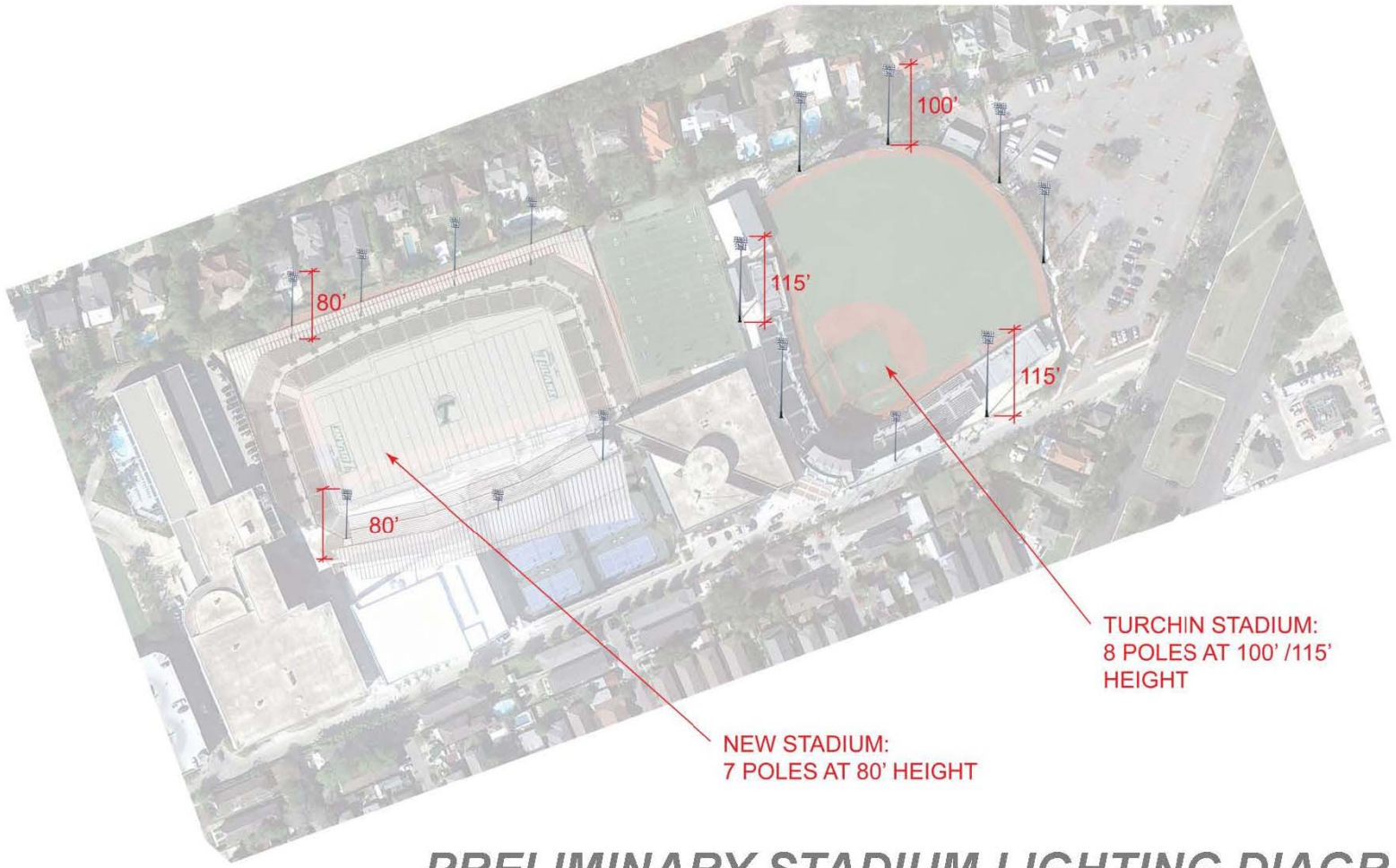
SITE LIGHTING



PRELIMINARY STADIUM LIGHTING DIAGRAM

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Thank you for your time.

This presentation can be found online at…

www.tulanestadium.com