Abstract

Universities and sports venues routinely host large events that often attract over 100,000 attendants. These special events create and encounter unique challenges, such as motorists unfamiliar with the area, streets that must be closed for security and crowd management, non-traditional parking, and strong demand immediately after the event. Traditionally, special parking and routing plans have been communicated by static maps and, more recently, static maps posted on web sites. This presentation discusses the implementation of cloud-based maps (maps.google.com) that provide recommended turn by turn directions to and from 26 parking lots associated with the Purdue Football home game activities. These maps were developed in close coordination with public safety and athletics staff. The resultant maps were communicated to season pass holders and other visitors using QR codes printed on parking passes as well as a variety of electronic media. In addition to covering the map generation process, this presentation will share some of the lessons learned and ongoing activities related to special event management.

Timeline

Leveraging Commercial Cloud Navigation and Maps for Special Event Route Management

Michelle Mekker, Darcy M. Bullock, Steve Remias, Howell Li

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LEVERAGING COMMERCIAL CLOUD NAVIGATION & MAPS FOR SPECIAL EVENT ROUTE MANAGEMENT