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 websites. 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

Credit: David Wegiel, Jr., Pinola Photography, pinolaphoto.com

Credit: Michael Heinz, Journal & Courier

2014 PARKING REGULATIONS
- Lots open at least prior to kickoff but not earlier than 7 a.m.
- "Due & T" not earlier than 8 a.m.
- Rents do not allow for any parked vehicle(s). All vehicles being towed must be parked in assigned lot, and towing vehicle must have separate parking tag.
- Car permits are valid for vehicles that will fit safely into a 15' wide by 25' deep parking space. The final decision on any controversial vehicle will be made by game day operations staff. One parking spot per vehicle.
- Parking passes are not valid for a parking space without a vehicle.
- Permits must be displayed at all times from new year novices with the front of the permit facing forward.
- Vehicles in the wrong lot, without the appropriate permit, or with a counterfeit permit, will be ticketed and towed. Permits with stickers already torn off will not be accepted by the parking attendants.

Sept. 13, 2013
Sept. 14, 2013
Sept. 15, 2013
Fall 2013 Season
End of 2013
July 2014
Fall 2014 Season
LEVERAGING COMMERCIAL CLOUD NAVIGATION & MAPS FOR SPECIAL EVENT ROUTE MANAGEMENT

PURDUE SPORTS: 2014 FOOTBALL PARKING & TRAFFIC MAP - INTERACTIVE

CLOUD-BASED MAPS: INBOUND & OUTBOUND CAMPUS

QR CODE LOT-SPECIFIC ON PARKING PASSES

15-6223

15-6223 PURDUE UNIVERSITY