



113

Transportation & Parking Management

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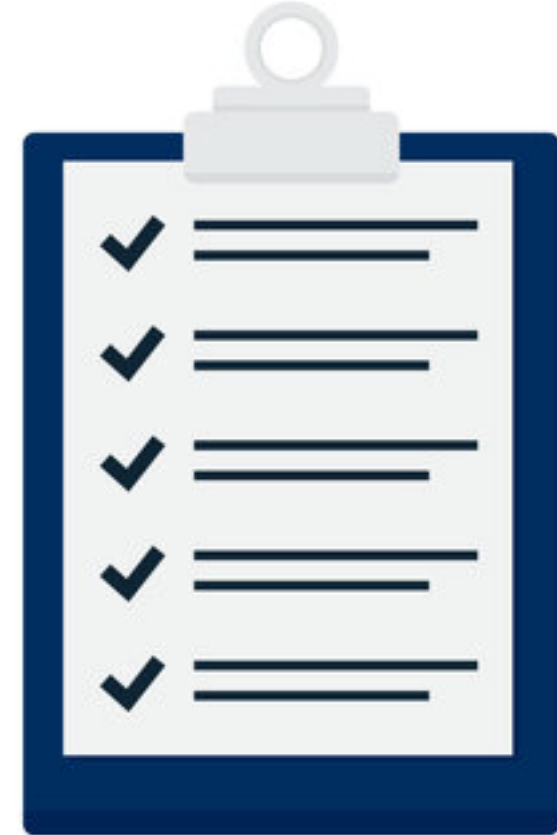
Venue Management School – Year 1
June 2026

Who am I?



Goals & Agenda

1. Understanding Your "Why"
2. Reviewing Modes & Options
3. Exploring Ingress & Egress
4. Bringing It Home Exercise



Objective

Provide students with a view into the logistics of planning and operating event transportation and parking management across different venue types and environments.



Action Item Form

Don't forget
to make
notes on your
Action Item
form.



Venue Management School

JUNE 2026

MY ACTION ITEMS

Year 1

Name: _____ Class: _____

Use this form to record one or two items that you can take action upon that are inspired by the presentations and courses. Your completed Action Items form will then serve as a follow-up "TO DO" list for when you return to your venue.

101 Labor Relations

102 Event Management

103 Employee Attraction to Engagement (HR1)

104 Booking & Scheduling

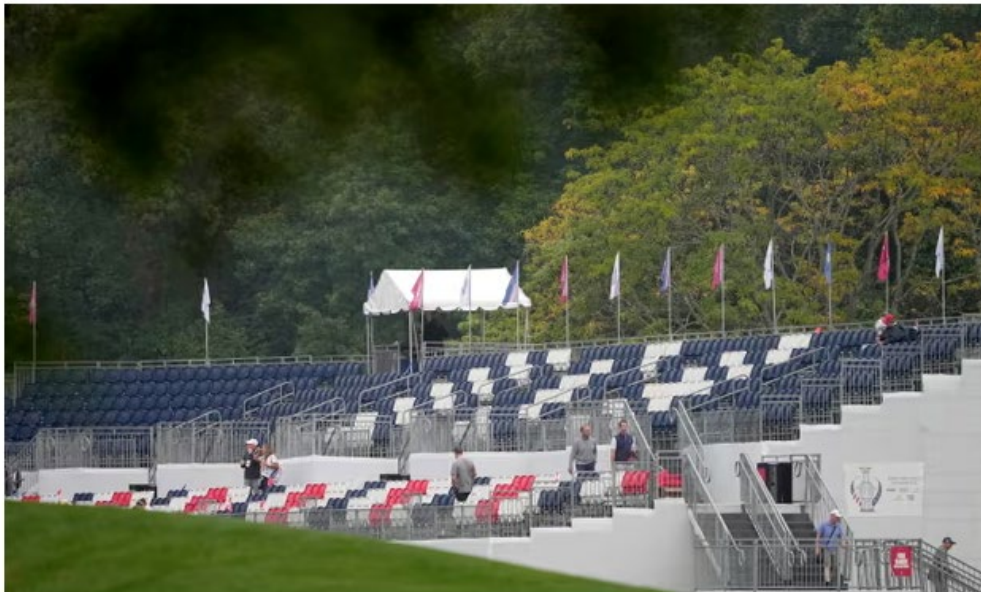
Section 1

Understanding your “Why”

Understanding your “Why”

Transport chaos mars Solheim Cup start as Korda helps US dominate Europe

- Buses started later than planned to venue in Virginia
- US take commanding 6-2 lead over Europe



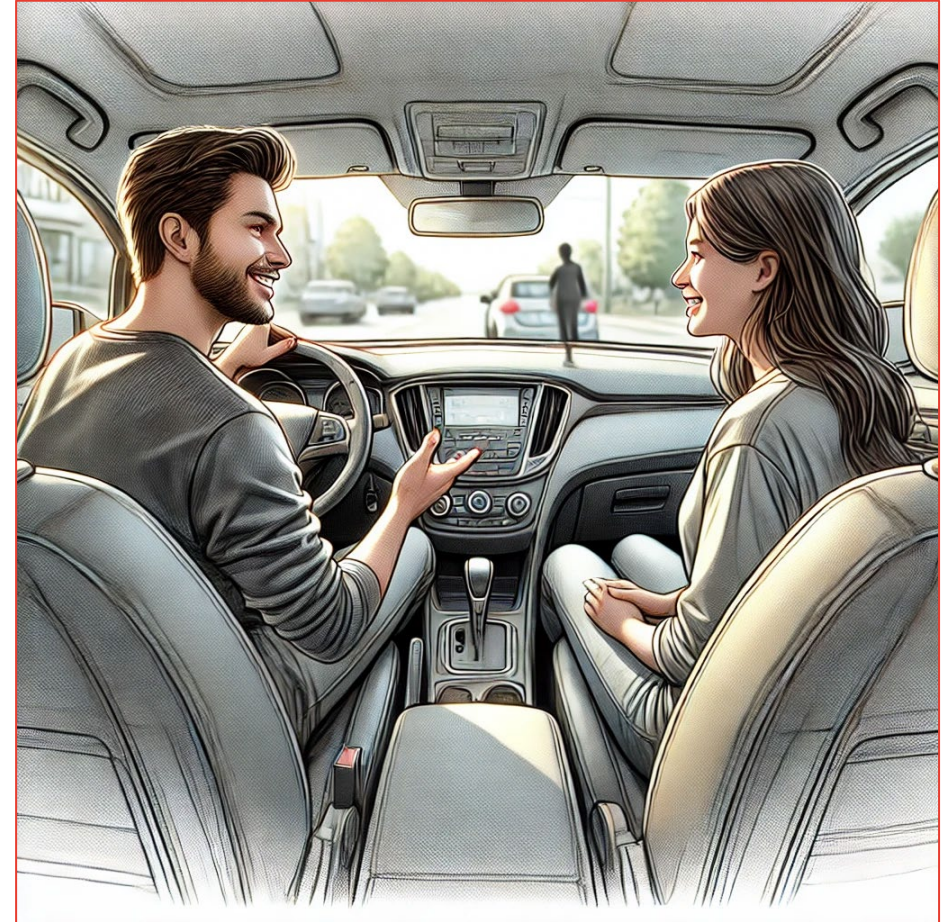
📹 An empty grandstand greeted the early players at the start of day one of the 2024 Solheim Cup.
Photograph: Matt York/AP

PGA Championship 2024: Man working for PGA vendor killed in traffic accident outside Valhalla



Discussing your **Why**?

1. Find another person next to you.
2. Identify and discuss one of your "**why**'s", that is different than the other person.



Why do you actively manage transport & parking?

Revenue: *Parking, VIP Packages, Valet, Shuttle Fees, Costs*

Customer Service: *Fees Outsource Organized Chaos*

Reputation: *First/last Impression, Experience*

Control: *Employees Space kill Indoor/outdoor Security Herd the Cats ADA access*

Infrastructure Limitations: *Adjacent Roadways, Lot Access, Space Limitations*

Municipal Requirements: *Agreements, Impact to Local Residents, Town relations*

Sustainability Goals

What could make you change those priorities?



- Security event
- Complaints
- Acute cost issue
- Demographic of event
- Artist/show agreement
- Staff shortages
- Infrastructure change

Section 2

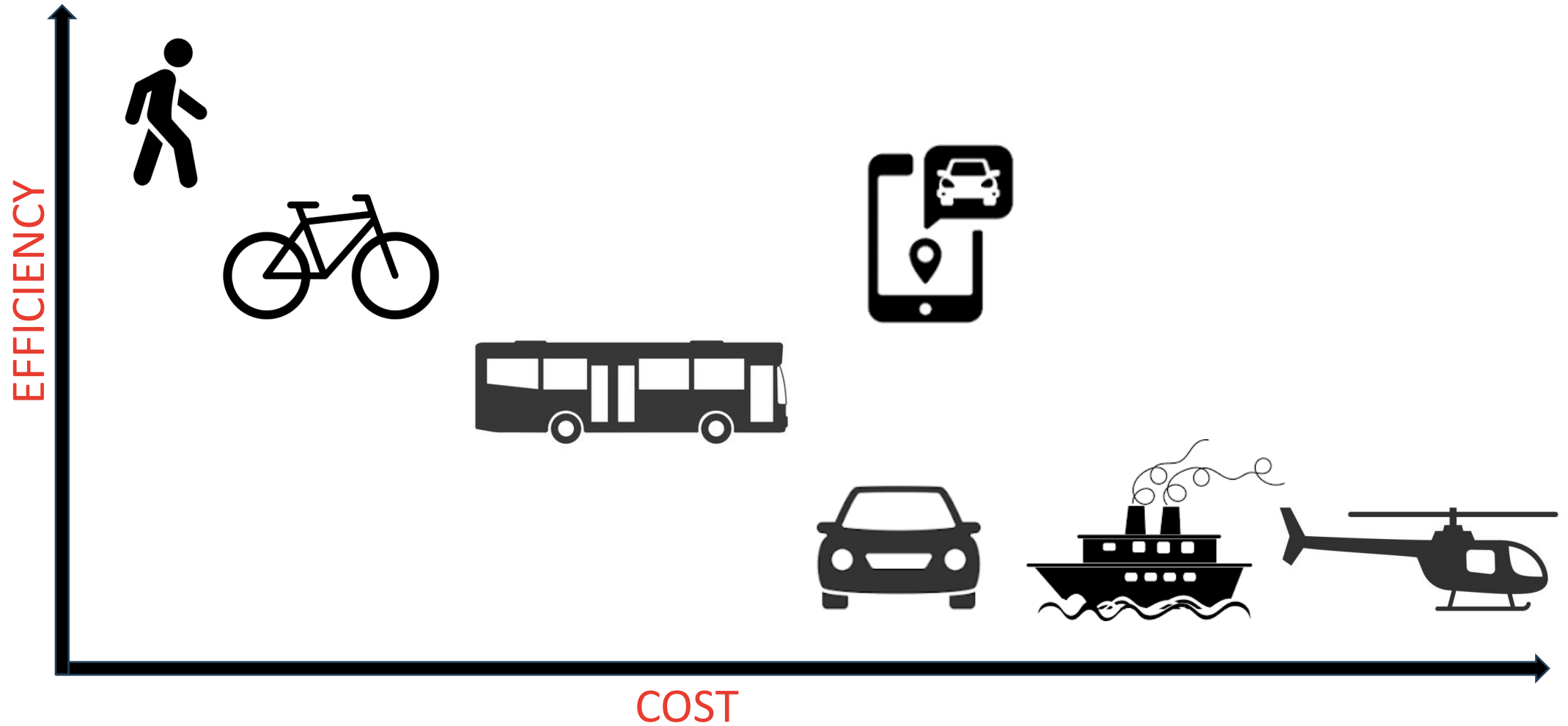
Mode Splits & Options

Transportation Modes

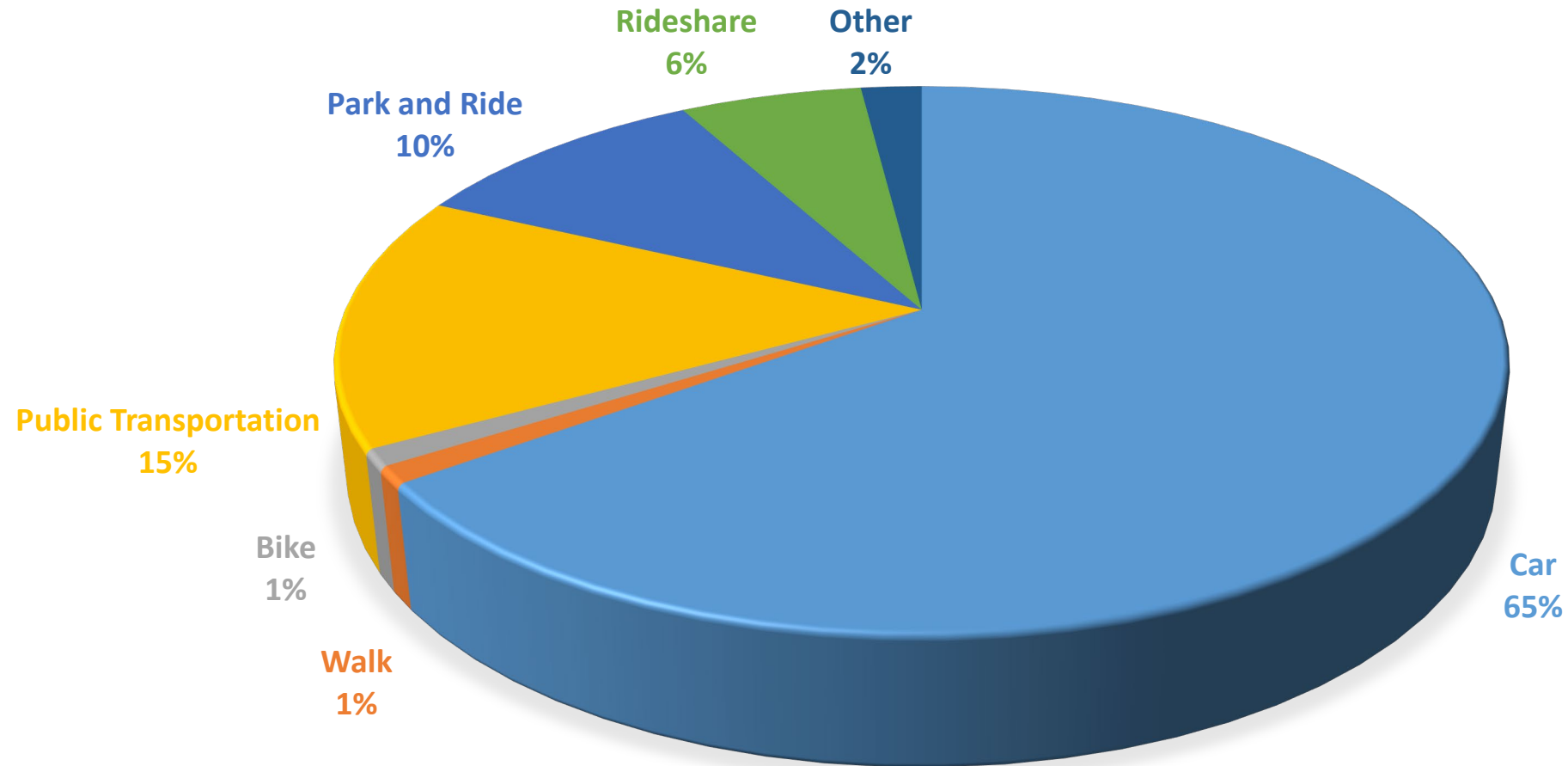
- Cars/POV
- Public Transport
- Shuttle Buses
- Charter Buses
- Ridesharing & Taxis
- Active Transport
- Water Transport
- Air Transport



Costs vs. Efficiency

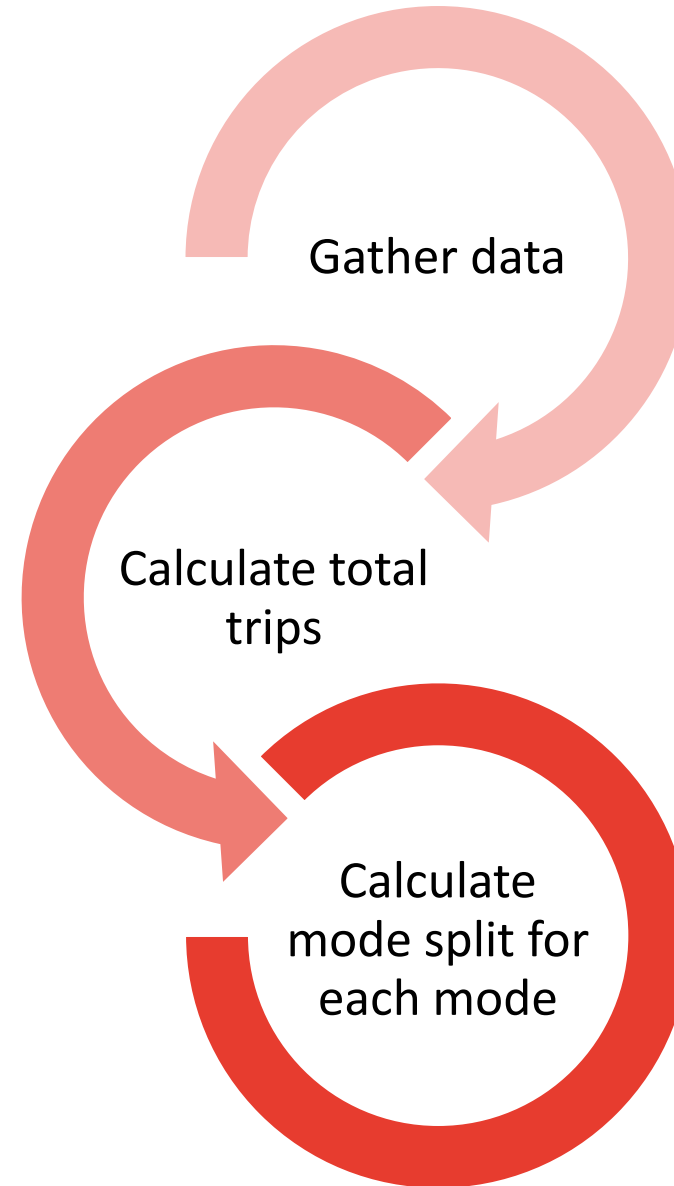


Example Mode Split



How do you determine your mode split?

- Should you determine your mode split?
- Consultant?
- Internal team?
- What to do with it?



Feedback Question

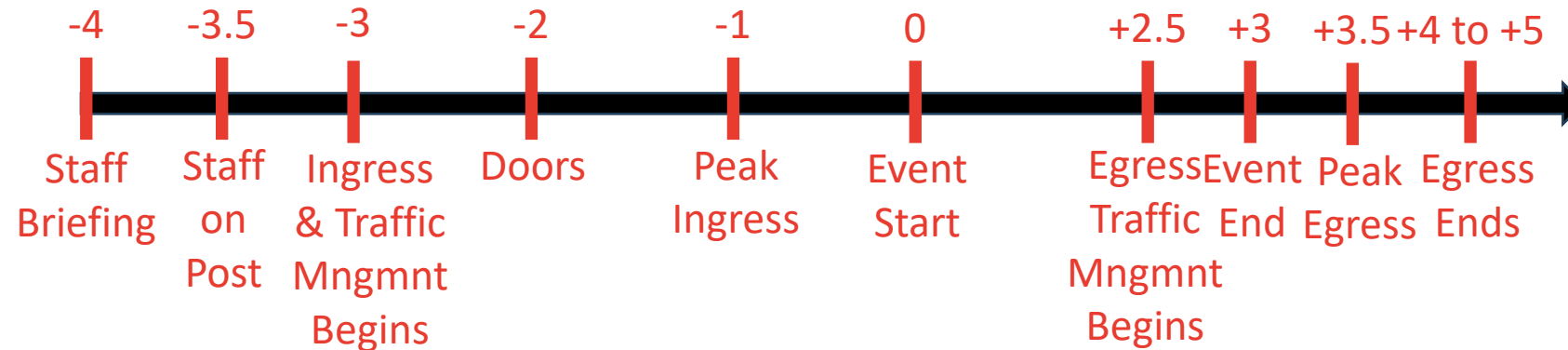
Thinking about your venue, area & region is there a transportation & parking mode “issue” that you would like to see changed? If so, **what** and **why**?



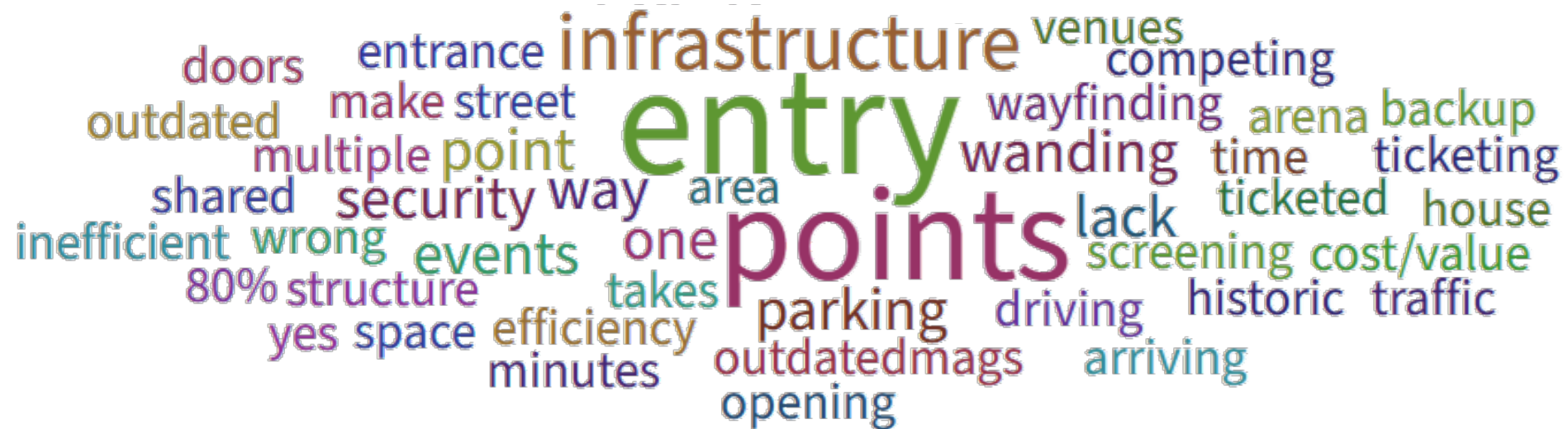
Section 3

Exploring Ingress & Egress

Know Your Timeline



What is your biggest challenge for ingress?



Transportation Management

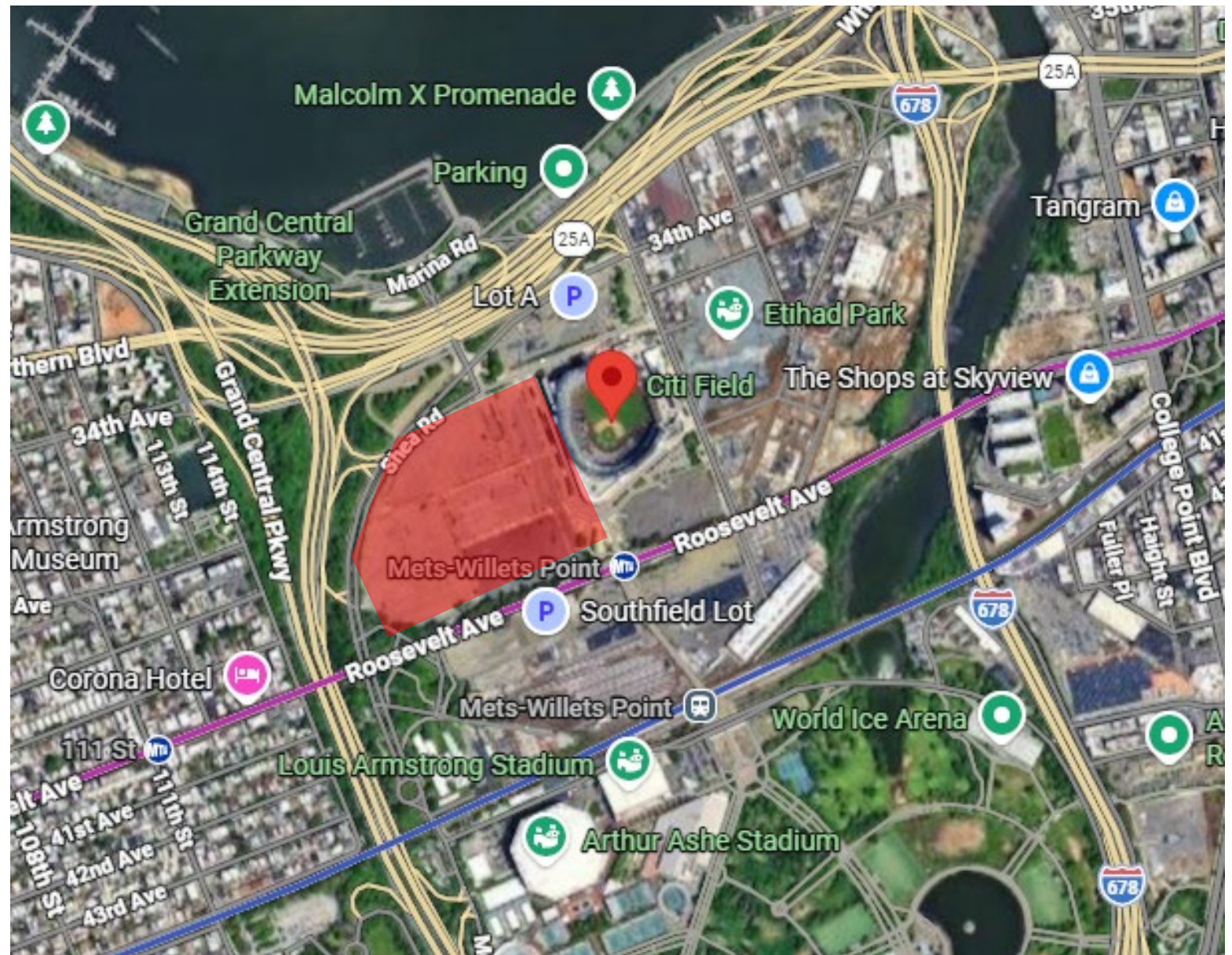
- TDM program
- Modal split
- Decision points
- Cameras/visuals
- Driver communications
- Permits/approvals
- Personnel (Police/Traffic Control Officers support & Parking Management)
- Furnishings Fixtures & Equipment (FF&E) / Signage



*TDM = Transportation Demand Management

Citi Field

The Challenge



Citi Field

Modal Split



Subway

Make use of extra trains
towards Manhattan post-game



LIRR

Receive \$5-off promo
codes, courtesy of the Mets



Ferry

Set sail with extra ferry
routes during the season



Shuttles

Park closer to home, leave
the rest of the drive to us



Rideshare

Access easy drop-off and pick-up points

lyft Click here for a \$10 code off your rideshare*



Biking

Dock right outside the stadium

lyft Click here for a \$10 code off your bikeshare*



Discount Parking

Save over 50% on parking, just a
short walk away from the stadium



Stadium Parking

Pre-pay to save a spot



Indiana University Memorial Stadium



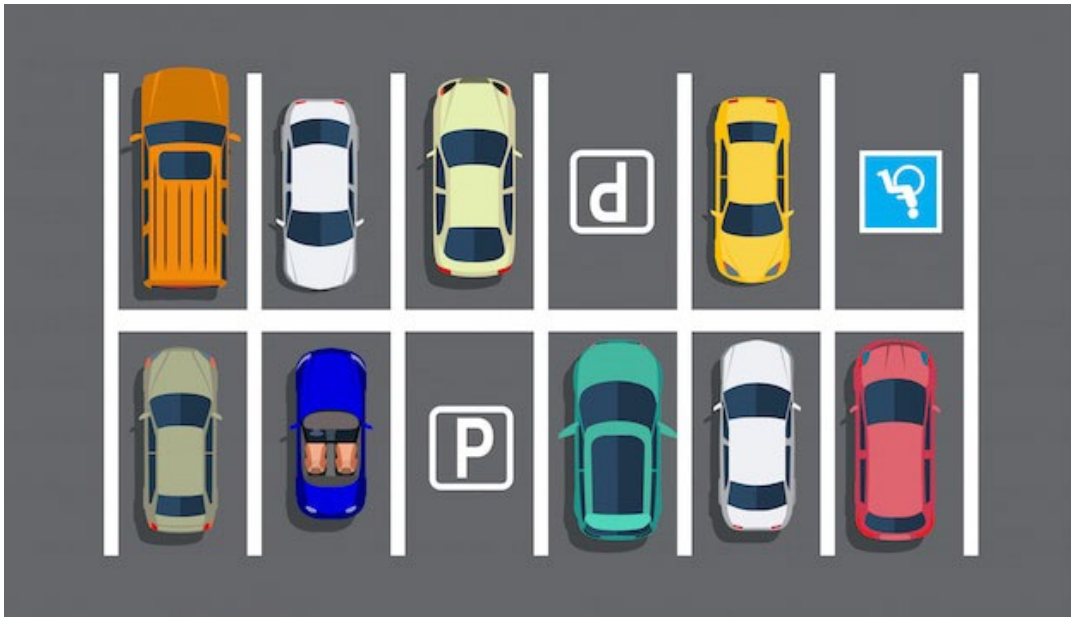
Indiana University Memorial Stadium

Decision Points, Personnel, Signage, Cameras Visuals



Parking Infrastructure

Huge Impact on Traffic Flow During Ingress & Egress



Vs.



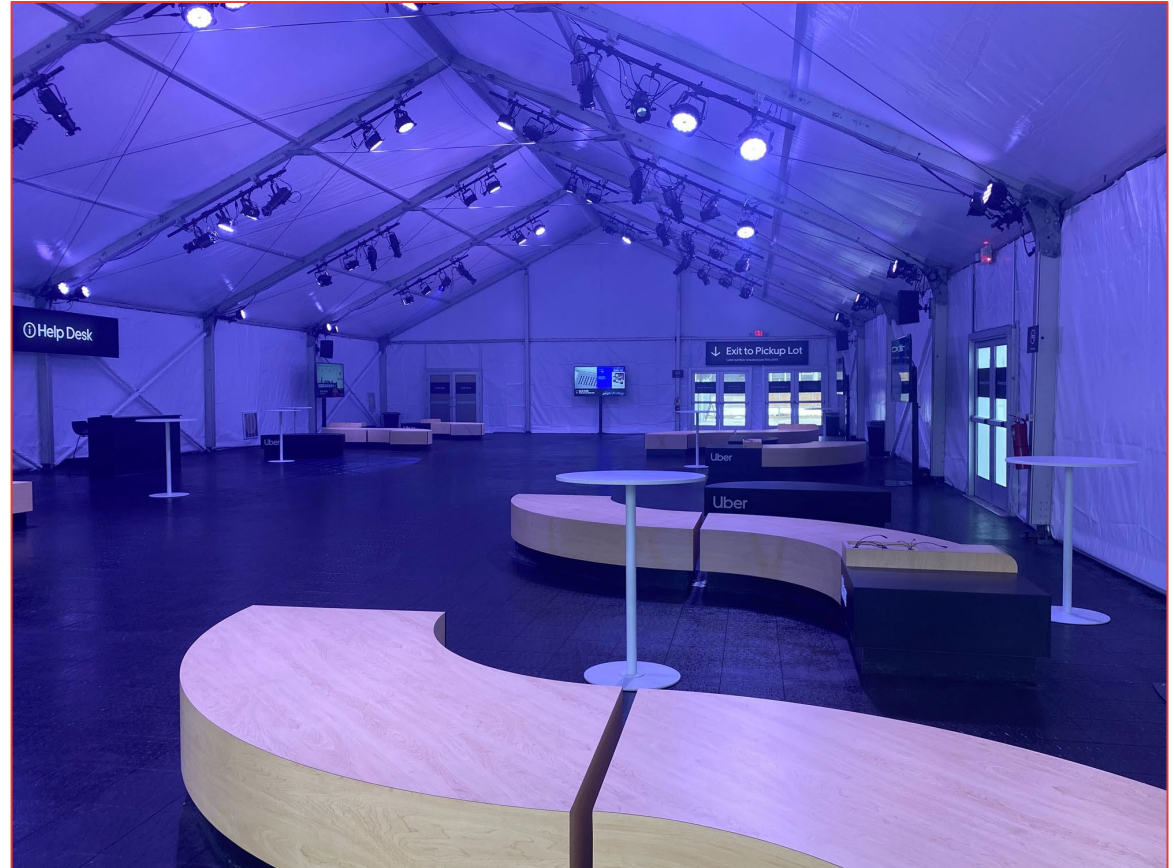
Parking Infrastructure

	Surface Parking Lot	Parking Structure
Build Cost / Space	\$1,500 – 10,000	\$25,000+
Technology Opportunities	License Plate Recognition (LPR)	LPR, access, space counting
Staffing Needs	Greater	Minimal
Ingress Efficiency	High	Medium
Egress Efficiency	High	Low
Pedestrian Safety	Medium	High

Rideshare Operations

- Utilizing TNCs as an asset
- Collaboration with TNCs
- Rider Data
- Geofencing & Impacts
- Driver Communications
- Separation
- Pedestrian paths
- Uber Shuttle

*TNC = Transportation Network Company



Bus and Coach Operations



- Park and Ride
- Connectors
- Coaches vs. Transits vs. Minibuses
- Public transport partnerships

intuit
DCME



LONG BEACH
AMPHITHEATER

Active Transportation, Microtransit & Other



- Platforms
- Layering service & your “Why”
- Collaboration
- Costs and offsets



Delivery Options

In-House

Contracted

Combination

- What is your “Why”?
- What are your staffing resources?
- What infrastructure do you have?
- Contractor:
 - Local/National
 - Turn-key
 - Fees & motivation

Section 5

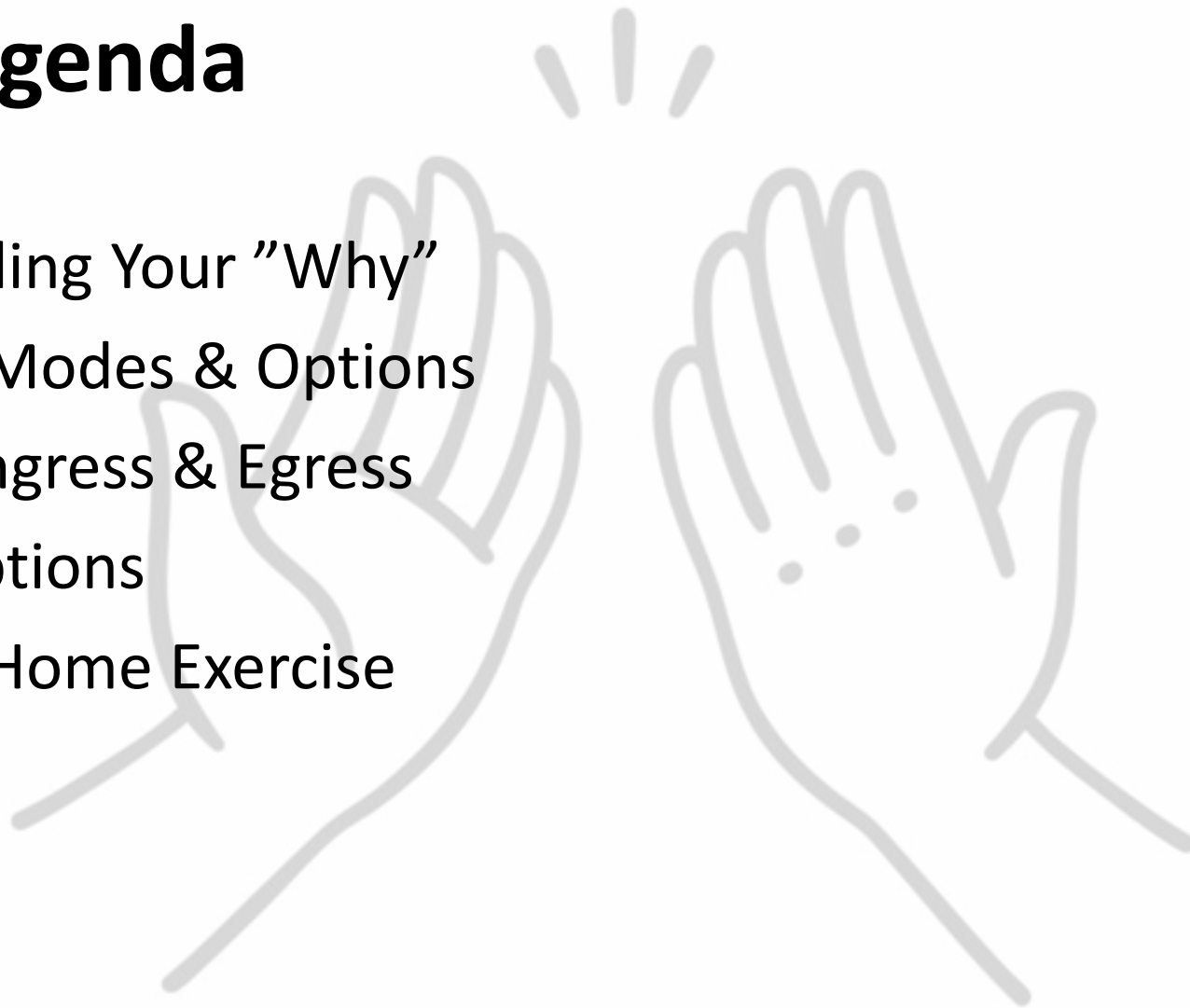
Bringing It Home

Bring it Home Exercise

- Think about your venue
- Pull up an aerial image of your venue on Google
- Outline the current ingress and egress
- Would you change anything for efficiency or not?
- Discussion

Goals & Agenda

- ✓ Understanding Your “Why”
- ✓ Reviewing Modes & Options
- ✓ Exploring Ingress & Egress
- ✓ Delivery Options
- ✓ Bringing It Home Exercise





Thank you!

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*Please complete the course
evaluation now.*