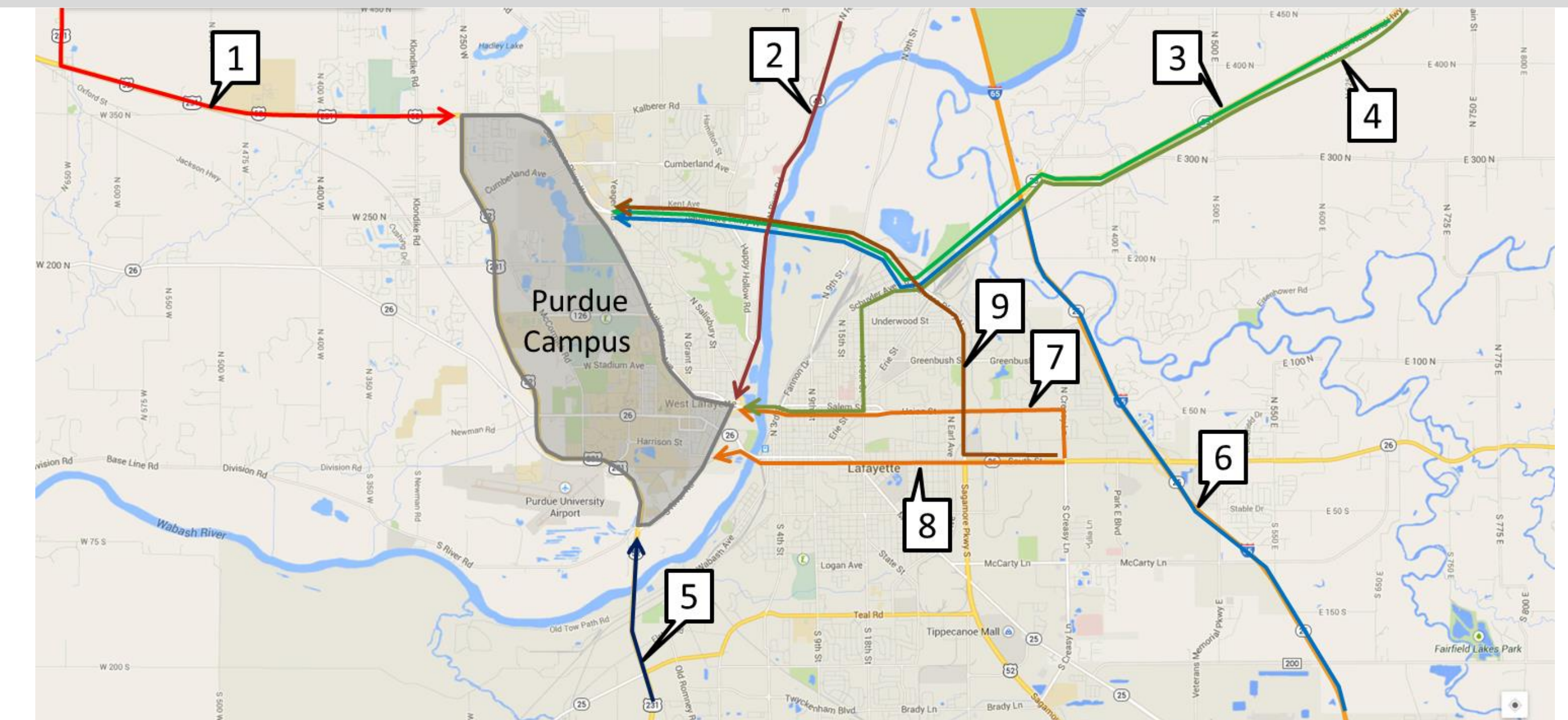


## Abstract

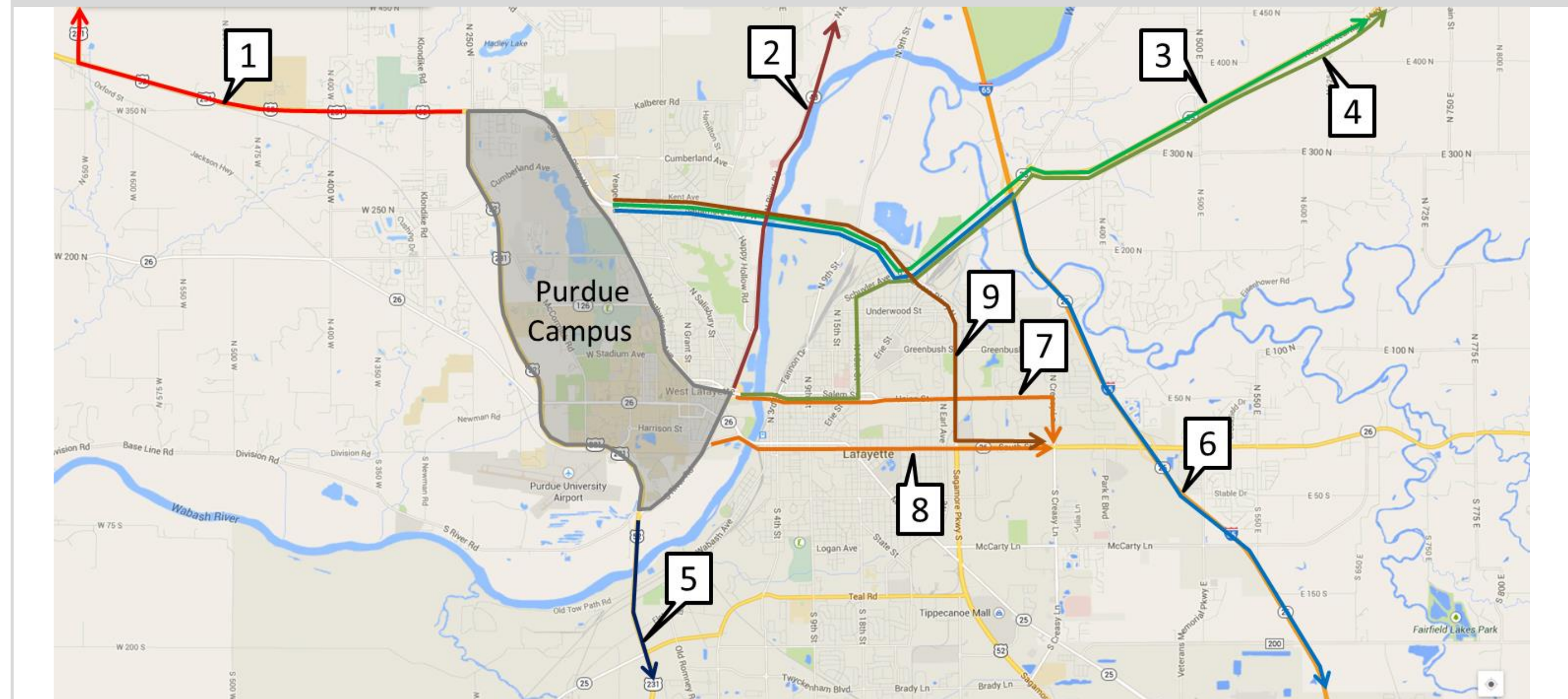
Universities and sports venues routinely host large events that often attract over 100,000 attendees. These special events create and encounter unique challenges, such as motorists unfamiliar with the area, streets that must be closed for security and crowd management, non-traditional parking, and strong 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.

## Routes Into Campus



## Routes Out Of Campus



## Timeline



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



Google earth



EXIT DIRECTIONS



### 2014 PARKING REGULATIONS

- Lots open eight hours prior to kickoff but not earlier than 7 a.m.\*
- \*(Lots D & T not earlier than 8 a.m.)
- Permit does not allow for any pull-behind trailers. RV trailers 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 10' wide by 21' 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.
- Permit must be displayed at all times from rear-view mirror 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 stubs already torn off will not be accepted by the parking attendants.
- Lost or stolen permits cannot be replaced.

Sept. 13, 2013

Sept. 14, 2013

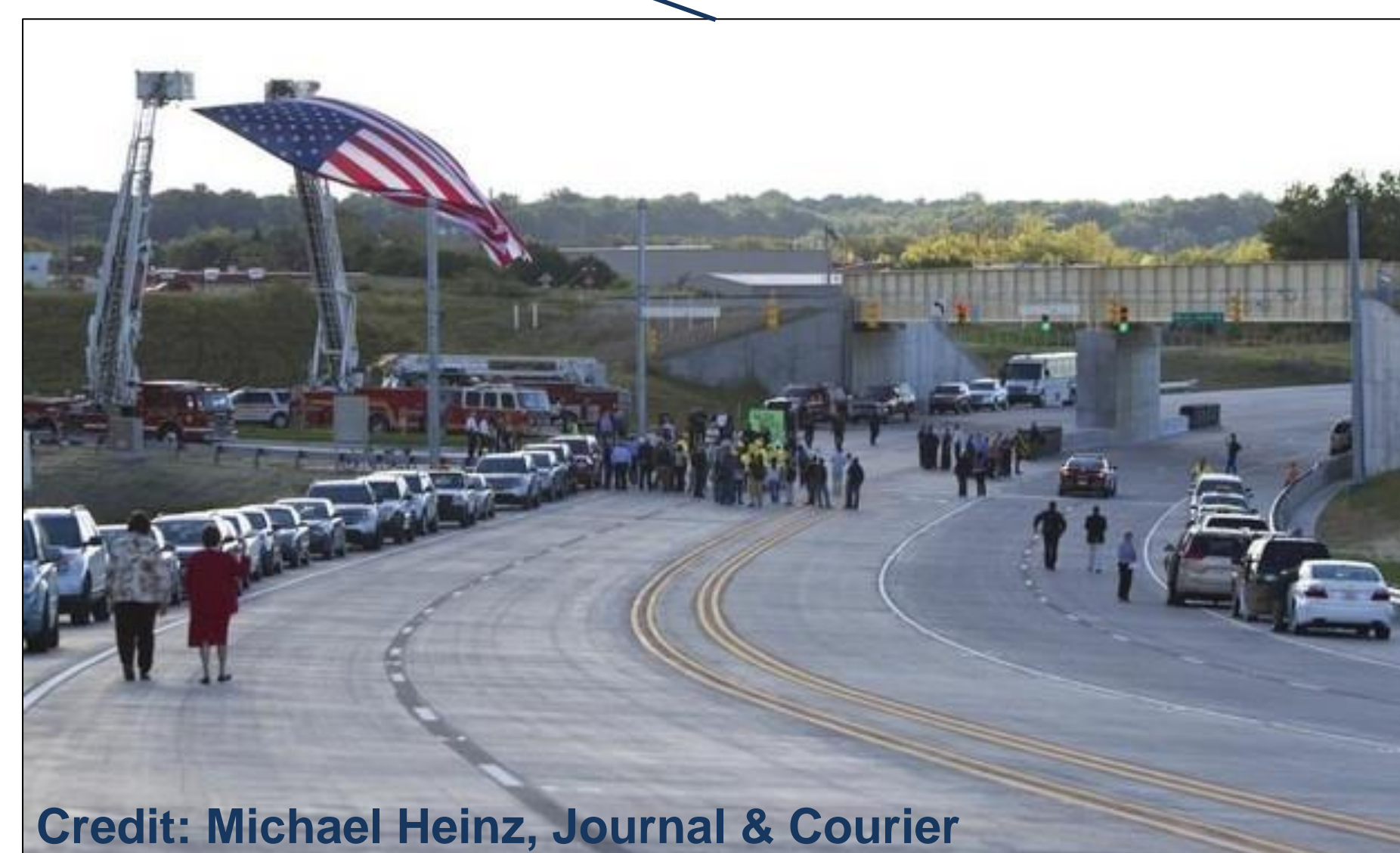
Sept. 15, 2013

Fall 2013 Season

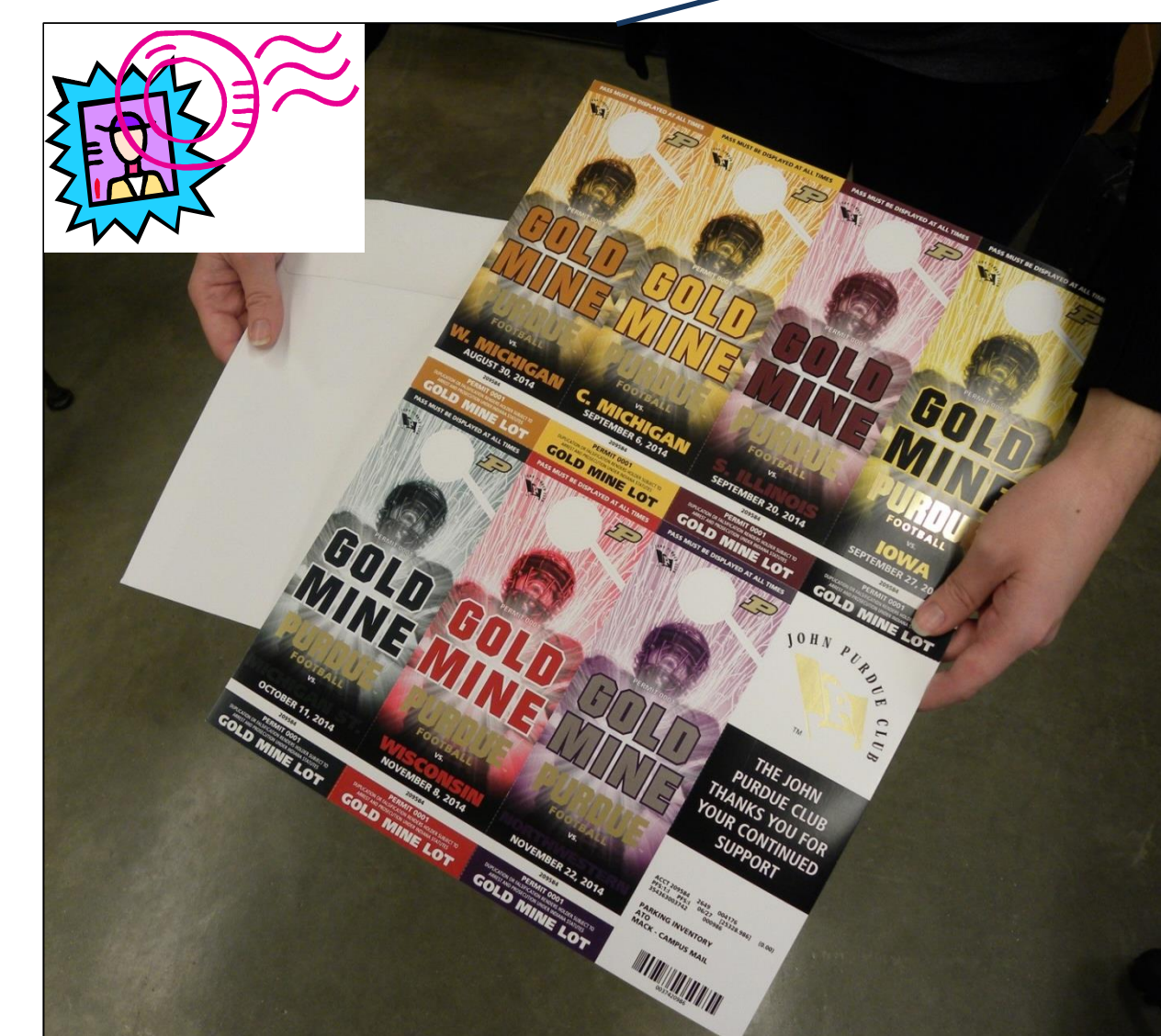
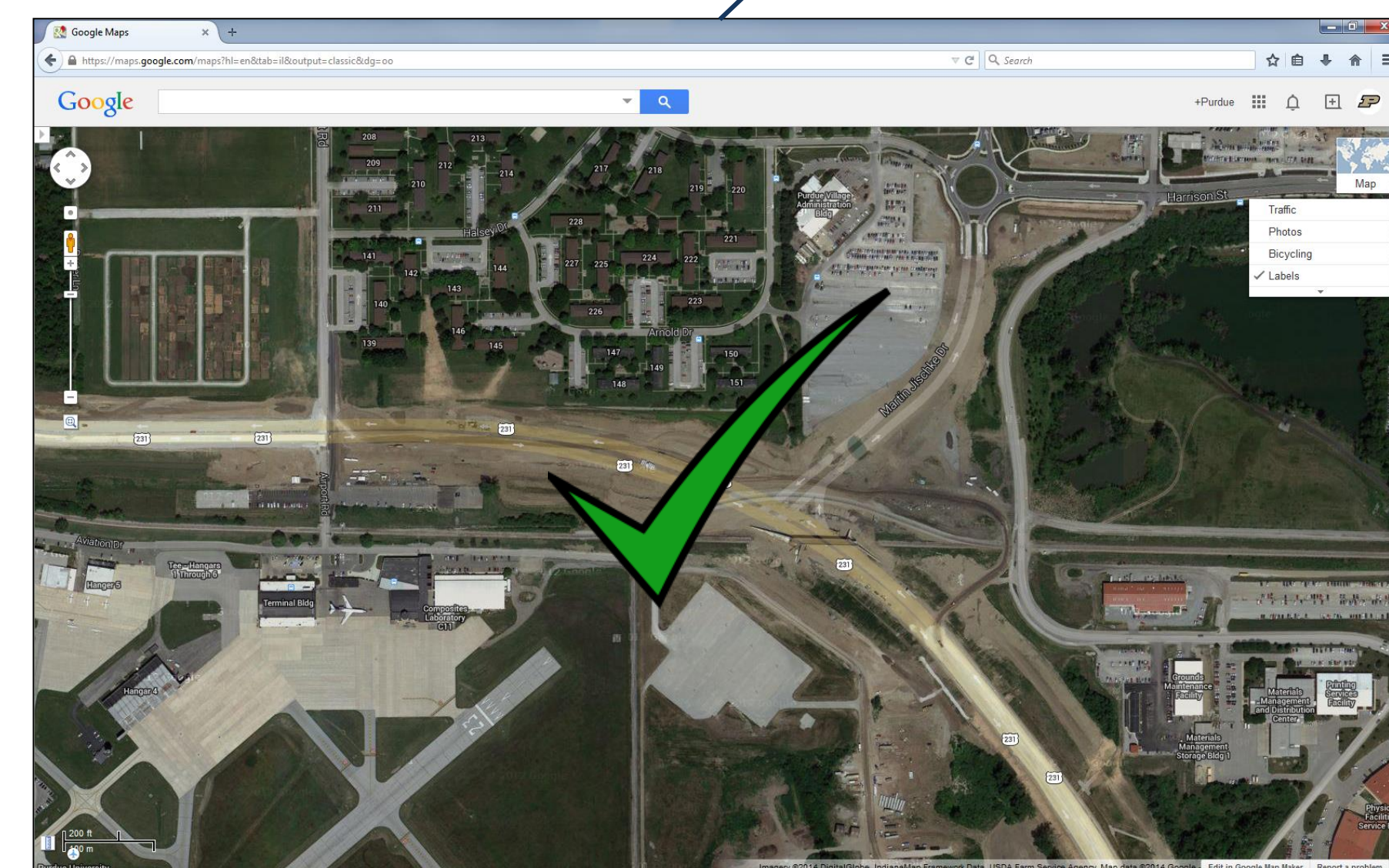
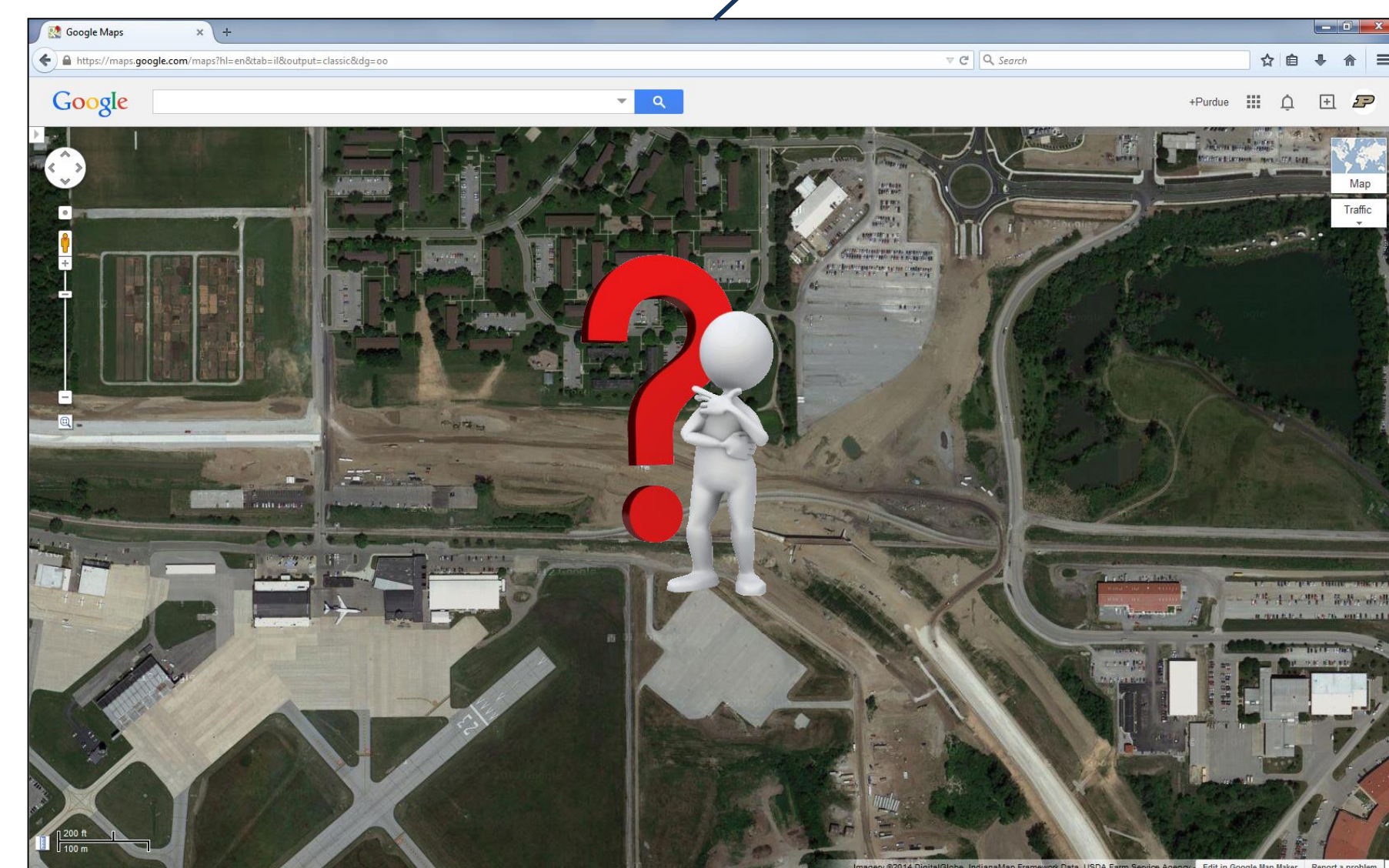
End of 2013

July 2014

Fall 2014 Season



Credit: Michael Heinz, Journal & Courier



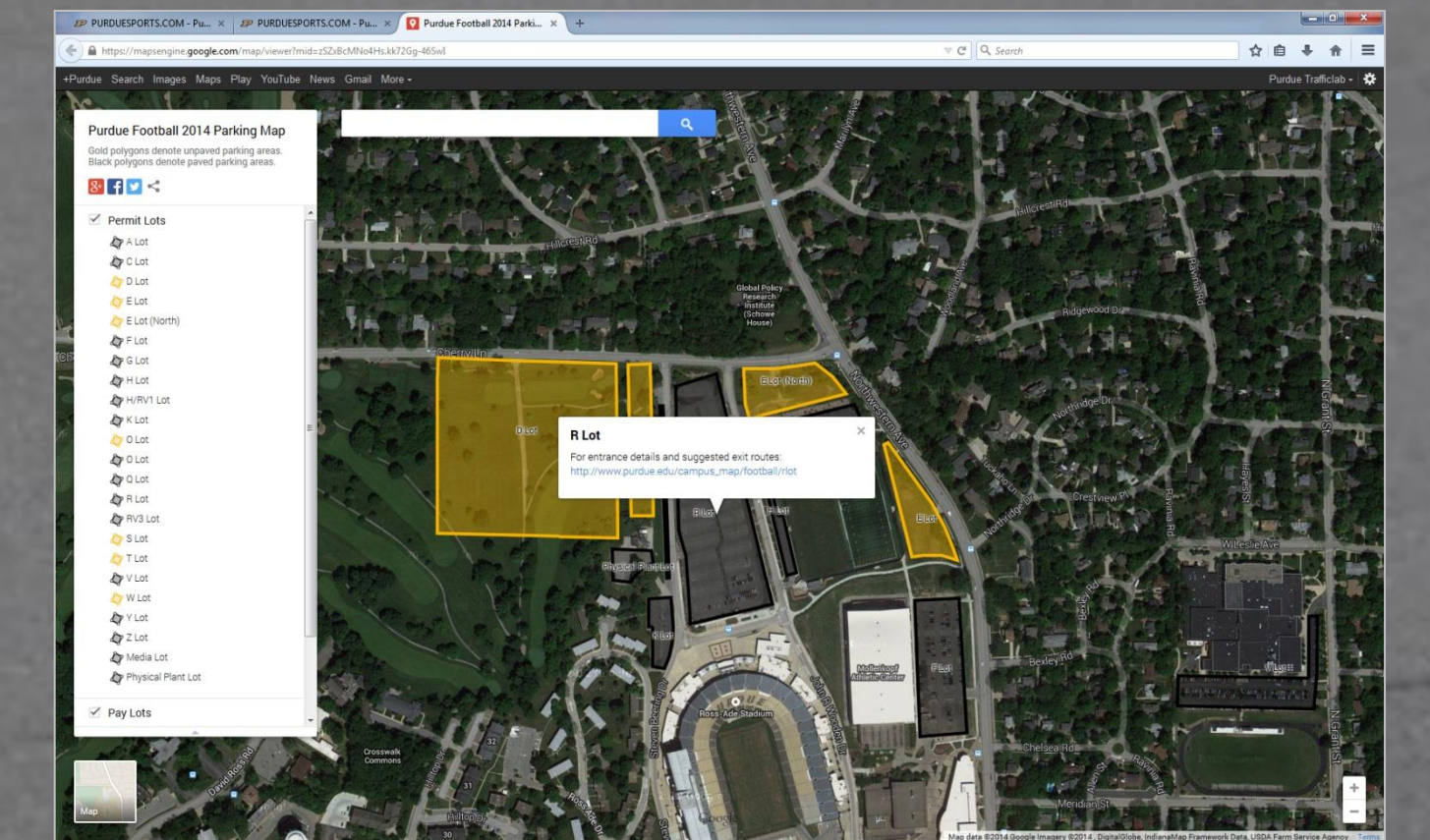
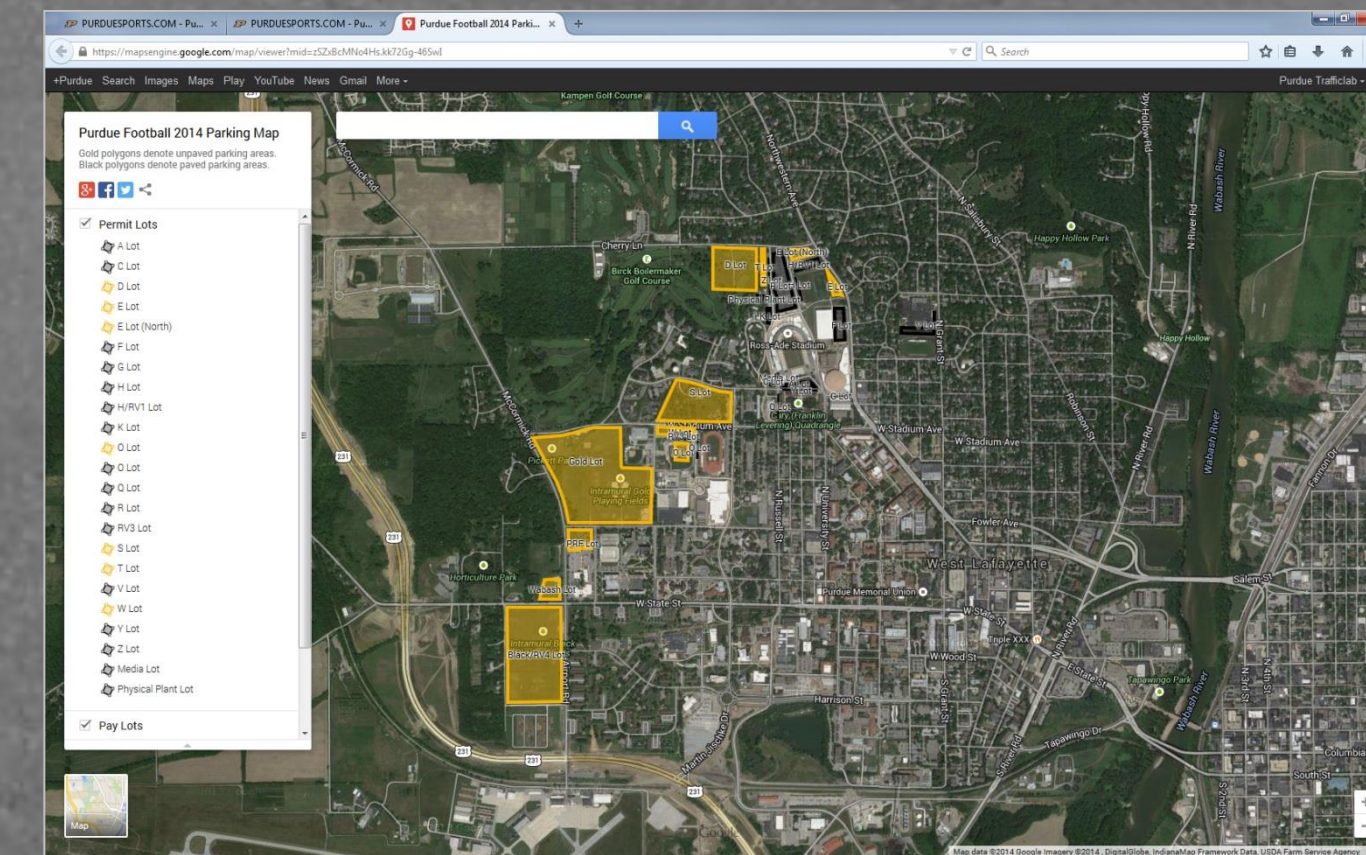
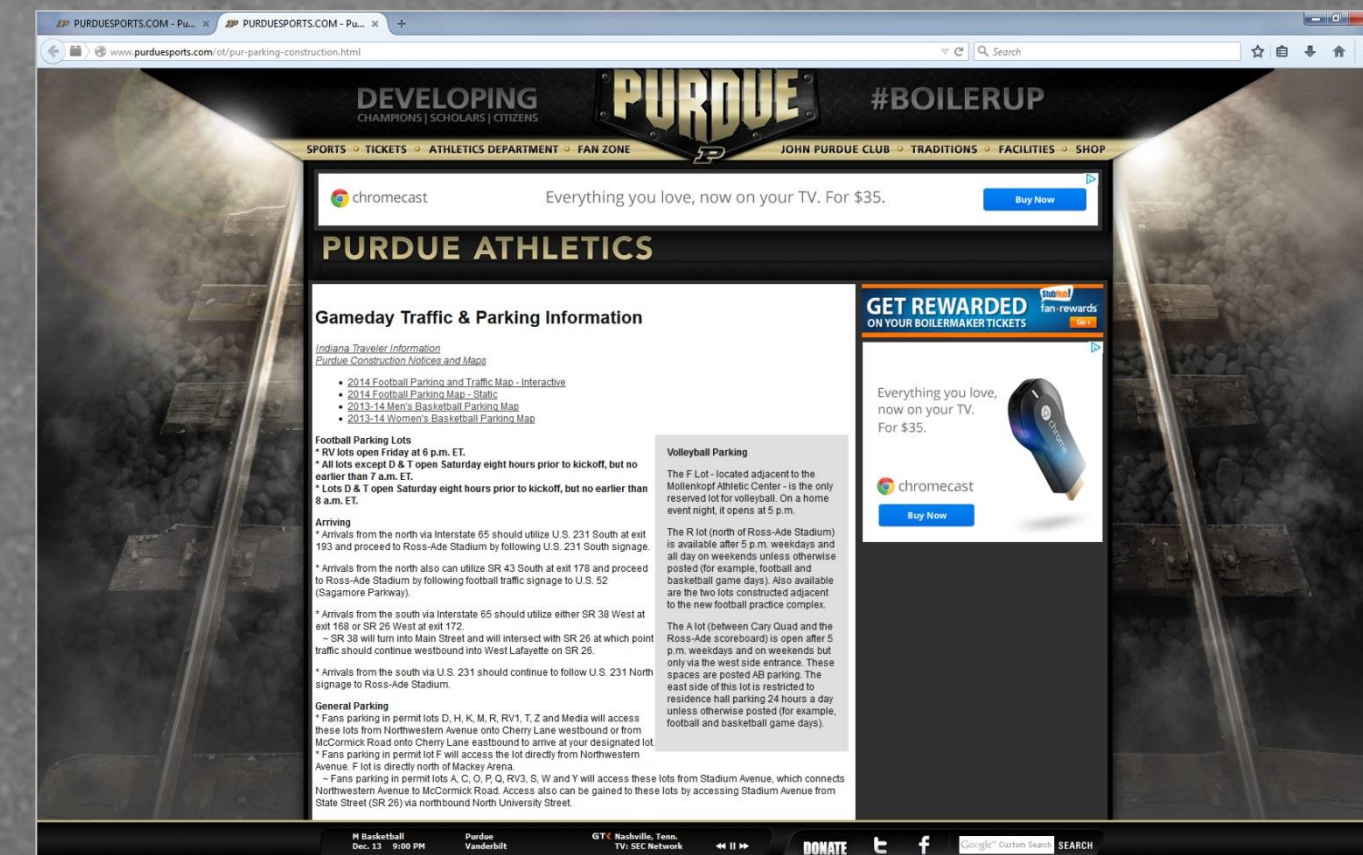
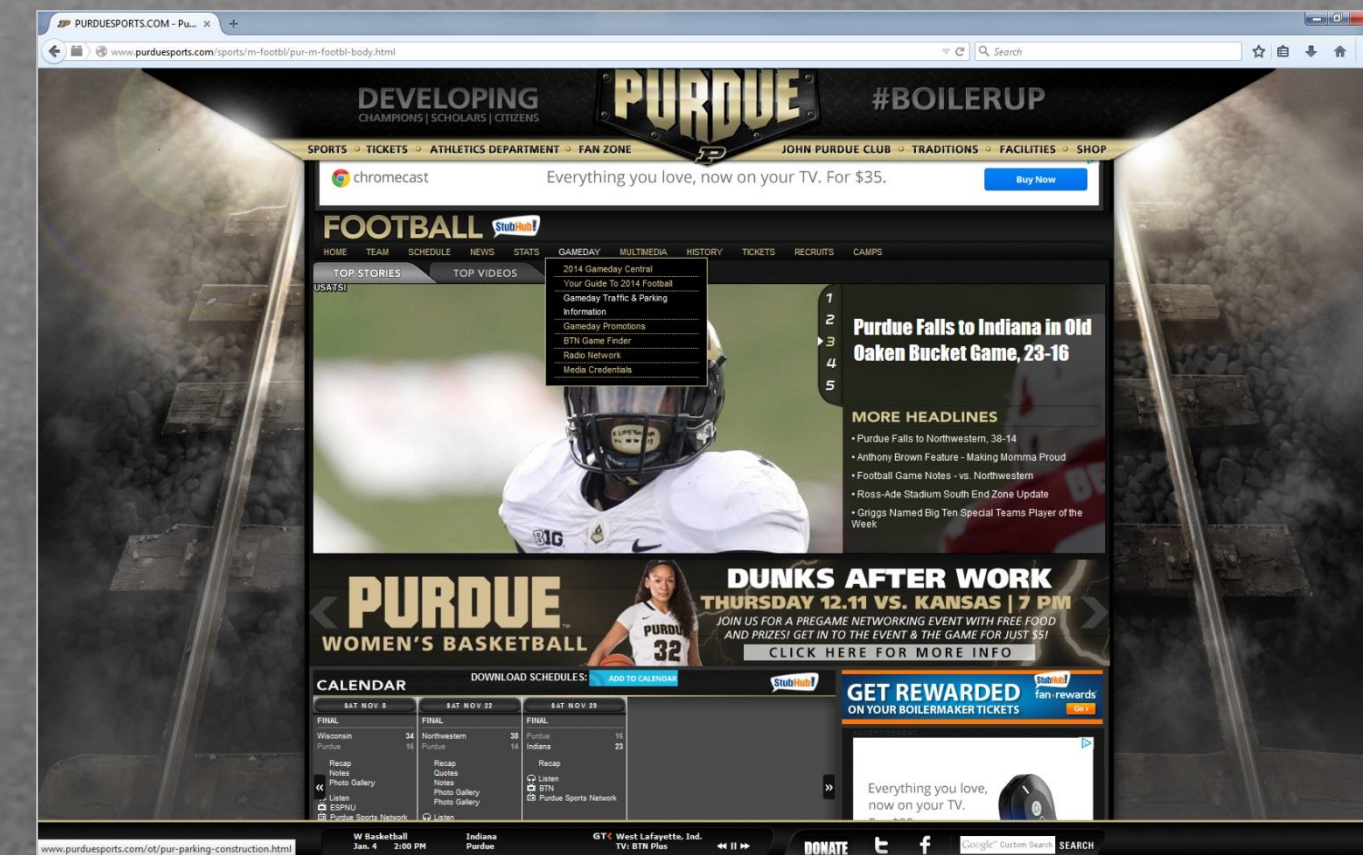


**PURDUE**  
UNIVERSITY



**PURDUE SPORTS: 2014 FOOTBALL PARKING & TRAFFIC MAP - INTERACTIVE**

15-6223  
**LEVERAGING  
COMMERCIAL CLOUD  
NAVIGATION & MAPS  
FOR SPECIAL EVENT  
ROUTE  
MANAGEMENT**



**CLOUD-BASED MAPS: INBOUND & OUTBOUND CAMPUS**

**QR CODE LOT-SPECIFIC ON PARKING PASSES**

