

Shuttle system outlined for Tulane stadium events

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If you build it, they will come via shuttles, says SP Gameday, a national firm hired to manage traffic and parking issues related to the Tulane University on-campus stadium. SP Gameday, which manages transportation issues for large events like the Super Bowl and Final Four, addressed about 150 people at the second of three community forums.



After small group sessions at Monday night's (June 18) forum, Alex Bernadett discusses issues of concern drafted by attendees at his table. He is a Tulane alumnus. (Photo by Guillermo Cabrera-Rojo)

A system utilizing nearby parking lots and shuttles is designed to minimize impacts on residential areas around campus as much as possible, explained Don Jordan of SP Gameday.

At the forum on Monday (June 18) at the Audubon Tea Room, Jordan presented examples of much larger stadiums to illustrate the company's experience transporting fans using a Park and Ride shuttle system. For example, at Princeton

University, the company uses shuttles to manage 35 percent of the parking demand. At Texas Christian University, the company will use shuttles to transport up to 50 percent.

After study, the company expects that at Tulane, 23 percent of those attending stadium events will need the shuttle bus service, which will transport fans from parking lots more than 1.5 miles from the uptown campus. The remainder of attendees will either walk, ride bikes, take public transit or taxis, or park on campus and in lots within walking distance.

Jordan outlined two zones for unloading shuttles coming from parking lots, and loading shuttles for the return trip. A loading zone on Claiborne Avenue would accommodate about 75 percent of the shuttle passengers, with a smaller loading zone on Freret Street.

The workforce and volunteers would not use these shuttle locations, but would be transported in from the Mercedes-Benz Superdome.

Architect Robert Riccardi spoke briefly about lighting and drainage issues. Riccardi described a lighting system designed with “highly efficient, highly directional lights” meant to minimize glare and light pollution.

Similar mitigation controls would be in place for drainage. According to Riccardi, plans are to supplement existing conditions along the western edge of the stadium, with additional drainage to prevent runoff to property adjacent to the stadium.

Slides from the presentation are available at tulanestadium.com. A third forum is scheduled on July 11 at the Audubon Tea Room, 6500 Magazine St., to discuss game-day operations.