



# Transportation Management Plan



- **Dallas Cowboys 2009 Stadium**
- **Texas Stadium - Cowboys**
- **2010 World Equestrian Games**
- **Patriot's Place – Foxborough, MA**
- **Super Bowl XL Detroit**
- **Dolphin Stadium - Super Bowl MP**
- **Alabama Motorsports Park, Mobile**
- **Dubai AutoDrome Dubai, UAE**
- **Cleveland Grand Prix**
- **Charlotte Bobcats - Bobcat's Arena**
- **Birmingham Convention Center**
- **Florida Marlins - New Ballpark**
- **St. Louis Cardinals – Bush Stadium**
- **Pittsburgh Steelers – Heinz Field**
- **Pittsburgh Pirates – PNC Park**
- **Pittsburgh Penguins – New Arena**
- **Cincinnati Bengals - Brown Stadium**
- **Cincinnati Reds – Great America Ballpark**
- **Gillette Stadium – NE Patriots**
- **New Jersey Nets - New Arena**
- **Cleveland Browns – Browns Stadium**
- **Cleveland Cavaliers – Gund Arena**
- **Cleveland Indians – Jacob's Field**
- **Seattle Mariners – Safeco Park**
- **Seattle Seahawks – Quest Field**
- **Oakland A's – New Ballpark**
- **New Orleans Saints – New Stadium**
- **Philadelphia Phillies – New Ballpark**
- **Washington Nationals**
- **Churchill Downs**
- **Rock 'n Roll Hall of Fame**
- **Truman Center – Chiefs and Royals**
- **Canada's Wonderland Theme Park**
- **Univ of West Virginia Mountaineer Stadium**
- **Colorado State Univ – Hughes Stadium**
- **Univ of Louisville – Papa John Stadium**
- **Ohio State - Value City Arena**
- **Univ of Minnesota – New Stadium**
- **Kentucky Fair and Exposition Center**
- **Cincinnati Riverfront Master Plan**
- **East St. Louis Riverfront Stadium Plan**
- **Brian Lara Cricket Stadium - Trinidad**
- **South Louisville Mater Plan**
- **Disneyland Theme Park, CA**
- **Kentucky Kingdom Theme Park**
- **Carowinds Theme Park**
- **Great America Theme Park**
- **Boston Celtics – New Arena**
- **AA Toronto Blue Jays – Ballpark**

ry 2009



# Transportation Management Plan



DALLAS  
COWBOYS



TRANSPORTATION  
MANAGEMENT  
PLAN

November 2008  
November 12, 2008



Prepared By:  
PB Americas, Inc  
75 Arlington St.  
Boston, MA 02116

[dallascowboysmaps.com](http://dallascowboysmaps.com)

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# Transportation Management Plan



## **NEW STADIUM**

<http://stadium.dallascowboys.com/>

**3 Million Square Feet**

**Seating Capacity 75,000 (Up to 100,000)**

**Local Transit – Currently None - Park and Ride  
in future**

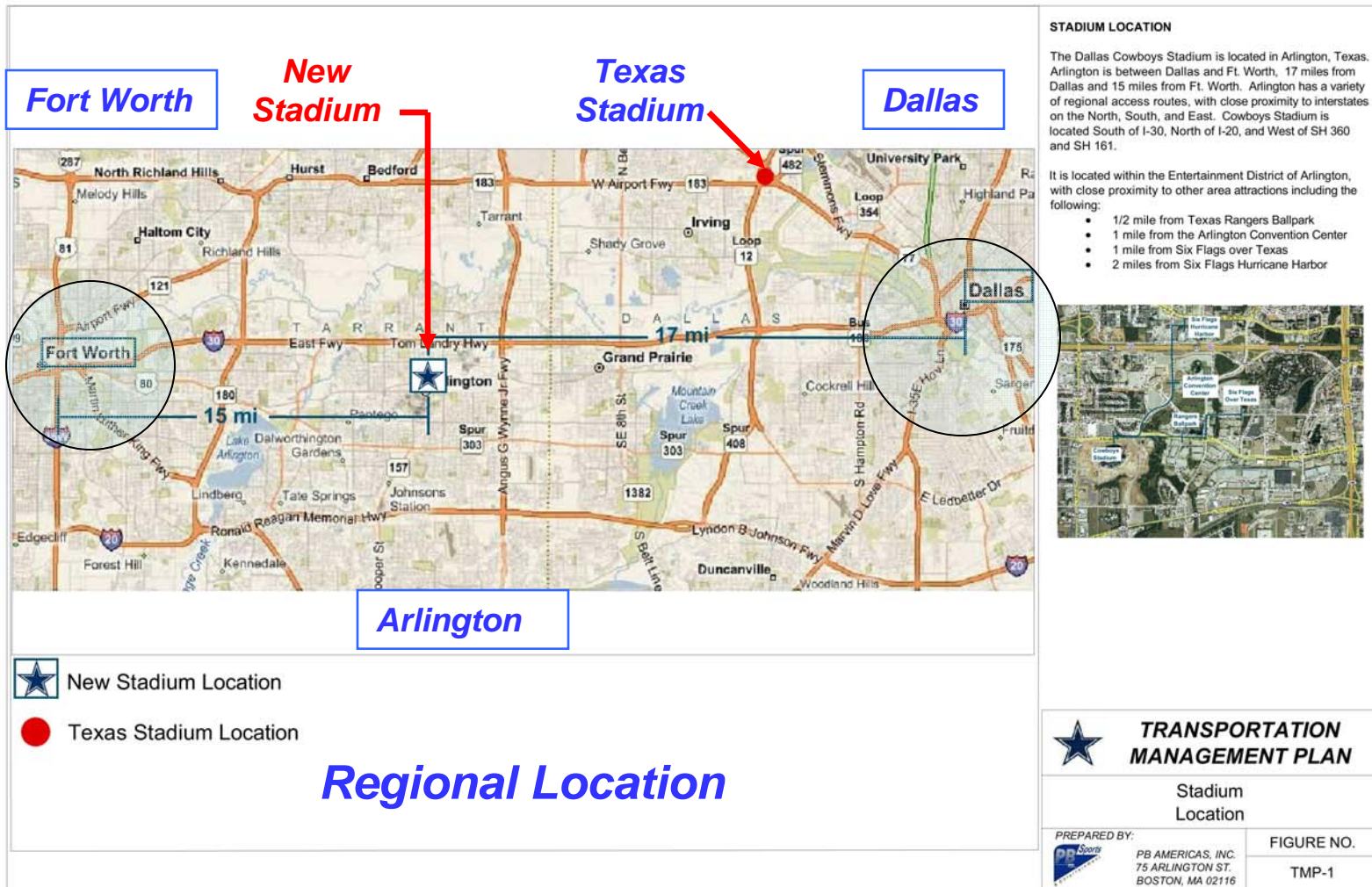
**Vehicular Occupancy 3.0 to 3.2 per./veh.**

**Parking Req. 23,500 to 33,000**





# Transportation Management Plan



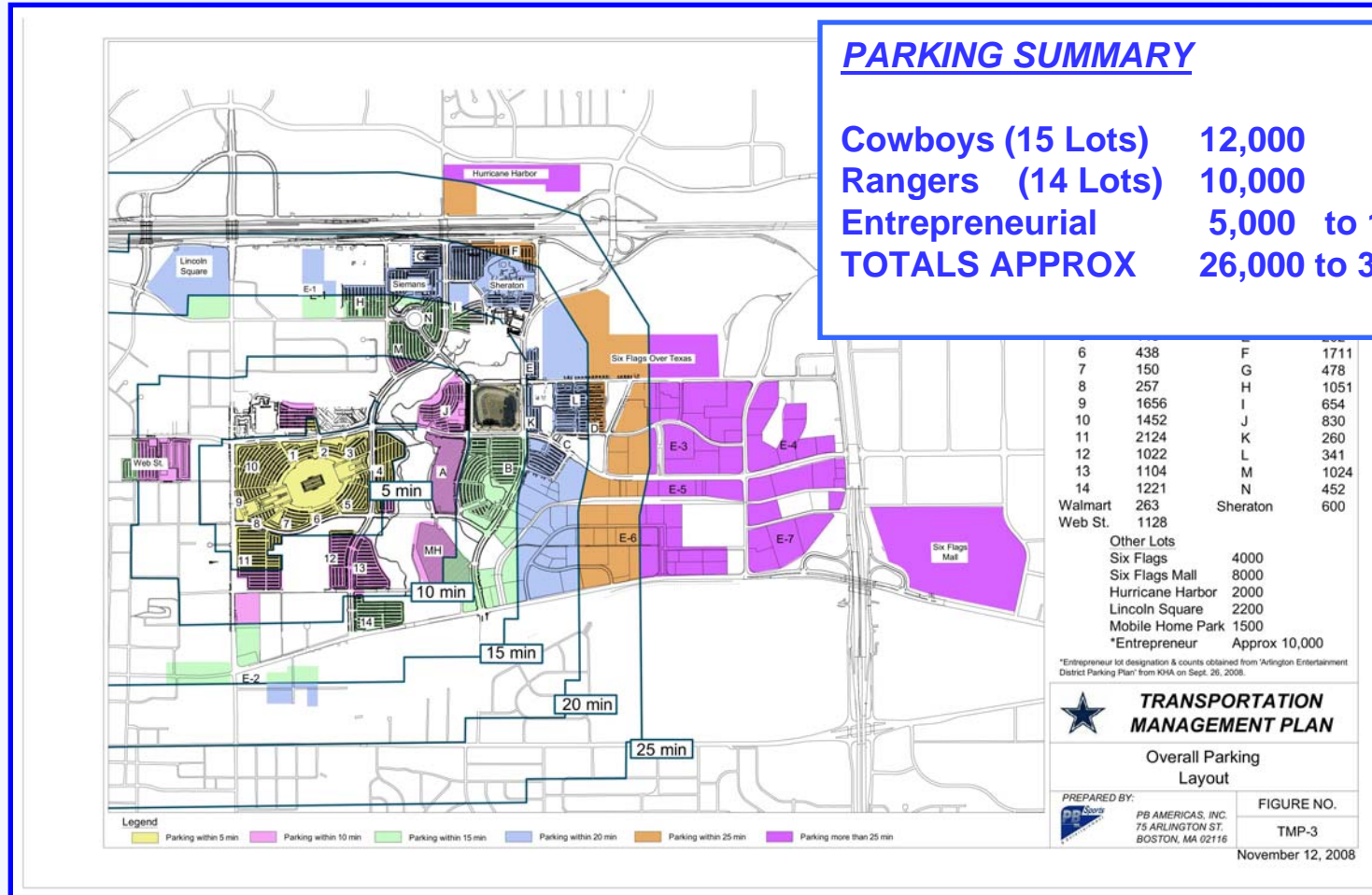
## Regional Location



# Transportation Management Plan



## Parking Within 1 Mile of New Stadium





# Transportation Management Plan



## ***PB SPORTS & ENTERTAINMENT – EVENT MANAGEMENT***

- ! Pre-Sell Lots - Provide Directions***
- ! Distribute Traffic to Maximize Network Carrying Capacity***
- ! Optimize the Signalization the Roadway Network***



## Transportation Management Plan



***All Events  
at the  
Dallas Cowboys Stadium  
will Pre-Sell Parking***

***dallascowboysmaps.com***

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# Transportation Management Plan



NFL INTERNET NETWORK

powered by **NEOSPIRE**  
MANAGED HOSTING


home  
**DALLAS COWBOYS**

**NEW** **RELIVE THE SUPER BOWL**    
EVERY OTHER 2008 GAME STREAMED ON-DEMAND IN STUNNING HD\*  
\* Certain restrictions apply

GAME REWIND\*\*

ROSTER DEPTH CHART INJURIES STATISTICS SCHEDULE STANDINGS

NEWS MULTIMEDIA TEAM FAHS GAMEDAY TICKETS STADIUM CHEERLEADERS STORE COMMUNITY



## Dallas Cowboys New Stadium


Pricing Maps | Interactive Maps | What is a seat option? | FAQ's

**Founders All Access**  
Exclusive Seating on the 50 Yard Line  
All Access to Private Clubs with  
All Inclusive Amenities

**Club Seats**  
Premium Club Sideline Seating  
Access to Spacious Clubs  
Premium Parking

**Loge Seats**

**Reserved Seats**



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# Transportation Management Plan



 **dallascowboysmaps.com**  
coming soon...

*Please provide the zip code of your place of origin* **00000**

*Please provide your pre-purchased Lot Number* **00**

**PRESS ENTER**



# Transportation Management Plan



## DALLAS COWBOYS PARKING DIRECTIONS

### URGENT NOTICE! PLEASE READ!

Portions of I-30 in Arlington, Hwy 161 (George Bush Tollway) and State Highway 360 are under construction. Do not use other sources of web directions; only use **DallasCowboysMaps.com**.

**DallasCowboysMaps.com** was designed to provide you with the most time efficient route to and from your designated parking lot based on current construction, traffic flow and other conditions that may cause delays.

Although the directions given may not correspond with maps developed by other websites, we urge you to use the directions from **DallasCowboysMaps.com**. There has been much research in the development of **DallasCowboysMaps.com**, along with coordination with the City of Arlington and City of Grand Prairie Traffic Signal Systems, in order to give you the most time sensitive traffic routing system based on current conditions.

***Dallas Cowboys Maps - Directions to and from Parking***

***dallascowboysmaps.com***

*February 2009*



# Transportation Management Plan

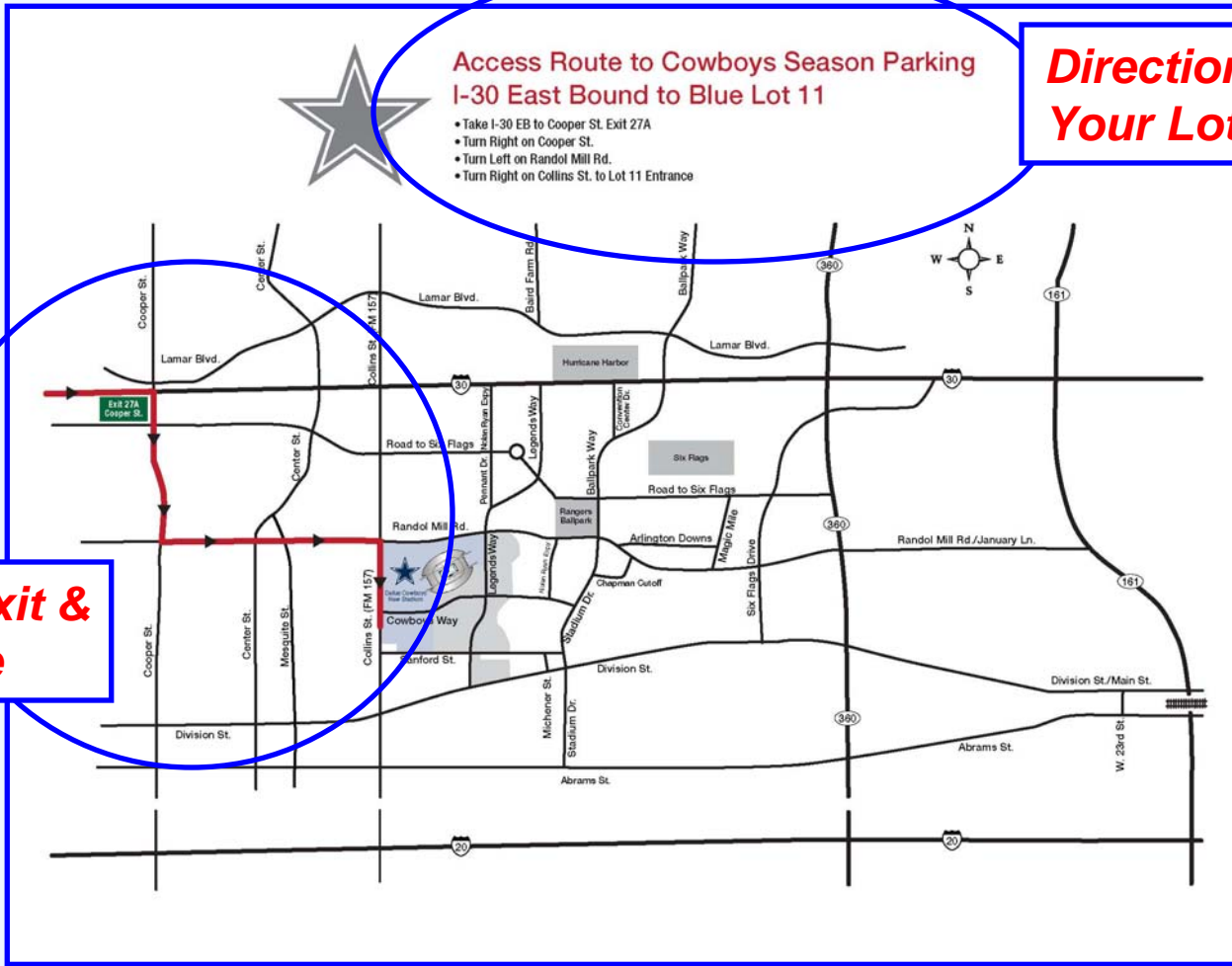


## Access Route to Cowboys Season Parking I-30 East Bound to Blue Lot 11

- Take I-30 EB to Cooper St. Exit 27A
- Turn Right on Cooper St.
- Turn Left on Randol Mill Rd.
- Turn Right on Collins St. to Lot 11 Entrance

**Directions to Your Lot**

**Highway Exit & Your Route**



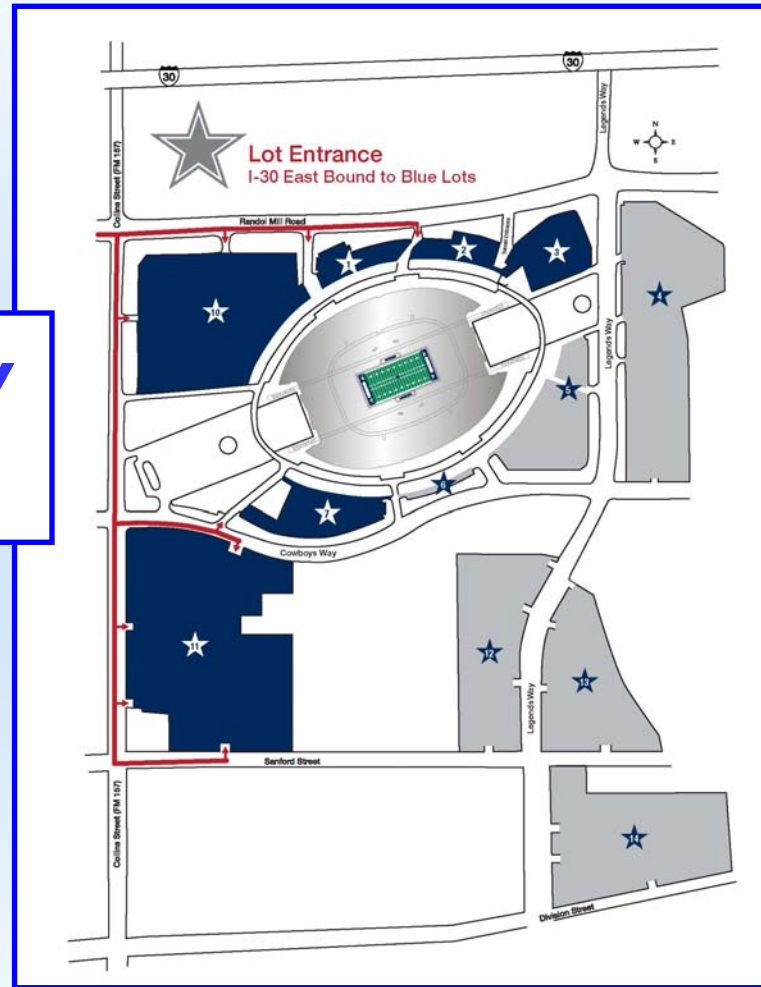
## Your Zip Code Based Lot Arrival Route



# Transportation Management Plan



***Your Lot Driveway  
Entry Point .....***





# Transportation Management Plan



Departure from Cowboys Season Parking  
Blue Lot 11 to I-30 West Bound

- Exit Lot 11 and turn Left on Collins St.
- Turn Right on Division St.
- Turn Right on Mesquite St.
- Cross over the Center St. bridge and Turn Left onto I-30 West Bound On-Ramp

**Directions from  
Your Lot**

**Best Route From Your Lot  
to the Expressway**

**Your Zip Code Based Lot Departure Route**



## Transportation Management Plan



# *Dallas Cowboys Maps . Com*

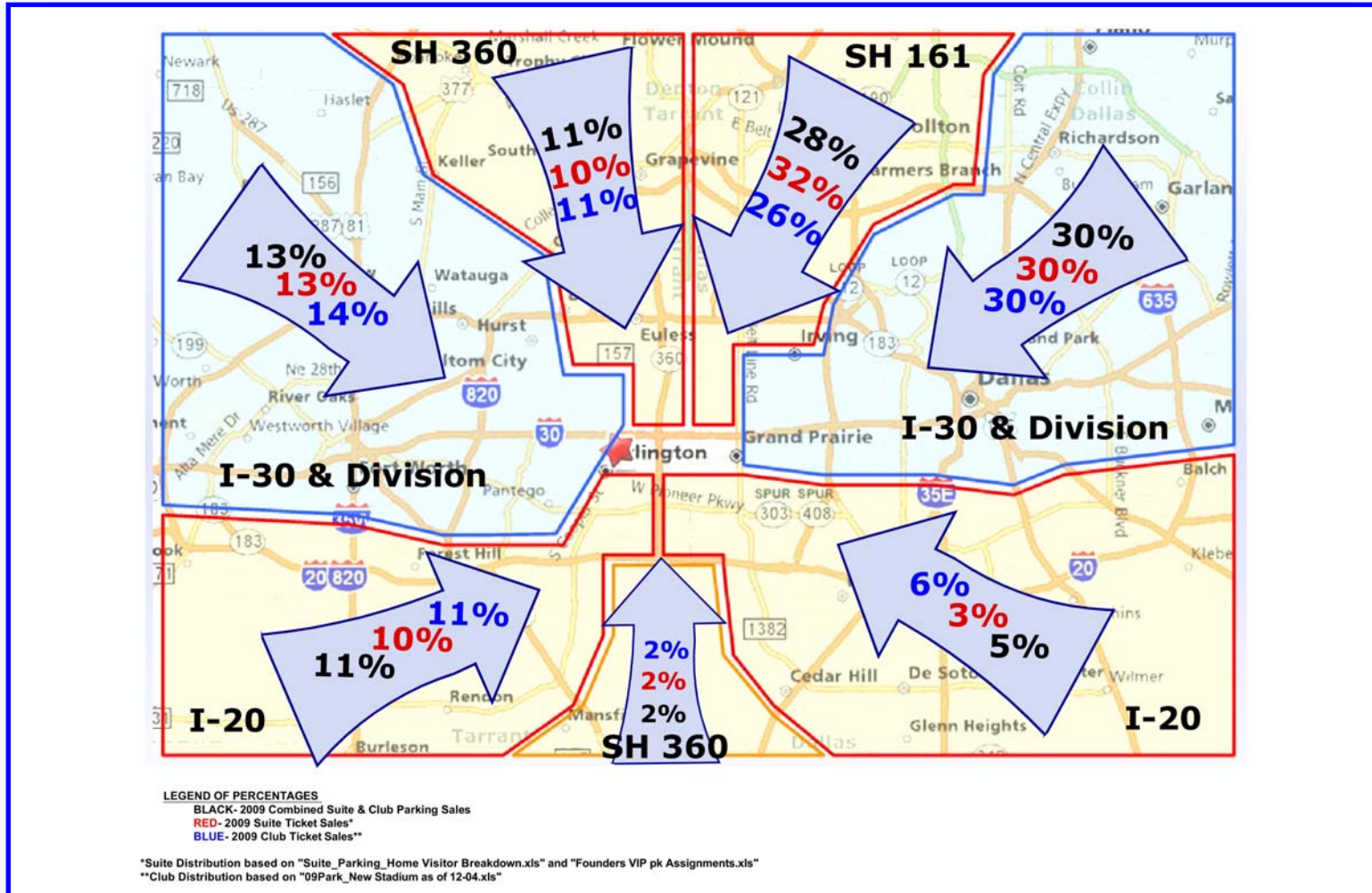
*“designed to distribute traffic on the roadway network to minimize congestion and delay”*

[dallascowboysmaps.com](http://dallascowboysmaps.com)

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# Transportation Management Plan



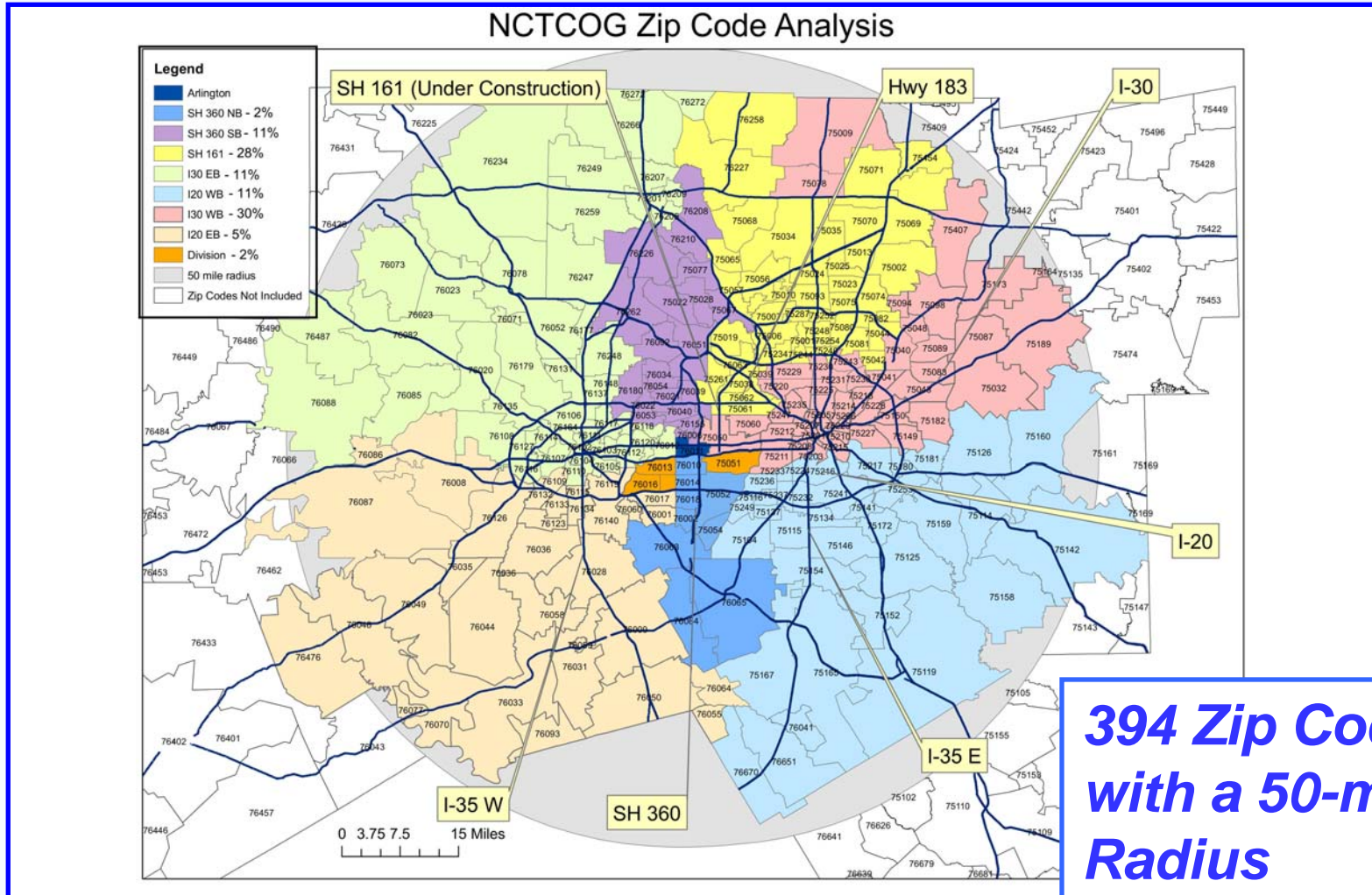
## Zip Code Analysis of 3 years of Season Ticket Holders

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# Transportation Management Plan



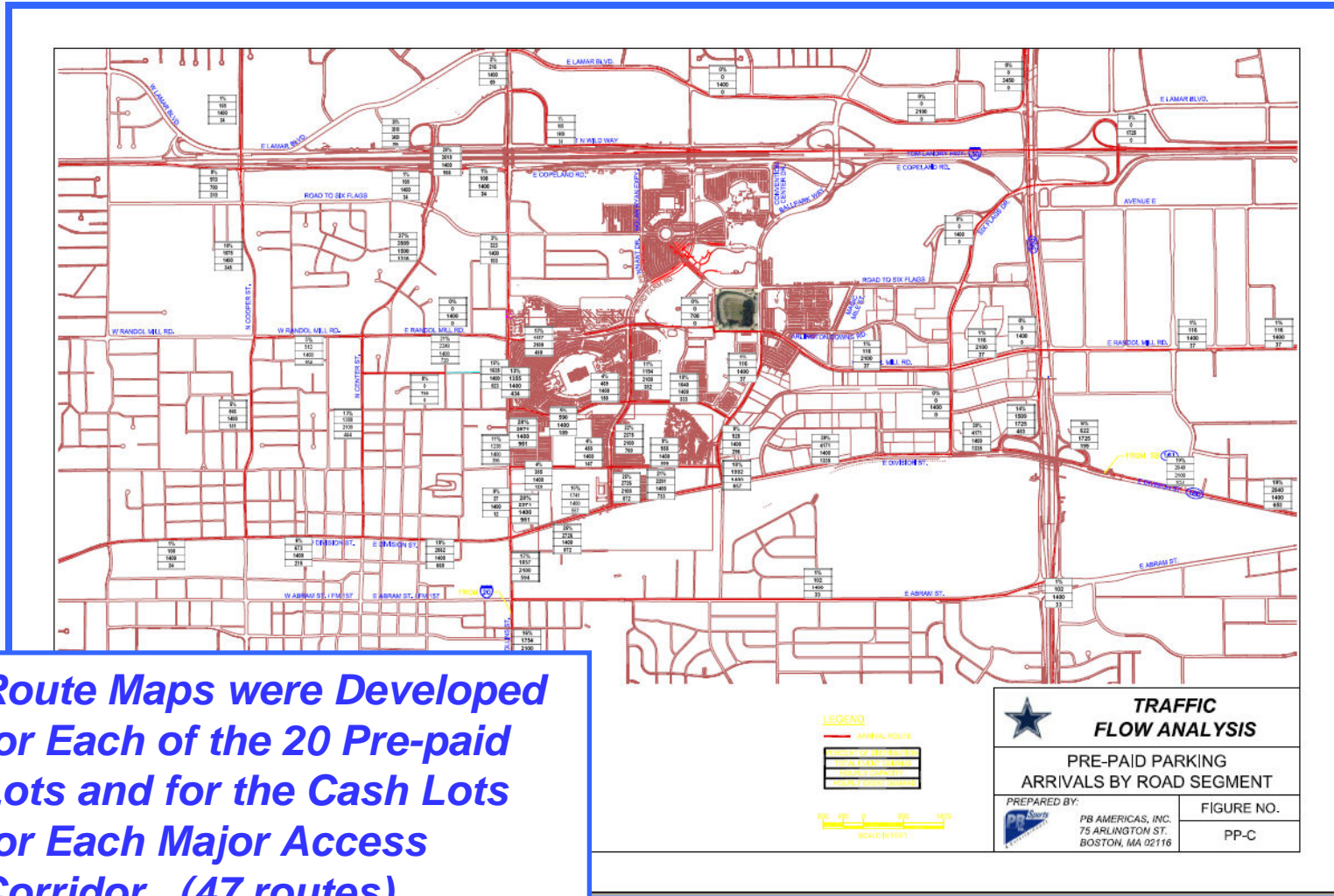
## Regional Access Routes

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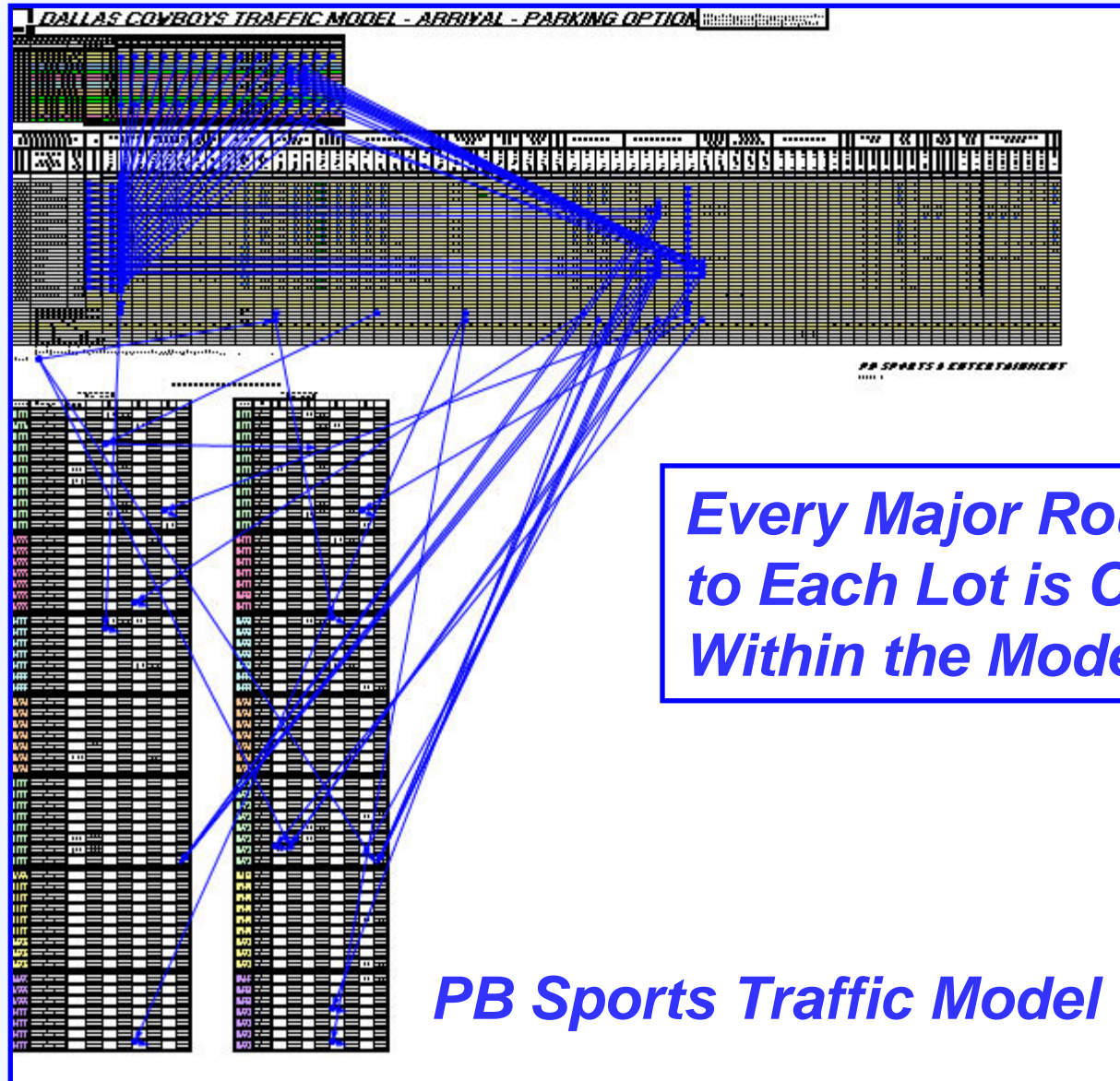
# Transportation Management Plan



**Route Maps were Developed for Each of the 20 Pre-paid Lots and for the Cash Lots for Each Major Access Corridor. (47 routes)**



# Transportation Management Plan



*Every Major Route to Each Lot is Contained Within the Model*

**PB Sports Traffic Model**



# Transportation Management Plan



#	Zip	City	County	State	Country	Distance	Route	Lot 1	Lot 2										
14	75001	ADDISON	DALLAS	TX	US	20.49	SR 161	13-1	13-2										
15	75002	ALLEN	COLLIN	TX	US	35.53	SR 161	13-1	13-2										
16	75006	CARROLLTON	DALLAS	TX	US	18.06	SR 161	13-1	13-2										
17	75007	CARROLLTON	DENTON	TX	US	20.64	SR 161	13-1	13-2										
402	76262	ROANOKE	DENTON	TX	US	18.24	SR 360 SB	5-1	5-2										
403	76266	SANGER	DENTON	TX	US	41.83	I-30 EB	1-1	1-2										
404	76267	SLIDELL	WISE	TX	US	45.11	SR 360 SB	5-1	5-2										
405	76272	VALLEY VIEW	COOKE	TX	US	43.66	I-30 EB	1-1	1-2										
406	76299	ROANOKE	DENTON	TX	US	16.14	SR 360 SB	5-1	5-2										
407	76439	DENNIS	PARKER	TX	US	49.7	I-30 EB	1-1	1-2										
408	76476	TOLAR	HOOD	TX	US	43.83	I-20 EB	9-1	9-2										
409	76485	PEASTER	PARKER	TX	US	45.88	I-30 EB	1-1	1-2										
410	76487	POOLVILLE	PARKER	TX	US	48.47	I-30 EB	1-1	1-2										
412	76623	AVALON	ELLIS	TX	US	35.24	I-20 WB	11-1	11-2	11-3	12-4	12-5	12-6	11-7	11-10	11-11	12-12	12-13	12-14
413	76627	BLUM	HILL	TX	US	48.13	I-20 EB	9-1	9-2	9-3	10-4	10-5	10-6	9-7	9-10	9-11	10-12	10-13	10-14
414	76628	BRANDON	HILL	TX	US	49.01	SR 360 NB	7-1	7-2	7-3	8-4	8-5	8-6	7-7	7-10	7-11	8-12	8-13	8-14
415	76636	COVINGTON	HILL	TX	US	42.39	I-20 EB	9-1	9-2	9-3	10-4	10-5	10-6	9-7	9-10	9-11	10-12	10-13	10-14
416	76651	ITALY	ELLIS	TX	US	41.5	I-20 WB	11-1	11-2	11-3	12-4	12-5	12-6	11-7	11-10	11-11	12-12	12-13	12-14
417	76670	MILFORD	ELLIS	TX	US	43.24	SR 360 NB	7-1	7-2	7-3	8-4	8-5	8-6	7-7	7-10	7-11	8-12	8-13	8-14

**The PB Sports Traffic Model**  
**20 Pre-paid Parking Lots**  
**4 Cash Lot Zones**  
**18,000 Controlled spaces/vehicles**  
**4,000 Recommended Cash Locations**  
**394 Zip Codes – 50 Mile Radius**  
**47 Modeled Routes to Lots**  
**4 Regional Routes outside 50 Miles**

**The PB Model Contains 394 Zip Codes Plus Areas Outside the 50-Mile Radius for Total Access**

[dallascowboysmaps.com](http://dallascowboysmaps.com)

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## Transportation Management Plan



***Purchase Your Tickets  
&  
Purchase Your Parking Lot  
&  
Obtain Your Route***

***[dallascowboysmaps.com](http://dallascowboysmaps.com)***

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# Transportation Management Plan



*dallascowboysmaps.com*

*dallascowboysmaps.com*

*February 2009*



# Transportation Management Plan



DALLAS  
COWBOYS



TRANSPORTATION  
MANAGEMENT  
PLAN

November 2008  
November 12, 2008



Prepared By:  
PB Americas, Inc  
75 Arlington St.  
Boston, MA 02116

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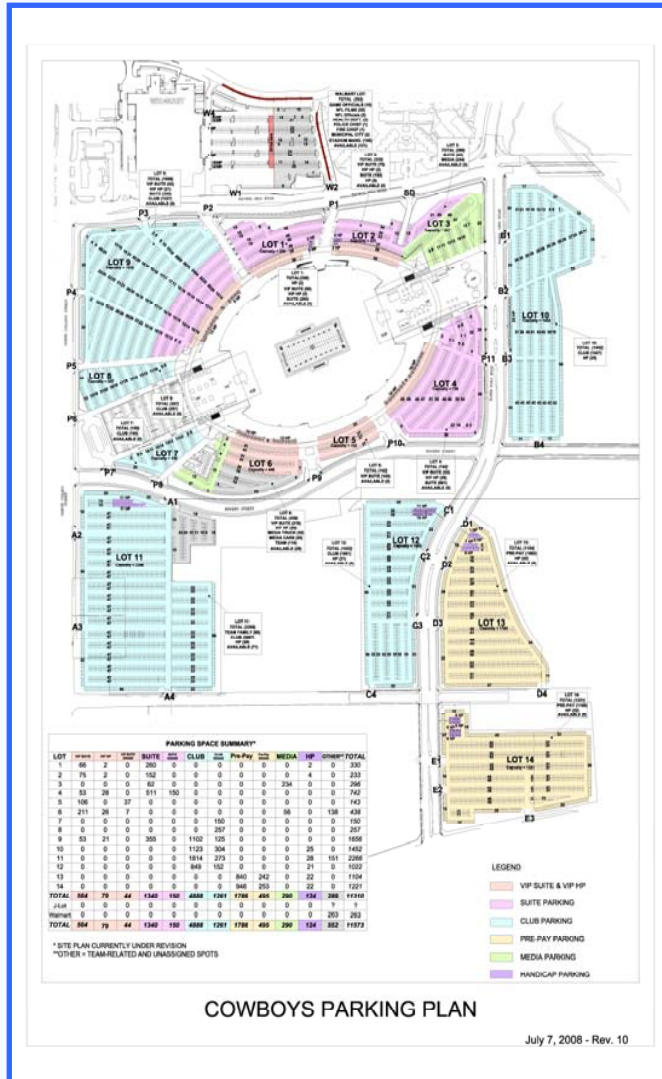
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# Transportation Management Plan



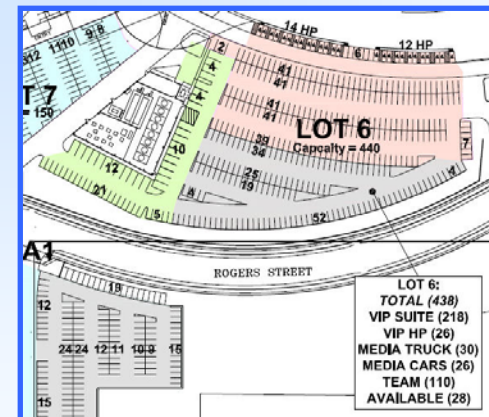
## Cowboys Pre-Paid Parking



PARKING SPACE SUMMARY*												
LOT	VP SUITE	VP HP	VP TRUCK	SUITE	CLUB	CLUB TRUCK	Pre-Pay	MEDIA TRUCK	MEDIA	HP	OTHER**	TOTAL
1	66	2	0	260	0	0	0	0	0	2	0	330
2	75	2	0	152	0	0	0	0	0	4	0	233
3	0	0	0	62	0	0	0	0	234	0	0	296
4	53	28	0	511	150	0	0	0	0	0	0	742
5	106	0	37	0	0	0	0	0	0	0	0	143
6	211	26	7	0	0	0	0	0	56	0	136	438
7	0	0	0	0	0	0	150	0	0	0	0	150
8	0	0	0	0	0	0	257	0	0	0	0	257
9	53	21	0	355	0	1102	125	0	0	0	0	1656
10	0	0	0	0	0	1123	304	0	0	25	0	1452
11	0	0	0	0	0	1814	273	0	0	28	151	2266
12	0	0	0	0	0	849	152	0	0	21	0	1022
13	0	0	0	0	0	0	0	840	242	0	22	1104
14	0	0	0	0	0	0	0	948	253	0	22	1221
<b>TOTAL</b>	<b>564</b>	<b>79</b>	<b>44</b>	<b>1340</b>	<b>150</b>	<b>4888</b>	<b>1261</b>	<b>1786</b>	<b>495</b>	<b>290</b>	<b>124</b>	<b>11310</b>
J-Lot	0	0	0	0	0	0	0	0	0	0	0	?
Walmart	0	0	0	0	0	0	0	0	0	0	0	263
<b>TOTAL</b>	<b>564</b>	<b>79</b>	<b>44</b>	<b>1340</b>	<b>150</b>	<b>4888</b>	<b>1261</b>	<b>1786</b>	<b>495</b>	<b>290</b>	<b>124</b>	<b>11573</b>

\* SITE PLAN CURRENTLY UNDER REVISION  
\*\*OTHER = TEAM-RELATED AND UNASSIGNED SPOTS

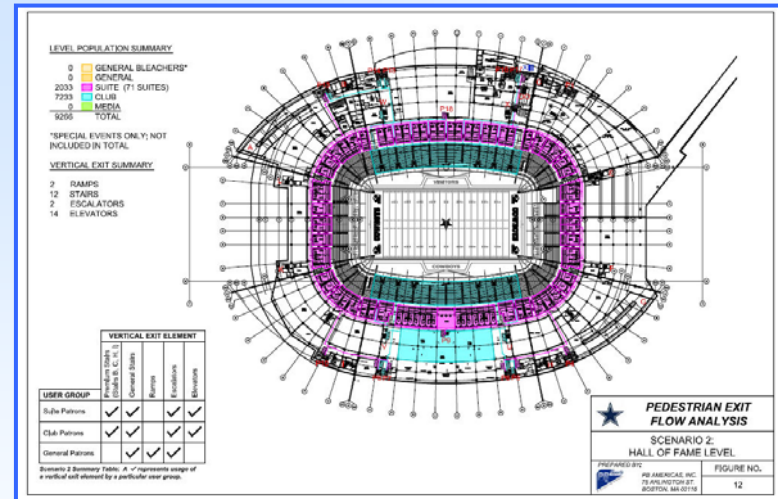
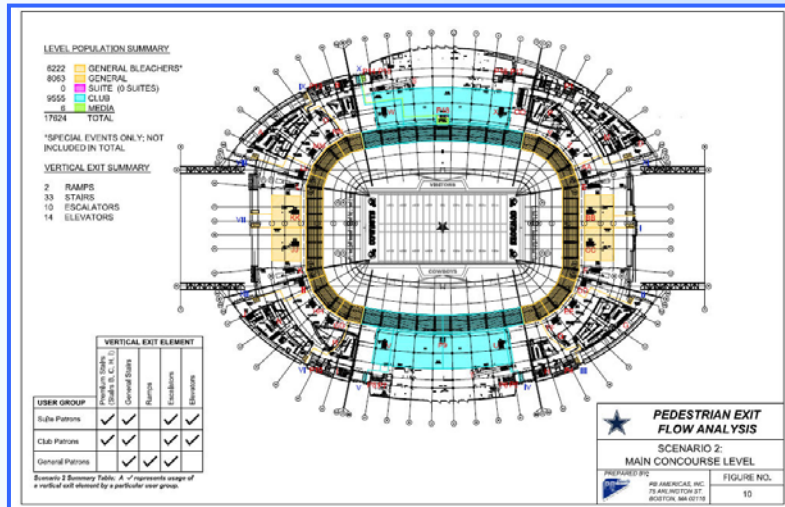
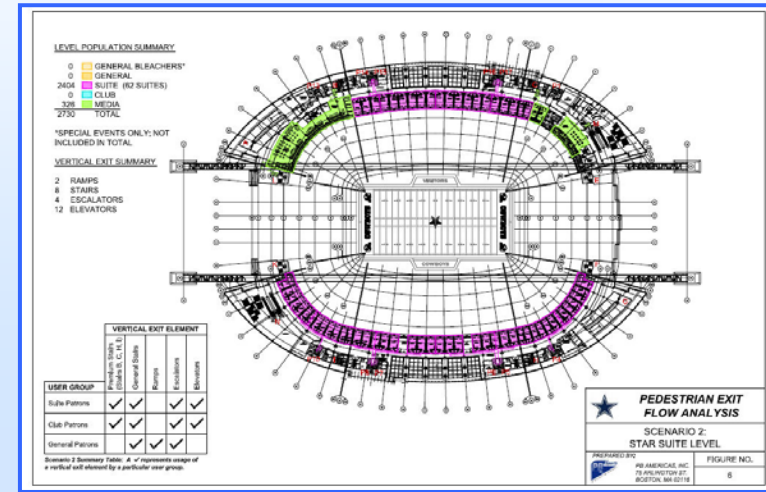
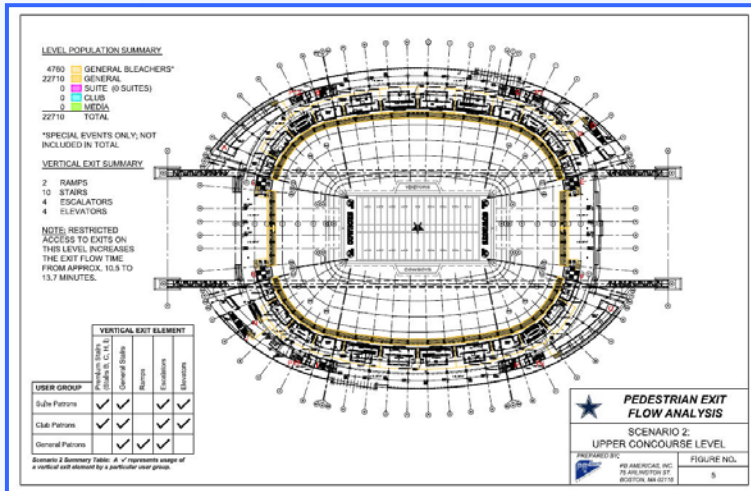
## Team, NFL, Media, City, etc..





# Transportation Management Plan

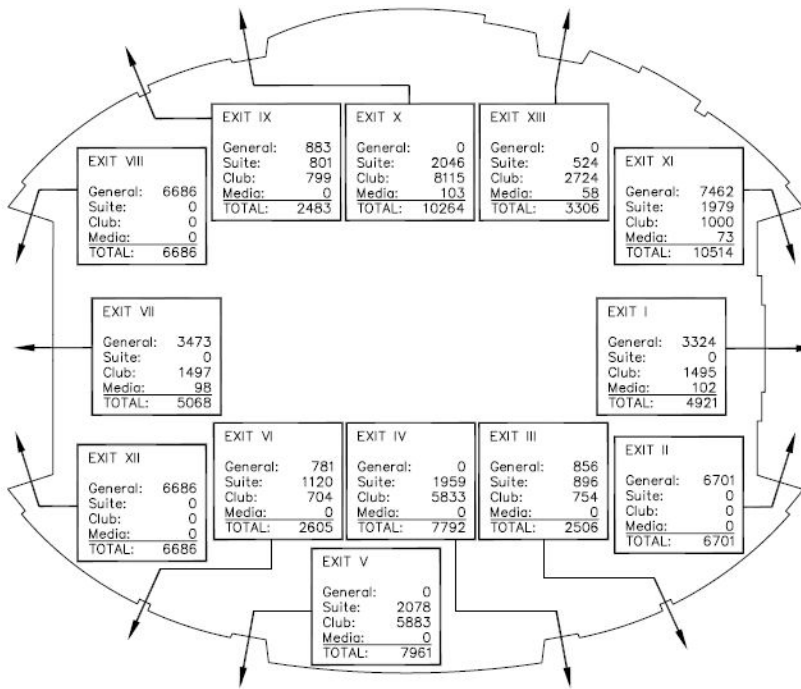
## Pedestrian Access and Circulation





# Transportation Management Plan

## Pedestrian Access and Circulation



EXIT NUMBERS FOR TYPICAL GAMES					
EXIT	TOTAL	GENERAL	SUITE	CLUB	MEDIA
I	4921	3324	0	1495	102
II	6701	6701	0	0	0
III	2506	856	896	754	0
IV	7792	0	1959	5833	0
V	7961	0	2078	5883	0
VI	2605	781	1120	704	0
VII	5068	3473	0	1497	98
VIII	6686	6686	0	0	0
IX	2483	883	801	799	0
X	10264	0	2046	8115	103
XI	10514	7462	1979	1000	73
XII	6686	6686	0	0	0
XIII	3306	0	524	2724	58
TOTAL	77493	36852	11403	28804	434

### SCENARIO 2

- Suite Patrons use Premium Stairs (Stairs B, C, H, I), General Stairs, Escalators, and Elevators. No Ramp access.
- Club Patrons use Premium Stairs (Stairs B, C, H, I), General Stairs, Escalators, and Elevators. No Ramp access.
- General Patrons use General Stairs, Ramps, and Escalators. No Premium Stair (Stairs B, C, H, I) or Elevator access.

**13 EXIT LOCATIONS**

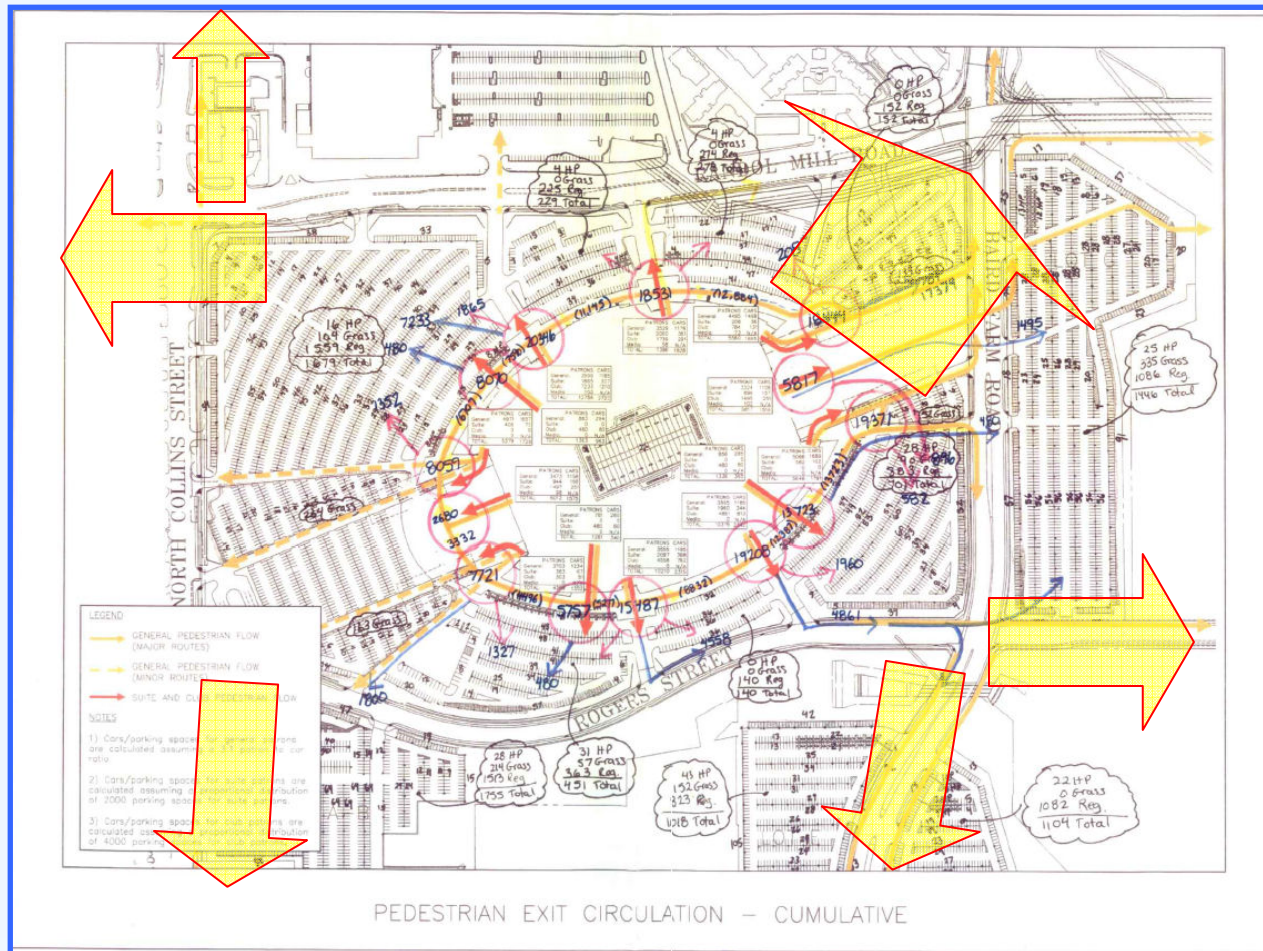
**55 SEPARATE VERTICAL CIRCULATION ELEMENTS**

	<b>PEDESTRIAN EXIT FLOW ANALYSIS</b>	
	SCENARIO 2: EXIT NUMBERS FOR TYPICAL GAMES	
PREPARED BY:	PB AMERICAS, INC. 75 ARLINGTON ST. BOSTON, MA 02116	FIGURE NO. 1



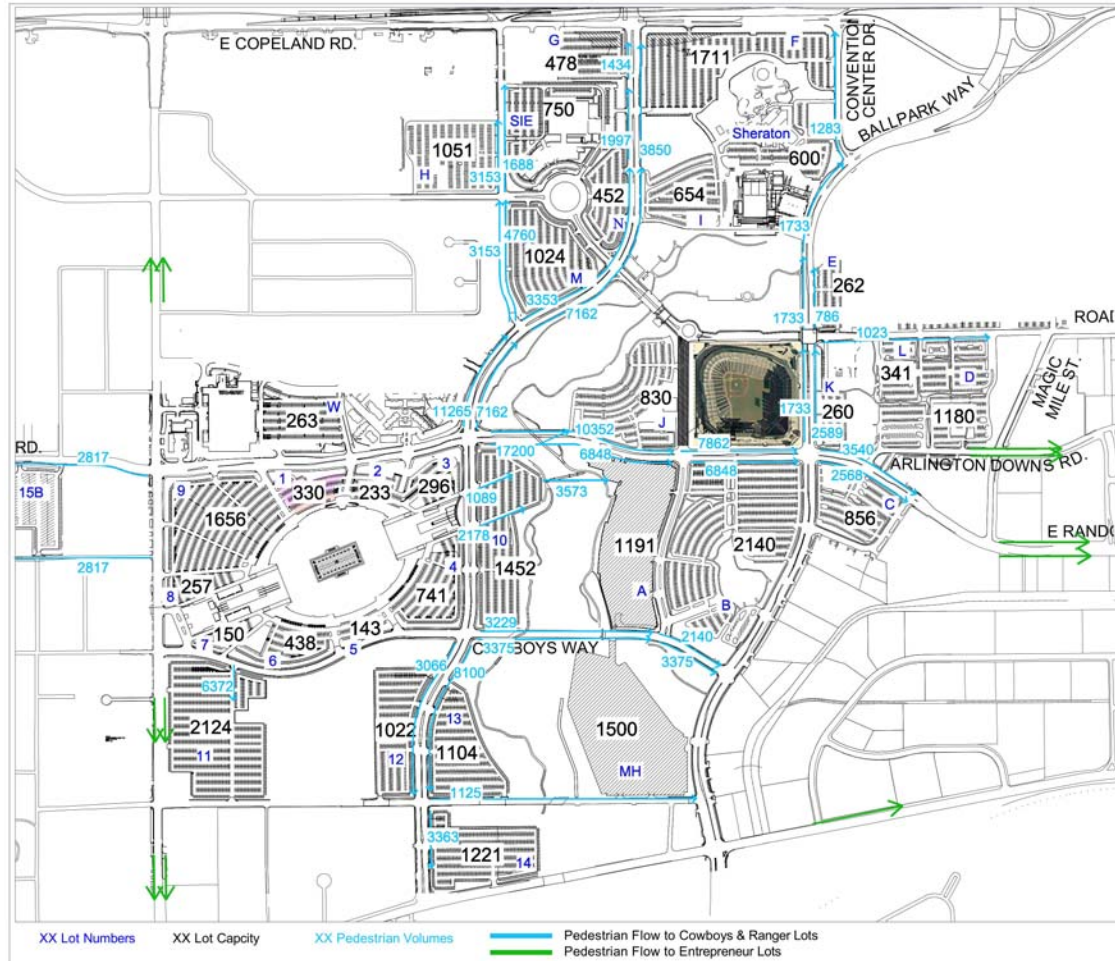
# Transportation Management Plan

## Pedestrian Access and Circulation





# Transportation Management Plan



### PEDESTRIAN FLOW TO PARKING LOTS

Understanding pedestrian routes and volumes will help ensure safety measures are provided to facilitate pedestrian flow.

This map characterizes the major pedestrian routes departing the site after an event. Volumes are based on parking lot capacities and a vehicle occupancy rate of 3.0 people per vehicle for sporting events. These pedestrian volumes and an evaluation of sidewalk capacities demonstrate where lanes of traffic need to be taken to ensure the safety of pedestrians and allow for adequate flow rates.

Pedestrian flow to entrepreneur lots is shown, although volumes have not been determined since exact location and demand is unknown.

### ★ TRANSPORTATION MANAGEMENT PLAN

Pedestrian Flow To Parking Lots



PREPARED BY:  
PB AMERICAS, INC.  
75 ARLINGTON ST.  
BOSTON, MA 02116

FIGURE NO.  
TMP-28

November 12, 2008



# Transportation Management Plan

DALLAS COWBOYS TRANSPORTATION MANAGEMENT PLAN

PB SPORTS ENTERTAINMENT

PEDESTRIAN EVALUATION - SIDEWALK CAPACITIES - ARRIVALS FROM OFF-SITE LOTS - REFER TO PEDESTRIAN FLOW MAP DATED 9/16/08

Roadway/Sidewalk	Sidewalk Segment	Estimated Sidewalk Width*	Lane Configuration	Adjacent Parking Veh.	Ped Flow from Adj. Lots	Cumulative Ped Flow	Flow Rates** Based on Sidewalk Width***										
							5-minute	10-minute	15-minute	20-minute	25-minute	30-minute	35-minute	40-minute	45-minute	50-minute	Greater than 50 minutes
Noian Ryan SB (W Sidewalk)	Copeland to Rd to Six Flags	10	2NB/2SB	1055	3165	3165	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Rd to Six Flags to Legends	NO SW	2NB/2SB	0	0	3165											SW REQUIRED
Noian Ryan SB (E Sidewalk)	Copeland to Rd to Six Flags	10	2NB/2SB	563	1688	1688	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Rd to Six Flags to Legends	NO SW	2NB/2SB	1050	3150	4838											SW REQUIRED
Legends SB (West Sidewalk)	Copeland to N of Siemens Lots	10	3NB/3SB	610	1830	1830	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	N of Siemens Lot to N of Lot I	10	3NB/3SB	188	563	2393	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	N of Lot I to Pennant	10	3NB/3SB	931	2793	5186	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Pennant to Randol Mill	10	3NB/3SB	0	0	13188	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	73 MINUTES
Legends SB (East Sidewalk)	Copeland to N of Siemens Lots	8	3NB/3SB	1088	3263	3263	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
	N of Siemens Lot to N of Lot I	8	3NB/3SB	0	0	3263	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
	N of Lot I to Youth Ballpark	8	3NB/3SB	983	2948	6211	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
	Youth Ballpark to Pennant	8	3NB/3SB	297	891	7102	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
Convention Center SB (W Sidewalk)	Copeland to Ballpark	9	2NB/2SB	363	1088	1088	810	1620	2430	3240	4050	4860	5670	6480	7290	8100	
	Convention Center to N of Lot E	10	3NB/3SB	106	317	1404	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Ballpark Way SB (W Sidewalk)	N of Lot E to Rd to Six Flags	10	3NB/3SB	0	0	1404	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Rd to Six Flags to Randol Mill	20	3NB/3SB	0	0	1404	1800	3600	5400	7200	9000	10800	12600	14400	16200	18000	
Ballpark Way SB (E Sidewalk)	Convention Center to N of Lot E	10	3NB/3SB	0	0	0	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	N of Lot E to Rd to Six Flags	10	3NB/3SB	262	786	786	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Rd to Six Flags WB (S Sidewalk)	Copeland to Ballpark	10	3NB/3SB	260	780	2569	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Magic Mile to Ballpark	8	2EB/2WB	341	1023	1023	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
Randol Mill WB (N Sidewalk)	Arlington Downs to Ballpark	9	3EB/3WB	1180	3540	3540	810	1620	2430	3240	4050	4860	5670	6480	7290	8100	
	Ballpark to Nolan Ryan	20	3EB/3WB	0	0	7533	1800	3600	5400	7200	9000	10800	12600	14400	16200	18000	
	Nolan Ryan to Legends	9	3EB/3WB	830	2490	10023	810	1620	2430	3240	4050	4860	5670	6480	7290	8100	82 MINUTES
Randol Mill WB (S Sidewalk)	Arlington Downs to Ballpark	9	3EB/3WB	856	2568	2568	810	1620	2430	3240	4050	4860	5670	6480	7290	8100	
	Ballpark to Nolan Ryan	12	3EB/3WB	1427	4260	6848	1080	2160	3240	4320	5400	6480	7560	8640	9720	10800	
	Nolan Ryan to Legends	9	3EB/3WB	715	2144	8992	810	1620	2430	3240	4050	4860	5670	6480	7290	8100	55 MINUTES
Cowboys Way WB (N Sidewalk)	Stadium to Nolan Ryan	10	2EB/2WB	713	2140	2140	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Nolan Ryan to E of Lot 10	10	2EB/2WB	478	1429	3569	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	E of Lot 10 to Legends	10	2EB/2WB	363	1089	4658	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Cowboys Way WB (S Sidewalk)	Stadium to Nolan Ryan	10	2EB/2WB	1125	3375	3375	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Nolan Ryan to E of Lot 10	10	2EB/2WB	0	0	3375	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	E of Lot 10 to Legends	10	2EB/2WB	0	0	3375	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Sanford WB (N Sidewalk)	Ballpark to Legends	7	2EB/2WB	375	1125	1125	630	1260	1890	2520	3150	3780	4410	5040	5670	6300	
Legends NB (E Sidewalk)	Division to Sanford	10	3NB/3SB	1221	3663	3663	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Sanford to Cowboys Way	10	3NB/3SB	1104	3312	8100	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Legends NB (W Sidewalk)	Division to Sanford	10	3NB/3SB	0	0	8100	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
	Sanford to Cowboys Way	10	3NB/3SB	1022	3066	3066	900	1800	2700	3600	4500	5400	6300	7200	8100	9000	
Randol Mill EB (S Sidewalk)	W of Web St. Lot to Collins	8	2EB/2WB	878 + 60 bus	2817	2817	720	1440	2160	2880	3600	4320	5040	5760	6480	7200	
Slaughter St EB (N Sidewalk)	W of Web St. Lot to Collins	NO SW	1EB/1WB	878 + 60 bus	2817	2817											SW REQUIRED

\* Sidewalk Widths And Resultant Capacities May Need To Adjust To Account For Effective Sidewalk Widths

	BLUE	Acceptable Flow Rate Limit
	GREEN	Sidewalks can accommodate projected flow
	YELLOW	Additional walkway width may be required
	RED	Crowd control/safety issue - Additional sidewalk width required

\*\* The SFPE Handbook of Fire Protection Engineering Chapter 13 "Movement of People" by Jake Pauls; Pedestrian Planning and Design By John J. Fruin;  
 \*\*\*Access and Circulation for Sports and Entertainment Venues by Robert D. Brooks PE

DRAFT DOCUMENT - FOR DISCUSSION

SEPTEMBER 16, 2008

## Pedestrian Flow Model

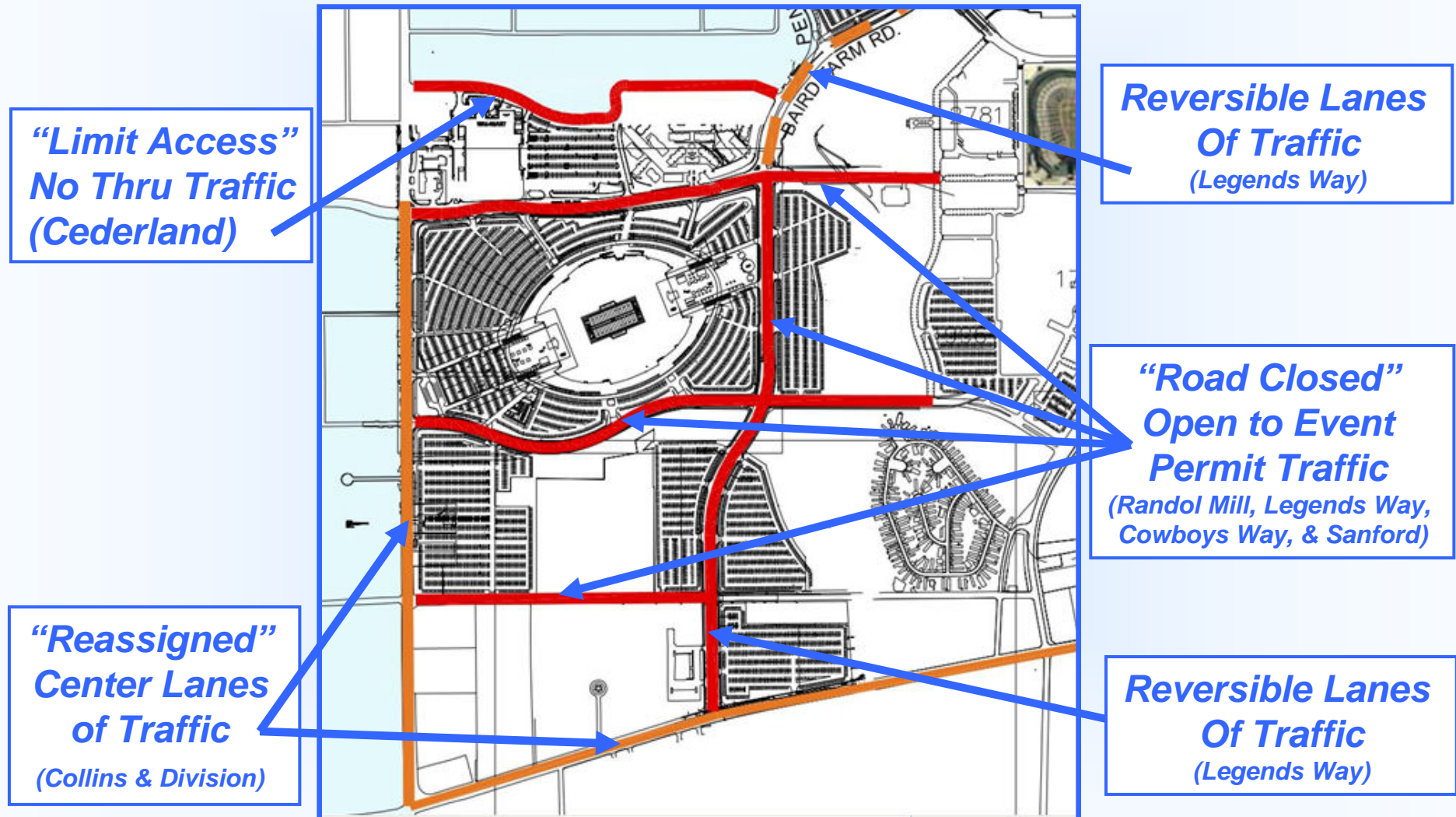
dallascowboysmaps.com

February 2009



# Transportation Management Plan

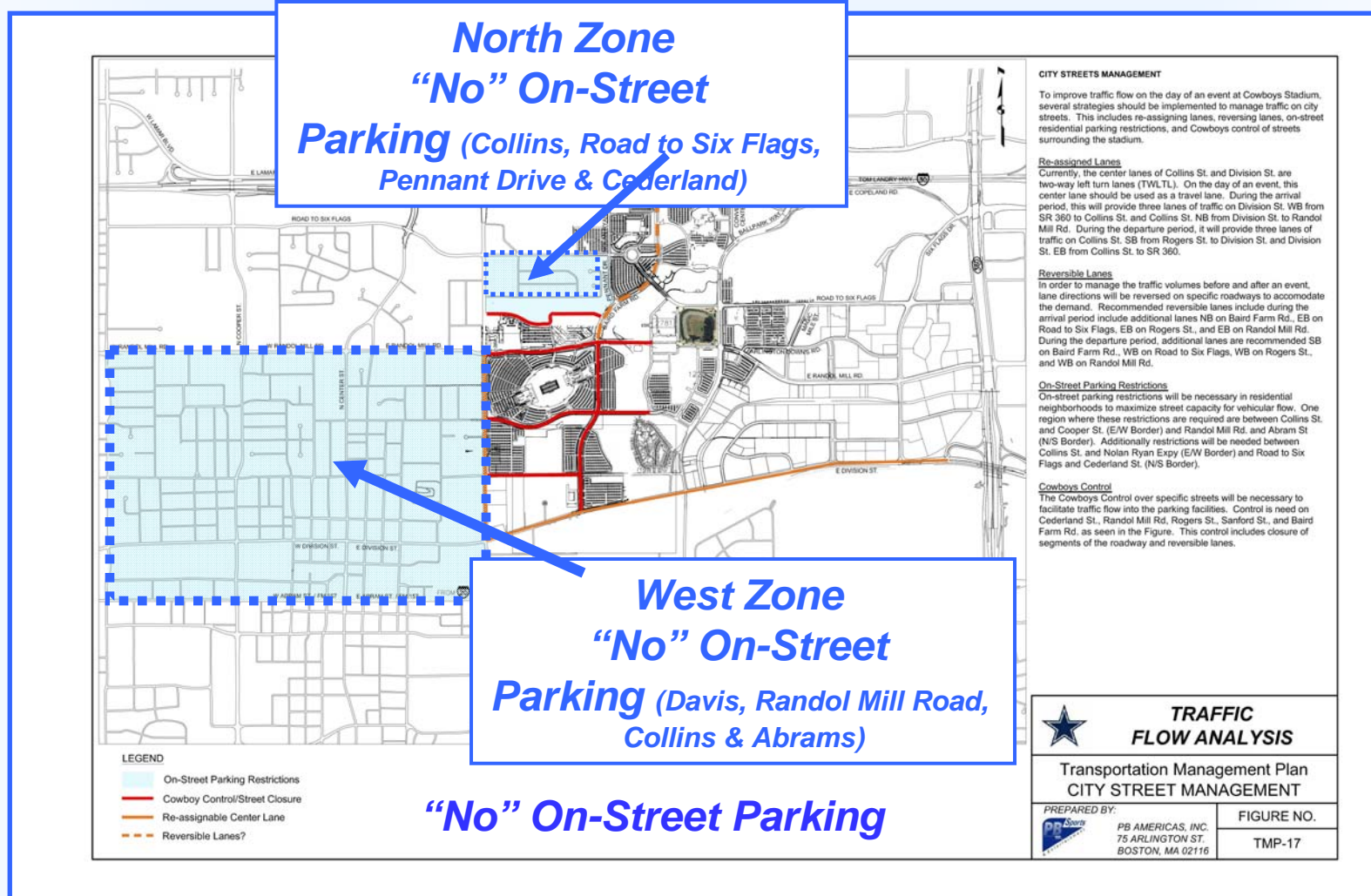
## Street Management Program





# Transportation Management Plan

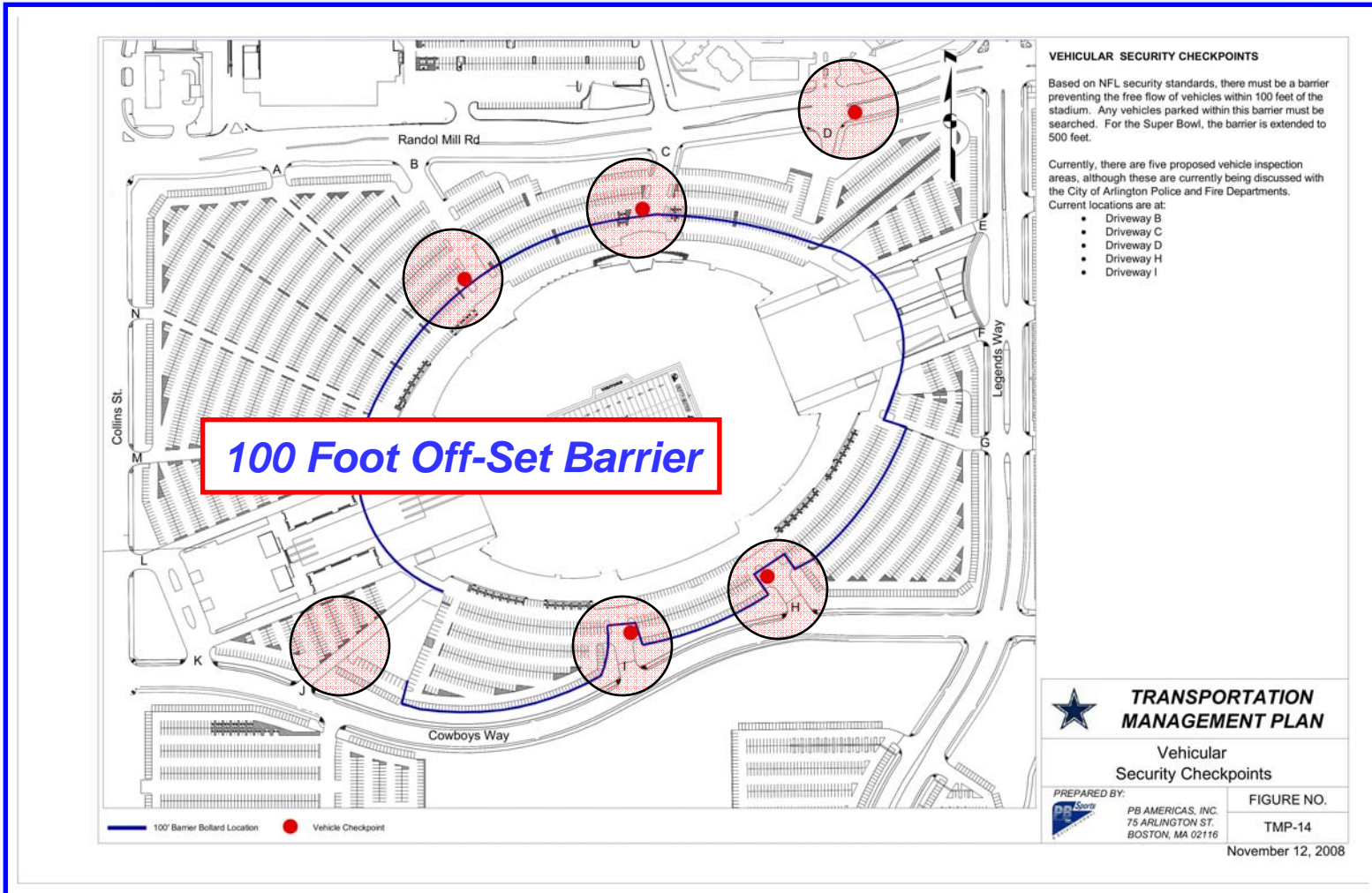
## Neighborhood Program





# Transportation Management Plan

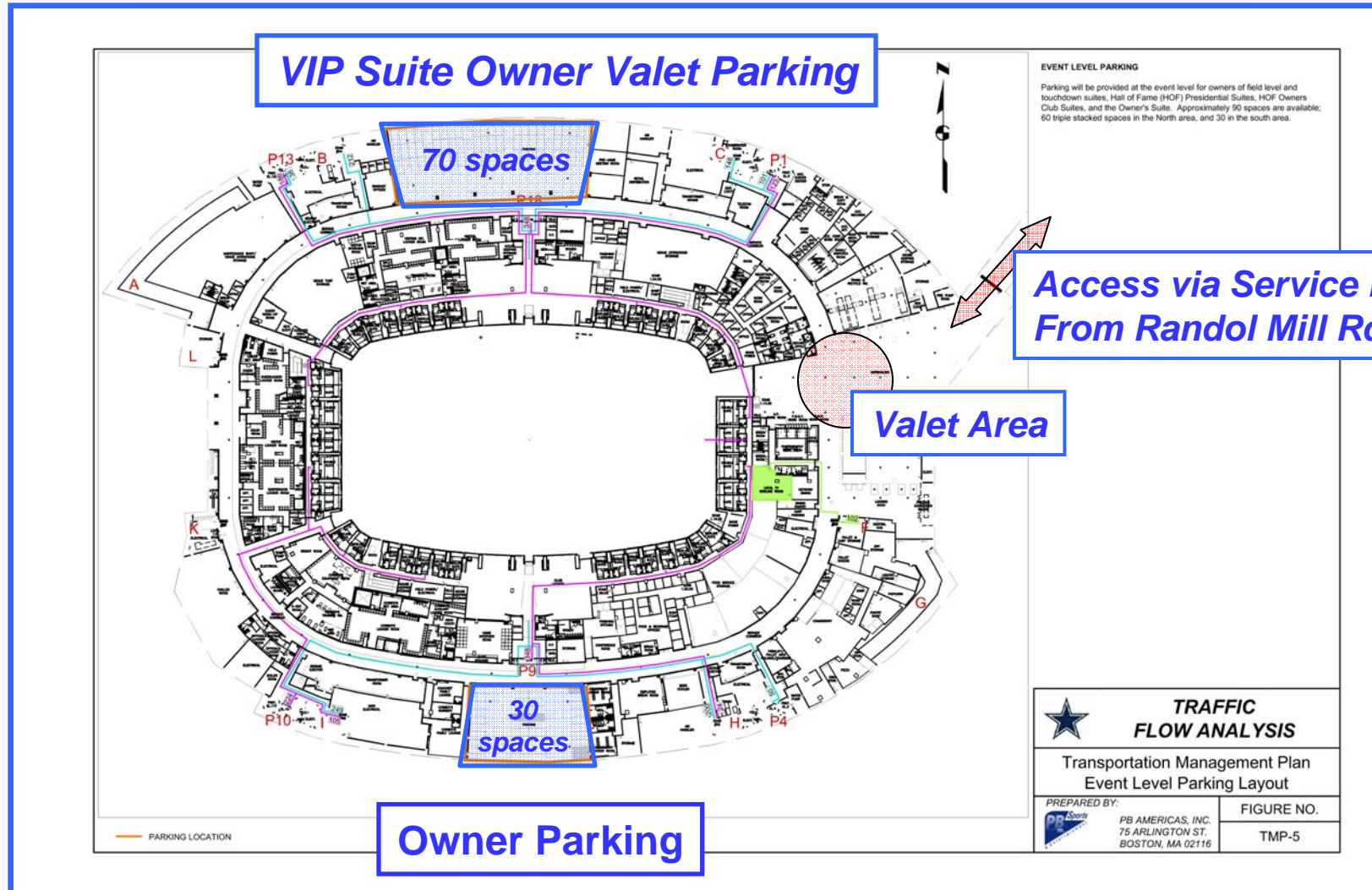
## Vehicular Security Check Points





# Transportation Management Plan

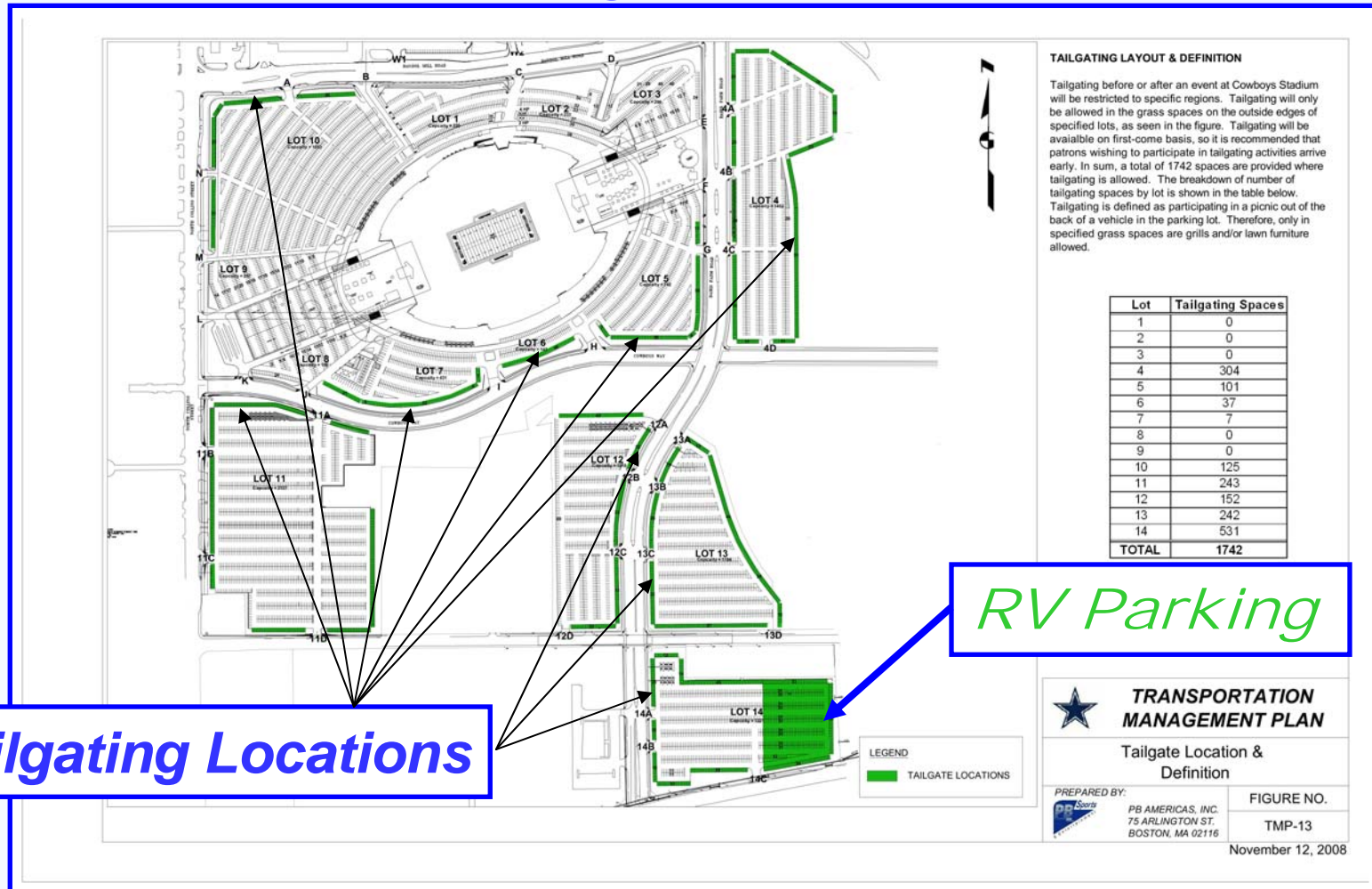
## Event Level Valet Parking





# Transportation Management Plan

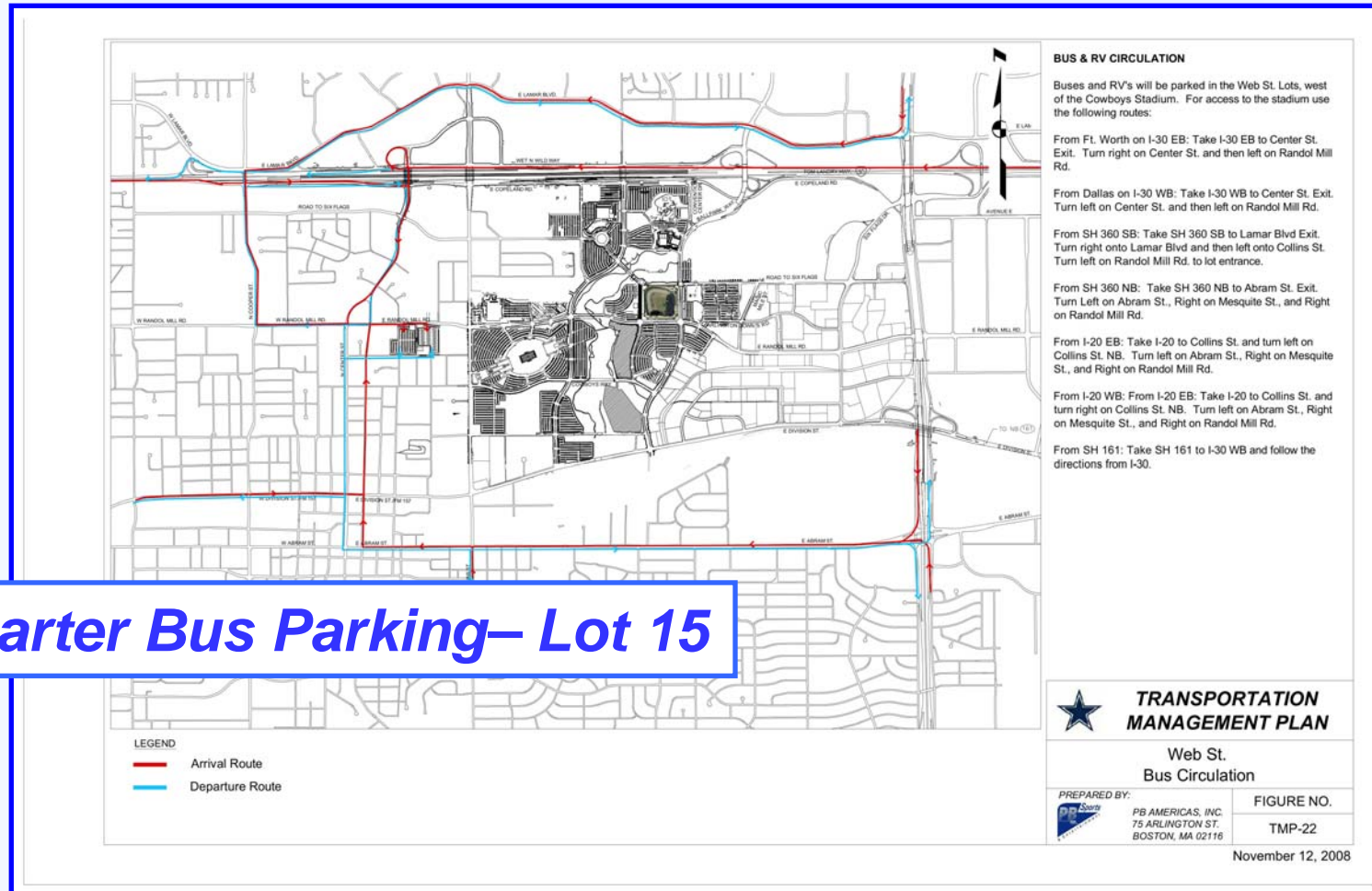
## Tailgate & RV





# Transportation Management Plan

## Charter Bus

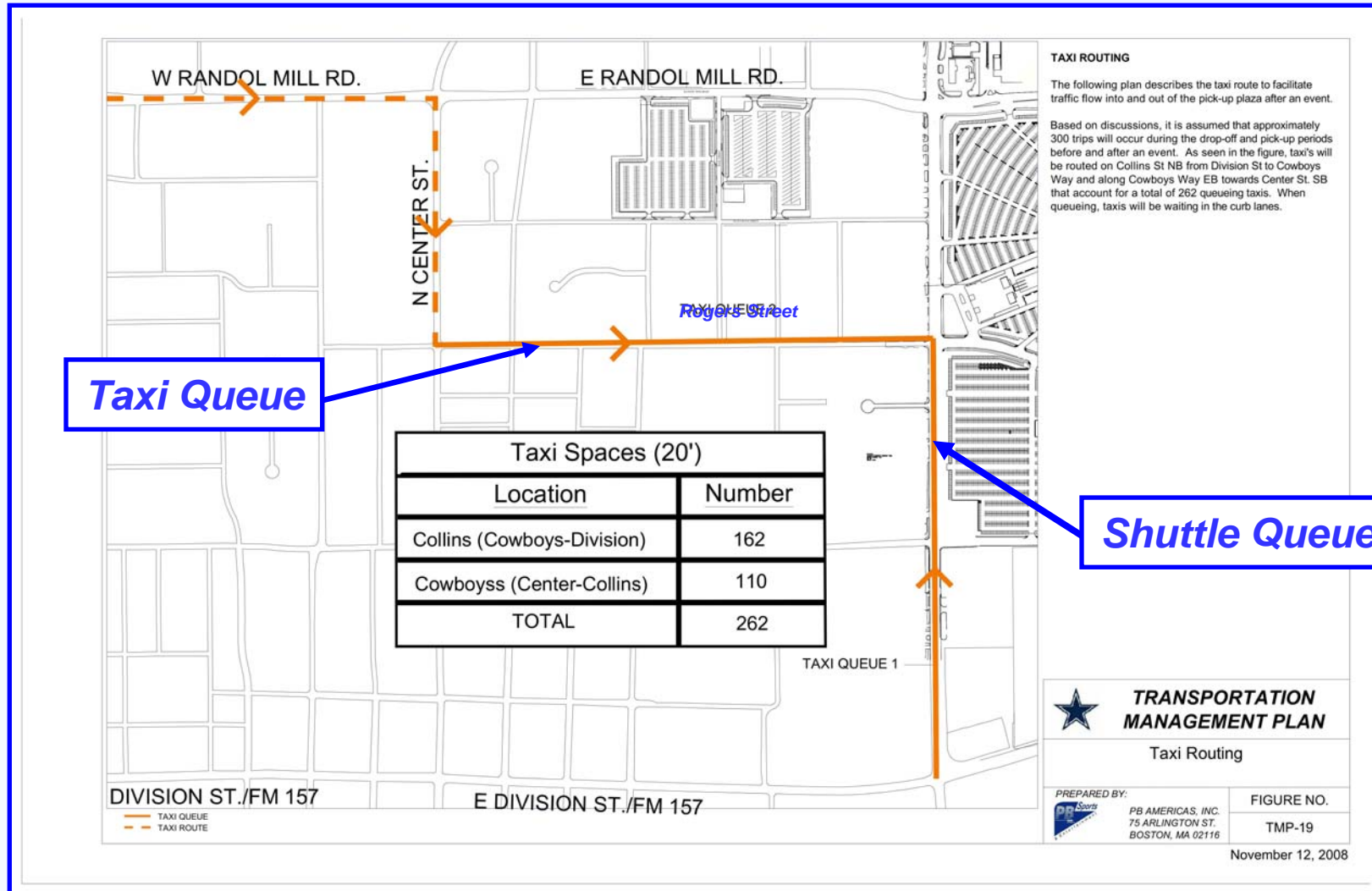


**Charter Bus Parking— Lot 15**



# Transportation Management Plan

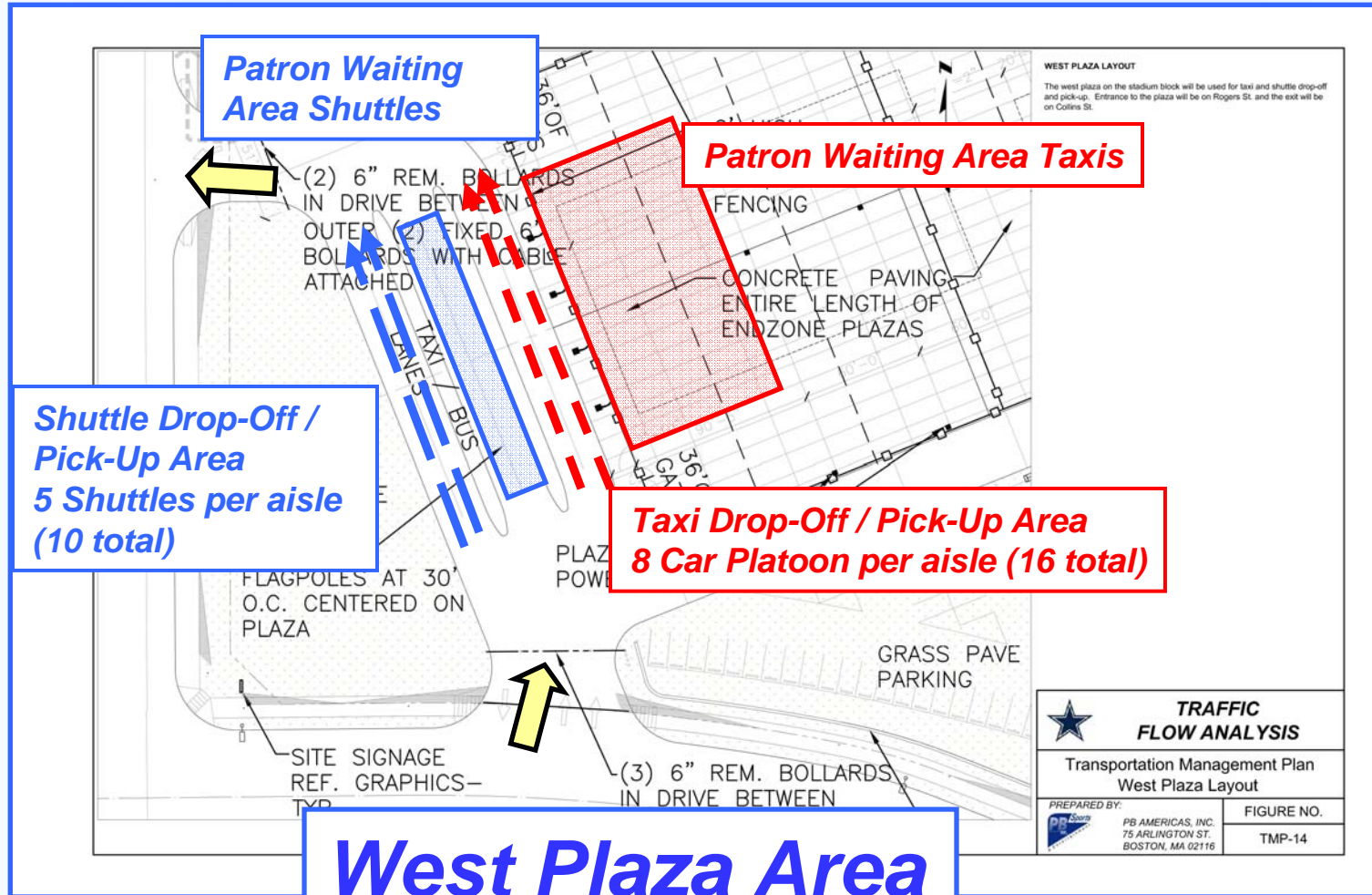
## Taxi Queue and Routing - Shuttle Routing





# Transportation Management Plan

## Taxi and Shuttle Drop-Off and Pick-Up

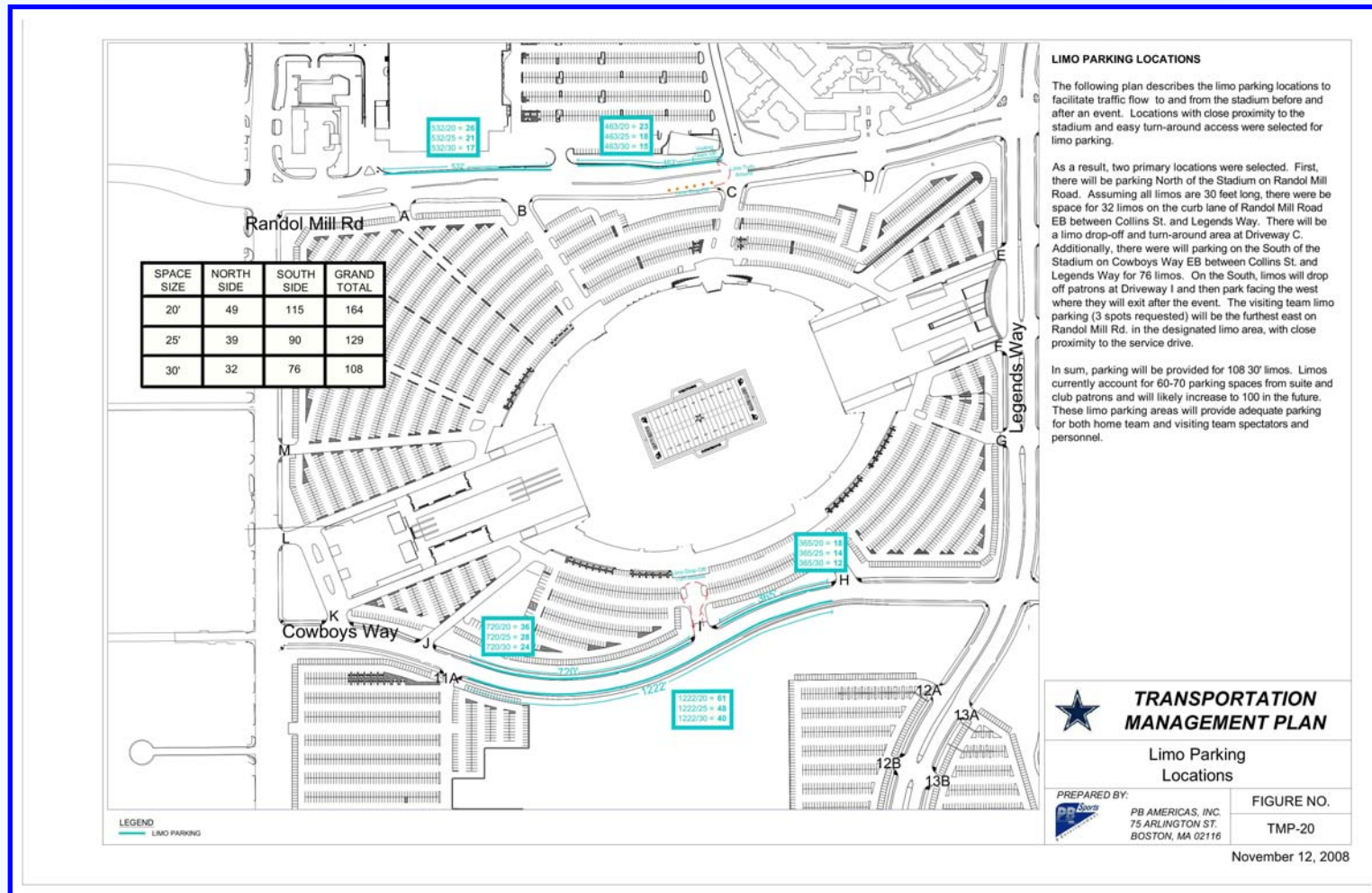




# Transportation Management Plan



## Limo Parking - Legends Way and Randol Mill Road

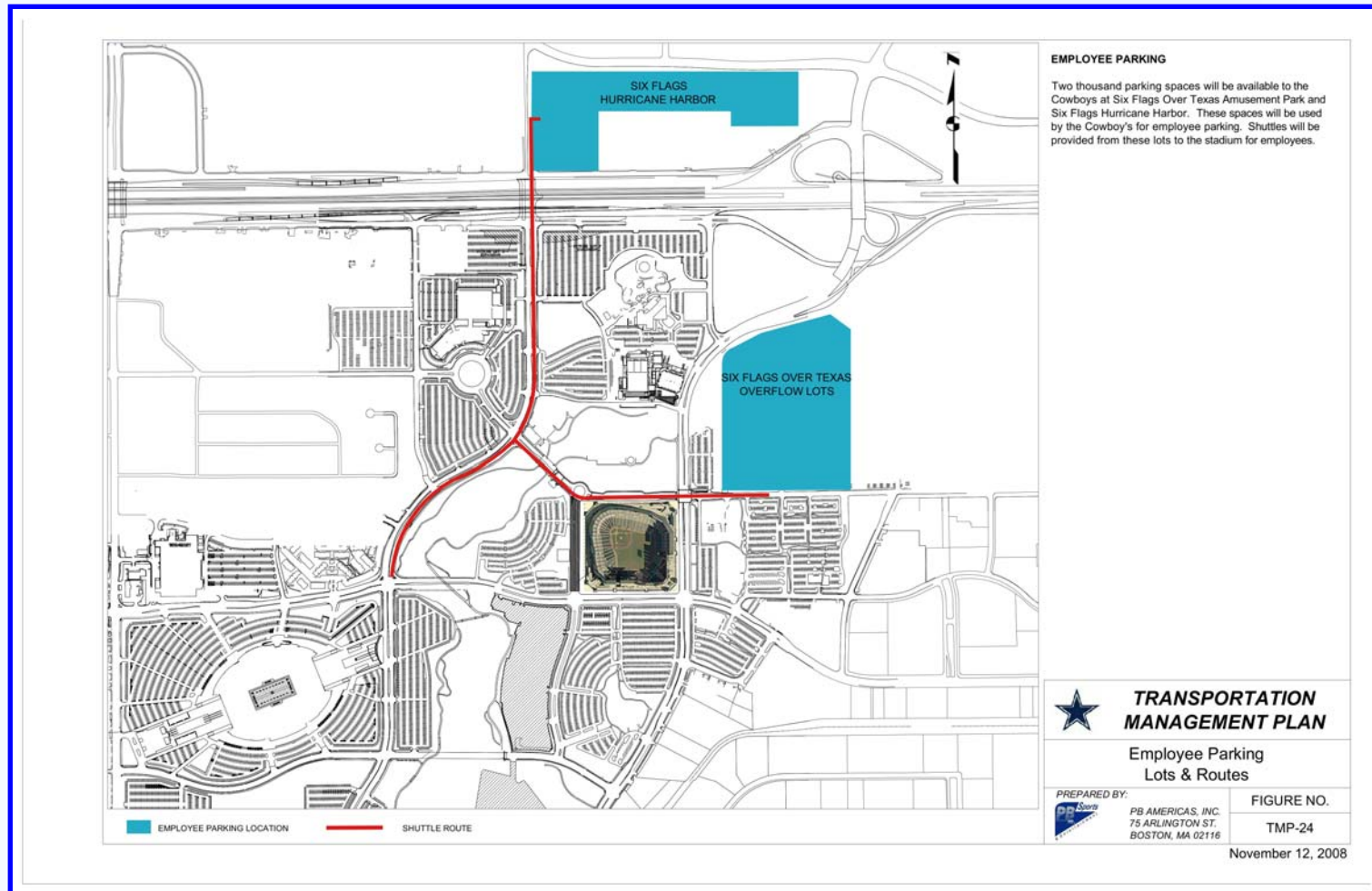




# Transportation Management Plan



## Employee Shuttle Routes Plan

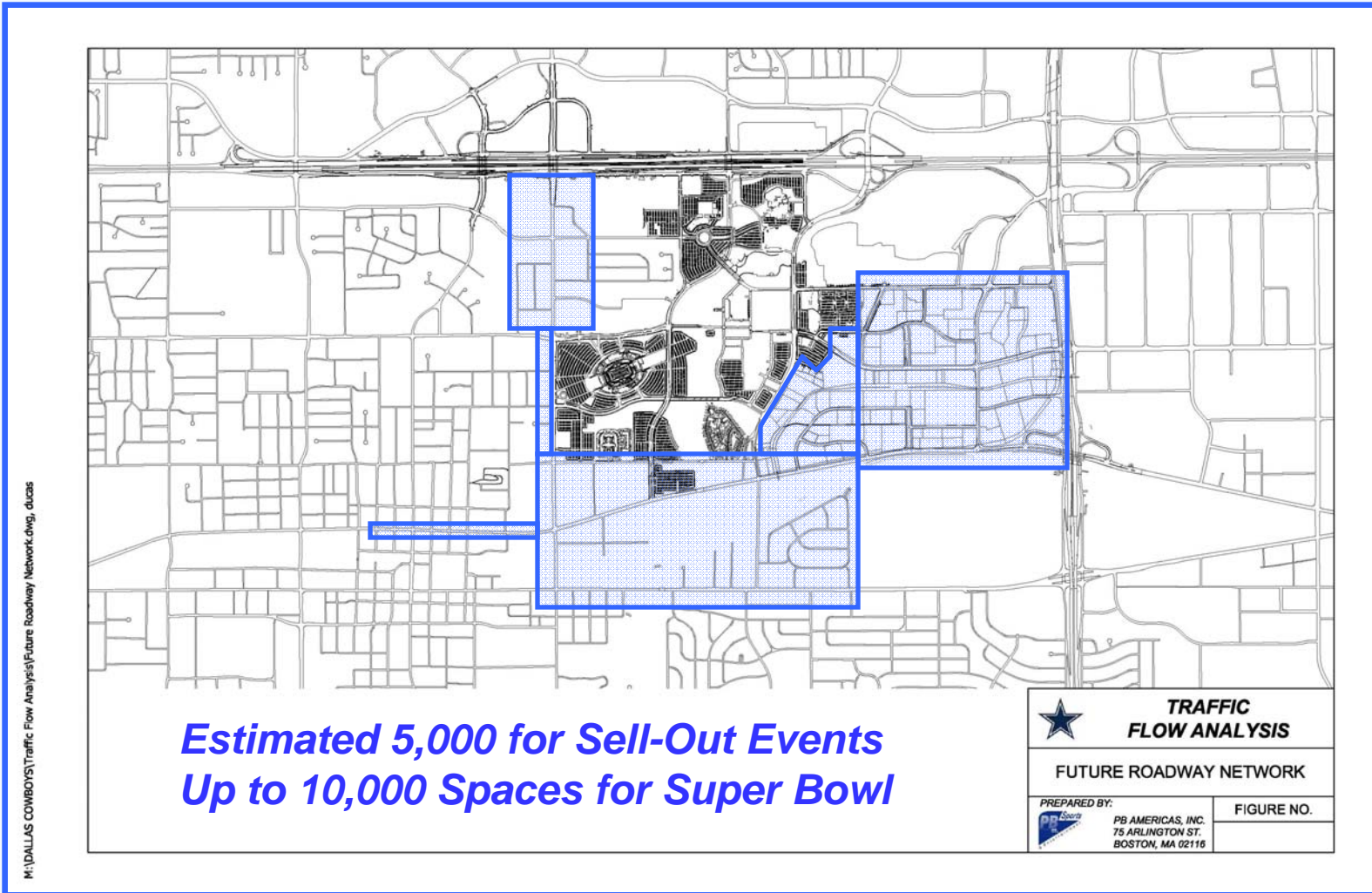




# Transportation Management Plan



## Zones of Entrepreneurial Parking

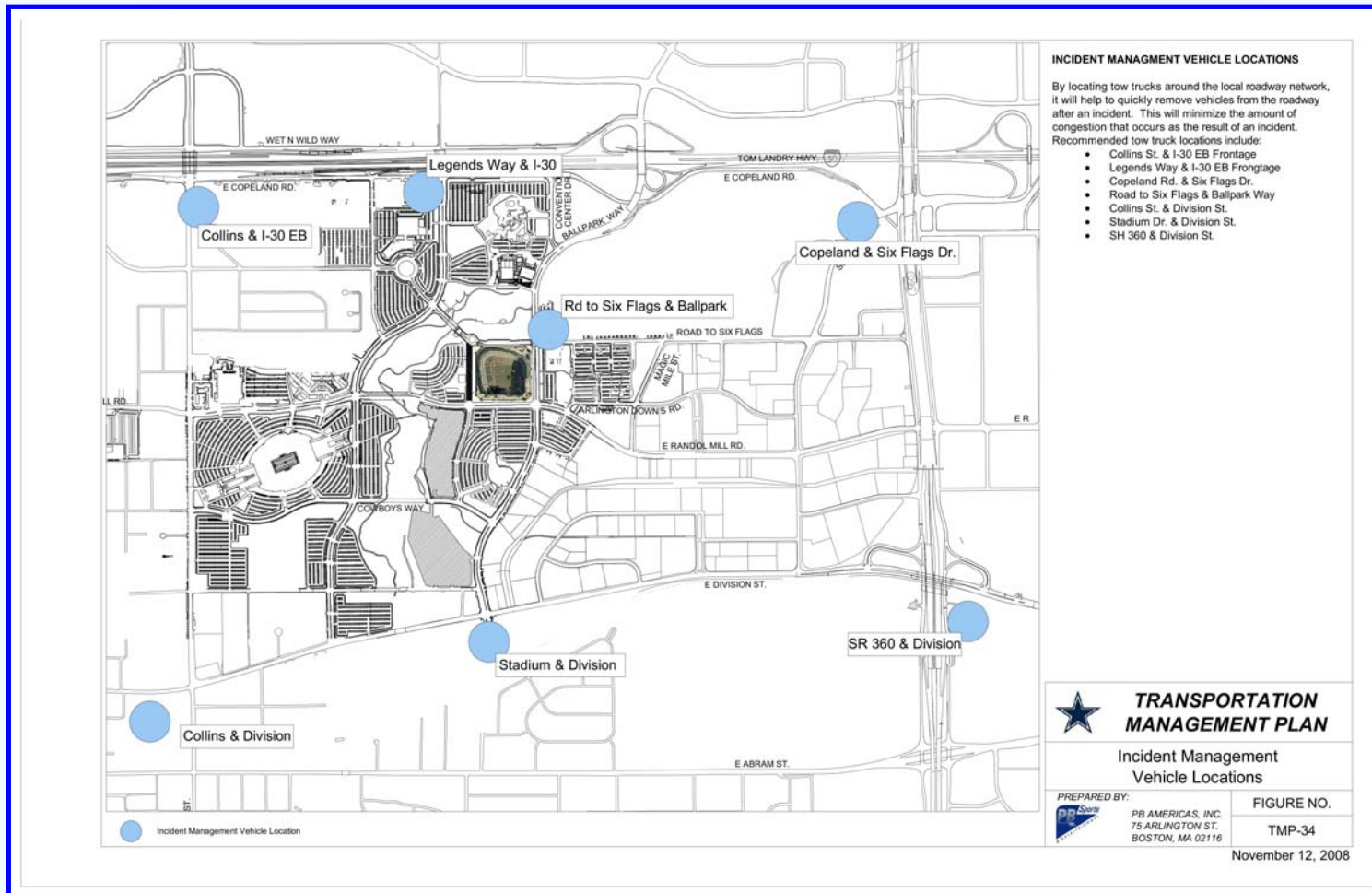




# Transportation Management Plan



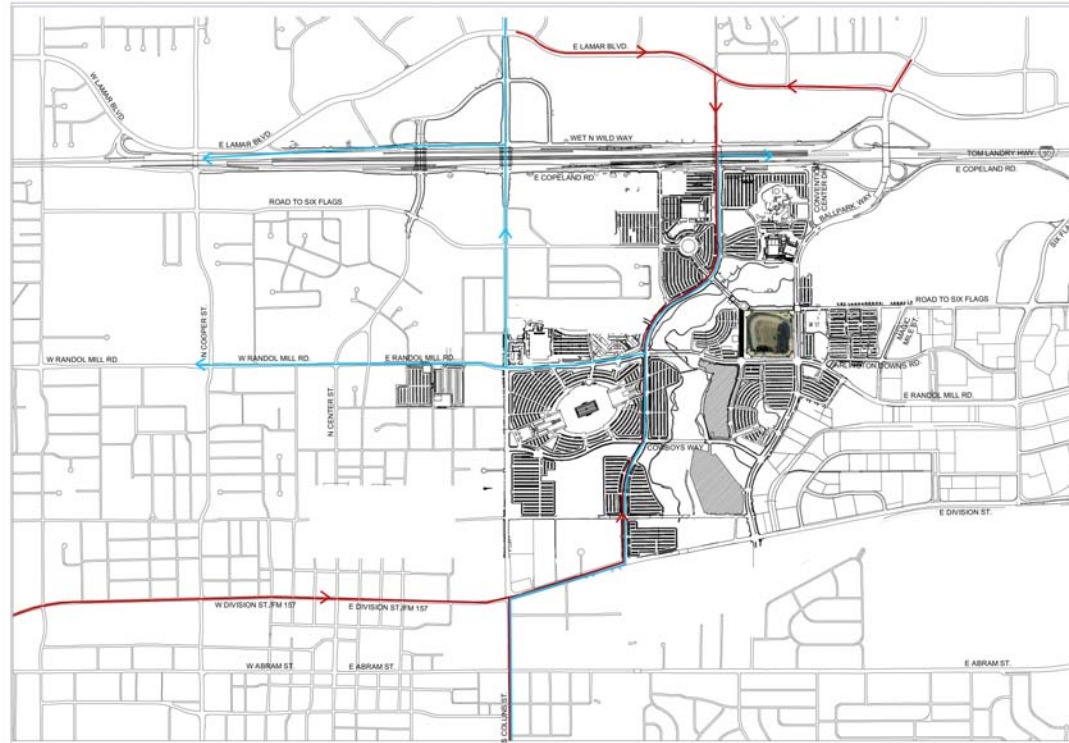
## Incident Management Response Locations





# Transportation Management Plan

## Emergency Response Vehicle Routing Plan



 ARRIVAL ROUTE FROM AMBULANCE POST  
 DEPARTURE ROUTE TO HOSPITAL

**EMS LOCATIONS AND ROUTINGS**

Routing will be provided from ambulance posts to the Cowboys Stadium.

Access patterns to the site from these post locations can be seen in the figure. Exclusive lanes for emergency vehicles will be provided off of Legends Way. See Dallas Cowboys Stadium Operations Manual for details of lane closures.

Several designated hospitals for trauma, burn, pediatric centers, and local and regional acute care facilities are located within the Arlington, Ft. Worth, and Dallas metropolitan areas. These include:


- Arlington Memorial Hospital (Closest acute care facility, controlled access during and MCI incident)
- Medical Center of Arlington (Secondary acute care)
- Harris Methodist HEB Hospital (Tertiary acute care)- Bedford, TX
- Parkland Memorial Hospital (L1 Trauma & Burn Center)- Dallas, TX
- John Peter Smith Hospital (L2)- Ft. Worth, TX
- Methodist Central Hospital (L2)- Dallas, TX
- Harris Methodist Hospital (L2)- Ft. Worth, TX
- Cook Children's Hospital (Closest pediatric hospital)- Ft. Worth, TX
- Children's Medical Center of Dallas (L1 Pediatric trauma care)- Dallas, TX
- Baylor University Medical Center at Dallas (Traumatic replantation service)- Dallas, TX

Ft. Worth area hospitals will be accessed off of I-30 WB and Dallas area hospitals will be located off of I-30 EB.

\*\*TO BE COORDINATED WITH CITY OF ARLINGTON

 **TRANSPORTATION MANAGEMENT PLAN**

### Emergency Response Vehicle Locations and Routing

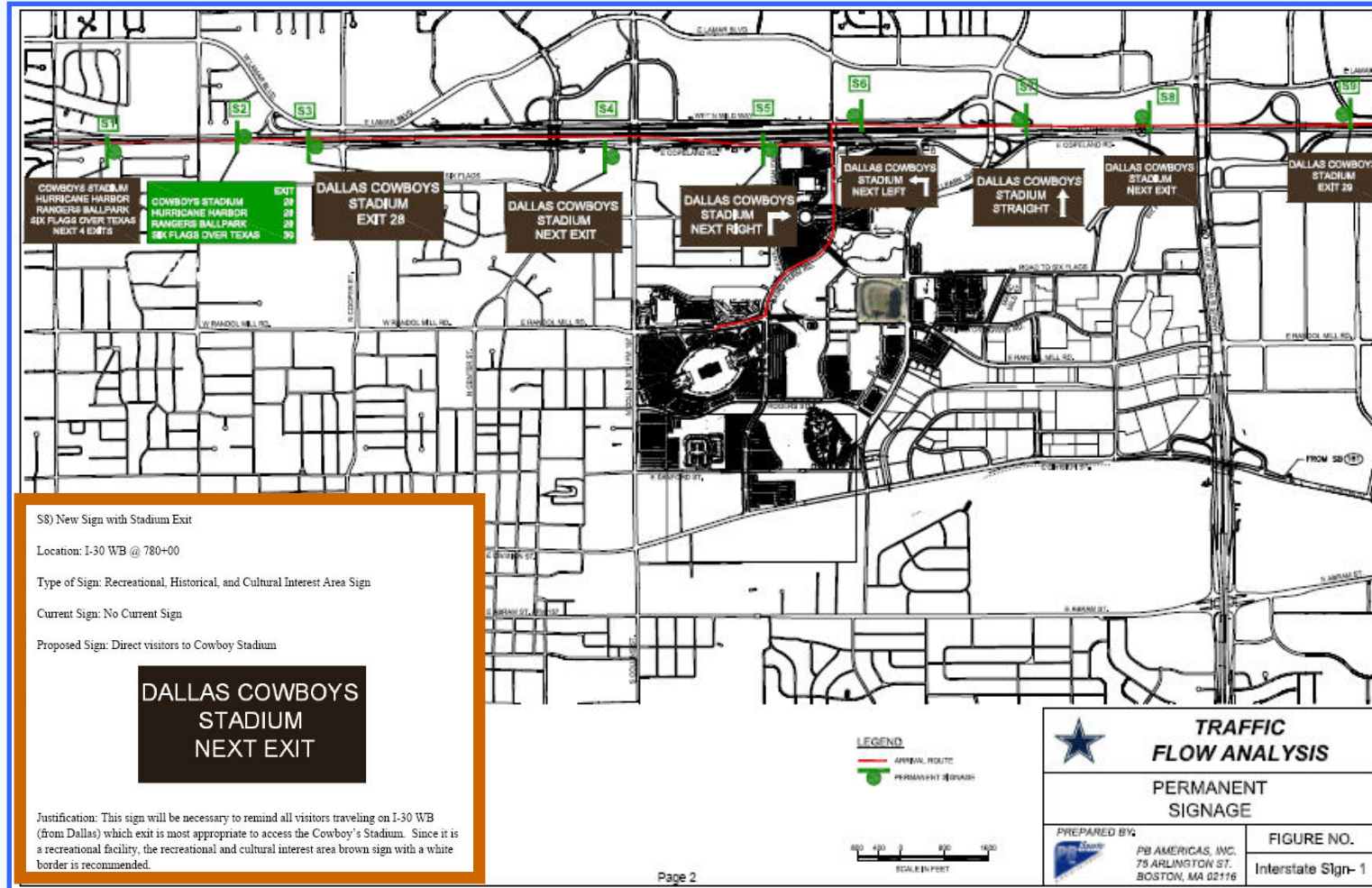
PREPARED BY:	FIGURE NO.
 PB AMERICAS, INC. 75 ARLINGTON ST. BOSTON, MA 02116	TMP-33

November 12, 2008



# Transportation Management Plan

## Interstate Signage

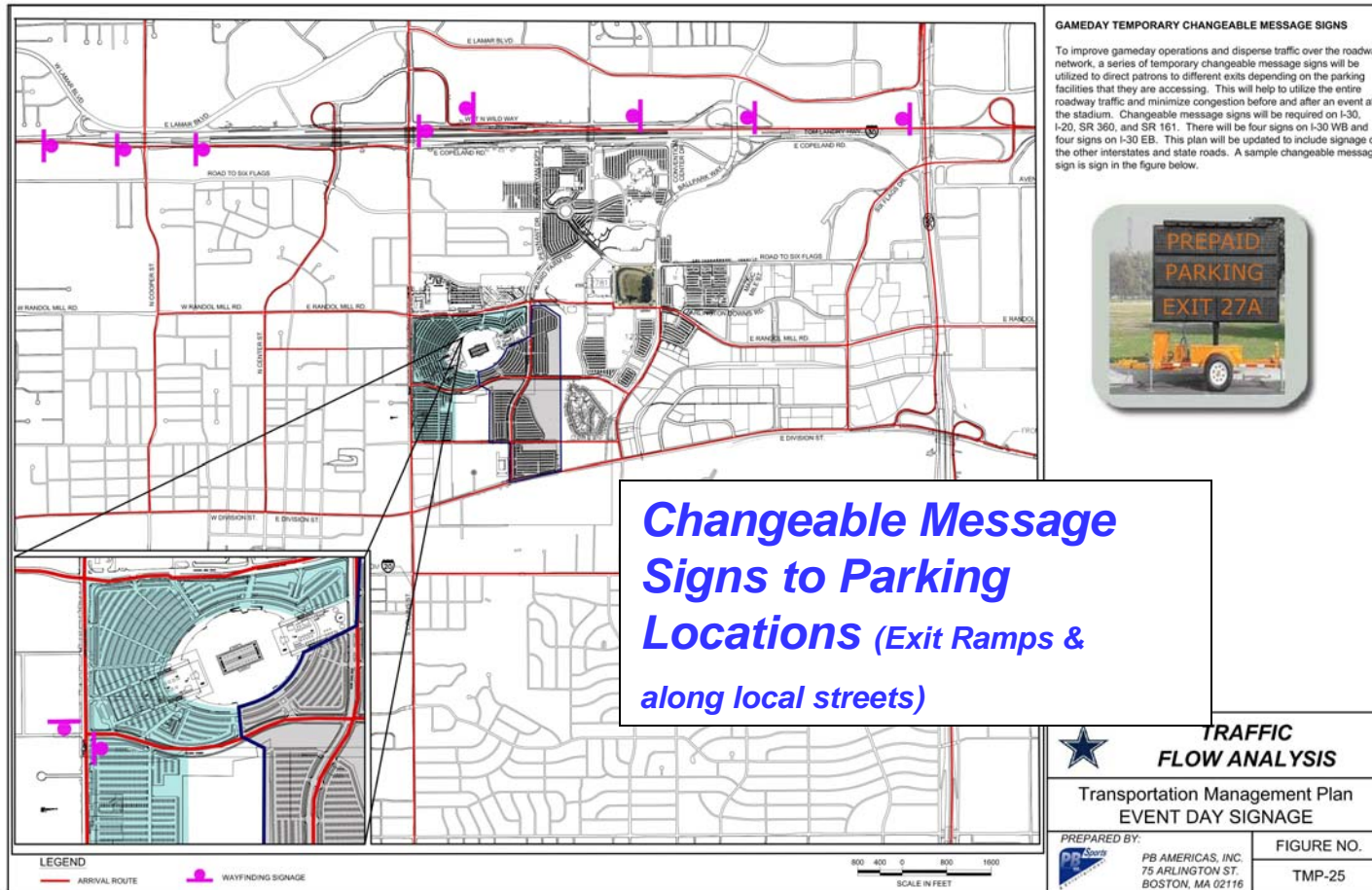




# Transportation Management Plan

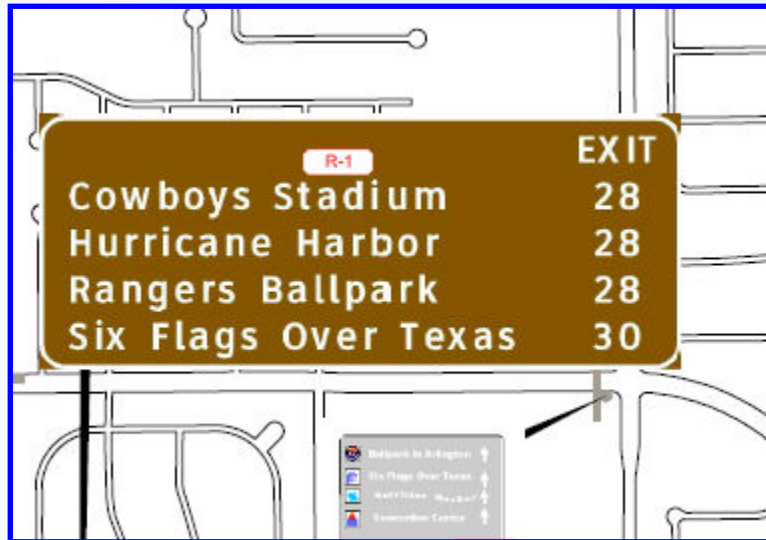


## Event Day CMS Signage





# Transportation Management Plan



*Permanent Highway Signage*



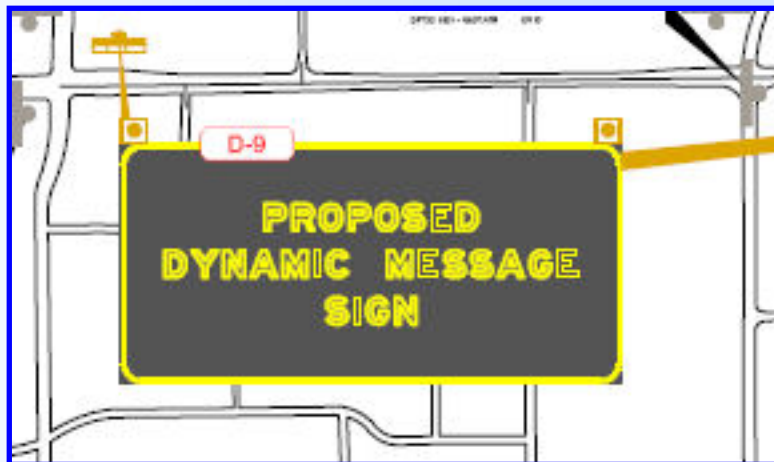
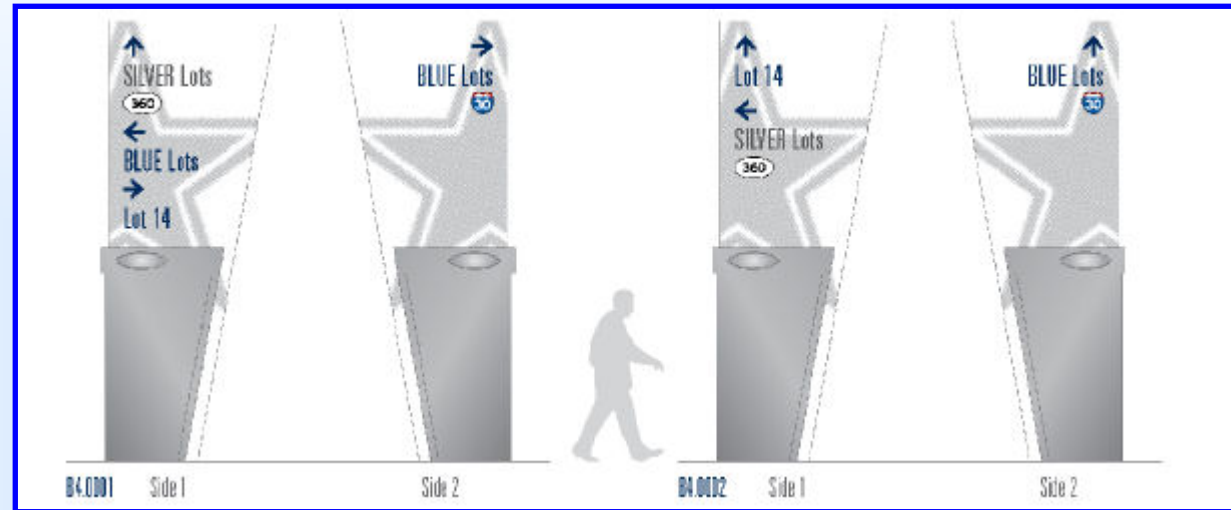
*City Wayfinding Signage*



# Transportation Management Plan



## Cowboys Lot Entrance Signage



## Temporary Gameday DMS Signage

[dallascowboysmaps.com](http://dallascowboysmaps.com)

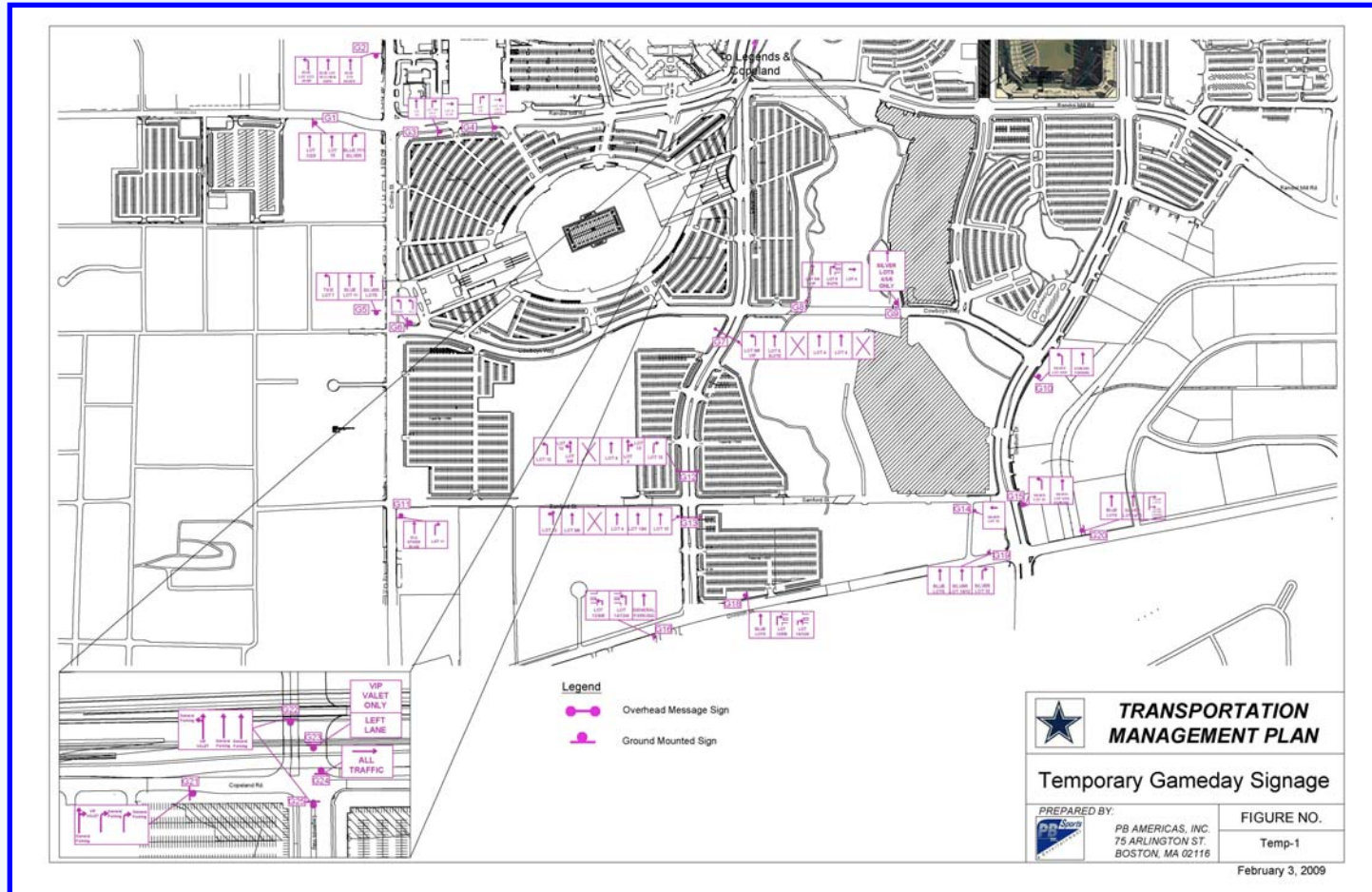
February 2009



# Transportation Management Plan



## Gameday Lane Management Signage






# Transportation Management Plan



**Dallas Cowboys  
Stadium Operations  
Manual**

DRAFT

February 2008

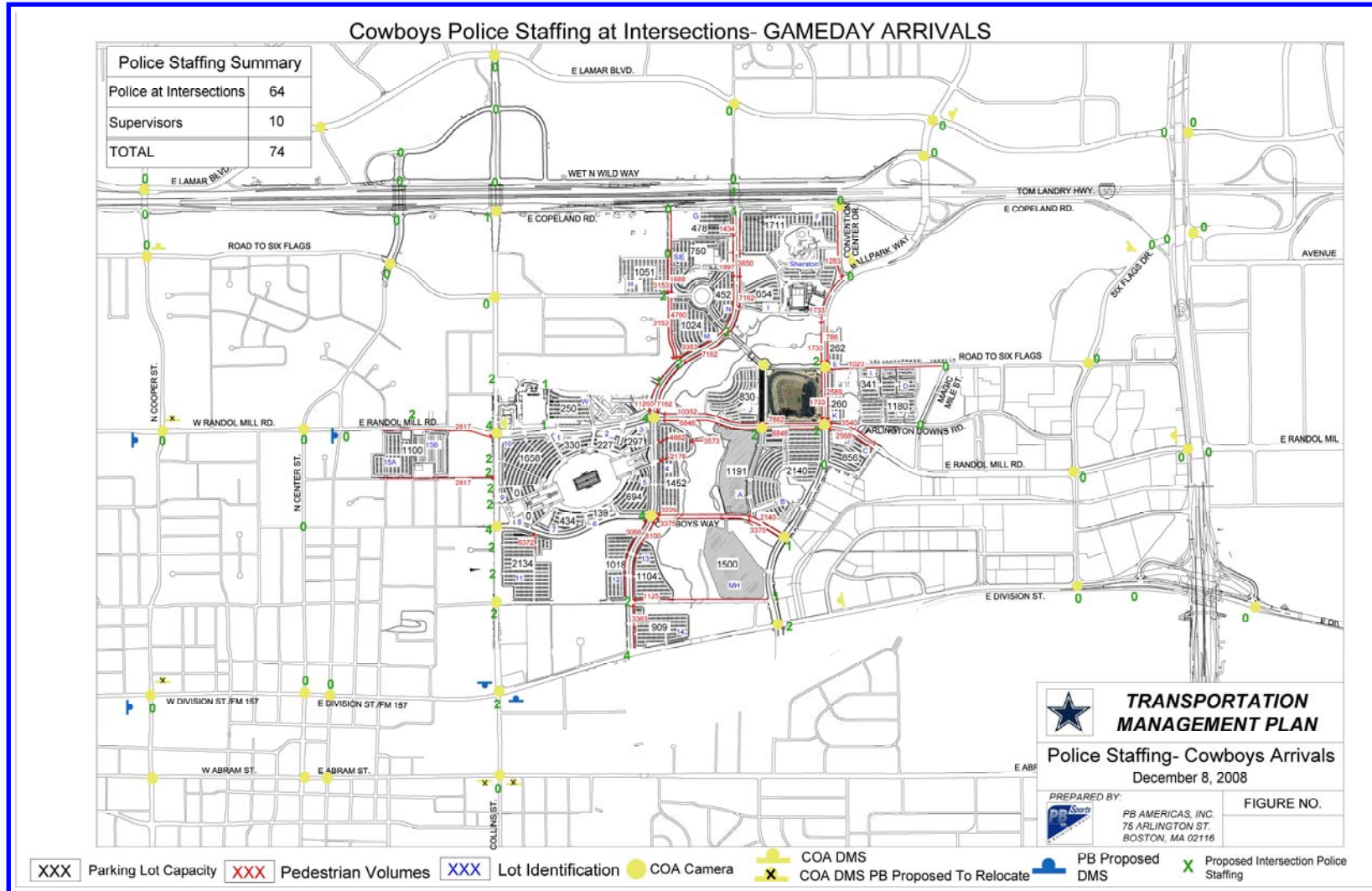
 Prepared By:  
PB Sports & Entertainment  
75 Arlington St.  
Boston, MA 02116

[dallascowboysmaps.com](http://dallascowboysmaps.com)

February 2009



# Transportation Management Plan





# Transportation Management Plan



## Intersection Management

## Driveway Management

INTERSECTION OPERATIONS

---

**LOCATION:** N Collins St + E Division St

**ARRIVAL**

	Arrival
Police	
Staff	
Misc	
Cones	
Barricades	
Signs	
Expected Traffic Volume	
Expected Pedestrian Volumes	
Time line of When to Install Devices	
Time line of When to Take Up Devices	

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DRIVEWAY OPERATIONS

---

**LOCATION:** P4- ACCESS TO LOT 9 FROM COLLINS

**ARRIVAL**

	Arrival
Police	
Staff	
Misc	
Cones	
Barricades	
Signs	
Expected Traffic Volume	
Expected Pedestrian Volumes	
Time line of When to Install Devices	
Time line of When to Take Up Devices	

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# Transportation Management Plan

## *Gameday Implementation of TMP*





## Transportation Management Plan



***Get the Word Out !***

***Follow Your Route !***

***dallascowboysmaps.com***

***dallascowboysmaps.com***

*February 2009*



# Transportation Management Plan



## Flyers and Mailings



**Green Parking**

From Dallas (I-35/Hwy 183 W)  
 • Take I-35 to Hwy 183 W  
 • Follow 183 W to Spur 482 Frontage Exit  
 • Continue on Frontage Road and Green Lane on the Right

From Ft. Worth and Mid-Cities Area (Hwy 183 E)  
 • Take I-35 E to Loop 12 Exit to Spur 482 Exit on LEFT  
 • Continue on I-35 E to I-35 and take Frontage Road Exit onto Stony Lane Service Rd South  
 • Continue on Frontage Road and Green Lane on the Right

From North Dallas (S.M. 590)  
 • Take S.M. 590 to I-35 E  
 • Exit toward Hwy 114  
 • Take Left Exit off public-controlled signal onto Hwy 114 Frontage  
 • Take Left on Loop 12 Frontage NB to Green Lane

From South Dallas (S.M. 1901 and 1911 to Hwy 114 E in Irving)  
 • Follow Hwy 114 E to Spur 482 Exit  
 • Take Spur 482 to Spur 482 Frontage Rd.  
 • Continue on Frontage Road and Green Lane on the Right

From Southwestern Dallas (S.M. 12)  
 • Take Loop 12 N to Hwy 183 W Exit  
 • Take Left exit to Spur 482  
 • Take Spur 482 Frontage Rd Exit  
 • Continue on Frontage Road and Green Lane on the Right

From Spur 482 W  
 • Take Spur 482 W to Hwy 114 WB Exit  
 • Green Lane is on the Right

From DFW Airport (Hwy 114 E)  
 • Follow Hwy 114 E to Spur 482 Exit  
 • Take Left exit to Spur 482 Frontage Rd.  
 • Continue on Frontage Road and Green Lane on the Right

From Love Field Airport  
 • Take Mockingbird Lane West to Hwy 183 W and Follow Above Directions from Dallas



**Gold Parking**

From Dallas (I-35/Hwy 183 W)  
 • Take I-35 to Hwy 183 W  
 • Follow 183 W to University of Dallas Exit  
 • Turn Right onto Tom Bewell Dr.  
 • Turn Right on Texas Plaza Dr. to Gold Lots

From Ft. Worth and Mid-Cities Area (Hwy 183 E)  
 • Take I-35 E to Carl Rd Exit  
 • Turn Left on Carl Rd  
 • Turn Right on Northgate Dr.  
 • Turn Right on Tom Bewell Dr.  
 • Turn Left on Texas Plaza Dr. to Gold Lot

From North Dallas (S.M. 590)  
 • Take S.M. 590 to I-35 E  
 • Exit toward Hwy 114  
 • Take Left Exit off public-controlled signal onto Hwy 114 Frontage WB  
 • Turn Right at 1st signal onto Hwy 114 Frontage WB  
 • Take Left Left onto Tom Bewell Dr.  
 • Turn Left onto Texas Plaza Dr. to Gold Lot

From North Dallas (S.M. 1901 and 1911 to Hwy 114 E in Irving)  
 • Follow Hwy 114 E to Spur 482 Exit  
 • Turn Right on Tom Bewell Dr.  
 • Turn Left onto Texas Plaza Dr. to Gold Lot

From Southwestern Dallas (S.M. 12)  
 • Take Loop 12 N to Hwy 183 W Exit  
 • Take Left exit off Hwy 183 W to University of Dallas Exit  
 • Turn Right onto Tom Bewell Dr.  
 • Turn Left onto Texas Plaza Dr. to Gold Lot

From Spur 482 W  
 • Follow Spur 482 W to Hwy 183 W  
 • Take University of Dallas Exit  
 • Turn Right onto Tom Bewell Dr.  
 • Turn Right on Texas Plaza Dr. to Gold Lot

From DFW Airport (Hwy 114 E)  
 • Take Hwy 114 E to Loop 12 Exit  
 • Turn Left on Tom Bewell Dr.  
 • Turn Left on Texas Plaza Dr. to Gold Lot

From Love Field Airport  
 • Take Mockingbird Lane West to Hwy 183 W and Follow Above Directions from Dallas



**2008 PRESEASON SCHEDULE**

DATE	OPPONENT (TV BROADCAST)	TIME
Sat, Aug 9	@ San Diego (KTVT/CBS 11)	8:00 PM
Sat, Aug 16	@ Denver (KTVT/CBS 11)	8:00 PM
Fri, Aug 22	MOBILE (CBS 11)	7:30 PM
Thu, Aug 28	MINNESOTA (KTVT/CBS 11)	7:00 PM

**2008 REGULAR SEASON SCHEDULE**

DATE	OPPONENT (TV BROADCAST)	TIME
Sun, Sep 7	@ Cleveland (FOX)	3:15 PM
Mon, Sep 15	PHILADELPHIA (ESPN)	7:30 PM
Sun, Sep 21	@ Green Bay (NBC)	3:15 PM
Sun, Sep 28	WASHINGTON (FOX)	3:15 PM
Sun, Oct 5	CHICAGO (CBS)	3:15 PM
Sun, Oct 12	@ Arizona (FOX)	3:15 PM
Sun, Oct 19	@ New York (FOX)	NOON
Sun, Oct 26	TAMPA BAY (FOX)	NOON
Sun, Nov 2	@ New York Giants (FOX)	3:15 PM
Sun, Nov 9	BYE	
Sun, Nov 16	@ Washington (NBC)	7:15 PM
Sun, Nov 23	SAN FRANCISCO (FOX)	NOON
Thurs, Nov 27	SEATTLE (FOX)	3:15 PM
Sun, Dec 7	@ Pittsburgh (FOX)	3:15 PM
Sun, Dec 14	NEW YORK GIANTS (NBC)	7:15 PM
Sat, Dec 20	BALTIMORE (NFL)	1:15 PM
Sun, Dec 28	@ Philadelphia (FOX)	NOON



**TEXAS STADIUM SEATING**



**PARKING Improvements at Texas Stadium**

**New Parking Improvements at Texas Stadium**

As we move into our first year at Texas Stadium and prepare for our new home in Arlington, we have received feedback from our patrons on parking issues. We are taking action to respond to your comments and we are pleased to let you know that we are initiating some new parking procedures that we feel will improve access and parking in addition to what you know. We have enhanced our signage and upgraded the travel information that is available on our web site for your convenience at [www.dallascowboys.com/stadium\\_directions](http://www.dallascowboys.com/stadium_directions). Many of these new procedures we will carry over for the new stadium as we continually work to improve your game day experience.

**Traffic Policing**  
 For our first year at Texas Stadium we will continue to permit signage as a means, the way to enhance the game day experience. In order to ensure our parking lots are used in an efficient manner, we will be requiring our tailgating patrons to tailgate at designated areas. When those areas are full on a first come, first serve basis tailgating will not be permitted in other areas of the lot. Staff will assist and monitor to ensure that tailgating is limited to designated areas, and that all other areas are kept free for traffic and pedestrian movements.

At our new venue, a similar process will be followed so that our parking areas are used in an efficient and orderly manner. More detailed information can be found on our web site at [dallascowboys.com](http://dallascowboys.com). Please advise if you plan to participate in any tailgating activities at any of our home games for the upcoming season.

**Pre-Sold Parking**  
 In order to reduce unassisted driving and minimize the time consuming cash transaction by attendees, we are providing a variety of parking lots as possible and providing directions on how to get there. You can access directions and maps on our web site.

**Reduced Traffic Congestion**  
 We will be providing recommended routes to your pre-paid parking areas. New year our web site can provide you with a specific map showing your route to your pre-purchased parking location. Directions will be provided in a manner that balances the traffic on various roadways serving our new stadium and to minimize delays on the streets around the venue. Following these directions will provide you with the most efficient and direct access to your designated parking area.

**Speed Parking**  
 Historically at Texas Stadium the parking areas on the South side of our facility served by gates 7, 8 and 9 have been the subject to fill to capacity and resulted in patrons searching for more first fair spaces, or having to wait around the exterior ring road to other lots. This year the parking areas served by gates 7, 8 and 9 at Texas Stadium will have increased staff to direct cars to specific parking rows for more efficient parking. Areas, as mentioned in certain designated areas. The cumulative effect will be a more efficient and expeditious parking experience.

**Signage**  
 We have added many illuminated message signs and road signage to direct our fans to their designated pre-paid parking areas. Please look for these various message boards to assist you as you approach Texas Stadium and the various exits serving our lots.

**VIP & Blue Parking**



From Dallas (I-35/Hwy 183 W)  
 • Take I-35 to Hwy 183 W  
 • Follow 183 W to Loop 12 N Exit  
 • Blue Lots will be on the Right

From Ft. Worth and Mid-Cities Area (Hwy 183 E)  
 • Take I-35 E to Loop 12 N Exit  
 • From Loop 12 N take Hwy 114 Exit  
 • Blue Lots will be on the Right

From North Dallas (S.M. 590)  
 • Take S.M. 590 to I-35 E  
 • Follow I-35 E to Loop 12 E  
 • Take Left exit at 2nd signal onto Hwy 114 Frontage EB to Blue Lots

From North Dallas (S.M. 1901 and 1911 to Hwy 114 E in Irving)  
 • Follow Hwy 114 E  
 • Continue past Loop 12, and take the Hwy 183 W Exit to Blue Lots on the Right

From Southwestern Dallas (S.M. 12)  
 • Take Loop 12 N to Hwy 114 Frontage Exit  
 • Blue Lots will be on the Right

From Spur 482 W  
 • Take Spur 482 W to Loop 12 N Exit  
 • Blue Lots will be on the Right

From DFW Airport (Hwy 114 E)  
 • Take Hwy 114 E  
 • Continue past Loop 12, and take the Hwy 183 W Exit to Blue Lots on the Right

From Love Field Airport  
 • Take Mockingbird Lane West to Hwy 183 W and Follow Above Directions from Dallas

**Red Parking**



From Dallas (I-35/Hwy 183 W)  
 • Take I-35 to Hwy 183 W  
 • Follow 183 W and Exit onto Hwy 114 NB (negative)  
 • Exit Hwy 114 to Loop 12 Tom Bewell Dr. onto Hwy 114 Frontage WB  
 • Turn Right onto Loop 12 Frontage NB to Red Lots on the Right

From Ft. Worth and Mid-Cities Area (Hwy 183 E)  
 • Take I-35 E to Loop 12 Frontage NB to Red Lots on the Right

From North Dallas (S.M. 590)  
 • Take S.M. 590 to I-35 E  
 • Follow I-35 E to Loop 12 E  
 • Take Left exit at 2nd signal onto Hwy 114 Frontage EB to Red Lots on the Right

From North Dallas (S.M. 1901 and 1911 to Hwy 114 E in Irving)  
 • Follow Hwy 114 E  
 • Take public-controlled Left at 1st signal onto Hwy 114 Frontage  
 • Take Left on Loop 12 to Frontage NB to Red Lots on the Right

From Southwestern Dallas (S.M. 12)  
 • Take Loop 12 N to Hwy 114 Frontage Exit  
 • Blue Lots will be on the Right

From Spur 482 W  
 • Take Spur 482 W and follow Hwy 114 WB Frontage Rd.  
 • Continue on Frontage Rd. and Red Lots will be on the Right

From DFW Airport (Hwy 114 E)  
 • Take Hwy 114 E to Loop 12 Exit  
 • Turn Left on Loop 12 Frontage NB to Red Lots

From Love Field Airport  
 • Take Mockingbird Lane West to Hwy 183 W and Follow Above Directions from Dallas

Parking Information available at [www.dallascowboys.com/stadium\\_directions](http://www.dallascowboys.com/stadium_directions)

[dallascowboysmaps.com](http://dallascowboysmaps.com)

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# Transportation Management Plan



## Internet Information Directions to Parking

2008 Season PARKING (10 events)  
Various Dates  
at Texas Stadium Parking

Look For Tickets

NOTE: Parking passes may not be available in all price levels and areas.  
**EACH SEASON PARKING PASS COMES WITH 10 COUPONS (1 FOR EACH HOME GAME).**

Individual game parking is one hang tag per vehicle.

Select the number of passes you wish to purchase below in the quantity drop down. One pass is needed per vehicle/parking space. Click on "Find Best Available Seats" to continue on with your purchase.

### NEW PARKING IMPROVEMENTS AT TEXAS STADIUM

As we move into our final year at Texas Stadium and prepare for our new home in Arlington we have received feedback from our patrons on parking issues. We are taking action to respond to your comments and we are pleased to let you know that we are initiating some new parking procedures that we feel will improve access and parking. In addition, we have enhanced our signage and upgraded the travel information on DallasCowboys.com for your convenience. Many of these new procedures we will carry over for the new stadium as we continually work to improve your game day experience.

**Tailgating Policy**  
For our final year at Texas Stadium we will continue to permit tailgating as a festive, fun way to enhance the game day experience. In order to ensure our parking lots are used in an efficient manner, we will be requiring our tailgating patrons to limit activity to designated areas; when those areas are full on a first come, first serve basis tailgating will not be permitted in other areas of the lot. Staff will assist and monitor to ensure that tailgating is limited in the manner provided, and that all other areas are kept free for traffic and pedestrian movements.

At our new venue, similar process will be followed so that our parking areas are used in an efficient and orderly manner. Please review if you are planning any tailgating activities at any of our home games for the upcoming season:  
**Tailgating Information & Policy**

**Pre-Sell Parking**  
In order to reduce unwarranted driving and eliminate the time consuming cash transaction by attendants, we are pre-selling as many of our parking lots as possible and providing directions on how to get there. You can access directions and maps on our web site.

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# Transportation Management Plan



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