

2019 Breese Stevens Field Fan Access Plan

With continued excitement surrounding Breese Stevens Field (BSF) and limited parking, it is imperative for fans to understand options regarding safe and accessible ways to get to the events. Here is a listing of what the City, in partnership with Big Top Events, provide fans every year:

- a. **Vehicle parking in the surrounding area.** Big Top is contractually obligated to provide 200 motorized vehicle parking spaces for each 1,000 anticipated attendees for each event. Big Top will provide the city a plan outlining specific spots prior to each event. Last year Big Top secured up to 1,900 spaces for events held at the facility (capacity is currently 9,000, which would require only 1,800 spots & the largest event at the venue was 9,000, which would require 1,900). Due to constant development in the area the exact location of each spot will change from event to event. Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced. The new 675 spot South Livingston St Parking Garage on has opened & will be included in new plans & should have a dramatic impact on parking for events at Breese.
1. Big Top will provide highly visible parking attendants for all events of over 1,000 fans in anticipated attendance that will direct fans into the appropriate parking locations around the facility. Additionally, Alder Zellers has worked with city Staff to secure highly visible, permanent, signage to direct event attendees to the new South Livingston St Garage.
2. Parking plans will be shared via email to attendees of all ticketed events in advance of each event and will always be available at Breesestevensfield.com and Forward Madison FC is developing an App for all attendees of events that will include parking information.
3. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees. Located immediately outside of the stadium. These bike parking locations will also be indicated on the parking plans referenced above.
 - a. 2018 modifications:

- i. Breese Stevens will work with the city to install a minimum of 30 new permanent bike parking spots outside the facility.

1. The installation of these spots is scheduled to be completed prior to the start of the 2019 event season.

- ii. Breese Stevens has secured a verbal commitment from B-Cycle to offer a trial B-Cycle parking area at a minimum of one concert during the 2018 season. If it goes well, they will most likely do more events.

1. Trek was unable to follow through on these commitments last year, however, Big Top is continuing to work with them to accomplish similar goals in 2019 & beyond.

- iii. Breese Stevens will offer a complimentary bike valet service for events with anticipated attendance over 5,000. BSF will attempt to run the valet out of an interior space at the facility, pending total space required and available. Given limited indoor space and potential future uses for those spaces, the indoor valet service will need to be evaluated annually. If indoor valet space isn't available or isn't large enough, Breese will create an attended outdoor coral for bike parking.

1. This was extremely successful in 2019 & was put into use for all events over 2,000 in anticipated attendance to make up for less bike parking being available than outlined above. This will continue to be a priority for all events with over 2,000 in anticipated attendance.

- iv. Breese Stevens will evaluate anticipated bike parking needed on an event-by-event basis. No event will have bike parking for less than 3.5% of anticipated attendance, and some events may have up to 10%, pending the anticipated bike ridership of the crowd for the event, as determined by BSF.

1. *This will continue in 2019.*

- v. Breese Stevens will work with the City of Madison to investigate the possibility of installing “bike parklets” in existing vehicle parking spaces around the facility and will report back to TLNA with updates.

1. *Big Top is meeting with Traffic Engineering on Thursday & will have an update on this by Thursday evening.*

- 4. East Washington is a major route for Madison Metro, having multiple stops within three (3) blocks of Breese, on East Washington Ave and East Johnson. Metro stops will be highlighted on the BSF parking map & encouraged as an alternate way to access the facility. BSF will develop a web page listing available metro routes for events at the facility.
- 5. Located behind Breese is the East Mifflin Bike Boulevard, Pinckney St to Blair St (outer loop project.) Making travel more convenient. This bike boulevard will be kept open for all events at BSF.
- 6. Free shuttles will be provided for events with anticipated attendance larger than 4,000, which will include most soccer matches.
- 7. For events of over 4,000 attendees Big Top will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post-event.
- 8. The best way to get to Breese Stevens Field is on bike. Free, secure bike parking is available for all events just feet from the main entrance.
- 9. Forward Madison FC will launch a campaign to encourage people to bike to games with a focus on developing the most bike friendly environment for any soccer club in the world.