

Environmental Strategies for Gameday Logistics to #BuildBackBetter





IT STARTS AT HOME.

Gameday begins at home - often several days ahead of teams taking the field - as fans coordinate their transportation methods and departure times, meeting points and pre-game rituals. Once fans arrive on-site, they may also visit the ticketing counter, at entry/exit and security points. COVID-19 now presents new challenges that require adaptation to the 'normal' venue operations at each of these points. In this major rehaul of a normal fan experience, there are many innovative opportunities to integrate more efficient, sustainable solutions and #BuildBackBetter on Gameday.

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Transportation

Gameday begins at home - often several days ahead of teams taking the field - as fans coordinate their transportation methods and departure times, meet-up locations and pre-game rituals.

Even with improved transit options in many cities, we continue to see - and feel- the pain of traffic, congestion, high parking fees and just plain hassle getting to the game and departing the area afterward. This can dampen the overall fan experience teams work so hard to cultivate, and for some, entirely quash the notion of attending in person at all, born out by attendance challenges facing all leagues.

Ridehailing has seen a huge increase in popularity as a gameday option, in part by eliminating the downside of driving while preserving the convenience of on-demand, door-to-door service.

And in cities where the transit network is broad, runs frequently and the stop is a short walk to the gate, and filled with camaraderie and even a bit of trash talk, it's typically the preferred option. Especially among regular transit-users with fare cards. Some facilities (Seattle, Portland, Minneapolis) have worked to build transit so that it becomes the default choice due to proximity and added event capacity



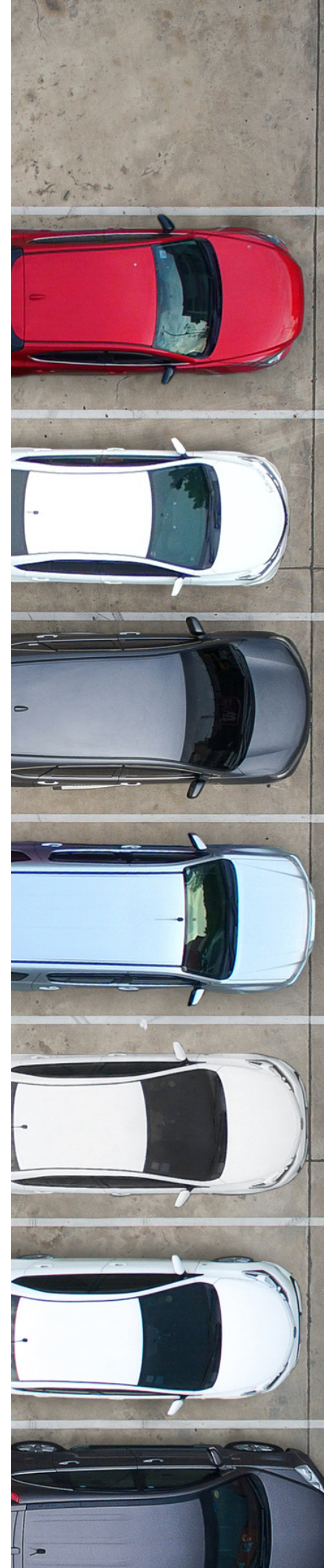
Environmental Risk

But will fans ‘trust’ transit, or even ridehailing, when they can return to venues? Will a surge of personal cars have us idling in the garage line-up, missing tip-off? And does that then pose a further threat to live attendance, especially by the casual fan and for families who are raising the next generation of fans?

Many cities are taking advantage of the sudden disappearance of cars from the roads to expand pedestrian areas and bike lanes which may pose even more driving ‘bottlenecks’ and parking constraints in the urban core.

How to meet the impending collision of increased preference for private car travel and constrained roadways, alongside new ingress procedures ?

Teams and events have an opportunity to avoid this nightmare scenario and to open new doors to fan experience and partnership opportunities, while making continuing environmental, social and community gains.





OPPORTUNITY 1

Enhance the door-to-door fan experience

While there are many pressing issues, new protocols to be addressed and modifications to be made inside the venue, this is a critical occasion to fully explore the fan journey to your gate and how you can influence their healthy, safe and hassle-free arrival at the turnstile.

One sliver of good we've all witnessed during the 'Big Pause' is seeing city centers clear of cars, air quality dramatically increased and the rediscovery of the bicycle, with sales up everywhere and warehouses cleaned out across North America.

The carbon emissions from fan travel to games presents one of the largest opportunities for teams & venues to support their cities' reduction of game-related emission, which range on the low end at 28% to a whopping 97%.

The time is now to expand the thinking around 'multi-modal' transportation options that make the personal car the less sensible and low-fun choice. And look to opportunities to bring fans into the venue that adds value, opens up opportunities for partner activations and provides a positive all around experience.



EMBED transit fare in gameday ticket

- Relieve Arrival Congestion
- Ease of Payment
- Contactless Payment
- Potential for Collaborative Routing w Transit Authority
- Opportunity to Guide Facility Ingress/Egress (Bus Arrivals)



ADD Park & Ride Service from Suburbs

- Relieve Arrival Congestion
- Screen at loading point - ease ingress stress
- De-stress 'door-to-door' experience
- Early signalling on attendance (ticket scan at load)
- Arrival signalling to ease ingress
- Influence ingress by arrival scheduling
- Designated unload/ingress points ease congestion
- Opportunity for concession bundling (ride snack & beverage)
- Manage 'egress' – hold fans in seats/Direct to specific egress gates



ADD dynamic route maps to Stadium Info

- Ease public transit usage/overcrowding concerns
- Spread out fans' routing from similar departure points across public transit, bikeshare, eScooter, combinations
- Highlight pre-game stops
- Add element of fun to gameday experience
- Open up possible partner activation opportunities w surprise & delight



Shared Mobility Solutions Onsite

- Relieve Arrival Congestion
- Promote Active Transportation
- Support Fans' Active Transit Choices
- Foster Inclusive Mobility

Embed Transit Tickets in Game Tickets

While there is little doubt crowded transit scenes elicit fear and skepticism, research has shown that community transmission on public transit has one of the lowest probabilities for the average person, roughly 3-4% (vs 30+% in the workplace or school). Just as fans will return to you, they will return to transit. Where transit is a viable option - for all or most of the fan journey - working with your city to direct fans to transit is a triple win - your fans save money, the system is strengthened through predictable ridership and the gameday experience 'hassle' factor is significantly lowered.

Embrace Park & Ride

Create Park & Ride experiences that extend the game atmosphere from start to end of day/evening and secure the happy, social vibe sports should always bring. Levi's Stadium faced the challenge of the relocation to Santa Clara head on in creating transportation experiences for their far-flung fans. For teams whose Ticketmaster heat map shows some critical mass coming in from specific 'hubs' in the suburbs, developing a new asset in a 'Park & Ride' fan bus may boost casual attendance to partial season tickets. The potential for new partnerships, activations on board and the controlled arrival of this option to meet possible new designated entry times all present positive solutions for both fan travel and venue ingress.



Multi-Modal Maps with Alternate Routes

Create multi-modal maps providing alternate routes and mixed choices designed for seamless, carefree and inexpensive movement. Most stadium FAQs provide driving directions. But just as there are many ways to get into the endzone, most sports cities offer bikeshare, e-scooters and carshares. And there are plenty of apps to guide fans to using those options -- so what have they leave your site or app to find them? Have your digital team work now to ensure Google Maps, Here We Go and other dynamic route-mapping is at fans' fingertips. Work with your community cycling advocacy organization to communicate the safest bike routes to your venue considering game day and time.

Expand Active and Inclusive Transport

Create and expand active and inclusive transport by partnering with shared mobility providers' access programs and help drive active transport, health & wellness via established best practices. Growth in 'micromobility' (bikeshare, e-scooters) has grown exponentially across the country and the pandemic has only fuelled this further, as people seek 'open air, single occupancy alternatives to transit'. Recognize, encourage and plan for more fans arriving at your venue in more ways to make their arrival at your gate as frictionless as possible. And look for ways to celebrate their active, healthy choices together with your partners.



OPPORTUNITY 2

Optimize Fan Arrival (and Departure)

With the trend toward building out entertainment districts around arenas and increased sponsor promotional activities outside the gates, gameday can extend forward several hours ahead of kick-off or opening pitch. Even so the ‘crush at the gates’ begins 15-20 minutes prior to game time, making ingress a perpetual challenge for stadium operators and a scrum for spectators.

Prioritize and Reward Active-Transportation Options

As noted above, ‘micromobility’ solutions are growing across the country at an incredible rate. The designated arrival points help manage the ‘parking’ of the variety of vehicles, facilitate rebalancing efforts and provide additional reward & celebration of the fans choosing active transportation by the club and key corporate partners.

Expand and Re-work the Stadium Perimeter

Venues will need added space for holding areas as additional screening will require spacing out entry. To utilize all gates, additional street closures may be needed (or already introduced as cities pursue closures.) Look at constructively using these to mitigate potential fan frustrations with new entry procedures/wait times with entertainment and novel partnerships with local businesses, creating picnic zones, entertainment. Distinct zones for families, young singles or groups can enhance the experience for each of those groups as well as provide partner activation options.



Optimize Ridehailing Logistics

Ridehailing has gone from venue operator headache to yielding revenue through official partnerships. From accommodating fan choice and lessening parking line-ups to even nudging up beer sales, it is a sound and needed alternative (where transit is not accessible as well as for disabled and elderly fans). It can, however, actually increase arena perimeter congestion and in some cases fan frustration in the absence of well-communicated and managed designated drop-off/pick-up locations. As you consider new ingress measures it's likely your arrival and departures as well as post-game fan communications may be improved.

TO DO LIST

- ✓ **Proactively invite Ridehailing Companies, Micromobility Providers, Community Cycling advocacy groups and City Transportation in for a group discussion on improving gameday routing, traffic, loading and coordination.**
- ✓ **Meet with area business improvement/business owners association, bar/restaurant association, visitors bureau and city officials on stadium perimeter plan.**

Ticketing & Gates

When mapping the spectator journey on game day, the first moment that a fan comes into contact with venue staff has traditionally been at the ticket window or at the entrance on the way into the game - the points of the 'crush at the gates,' as described previously.

Pre-COVID-19, this interaction was nearly guaranteed to require the transfer of physical materials, whether a payment method in exchange for a paper ticket, the process of scanning a ticket, or the security points and bag-check to gain access into the event. The coronavirus now presents new risks to the human-to-human interaction required to elevate safety and security standards in recent decades. In the preparation to reopen, venues have been modifying their policies and procedures to address these new challenges. In those modifications, there are opportunities to integrate more sustainable, environmentally-friendly solutions.





OPPORTUNITY 3

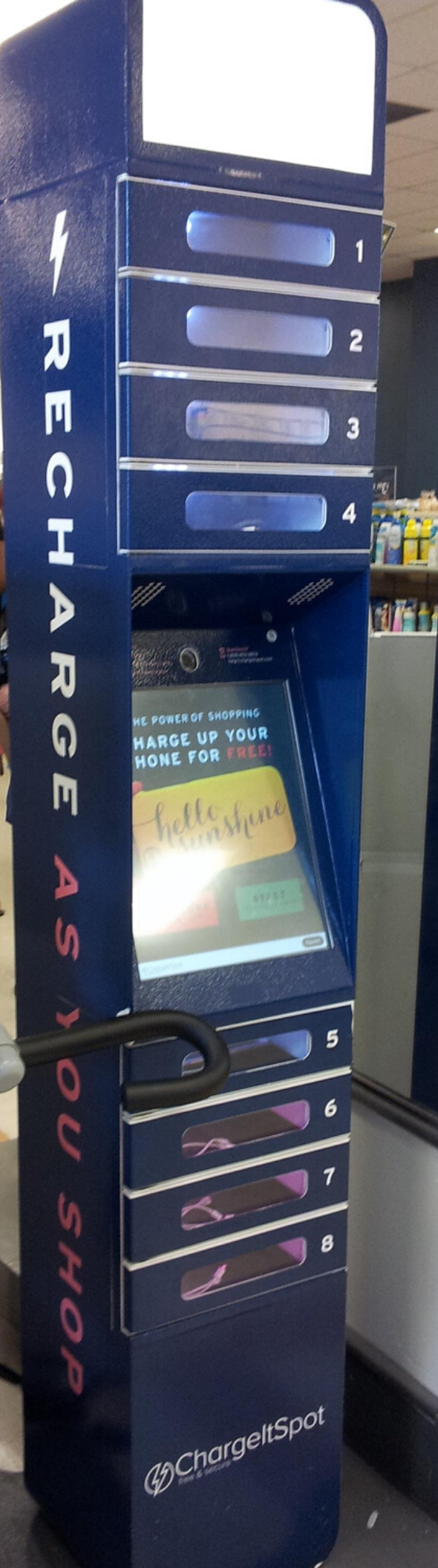
Transition to Digital Platforms

Mobile Ticketing

Like many components of the fan experience, it is likely that personal devices will become a critical component of purchasing a ticket and entering a game. In the future, there may be one central app, or several related apps that will be used as the mechanism for fans to gain entry, to communicate and engage, to optimize gameday-related incentives and activities, and to leverage brand partnerships, addressed in other Opportunities described in this report. Mobile ticketing, which has been gradually becoming a mainstay in the fan experience before the virus set in, may now be more heavily encouraged in the wake of the virus.

In May 2020, Rutgers University announced that all sporting events were going paperless, starting with football season this fall. This digital push now presents environmental benefits, reducing paper use, decreasing physical waste, and reducing the demand for toxic printing chemicals.

Though the move towards virtual tickets is a good solution to reduce the exchange of material goods and promote innovative partnerships, it could highlight inequities within the fanbase and may not be inclusive of all fans that attend games. As venues encourage the use of personal devices, primarily smartphones, they must remain conscious of all socio-economic factors. This inequity is now embedded in the society more broadly than just the sports industry, but venues have begun to offer solutions, including the installation of free accessible wifi from the stadium, which would reduce the demand for personal data use.



Charging Stations Powered by Clean Energy

Inevitably, as the fan experience becomes more reliant on the use of personal devices throughout game day, there will be an increased demand for access to power and charging stations. In recent years, stadiums have begun to address the increase in demand by installing charging stations, including at tables, in lockers, or in designated areas. Until the technology of battery storage improves, on-demand points to charge personal devices will only be amplified by the post-COVID increase in the use of personal devices.

These charging stations enhance the fan experience with added convenience, but present an environmental risk, depending on the source of energy that powers the installations. As the demand for these charging stations increases in live event venues with the return of fans, there is a huge opportunity to integrate technologies that source clean energy, whether directly through renewable resources or indirectly through purchasing agreements and offsets. As the venue reopens and fans demand more electricity to power their mobile devices, consider options that are powered by clean energy.

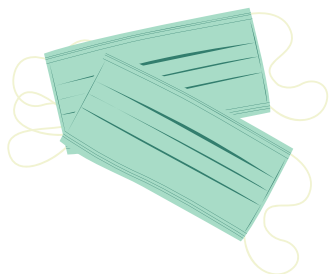
The University of Texas at Austin's Office of Sustainability has installed solar-powered mobile charging stations on campus, which includes a shaded table that seats 9 people and charges multiple devices at a time. This product offers multiple solutions to enhance the fan experience and provide a new point of transition as fans navigate the stadium.



OPPORTUNITY 4

Reduce Resource-Use at Entry

As venues reopen, there are likely to be strategies in place to prevent direct human-to-human contact. Design Sensory Intelligence's mid-April case study, 'Fan Sentiments in COVID-19' reported that nearly 25% of respondents said that there will need to be safety measures in place to feel comfortable returning to sports, including face masks, hand sanitizer, and temperature checks. Though critical from the public health perspective, this has already been devastating from an environmental perspective, utilizing petroleum-based products in manufacturing, generating mass amounts of non-biodegradable waste, littering streets and waterways, and even endangering animals.



Sustainable PPE

The realities of the extent and duration of this virus have set in and demand for PPE, or personal protective equipment, is not going away anytime soon. Thankfully, innovations in cost-effective sustainable PEE continues to emerge, as we grow accustomed to this 'new normal'.

"Sustainable, long-term solutions for masks call for reusable, washable fabric face coverings. Durability, branding and other customization will increase the desirability of the masks, which will 'put a value on what may otherwise be trash'. The branding can serve as a marketing or community-building opportunity in certain instances," says Jason Joyce, Sustainable Fashion Consultant. "An average wholesale price of a custom-branded mask that is sourced, manufactured, and decorated in Los Angeles is \$5." As organizations consider new merchandise and promotional giveaway options, it is critical to weigh the options between a disposable product and a longer-lasting reusable product.

Safe and Sustainable Entry Solutions

An April [Fanfood survey](#) showed that 87.4% of fans think venues should implement more sanitation stations beyond just the existing bathrooms. This statistic presents a new operational challenge, but also an opportunity to appease concerns with fans without presenting negative environmental impacts.

Disney installed no-touch handwashing stations sporadically through their park right before the complete COVID-19 shut-down. These stations, not intended for uses other than washing hands, could be placed near gates and concession stands at stadiums. These specific products are well-marked as non-potable use and provide a safe low-flow solution to appease the concern of the majority of fans that return to live events.

Many other efficient, sustainable solutions to reduce staff-to-fan interaction are currently in development. Carnelian Technologies, a Canadian company has proposed a 1-stop wellness kiosk, where fans could stop to have their temperature checked with a real-time screen display, and receive hand sanitizer, gloves, and a mask. Of course, more sustainable masks and glove distribution is encouraged. Other companies, such as IntraEdge and Pyramid are building [contactless temperature kiosks](#) that can monitor up to 1,500 people per hour. This contactless option reduces the demand for wasteful PPE and reduces exposure points for venue staff.



Conclusion

The coronavirus presents a host of new complications to a fan's journey, from home, through the commute, passed entry, and throughout the gameday experience. To accommodate this current pandemic and build resiliency against future risks, the sports industry must approach these challenges with proactive, long-term solutions that address the externalities that have manifested during this global crisis.

Though disposable PPE or single-occupant vehicles may seem like the best immediate knee-jerk solution to address a very specific point along a huge list of COVID-19 implications, the environmental, social, and financial implications call for a shift in our entire perception of a 'normal gameday' experience.

Please join us on **Tuesday, June 9th at 4pm ET** to discuss ways to #BuildBackBetter in Gameday logistics!





**SUSTAINABLE SPORT
RESEARCH COLLECTIVE**

Sustainable Sport Research Collective is a collaboration among 4 established sustainability professionals exclusively focused on the sports industry. With strong knowledge of venue operations, environmental sustainability, social responsibility and fan experience and engagement, the group recognized the need for insights into fans' primary concerns, and latent trepidation, in returning to large public gathering spaces. As advisors and practitioners working regularly with sports league and team executives, we've established a robust survey method, including a novel virtual focus group, representative of the broad demographics of sports fans.

Sustainable Sport Research Collective Members:

Aileen McManamon, Founder of 5T Sports

Monica Rowand, COO of Phase 3 Sport

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