NORTHWESTERN UNIVERSITY
RYAN FIELD

TRANSPORTATION MANAGEMENT PLAN

SEPTEMBER 30, 2026

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INTRODUCTION

Purpose and Objectives

The Transportation Management Plan (TMP) is a summary of Northwestern University's proposed operations plan and strategies to manage the multimodal transportation and parking conditions for events at Ryan Field. The TMP is a dynamic document that is intended to not be considered static or complete, but rather reviewed and updated annually to consider changed conditions, integrate emerging technologies, and explore opportunities to improve, supplement, or modify current measures.

Venue and Events Overview

Ryan Field, located on Northwestern University's athletic campus in Evanston, Illinois, is being redeveloped as a modern, multi-purpose venue with an anticipated maximum event capacity of approximately 35,000 guests. The venue is designed to host a diverse mix of collegiate athletics, concerts, festivals, and community events throughout the year.

The event program at Ryan Field is intentionally structured to balance high-attendance marquee events with a larger volume of lower-impact community and festival programming. This diversified calendar supports consistent venue utilization while managing transportation and neighborhood impacts.

The overall athletic campus site plan illustrated in **Exhibit 1**.

EVENT TYPES AND EXPECTED ATTENDANCE

While Ryan Field will host a range of permissible event, expected events in the first year with the estimated average attendance per event are outlined below:

Event Type	Estimated Avg. Event Attendance	Estimated # of Events Year 1
Northwestern Football	33,000	5
Full House Concert	28,500	6
Graduations	22,500	2
Community Festivals	7,500	34
ETHS Football	5,000	1
Total		54

Northwestern University will provide an event schedule to the City to assist in the City's parking management and aid in resident communications. The City will be notified 15 business days in advance of each event planned at Ryan Field (or as soon as practicable in rare cases when not legitimately feasible) to aid in the City's parking management and resident communications. Upcoming seasonal schedules will be shared according to the parameters outlined below:

- College Football Schedule: By March 1st
- College Basketball Schedule (non-conference): By September 1st
- College Basketball Schedule (conference): By December 1st
- Other Major Events: 30 days before the start of the quarter

EVENT TIERS AND ASSOCIATED TRANSPORTATION MANAGEMENT MEASURES

The events anticipated at Ryan Field will vary substantially in attendance, duration, arrival and departure patterns, and travel characteristics. As a result, the applicable transportation management measures for each event should be scaled to reflect the anticipated level of activity and potential impact on the surrounding transportation network and neighborhoods. Major events, such as football games and concerts, are expected to require the full suite of strategies outlined in this plan, while smaller or locally oriented events may require a more limited set of measures based on expected attendance, event format, and travel behavior. To support this scalable approach, events have been organized into tiers that associate general attendance ranges and event types with the transportation management measures likely to be appropriate for each scale of event. A matrix of event tiers with associated attendance ranges, types of events, and applicable measures are summarized below.

Event			Transportation Management Measure														
Tier	Attendance	Example Types	Off-Site Parking (Campus)	Off-Site Parking (Downtown)	Shuttle Service	Ashland Shuttle Route + Parking Restrictions (Lincoln-Central)	Neighborhood Parking Restrictions	Central Street Parking Restrictions	Rideshare Pick-Up Locations	Advance " Know-Before-You-Go" Communications	Off-Site Employee Parking	Directional Wayfinding Signs	Metra/CTA Operational Capacity Increase	Traffic Control Personnel	Event Truck Loading Procedures	Off-Site Truck Marshalling	Unified Command Post
A	> 10,000	Football, Concerts, Graduation	X	X	X	X	X	X	X	X	X	X	Z	X	X	Z	X
B	4,000 – 10,000	HS Football, Basketball, HS Graduations, Community Events	Z				X	Z		X	Z	X		Z	X		X
C	< 4,000	Community Events						Z		X	Z			Z	X		Z

z Applies, depending on event characteristics. Some events will function on a different tier based on characteristics specific to that event such as distributed attendance over time, local vs. non-local attendance, levels of mode share using auto vs. non-auto transportation options, etc. In some cases for lower-attendance events, a measure may be omitted or scaled down. Prior to each event, the stadium operator prepares management activities and coordinates for the expected event-day conditions. Adjustments to tailor transportation management measures to address event-specific conditions will be arranged, as needed.

Although most major Ryan Field events are expected to occur on weekends or during periods when nearby schools are not in session, some weekday evening events may overlap with school dismissal, after-school activities, athletic events, or other school-related programming. This potential overlap was identified through discussion with the Community Advisory Committee as an important consideration for planning with each event. As part of pre-event coordination prior to each event, the stadium operations team will review nearby school schedules to determine whether transportation management measures should be adjusted. In most cases, school activity is expected to conclude before event-related traffic reaches significant levels; however, when overlap is anticipated, measures such as parking restriction timing, traffic control deployment, shuttle operations, or other event-day procedures may require adjustments avoid conflicts and maintain safe conditions for school-related activity.

Guiding Principles & Planning Considerations

Efficient and effective management of multimodal transportation and parking operations is key to any successful event of various scales. Building on its experience hosting a range of events at the Athletic Campus and best practices applied at other venues, Northwestern University has established the following planning principles to guide development transportation management strategies, programs, policies, and planning efforts related to events hosted at Ryan Field.

- Provide a safe environment for all event attendees and the surrounding community, including pedestrians, cyclists, transit riders, and vehicle drivers/passengers.
- Scale operations based on event size and type.
- Promote orderly and efficient flow of traffic on the Athletic Campus and along nearby streets, prioritizing multimodal access (transit, shuttles, rideshare, walking/biking).
- Protect surrounding neighborhoods from overflow parking and leverage off-site parking facilities.
- Limit impacts of traffic congestion before, during, and after planned events at Ryan Field, emphasizing clearance time for traffic after events.
- Promote awareness and understanding of the plan's key elements to the university, city officials and staff, event attendees, and the surrounding community through multiple channels of communication.
- Be flexible, monitor conditions over time, and adjust the plan to reflect different types of events and attendance levels, changed conditions over time, and opportunities to utilize emerging technologies that can improve the plan.

Several of the strategies identified in this Transportation Management Plan—such as on-street parking restrictions, off-site signage and traffic controls, staging activities, and modifications within the public right-of-way—will require coordination with and approval from the City of Evanston and/or other third-party entities. Accordingly, the implementation of these measures is contingent upon obtaining the necessary reviews, permits, and approvals.

TRANSPORTATION MANAGEMENT PLAN

The Transportation Management Plan is organized by categories related to how event attendees access Ryan Field, operational components of facilitating transportation access, and other elements associated with managing event day conditions. Within each category, strategies are detailed with supporting narrative and exhibits.

Parking

The following outlines parking locations and strategies to accommodate parking for events at Ryan Field.

PARKING LOCATIONS

Parking for events at Ryan Field can be characterized into five categories – on-site, stadium vicinity, Northwestern Campus, Downtown Evanston, and entrepreneurial lots operated by others. **Exhibit 2**, illustrates the locations of stadium event parking on site and both designated and publicly-accessible off-site parking in the site vicinity (walkable), on the University's campus (walkable and shuttle access), and in Downtown Evanston (shuttle and transit access).

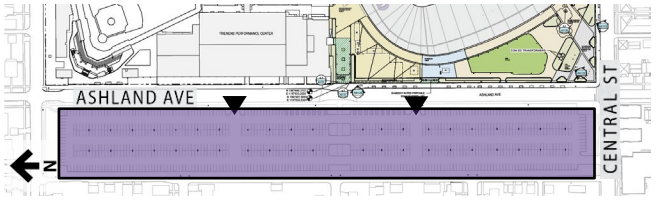
Additional parking locations will likely be established by entrepreneurial property owners within walking distance of Ryan Field. These locations can be added to the plan based on observed conditions.

An overview of the parking lots and garages available for event parking is highlighted below.

ON-SITE PARKING

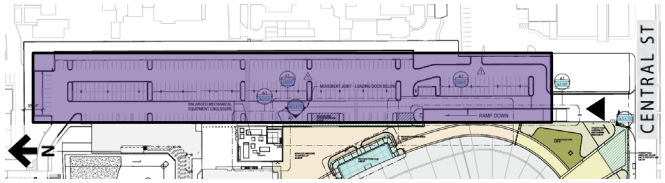
Ryan Field West Parking Lot

Available Spaces: 900
Parking Type (Game): Credential/Reserved Only
Parking Type (Event): Pre-Paid Only
Distance from Stadium: 150 ft (<1-minute walk)



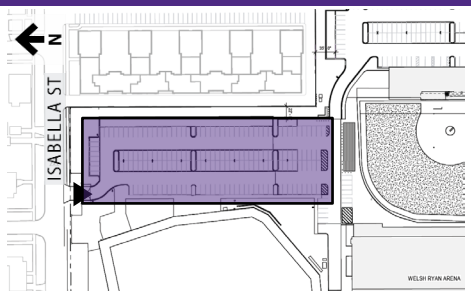
Ryan Field East Parking Lot

Available Spaces: 309
Parking Type (Game): Credential/Reserved Only
Parking Type (Event): Pre-Paid Only
Distance from Stadium: 150 ft (<1-minute walk)



Ryan Field North Parking Lot

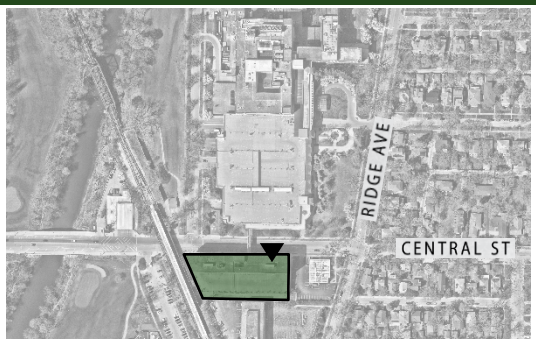
Available Spaces: 182
Parking Type (Game): Credential/Reserved Only
Parking Type (Event): Pre-Paid Only
Distance from Stadium: 150 ft (<1-minute walk)



OFF-SITE PARKING – STADIUM VICINITY

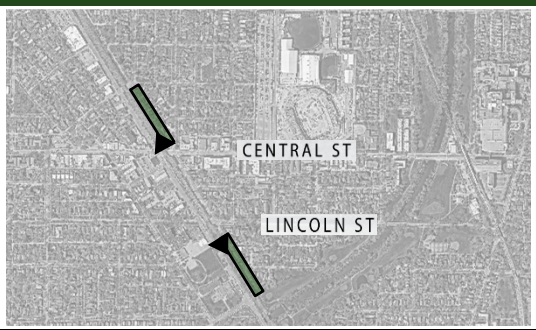
Endeavor Evanston Hospital Garage (1000 Central Street)

Available Spaces: 700
Parking Type (Game): Pre-Paid Only
Parking Type (Event): Pre-Paid Only
Distance from Stadium: 0.4 mi (10-minute walk)
Owner: Endeavor Health



Central Street Metra Station Parking

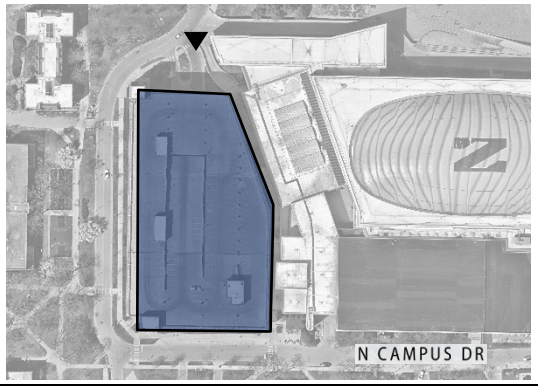
Available Spaces: 140
Parking Type (Game): General (Metered)
Parking Type (Event): General (Metered)
Distance from Stadium: 0.3 mi (8-minute walk)
Owner: City of Evanston



OFF-SITE PARKING – NORTHWESTERN CAMPUS

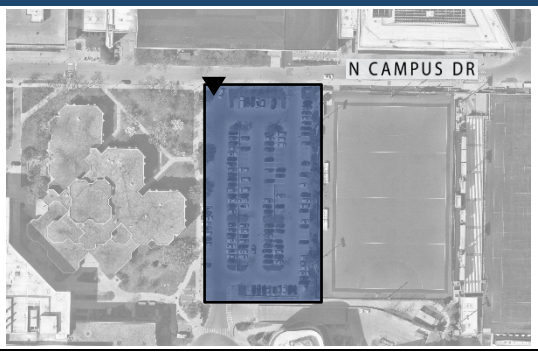
North Campus Parking Garage (Walter Athletics Center)

Available Spaces: 700
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.3 mi (30-minute walk)
Distance from Shuttle: 0.2 mi (5-minute walk)
Owner: Northwestern University



Cook Hall East Parking Lot

Available Spaces: 181
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.5 mi (33-min walk)
Distance from Shuttle: 0.3 mi (7-minute walk)
Owner: Northwestern University



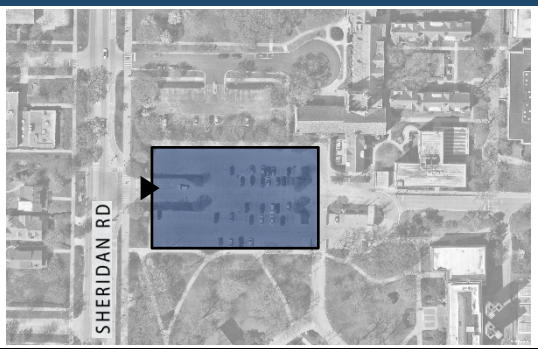
Noyes/Haven/Sheridan Parking

Available Spaces: 170
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.3 mi (30-minute walk)
Distance from Shuttle: 200 ft (<1-minute walk)
Owner: Northwestern University



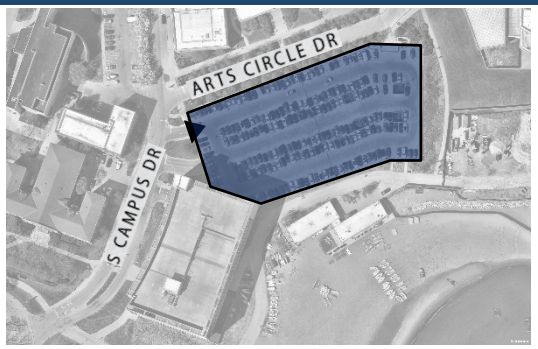
Northwestern Place Parking Lot

Available Spaces: 159
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.4 mi (32-minute walk)
Distance from Shuttle: 200 ft (<1-minute walk)
Owner: Northwestern University



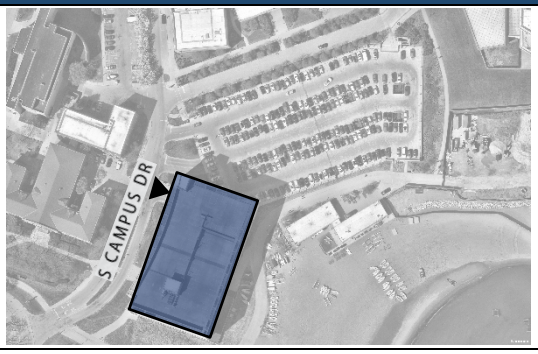
Lakeside Parking Structure

Available Spaces: 440
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 200 ft (<1-minute walk)
Owner: Northwestern University



South Campus Parking Garage

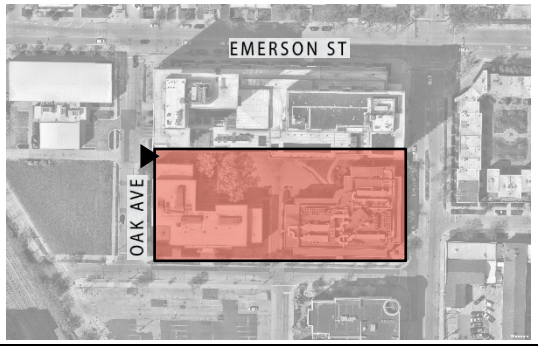
Available Spaces: 400
Parking Type (Game): Pre-Paid + General (Pay At Entry)[1]
Parking Type (Event): Pre-Paid + General (Pay At Entry)[1]
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 200 ft (<1-minute walk)
Owner: Northwestern University



OFF-SITE PARKING – DOWNTOWN EVANSTON

E2 Self Park

Available Spaces: 100
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.3 mi (30-minute walk)
Distance from Shuttle: 0.1 mi (2-minute walk)
Owner: Private – Publicly Accessible



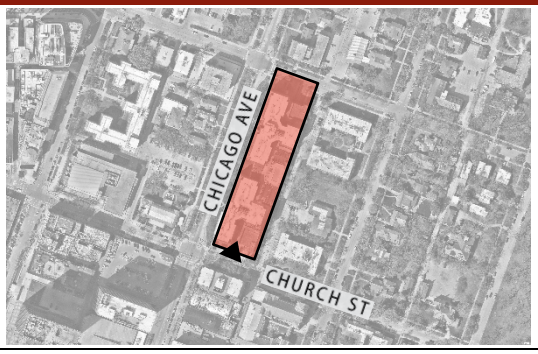
1800 Maple Self Park

Available Spaces: 840
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.5 mi (35-minute walk)
Distance from Shuttle: 0.2 mi (5-minute walk)
Owner: City of Evanston



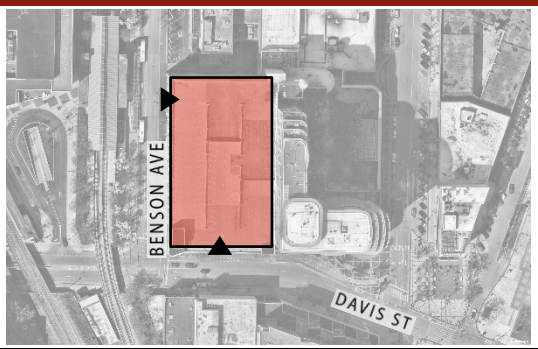
525 Church Street Garage

Available Spaces: 420
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 250 ft (1-minute walk)
Owner: City of Evanston



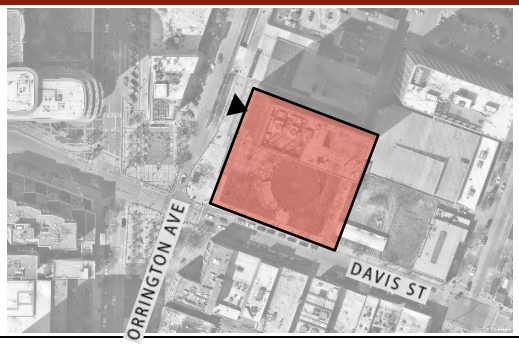
Sherman Plaza Garage

Available Spaces: 840
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.8 mi (39-minute walk)
Distance from Shuttle: 0.1 mi (3-minute walk)
Owner: City of Evanston



1629 Orrington Avenue

Available Spaces: 250
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 150 ft (<1-minute walk)
Owner: Private – Publicly Accessible



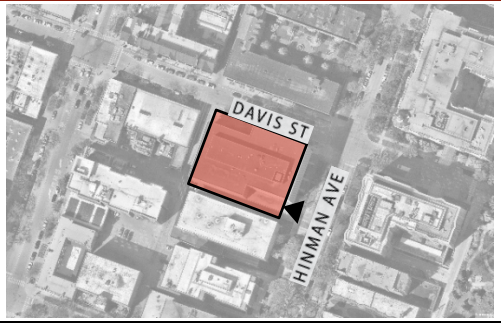
One Rotary Center Garage

Available Spaces: 315
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 250 ft (1-minute walk)
Owner: Private



500 Davis Street

Available Spaces: 50
Parking Type (Game): General (Cash/Credit/Mobile)
Parking Type (Event): General (Cash/Credit/Mobile)
Distance from Stadium: 1.9 mi (42-minute walk)
Distance from Shuttle: 0.2 mi (4-minute walk)
Owner: Private



[1] *General pay-at-entry parking allowed as available.*

PARKING RESTRICTIONS

Action: ***Neighborhood Event Parking Restrictions***

To prevent outside traffic from circulating neighborhood streets in search of parking and limit impacts on nearby residents, the plan includes prohibiting event parking within adjacent neighborhoods.

On-street parking in the stadium vicinity will be restricted to residents/permit-holders only, and event-related parking will be prohibited. On Evanston streets (south of Isabella Street), posted signs restrict on-street parking to allow District 6 Permit holders only to park during the specified times. QR codes on posted street signs provide information about the event and additional parking options. Additionally, sawhorses or a similar barricade/frame will be deployed at neighborhood gateway streets (placed to the side to maintain neighborhood vehicle access, but to clearly notify approaching traffic) with a sign reading "No Event Traffic" similar to the image below:



Additionally, use of vertical "blade signs" are recommended by the Community Advisory Committee along Central Street near select neighborhood gateways to indicate that neighborhood parking restrictions are in effect.

South of Isabella Street:

- Neighborhood event parking restrictions are illustrated in **Exhibit 2**
- In effect starting two hours before an event and until one hour after event traffic clears.
- Violations will incur a $125 fine.

In Wilmette, north of Isabella Street to Maple Street, parking will be prohibited on neighborhood streets between Poplar Avenue on the west and the CTA Purple Line tracks to the east.

COMMUNICATIONS

Effective communication is a critical component of the TMP and is essential to ensuring a safe, efficient, and predictable experience for guests, staff, and the surrounding community. The communications strategy for Ryan Field is designed to proactively inform, guide, and manage travel behavior before, during, and after events through coordinated, multi-channel messaging.

The approach emphasizes advance planning, real-time updates, and stakeholder coordination, with the goal of minimizing congestion, reducing neighborhood impacts, and improving the overall guest experience.

Action: ***Advance Parking and Access Route Communications to Ticketholders (Know-Before-You-Go)***

All ticketed guests will receive event-specific transportation "Know-Before-You-Go" information in advance of each event, including:

- Assigned or recommended parking location (if applicable)
- Preferred driving routes based on point of origin
- Shuttle availability and routing information
- Public transit options, including CTA and Metra service
- Rideshare pick-up and drop-off instructions
- Expected travel times and recommended arrival windows

Communications will be delivered via:

- Venue Website
- Email campaigns
- SMS/text alerts
- Mobile ticketing platforms and apps
- Event-specific transportation guides

Where feasible, communications will be personalized based on guest origin and parking selection, reducing unnecessary circulation near the stadium.

Guests who purchase parking in advance will receive:

- Lot-specific directions
- Entry instructions and access credentials
- Color-coded or zone-based wayfinding references

This strategy is intended to ensure that vehicles travel directly to their assigned destination without passing the stadium unnecessarily, reducing localized congestion.

EMPLOYEE PARKING

Employee parking for Ryan Field events will be managed through a coordinated off-site strategy designed to minimize congestion in the immediate stadium vicinity while ensuring reliable and efficient access for event staff.

Given the limited on-site parking supply and the priority to allocate proximate parking to guests, premium users, and operationally critical functions, the majority of event staff will be directed to designated off-site parking locations within the Northwestern University campus and surrounding areas.

Action: ***Establish Employee Parking Locations***

Specific employee parking lots and garages are currently being finalized in coordination with Northwestern University. Final site assignments will consider:

- Proximity to the stadium
- Shuttle accessibility and travel times
- Event-day traffic patterns and road restrictions

- Capacity relative to staffing levels
- Separation from guest parking demand

Employee parking locations will be selected to ensure that staff vehicles do not contribute to congestion in high-demand guest arrival corridors or restricted residential areas.

Vehicular Traffic / Access Routes

General strategies regarding the plan's approach to vehicle access routes are outlined below:

LANE CONFIGURATIONS & RESTRICTIONS

Action: ***Central Street Curbside Restrictions***

Similar to past practice for football games, on-street parking will be prohibited along Central Street between Poplar Avenue and Girard Avenue before, during, and after events at Ryan Field. This restriction allows traffic to flow more efficiently along Central Street as it provides room for quick drop offs, occasional delivery/service vehicles serving adjacent properties, and for vehicles to bypass turning vehicles that are yielding to oncoming traffic and/or crossing pedestrians. Additionally, keeping the curb lane open also helps to facilitate emergency response vehicles traveling through the corridor during events as traffic can pull over and provide an open lane for ambulances, fire trucks, and other emergency vehicles to efficiently pass.

- North and south sides of Central Street between Poplar Avenue and Ridge Road
- Parking prohibition in effect starting three hours before an event and until after event traffic clears (approximately one hour).
- Vehicles parked in this zone after the start of the restriction period will be towed.
- Coordinate with Evanston Police to review whether curbside parking restrictions along both sides of Central Street between Green Bay Road and Asbury Avenue are preferred or whether one-sided restrictions (No Parking south side pre-event and No Parking north side post-event) are possible to serve Central Street businesses.

Action: ***Isabella Street and Lincoln Street Parking Restrictions***

To limit congestion concerns on Isabella Street and Lincoln Street between Poplar Avenue and Ridge Road, on-street parking will be prohibited along both sides of each street as outlined below:

- North and south sides of Isabella Street and Lincoln Street between Poplar Avenue and Ridge Road
- In effect starting three hours before an event and until after event traffic clears (approximately one hour).
- Vehicles parked in this zone after the start of the restriction period will be towed.

Action: ***Dynamic Traffic Flow on Ashland Avenue (Lincoln Street to Isabella Street)***

As a primary access road to the stadium for permit parkers and shuttles, Ashland Avenue will be configured to accommodate the access needs for west parking and shuttle operations during pre- and post-event conditions.

Pre-Event (**Exhibit 3A**)

- Ashland Avenue (Lincoln Avenue to Isabella Street) will become one-way northbound, with sawhorse barricades located at either end of the road to allow passage for shuttles and local traffic only.
- Ashland Avenue (Central Street to Isabella Street) will provide three northbound lanes. Cones separating the left lane and the center lane will funnel vehicles into the south and north parking lot driveways, respectively, while the right lane will be reserved for shuttles.

Post-Event (**Exhibit 3B**)

- Ashland Avenue (Lincoln Avenue to Central Street) will be one-way northbound (except local traffic) for shuttles only.
- Ashland Avenue (Central Street to Isabella Street) will provide one southbound lane for vehicles exiting the parking lot and two northbound lanes for shuttles and vehicles exiting the north portion of the parking lot.
- Southbound vehicles will be directed westbound on Central Street.

WAYFINDING & SITE ACCESS/CONTROL SIGNS

Congestion near the stadium often occurs when traffic flow is disrupted due to driver confusion about parking lot access requirements (i.e. permit only, pre-paid only, etc.). With most event parking options located off-site, traffic in the immediate stadium vicinity can be reduced if vehicles are preemptively diverted to the appropriate destination without needing to pass the stadium. Wayfinding signage posted along common access routes at key points to clearly direct drivers as they navigate to the appropriate parking location based on their permit/pre-paid/general status.

The directional wayfinding program is designed to:

- Guide vehicles directly to assigned parking locations without unnecessary circulation near the stadium
- Reduce congestion at key decision points and intersections
- Support traffic control measures and restricted access zones
- Provide clear separation between parking types (prepaid, permit, general, staff)
- Enhance safety for pedestrians, cyclists, and motorists

Action: ***Install Directional Wayfinding Signs on Common Access Routes***

Exhibits 4A-4D outline the anticipated access routes to the stadium (**Exhibit 4A**), campus (**Exhibit 4B**), and Downtown Evanston (**Exhibit 4C**) parking options. **Exhibit 4D** illustrates the preferred bicycle access routes to the bike valet and adjacent Divvy e-bike parking zone north of the stadium. **Exhibit 5** defines the

recommended wayfinding sign locations based on the anticipated access routes to the various parking options.

The access routes to all parking options will include:

- **Advance Directional Signage** located on major approach routes to guide drivers toward general parking zones (e.g. Campus, Downtown, Stadium)
- **Decision Point Signage** installed at key intersections to direct vehicles based on parking type or permit designation
- **Lot Identification Signage** to clearly identify individual parking facilities and entry points
- **Dynamic Messaging** to provide real-time updates regarding parking availability, traffic conditions, and routing adjustments

Wayfinding signage will be fully coordinated with:

- Traffic control plans and lane configurations
- Police and traffic control personnel
- Shuttle operations and staging areas
- Rideshare zones and access restrictions

Signage placement will align with the **Exhibits 3A-3B** (Lane Configuration Plans), **Exhibits 4A-4D** (Access Routes), and **Exhibit 5** (Wayfinding Sign Locations) to ensure consistency between physical infrastructure and operational strategy. The signing plans (locations, types, messages) will be regularly reviewed in coordination with Northwestern University, Stadium Operations, and the City's Transportation, Public Works, Police, and Fire Departments.

Public Transportation

Ryan Field is well-positioned to take advantage of excellent transit access with both Metra UP-North Line and CTA Purple Line stations located within approximately 1,600 feet of the stadium. In order to serve the concentration of event attendees arriving and departing concert events at Ryan Field, both Metra and CTA have indicated interest in working with the University to increase their respective operational capacities relative to their normal conditions and to promote these options as an attractive mode of transportation to/from events, helping to limit traffic demands and parking needs.

Action: ***Metra – Ridership Incentives and Event-Day Operational Capacity Increase***

The University and Stadium Operations have agreed to an agreement to incentivize and support Metra ridership as an attractive mode to access events at Ryan Field.

- Attendees will ride Metra fare free with an Ryan Field event ticket.
- Additionally, the agreement includes provision for increased service capacity as needed, relative to normal operations, to serve ridership demand. Such adjustments could include adding a half-cycle train between regularly scheduled trains, aligning with event times, and/or having a train waiting at a nearby staging location along the Union Pacific – North Line. These adjustments would allow Metra to provide up to three trains in each direction during the hour before and hour after an event.

Action: ***CTA – Ridership Incentives and Event-Day Operational Capacity Increase***

The University and stadium management has also finalized an incentive agreement to support CTA ridership as an attractive mode to access events at Ryan Field. The agreement includes a combination of fare incentives and provision of additional trains and service capacity to serve increased demand for appropriate events.

- Following stadium events, attendees will ride fare free when accessing the Central Street station platform.
- Operational adjustments will focus on 1) leveraging the rail yard at the Linden Street station to staging additional trains for events and increase train frequency relative to normal schedules and 2) continue trains south of Howard Street, without requiring a transfer, to reduce travel time home following an event.

Shuttles and Buses

Action: ***Shuttle Passenger Loading on Ashland Avenue***

- Two shuttle routes will serve 1) campus parking garages and 2) Downtown Evanston garages. See **Exhibit 6**.
- Initial shuttles (up to 50) will be staged on the east side of Ashland Avenue during an event using a staggered configuration in two lanes with space between buses that allows access between the curb and doors of buses in the lane furthest from the curb. See **Exhibit 7**.
- The loading area for each route will be clearly identified with signs indicating the designated route, loading area entry, and bus loading points. The shuttle loading areas for each route will be separated to limit rider confusion and potential in boarding the wrong shuttle route.

Action: ***Post-Event Off-Site Shuttle Staging***

- Shuttles will stage off-site, waiting to backfill shuttles loading on Ashland Avenue after the first wave of shuttles leave.
- Off-site shuttle staging will occur on the University's campus east of Sheridan Road to avoid buses staging adjacent to residential properties. Off-site staging needed for 25 to 65 buses. See **Exhibit 6**.
- Prior to buses filling at the pick-up zone on Ashland Avenue north of Central Street, the next wave of shuttles should be called from the campus staging zone in such time that they arrive just after the loaded buses depart the Ashland Avenue loading zone.

  Care in coordination and timing is needed to avoid the subsequent wave of shuttles from arriving while buses north of Central Street are still being loaded and the arriving buses must wait south of Central Street in the adjacent residential neighborhood.

  In the same effort, the time gap between the departure of buses from the loading and the arrival of the next wave of buses should be minimized to avoid rider frustration while waiting in line and to present the off-site parking/shuttle system as an attractive option.

Rideshare

Action: ***Define Multilayered Geofence Boundary***

A multilayered geofence configuration includes two types of zones. The outer zone defines the broader area within which restrictions are in effect with designated pick-up locations. When requesting a ride within the outer zone, riders are prompted to select a designated pick-up location. Riders and drivers are matched once both are within the inner zone surrounding their selected pick-up location.

- Outer Zone: Defined by Maple Avenue in Wilmette (north), North Shore Channel/Lincoln Street (south), Ridge Avenue (east), Prairie Avenue (west)
- Inner Zone: Defined as the property boundary or within one block of designated loading areas, as appropriate.

Operational details are to be further developed in coordination with Uber, Lyft, and City of Evanston.

Action: ***Establish Post-Event Rideshare Pick-Up Zones***

Multiple zones have been considered to distribute pedestrians from the stadium area while also distributing capacity for available staging within pick-up zones. Multiple zones also could align with exit routes that avoid passing traffic back through the stadium vicinity on Central Street following an event.

The University has established an agreement with District 65 to permit the use of the Haven Middle School parking lot as a designated off-street rideshare staging and pick-up zone following stadium events west of the stadium. The access, circulation, and loading zone layout is illustrated in **Exhibit 8**.

Action: ***Provide Accessible Shuttle from Stadium to Pick-Up Locations***

See Accessibility measures outlined starting on Page 19.

Active Transportation

Action: ***Establish Bike Valet Zone***

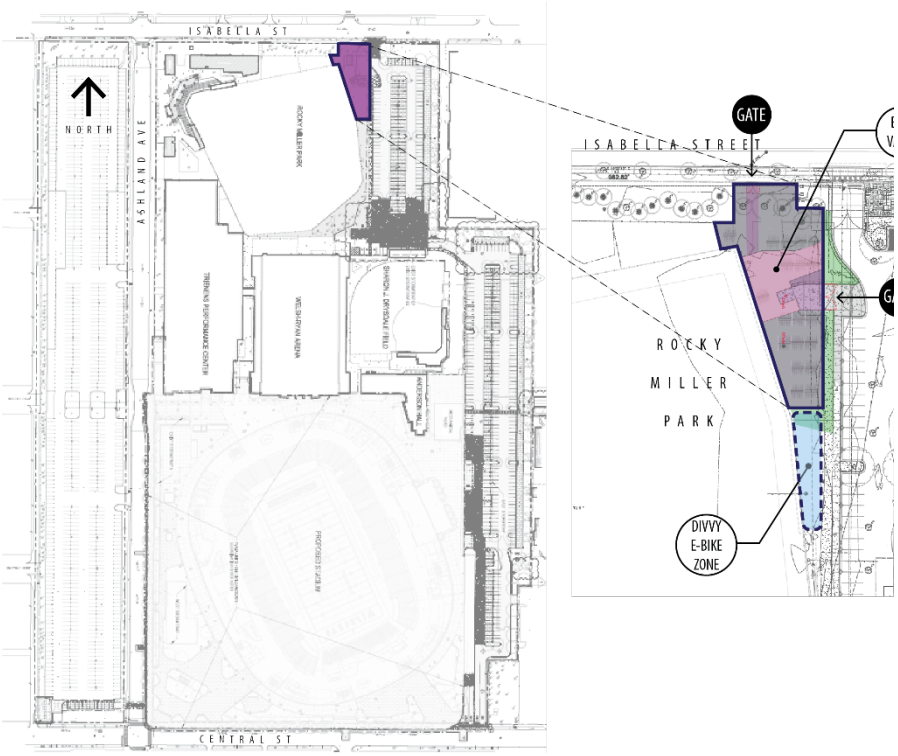
A free bike valet service, located south of Isabella Street just beyond the left field wall of Rocky Miller Park, will accommodate up to 500 bicycles and scooters, using ticketless technology via text messaging. The text-based system avoids lost tickets and related delays, but a reusable NFC tag option is also available for those without a cell phone or uncomfortable using the text-based system. With the ticketless system, guests can request their bike while exiting the venue and before they arrive to reduce waiting times. Staff are present throughout the event, but the staff count will increase to handle the peak activity the hour before and 30 minutes after an event. General operating parameters are outlined below:

Check-In:
- Guest hands bike or scooter to an attendant
- Attendant enters guest's mobile number into handheld device and pairs with a numbered tag attached to the bike/scooter
- Guest receives text message as the claim check
- Attendant secures bike/scooter in rack within fenced corral and records location with device

During Event:
- Corral is staffed

Retrieval:

- Guest replies to claim check text message (while exiting stadium or when they arrive at valet)
- Attendant retrieves bike/scooter and stages it near entrance and guest receives text stating the bike is ready to pick up
- At the corral, the attendant matches guest's mobile number to the bike/scooter tag before releasing the bike



Riders are able to attach helmets to their bike or scooter for secure storage within the valet system; however, backpacks cannot be secured with bikes/scooters.

Note above that while not manned and directly managed by the bike valet service, a designated parking location for dockless Divvy e-bikes is planned immediately south of the bike valet.

Action: ***Create Post-Event Pedestrian Crossing Location on Central Street (Ashland Avenue to East Lot Driveway)***

- Direct exiting traffic from West Lot to westbound Central Street.
- Direct exiting traffic from East Lot to eastbound Central Street.
- Traffic control personnel to direct pedestrians across Central Street at south end of Ryan Field between Ashland Avenue and East Lot Access.
- Authorized vehicles in this zone include emergency vehicles and limited team buses with police escort from East Lot driveway to southbound Jackson Street
- See **Exhibit 3B**.

Traffic Control Personnel

Action: ***Post Police/Traffic Control Officers at 11 Intersections***

Police and/or traffic control officers are planned to be posted at the following intersections (also see **Exhibits 3A/3B** and **5**) to actively manage traffic flow through the intersections, control pedestrian flows and safety, and facilitate emergency vehicle access.

Event Truck Loading Logistics

Action: ***Pre-Event Truck Loading Procedures and Sequencing***

Trucks serving stadium events will arrive several hours or even a day prior to the event, outside of attendee arrival. Trucks will access and be accommodated by the below-grade loading dock. Use of adjacent streets and neighborhoods for loading/staging will not be permitted.

Action: ***Off-Site Event Truck Marshalling***

For a great majority of events, related trucks are expected to be accommodated within the on-site below-grade loading dock. In limited concert events, off-site staging of trucks may be needed if they cannot be accommodated within the dock area. If such an event occurs, an off-street street marshalling location on campus or through an agreement established with a private property will be identified with operational details developed in coordination with City of Evanston and Stadium Operations.

Action: ***Post-Event Truck Loading Procedures and Sequencing***

- Loading of trucks for post-event logistics may start shortly after an event ends. However, loading activity for trucks will occur within the below-grade loading docks. Trucks exiting the site would not depart until after the attendees have exited the stadium, parking, and surrounding area.
- Authorized vehicles between Ashland Avenue and the East Lot driveway include emergency vehicles and limited team buses with police escort from East Lot driveway to southbound Jackson Street to Lincoln Street.

Public Safety

Action: ***Establish Unified Command Post***

A unified on-site command post will be set up for central coordination between Stadium Operations, University Police, City of Evanston Police and Fire Departments, Endeavor Evanston Hospital, and Village of Wilmette Police and Fire Departments.

Accessibility

Ryan Field is a fully-accessible venue with universal accessibility serving as a foundational principle in the stadium's design. As such, the transportation plan incorporates the following measures:

Action: ***ADA Accessible Parking (On and Off-Site) and Shuttle Access***

Accessible parking is provided within all on-site lots and within off-site garages and lots. For those requiring accessible access to/from off-site parking garages and lots, accessible shuttle buses equipped with lift/ramp access will circulate between Ryan Field and the off-street parking locations along both the Campus and Downtown routes. The deployment of accessible shuttles can be scaled based on anticipated demand, advance requests, and learned experiences at Ryan Field. Consistent with other shuttle riders, accessible passengers will board and alight buses on the east side of Ashland Avenue with a clear accessible route to/from the stadium entries. Event staff will be posted at the stadium shuttle loading area to assist with boarding/alighting and organize passenger waiting queues with special attention for attendees and their companions requiring an equipped shuttle bus for their return trip to off-site parking. This service will be detailed in Know-Before-You-Go materials.

Action: ***Provide Accessible Shuttle to Off-Site Rideshare Pick-Up Zones***

Accessible shuttle service will be available from Ryan Field to designated rideshare pick-up locations for attendees who require mobility assistance. Shuttles may be requested and accessed on Ashland Avenue adjacent to the off-site parking shuttle loading zone just west of the stadium. Staff will be posted to dispatch the vehicles and to aid in boarding and alighting, as needed. The service is intended to serve those with a legal handicap and their companions as well as those with no technical disability, but with general mobility challenges to access the off-site rideshare pick-up locations.

Action: ***Accessible Drop-Off/Pick-Up Location***

Attendees being dropped off or picked up for an event at Ryan Field may do so on the east side of Ashland Avenue near Walker Way. Vehicles (private vehicles, rideshare, and Pace Paratransit) would turn from Central Street onto northbound Ashland Avenue and proceed to the designated curbside loading zone. This zone is for drop-off and pick-up activity only – parking and long-term staging is not permitted. Staff will manage the loading zone to ensure vehicles do not stage or dwell at the curb in such a way nor duration that negatively impacts event traffic flow, off-site parking shuttle loading, and accessible shuttle rides to designated rideshare pick-up locations. Arriving vehicles access Ashland Avenue from Central Street and continue north to the designated loading zone near Walker Way. Vehicles would then proceed to parking in the West Lot or north to Isabella Street before turning east.

Communications and Engagement

The TMP is not intended to be a static document; rather, it is planned to serve as an operations plan that is reviewed on a regular cadence and updated, as needed, in response to monitoring of observed transportation conditions, reviewing stakeholder input, and addressing evolving trends and emerging technologies. Northwestern University has committed to ongoing annual review of the TMP with city officials and community stakeholders and will be active and open in communicating the plan with event goers, city and public safety officials, and the surrounding community.

As such, ongoing communication and coordination among Northwestern University, the City of Evanston, public safety agencies, and surrounding neighborhood stakeholders is essential to the successful implementation of the Transportation Management Plan (TMP) for Ryan Field. Given the venue's location within a residential community, a proactive and transparent and ongoing engagement with neighborhood stakeholders is critical to minimizing impacts, addressing concerns, continuously improving event-day operations, and maintaining a strong relationship with the surrounding community.

The communication and engagement strategy is structured around three core principles:

- Proactive coordination with public agencies and stakeholders
- Transparent communication with the surrounding community
- Continuous feedback and improvement based on observed conditions

KEY COORDINATION PARTNERS

- City of Evanston (Transportation, Public Works, Parking Services, and Engineering)
- Evanston Police Department and Fire Department
- Northwestern University Police and Transportation & Parking
- Regional transit providers (CTA, Metra, Pace)
- Rideshare providers (Uber and Lyft)

COMMUNICATION PLATFORMS AND TOOLS

To maximize reach and accessibility, multiple channels will be used to communicate transportation/parking information and solicit feedback:

- Ryan Field Website
- Direct Communications (Email and text notifications to ticket holders, residents, and subscribed stakeholders, newsletters)
- Traditional Media and Partner Channels (Coordination with local media and City communication platforms to amplify key messages)
- Public Meetings

Action: ***Pre-Event Communication***

To minimize disruption and improve coordination, Northwestern will work with the City to implement a structured pre-event communications cadence, including:

- **Advance Notice to Neighbors** (10 days prior to events)
- **Event-Specific Transportation Guidance** (10 days prior to events)
- **Coordination with City Departments and Public Safety:**
  Pre-event briefings with City of Evanston staff (transportation, police, fire, public works) to align on operations, staffing, and contingency planning.

Action: ***Event Day Communication***

On larger event days, Northwestern will provide updates and coordination to support safe and efficient operations:

- **On-the-Ground Coordination:**
  Direct communication between Northwestern operations staff, City personnel, and public safety agencies to respond to changing conditions and implement adjustments as needed.
- **Clear Wayfinding and Messaging:**
  Use of digital signage, staff ambassadors, and law enforcement personnel to reinforce routing, parking, and safety guidance.

Action: ***Detail ADA Accessibility Measures***

Detailed ADA accessibility and drop-off procedures will be published in the public-facing Stadium Guest Services Guide.

Action: ***Employ Neighborhood Protection Measures on Event Days***

Community engagement efforts will be closely tied to operational measures designed to protect neighborhood quality of life, including:

- Residential parking restrictions and enforcement
- "Local Traffic Only" access controls on designated streets
- Clear signage and barricades to discourage event-related traffic intrusion
- Continue communications and coordination with neighborhood schools, including St. John Newman Parish/St. Athanasius School, to coordinate on game timing and potential overlap conflicts with school schedules, events, and programming
- Monitoring and response to neighborhood concerns during and after events

Action: ***Post-Event Communication and Continuous Improvement***

Following large events, Northwestern will:

- **Evaluate Transportation Performance:**
  Hold post-event coordination meetings with City staff and public safety agencies to review traffic flow, parking utilization, transit performance, incident reports, and other available data.
- **Solicit Community Feedback:**
  Provide accessible channels for neighbors and stakeholders to share feedback, including post-event surveys and direct outreach.
- **Report Back and Adjust:**
  Identify recurring issues and develop corrective measures, including adjustments to traffic control, signage, and communication strategies. Share key takeaways and planned adjustments through digital updates and ongoing engagement forums, and update the TMP on an annual basis or as conditions warrant.

Action: ***City and Community Coordination***

Northwestern University recognizes that successful implementation of the TMP depends on strong partnership with the City of Evanston and the surrounding community. The University will:

- **Maintain Regular Coordination Meetings**:
  Continue structured planning meetings with City staff and public safety partners to review operations, share data, and align on improvements.
- **Leverage Existing Community Forums**:
  Utilize established communication channels, including community meetings and Ryan Field Advisory Council to provide updates, gather input, and address concerns.
- **Provide Advance Notice of Operational Changes**:
  Communicate any significant changes to the transportation, parking, or event operations in advance to City officials and neighbors.
- **Ensure Two-Way Communication**:
  Maintain open channels of communication for residents and stakeholders to raise concerns and receive timely responses.

COMMUNICATION + COORDINATION

The TMP process is an ongoing effort between a wide range of stakeholders. Transparent and accessible communication and coordination will be a key component of the plan as it evolves overtime. Various communication platforms—including project websites, dedicated contact numbers, and other outreach tools—are currently available and will continue to be established to support timely response to inquiries and frequent updates as event details are finalized and implementation approaches are refined.

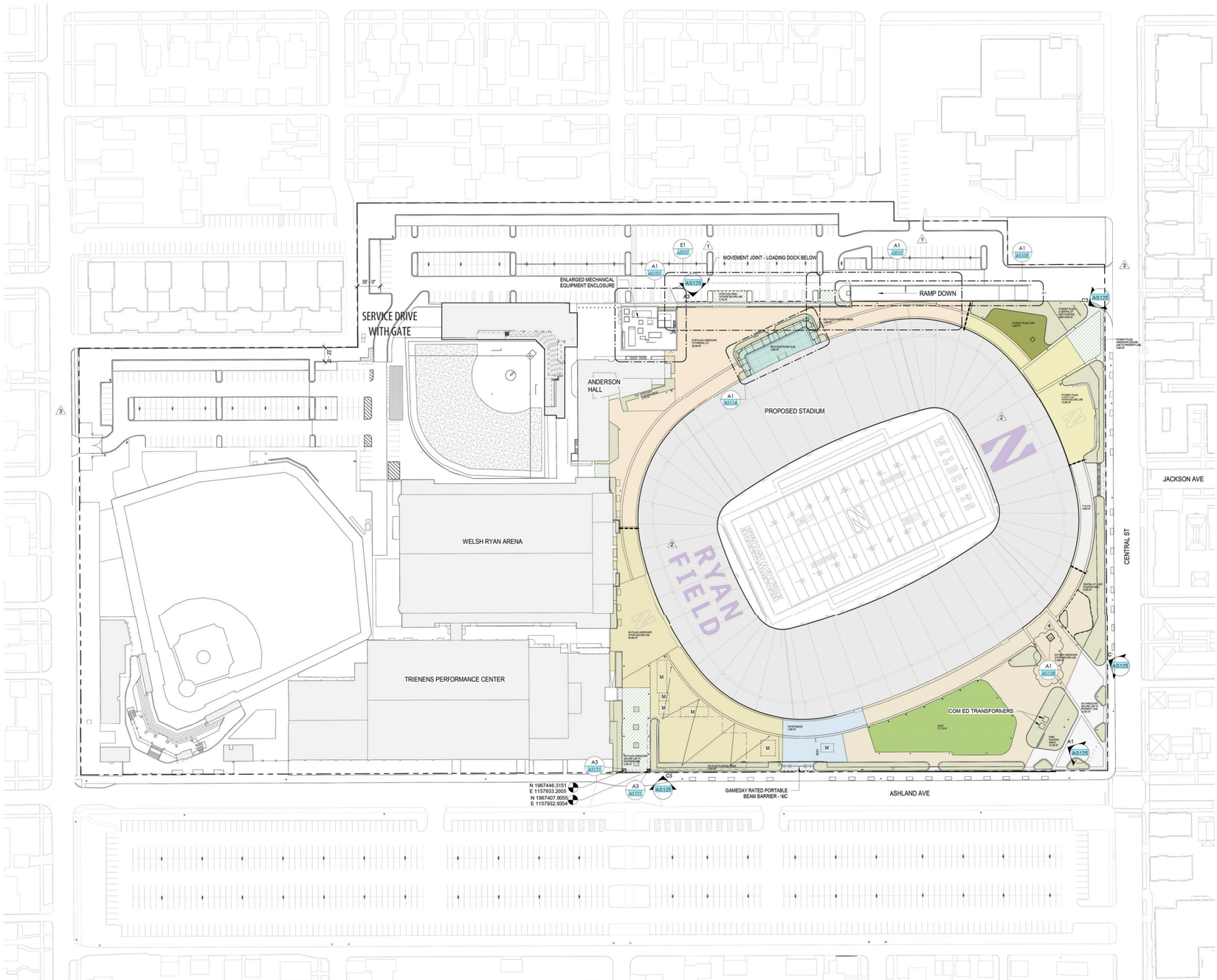
Stadium and TMP Website

Links to be included as communication platforms and resources are created.

Contact Information

For questions and coordination with the university regarding this plan, please contact:

Oak View Group (Parking and Mobility Operations)	Northwestern University (Community Relations Liasson)	City of Evanston (City Manager's Office)
Matthew Andrews General Manager – Operations, Parking, and Mobility Tel: (313) 717-4095 E-mail: mandrews@oakviewgroup.com	Dave Davis Assistant Vice President, Neighborhood and Community Relations Tel: (847) 467-5762 E-mail: dave.davis@northwestern.edu	Carina Sanchez Deputy City Manager Tel: (224) 296-4454 E-mail: csanchez@cityofevanston.org



SITE PLAN A1

0 30' 60' 90' 120' 1" = 60'-0"

TRUE NORTH

GENERAL NOTES

1. SITE PLAN DRAWING IS PROVIDED FOR GENERAL BUILDING POSITION WITH RESPECT TO ADJACENT BUILDING AND PROPERTIES AS WELL AS HIGHLIGHTED SITE FEATURES AND STRUCTURES. REFER TO RELATED CIVIL & LANDSCAPE/HARDSCAPE DRAWINGS FOR ADDITIONAL INFORMATION AND CONTINUATION AND DETAILS FOR SITE INFRASTRUCTURE ELEMENTS RELATED TO THE ABOVE GROUND SITE FEATURES.
2. REFER TO LANDSCAPE DRAWINGS FOR SITE PLANTINGS

M MODULAR STRUCTURE, NIC

AREAS WITHIN SECURE LINE

NW PLAZA	39,480sf
KO'B PLAZA	39,240sf
BIG10 PATIO	4,885sf
STUDENT PLAZA	15,080sf
S PLAZA	4,860sf
SW PARK PLAZA	31,085sf
VIP ENTRANCE	7,960sf
PLAZA HARDSCAPE	**143,390sf**
OCCUPIABLE LAWN	17,710sf
OCCUPIABLE TURF	4,250sf
TOTAL OCCUPIABLE AREA	**165,350sf**

AREAS OUTSIDE SECURE LINE

PLAZA HARDSCAPE	
NW PLAZA	6,540sf
KO'B PLAZA	3,730sf
STUDENT PLAZA	3,822sf
SW PARK PLAZA	10,825sf
*TOTAL PLAZA AREA OUTSIDE SECURE LINE TO PROPERTY LINE AT ENTRY GATES	**24,917sf**

HNTB Corporation
715 Kirk Drive
Kansas City, Missouri 64105
(816) 472-1201

CONSULTANTS:

ASSOCIATE DESIGN ARCHITECT & BRANDING & WAYFINDING: Perkins&Will
STRUCTURAL: Thornton Tomasetti
CIVIL / FIELD DESIGN: Smith Group
ASSOCIATE CIVIL / EXTERIOR SITE: Engage Civil
LANDSCAPE & SITE PLANNING: Site Design Group
MEP&FP, LIGHTING, TE.ECOM, SECURITY, & ACOUSTICS: Henderson Engineers
ASSOCIATE MEP&FP & LEED: dbHMS
AV / BROADCAST: WJHW
FOOD SERVICE: S2O
WIND ANALYSIS: RWDI
VERTICAL CIRCULATION: Lerch Bates
COST CONSULTANT: CCS International, Inc
CODE CONSULTANT: Forza Consultants
ADA CODE CONSULTANT: Ed Roether Consulting
AQUATIC CONSULTING: Aquatic Design Partners

OWNER/DEVELOPER:

Northwestern University
2020 Ridge Avenue, Ste 250
Evanston, IL 60208
(847) 467-3416

Northwestern University
The Ryan Field
1501 Central St
Evanston, IL 60208

DATE	05/03/24
ISSUED FOR	PERMIT/CONSTRUCTION
PROJECT NO.	78153
ISSUED BY	HNTB

REV	DATE	DESCRIPTION
1	01/14/25	RFI 667
2	03/28/25	ASI 007
3	10/31/25	CCD 079
4	03/09/26	CCD 112

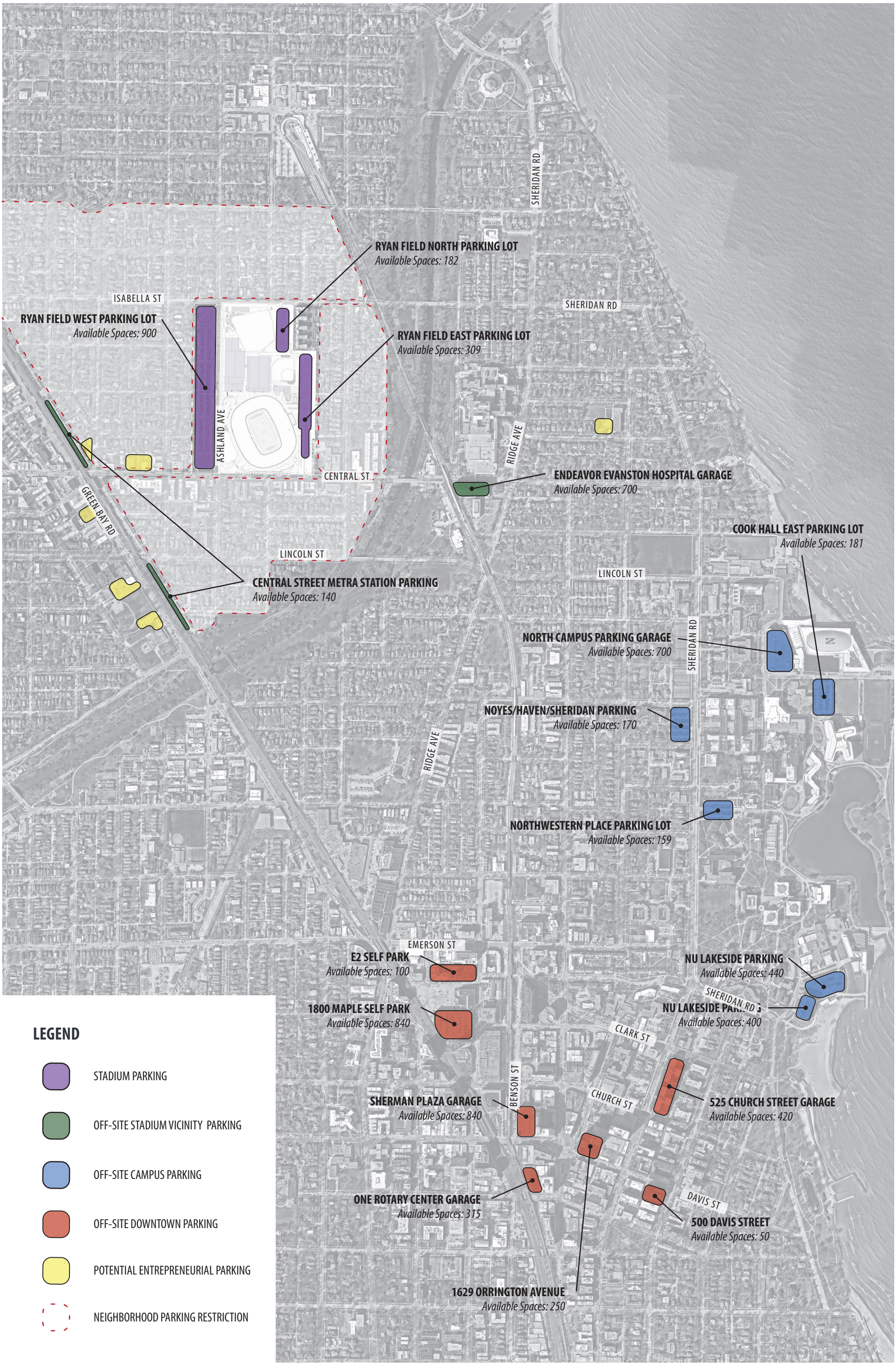
SHEET TITLE & NUMBER

ARCHITECTURAL SITE PLAN

AS001

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LEGEND

- STADIUM PARKING
- OFF-SITE STADIUM VICINITY PARKING
- OFF-SITE CAMPUS PARKING
- OFF-SITE DOWNTOWN PARKING
- POTENTIAL ENTREPRENEURIAL PARKING
- NEIGHBORHOOD PARKING RESTRICTION

NORTH

ISABELLA ST

LIVINGSTON ST

CENTRAL ST

POPLAR AVE

GREEN BAY RD

METRA-UP NORTH

EASTWOOD AVE

ASHLAND AVE

ASBURY AVE

JACKSON AVE

RYAN FIELD

No Left Turn

Shuttles Only

LEGEND

EXISTING TRAFFIC SIGNAL

EXISTING STOP SIGN

DO NOT ENTER

POLICE/TRAFFIC CONTROL PERSONNEL

EXISTING LANE CONFIGURATION

PRE-EVENT LANE CONFIGURATION

NO PARKING

Lane Configuration & Traffic Control - Pre-Event

Exhibit 3A

NORTH

ISABELLA ST

LIVINGSTON ST

CENTRAL ST

EASTWOOD AVE

ASHLAND AVE

ASBURY AVE

JACKSON AVE

GREEN BAY RD

POPLAR AVE

METRA - UP NORTH

PEDESTRIAN FLOW ONLY
(EXCEPT SHUTTLES)

RYAN FIELD

PEDESTRIAN FLOW ONLY
(EXCEPT AUTHORIZED VEHICLES)

Shuttles Only

Auth. Vehicles Only

LEGEND

EXISTING TRAFFIC SIGNAL

EXISTING STOP SIGN

DO NOT ENTER

POLICE/TRAFFIC CONTROL PERSONNEL

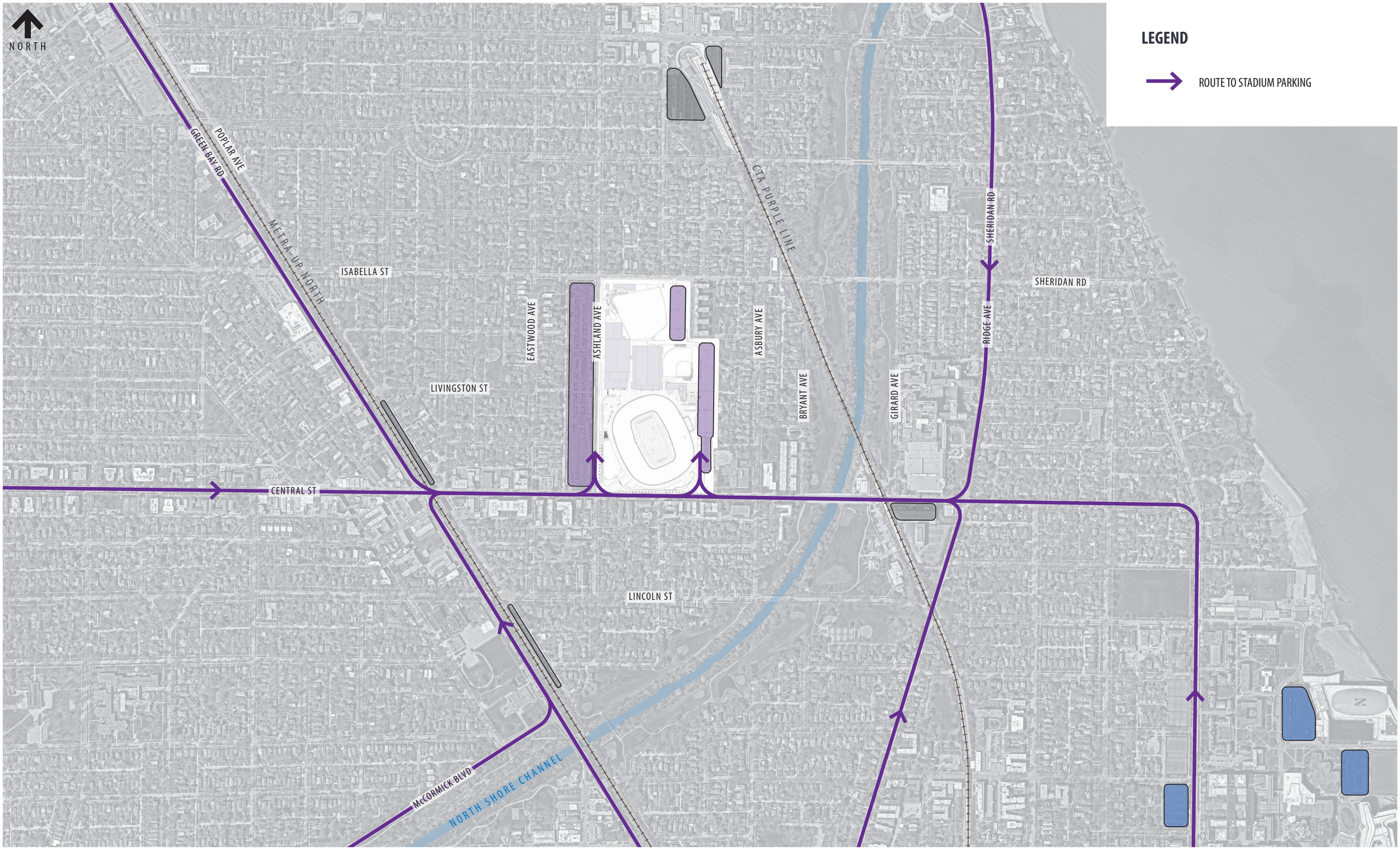
EXISTING LANE CONFIGURATION

POST-EVENT LANE CONFIGURATION

NO PARKING

Lane Configuration & Traffic Control - Post-Event

Exhibit 3B



Ryan Field | Transportation Management Plan

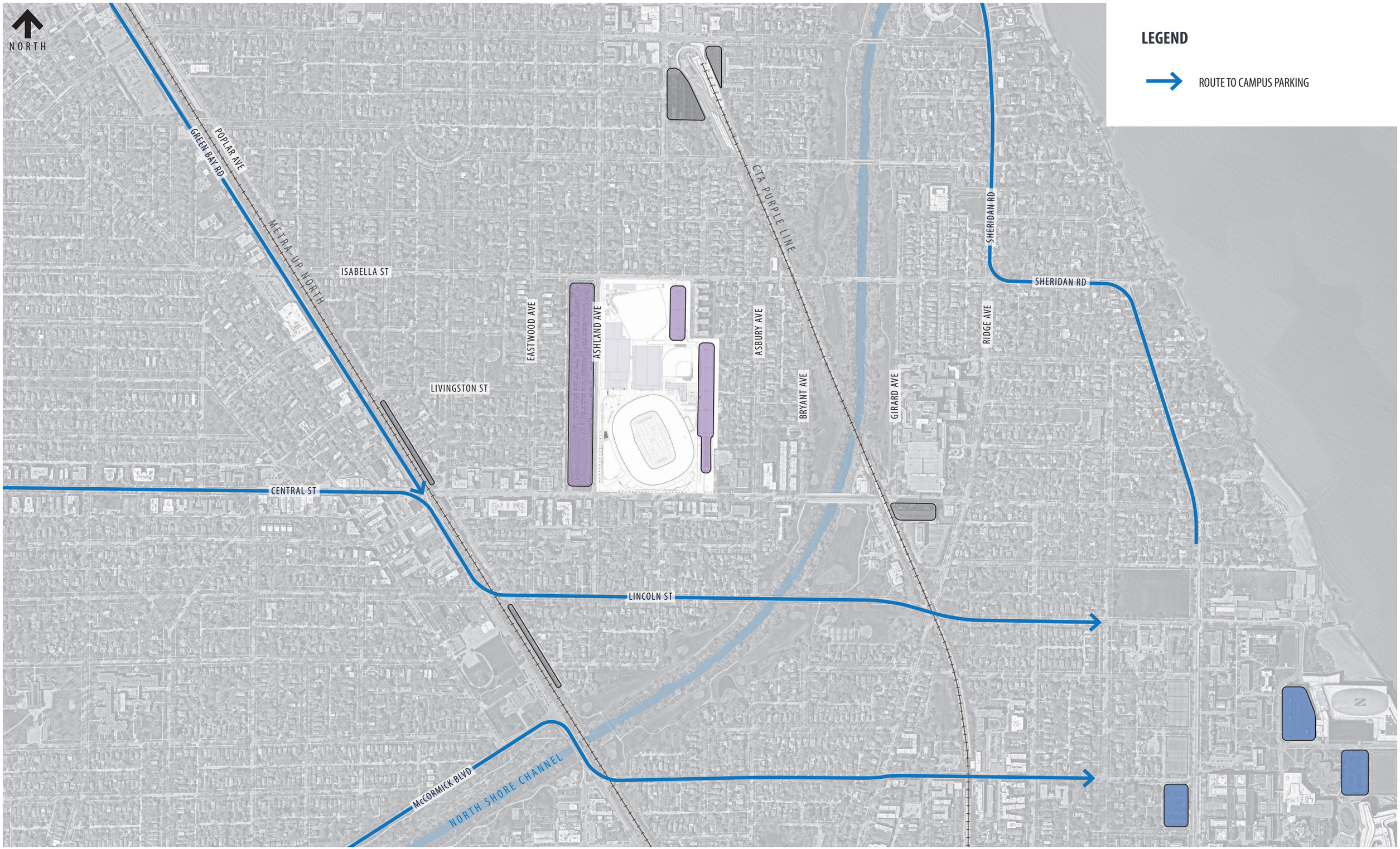
Access Routes - Stadium Parking
Exhibit 4A (North)



LEGEND

ROUTE TO STADIUM PARKING

Access Routes - Stadium Parking
Exhibit 4A (South)



Ryan Field | Transportation Management Plan

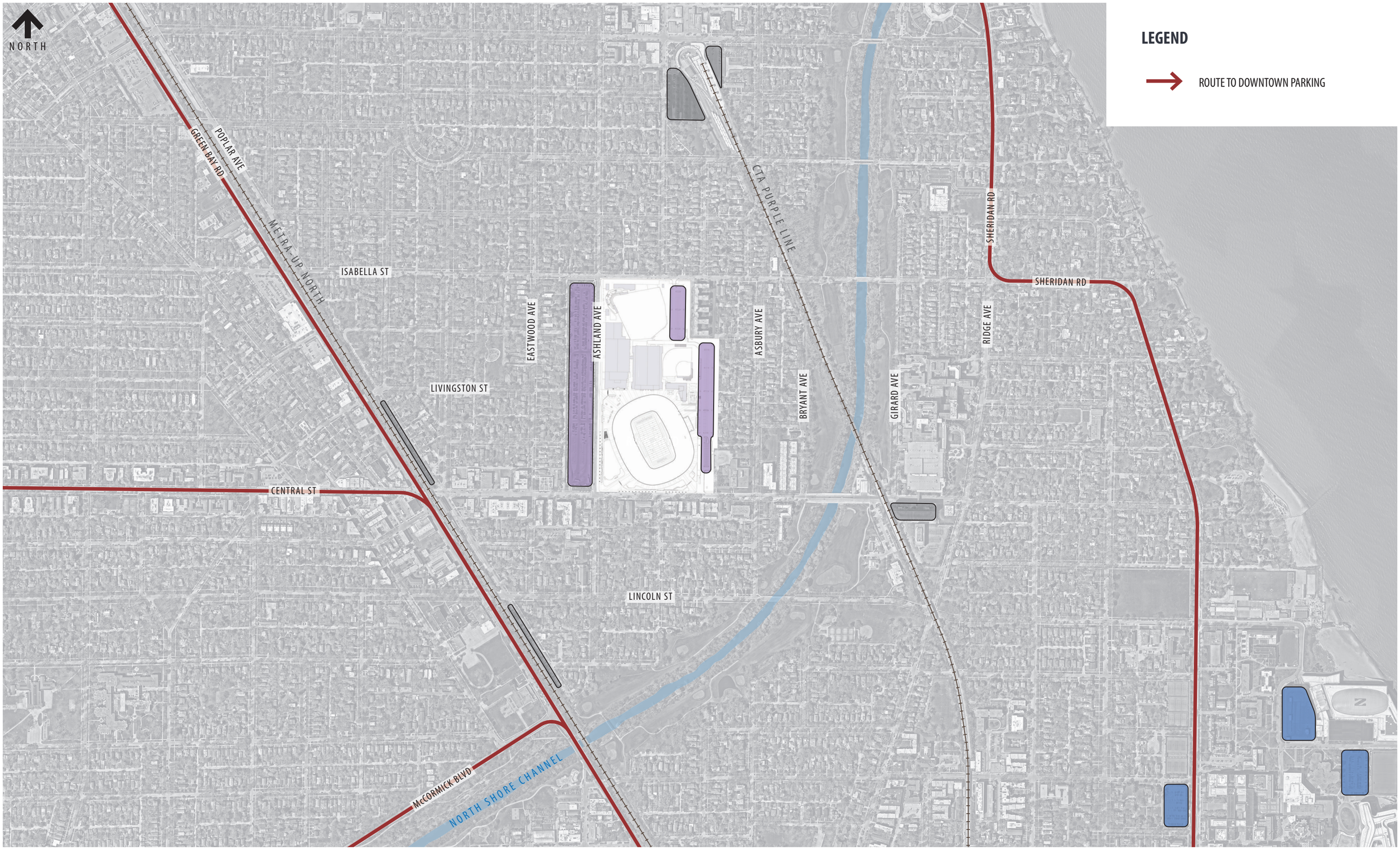
Access Routes - Campus Parking
Exhibit 4B (North)



LEGEND

ROUTE TO CAMPUS PARKING

Access Routes - Campus Parking
Exhibit 4B (South)

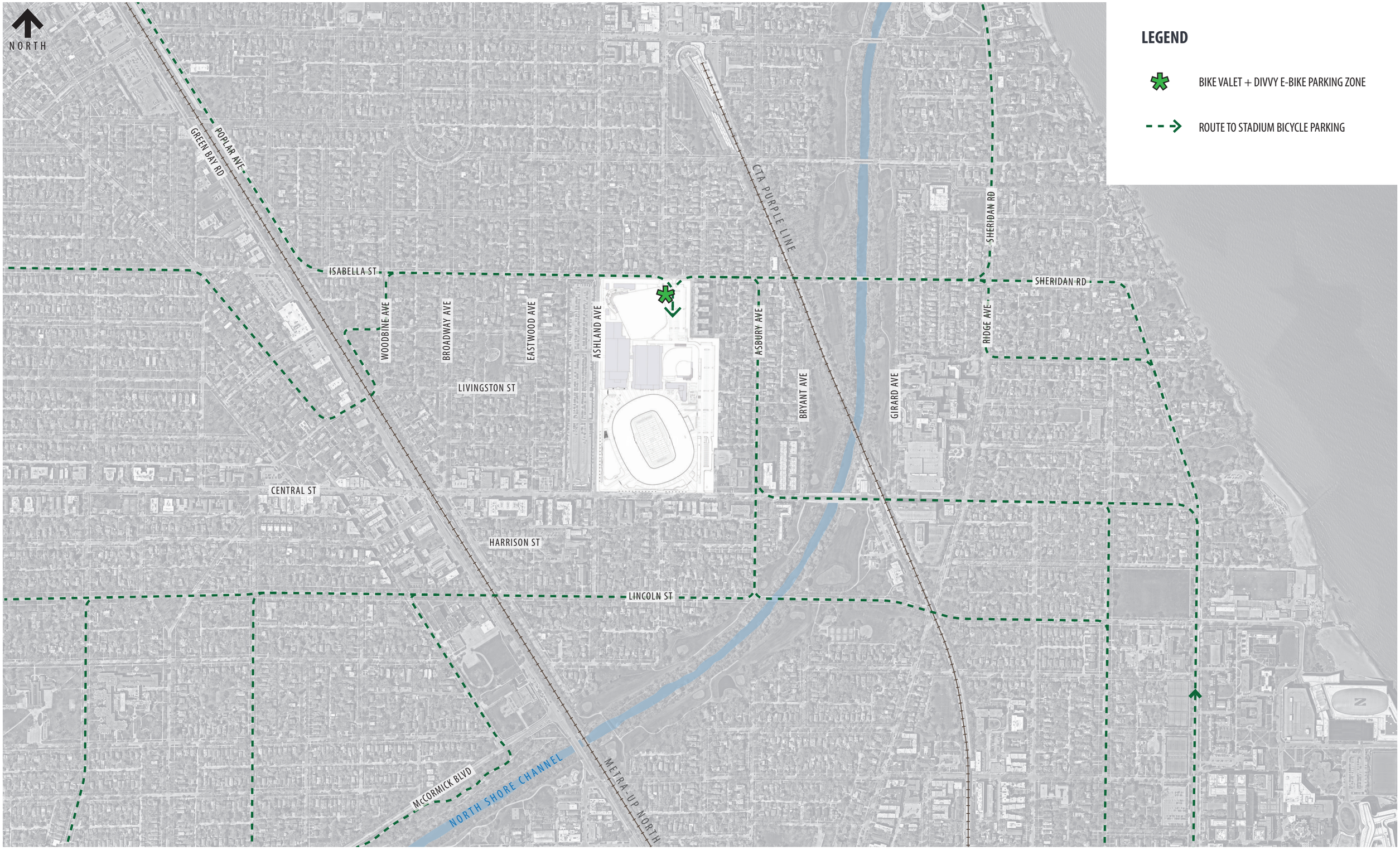


Ryan Field | Transportation Management Plan

Access Routes - Downtown Parking
Exhibit 4C (North)



Access Routes - Downtown Parking
Exhibit 4C (South)



Access Routes - Bicyle Parking
Exhibit 4D (North)

NORTH

POPLAR AVE

GREEN BAY RD

CTA PURPLE LINE

SHERIDAN RD

ISABELLA ST

WOODBINE AVE

BROADWAY AVE

EASTWOOD AVE

ASHLAND AVE

ASBURY AVE

BRYANT AVE

GIRARD AVE

RIDGE AVE

LIVINGSTON ST

CENTRAL ST

HARRISON ST

LINCOLN ST

McCORMICK BLVD

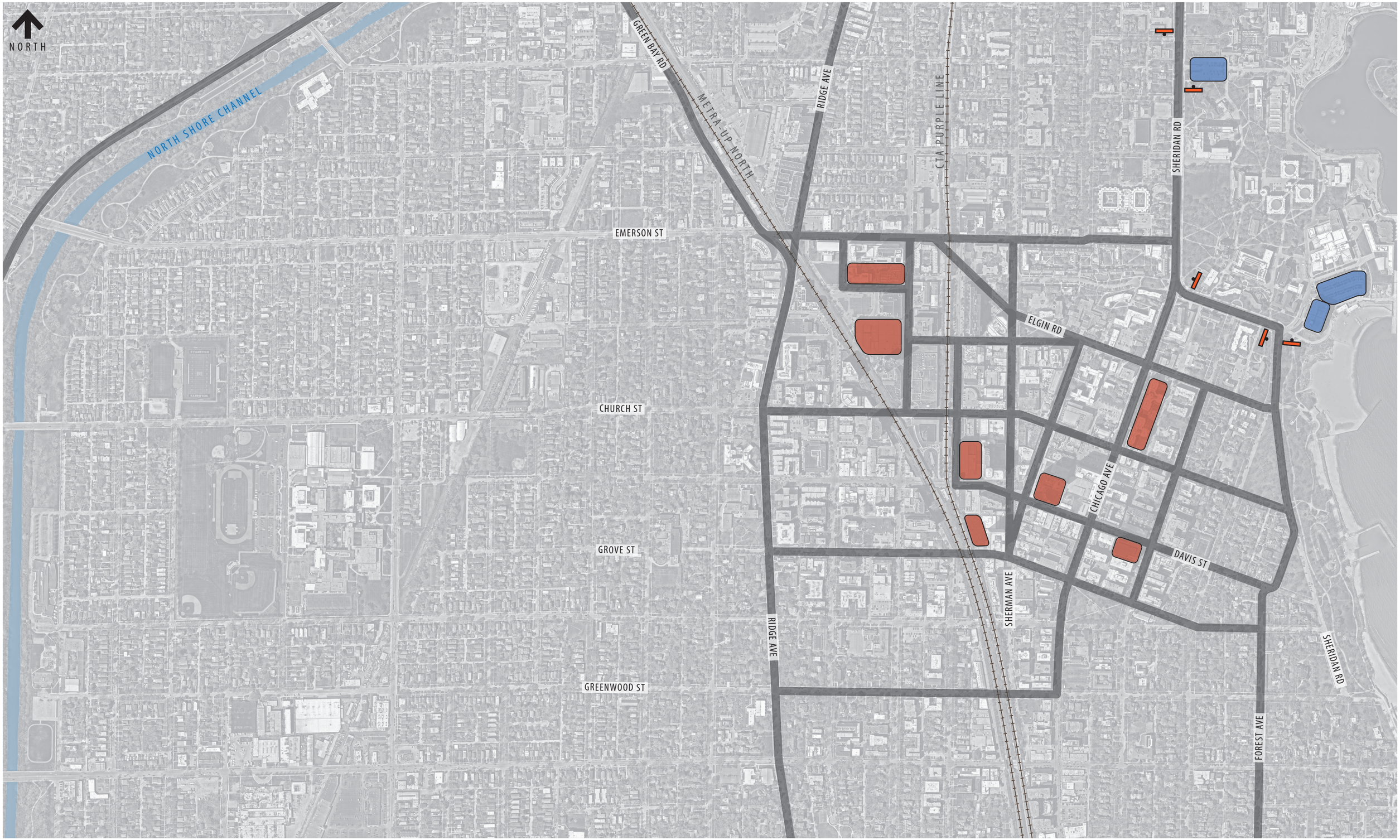
NORTH SHORE CHANNEL

METRA-UP NORTH

LEGEND

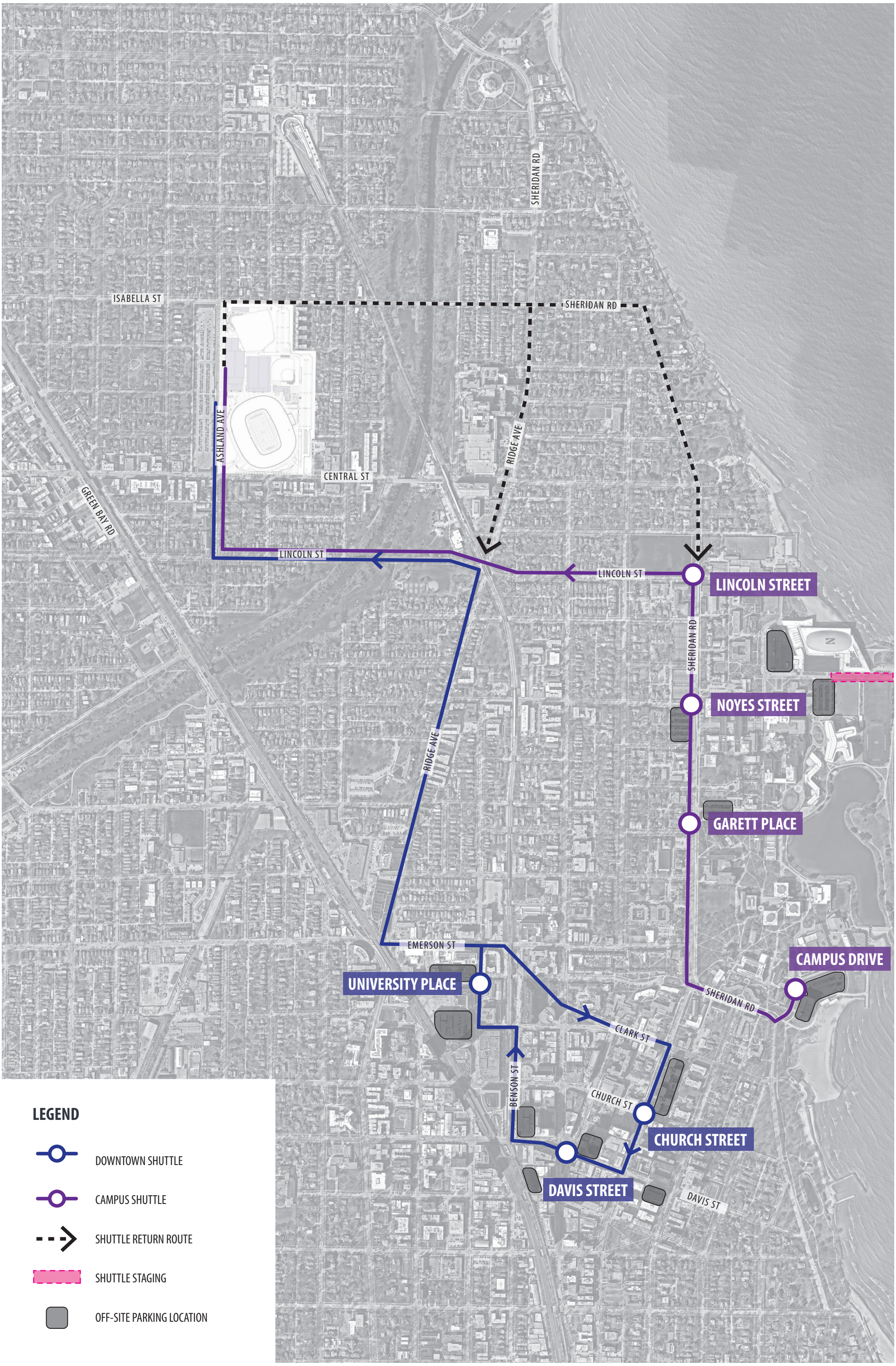
- WAYFINDING SIGN
- POLICE/TRAFFIC CONTROL PERSONNEL
- LOCAL TRAFFIC ONLY / NO EVENT TRAFFIC
- LOCAL TRAFFIC ONLY / NO EVENT TRAFFIC (DEPLOYED BY OTHERS)

Directional Wayfinding Sign Locations
Exhibit 5 (North)



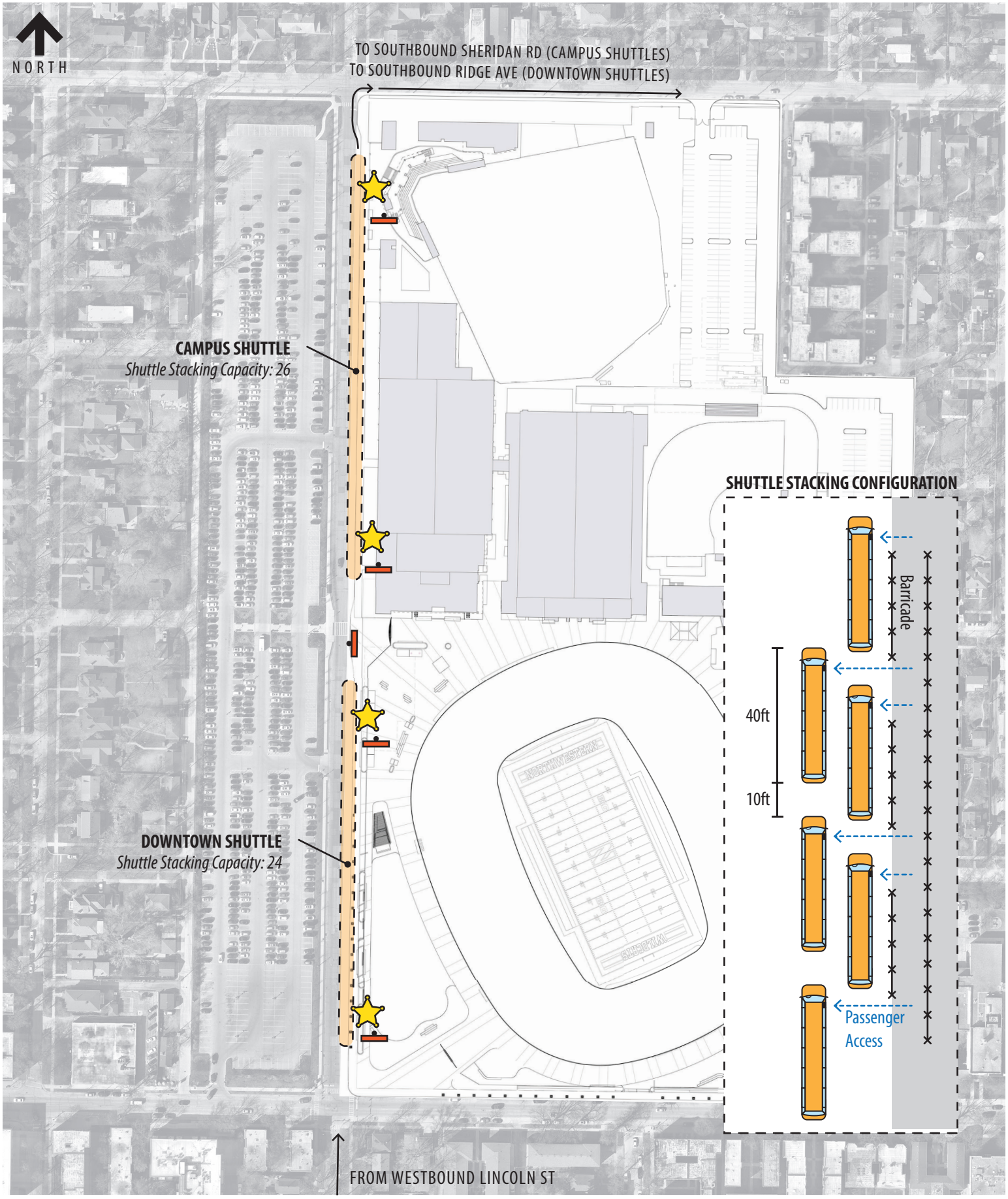
Ryan Field | Transportation Management Plan

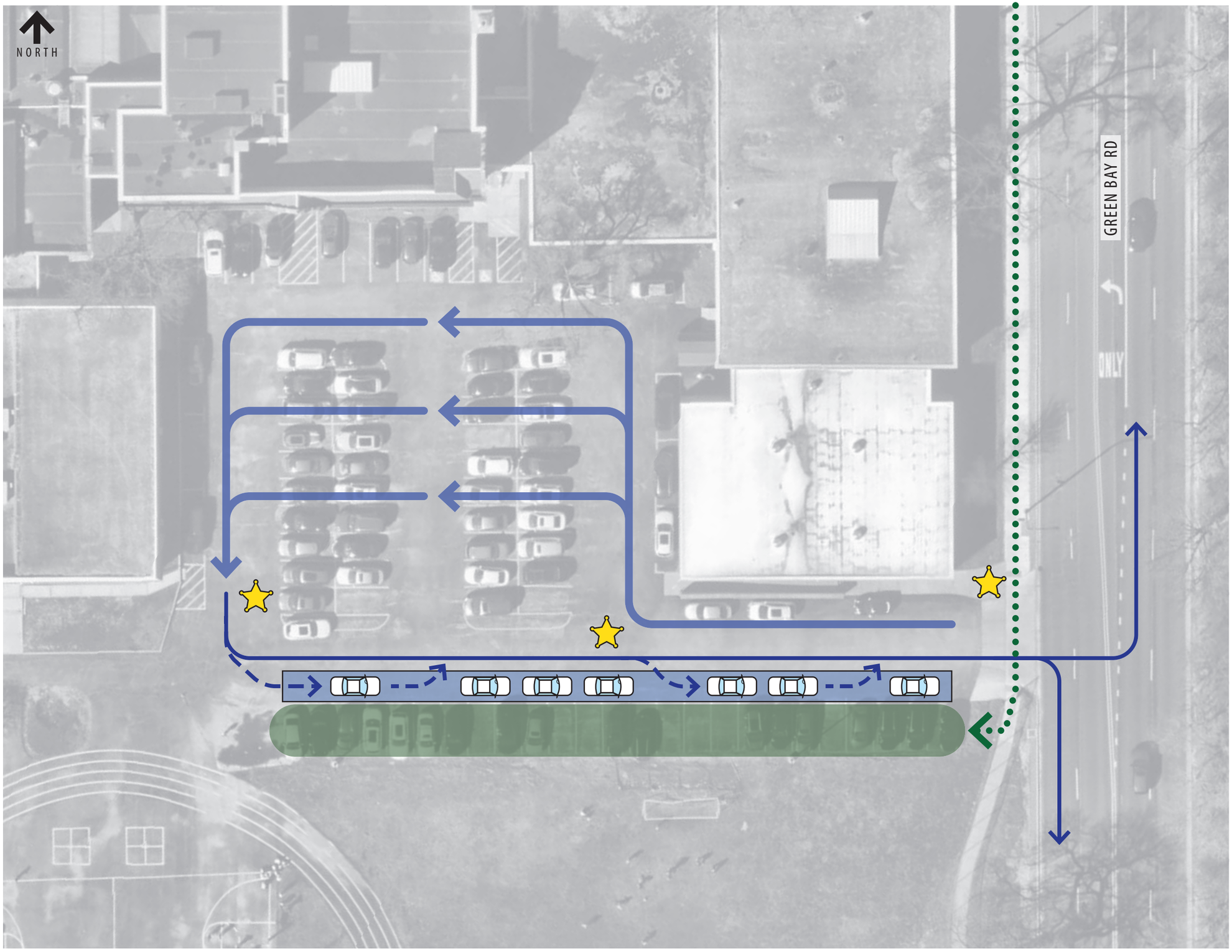
Directional Wayfinding Sign Locations
Exhibit 5 (South)



Ryan Field | Transportation Management Plan

Shuttle Routes
Exhibit 6


NORTH
TO SOUTHBOUND SHERIDAN RD (CAMPUS SHUTTLES)
TO SOUTHBOUND RIDGE AVE (DOWNTOWN SHUTTLES)
CAMPUS SHUTTLE
Shuttle Stacking Capacity: 26
DOWNTOWN SHUTTLE
Shuttle Stacking Capacity: 24
SHUTTLE STACKING CONFIGURATION
Barricade
40ft
10ft
Passenger Access
FROM WESTBOUND LINCOLN ST
LEGEND
ROUTE SIGN
POLICE/TRAFFIC CONTROL PERSONNEL



LEGEND

- DESIGNATED UBER ZONE
- PEDESTRIAN STANDING AREA
- PEDESTRIAN TRAVEL PATH
- RIDESHARE TRAVEL PATH
- BACKFILL QUEUE STACKING PATH
- POLICE/TRAFFIC CONTROL PERSONNEL

Rideshare Circulation Map - Haven Middle School
Exhibit 8