

NORTHWESTERN UNIVERSITY
RYAN FIELD

TRANSPORTATION MANAGEMENT PLAN

MAY 6, 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, professional sports, 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

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

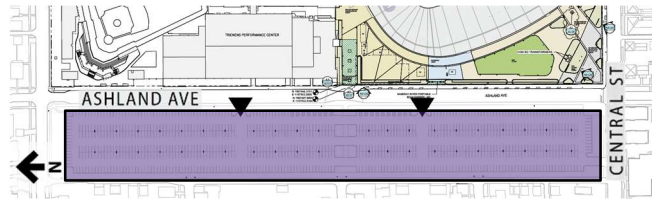
Ryan Field West Parking Lot

Available Spaces: 900

Parking Type (Game): Credential/Reserved Only

Parking Type (Event): Pre-Paid Only

Distance from Stadium: 150 ft (<1-minute walk)



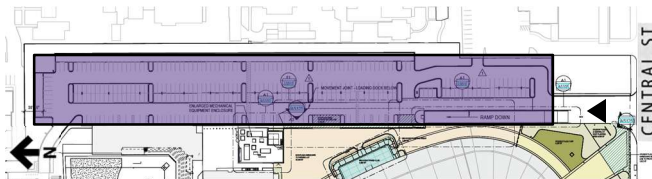
Ryan Field East Parking Lot

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

Transportation Management Plan

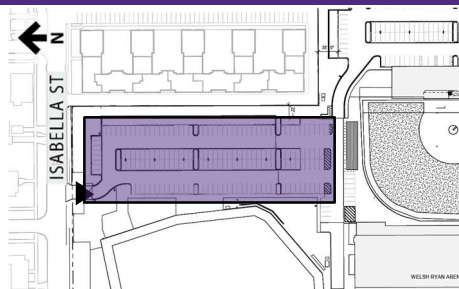
Ryan Field North Parking Lot

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

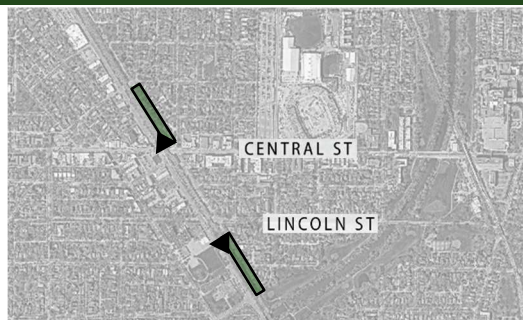
Available Spaces: 140

Parking Type (Game): General (Metered)

Parking Type (Event): General (Metered)

Distance from Stadium: 0.3 mi (8-minute walk)

Owner: City of Evanston



RYAN FIELD

Transportation Management Plan

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

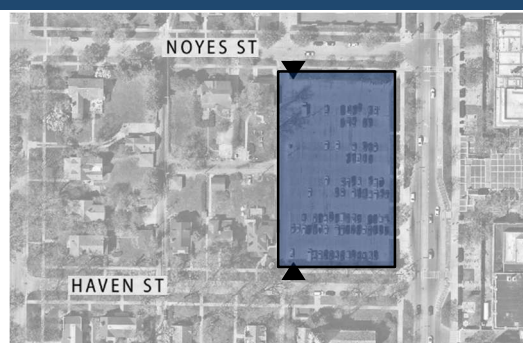
Parking Type (Game): Pre-Paid + General (Pay At Entry)¹

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



RYAN FIELD

Transportation Management Plan

Northwestern Place Parking Lot

Available Spaces: 159

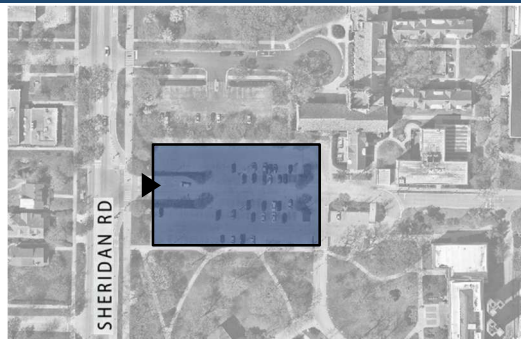
Parking Type (Game): Pre-Paid + General (Pay At Entry)¹

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

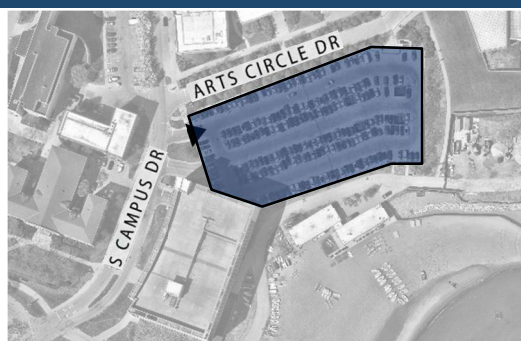
Parking Type (Game): Pre-Paid + General (Pay At Entry)¹

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

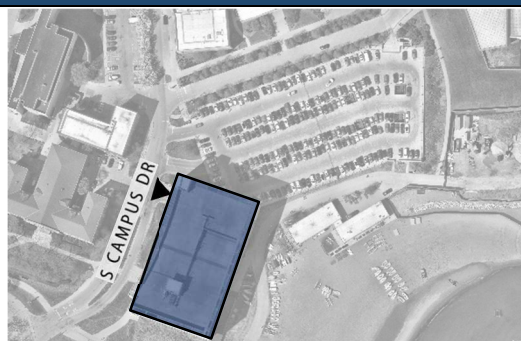
Parking Type (Game): Pre-Paid + General (Pay At Entry)¹

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



RYAN FIELD

Transportation Management Plan

OFF-SITE PARKING – DOWNTOWN EVANSTON

E2 Self Park

Available Spaces: 100

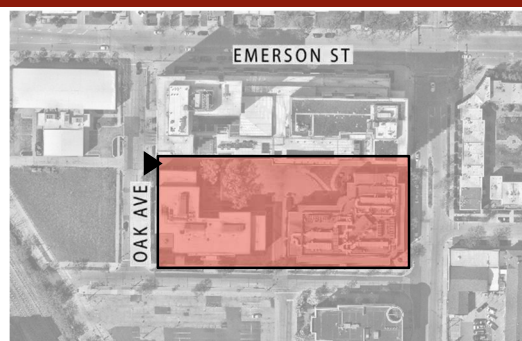
Parking Type (Game): General (Cash/Credit/Mobile)

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

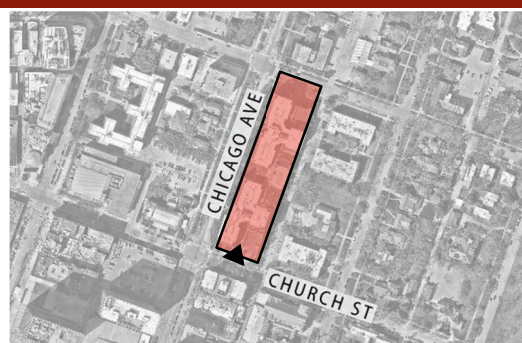
Parking Type (Game): General (Cash/Credit/Mobile)

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



RYAN FIELD

Transportation Management Plan

Sherman Plaza Garage

Available Spaces: 840

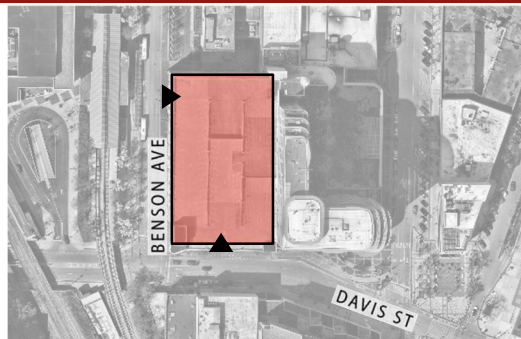
Parking Type (Game): General (Cash/Credit/Mobile)

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

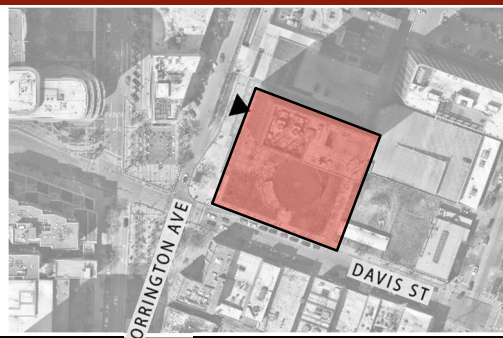
Parking Type (Game): General (Cash/Credit/Mobile)

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

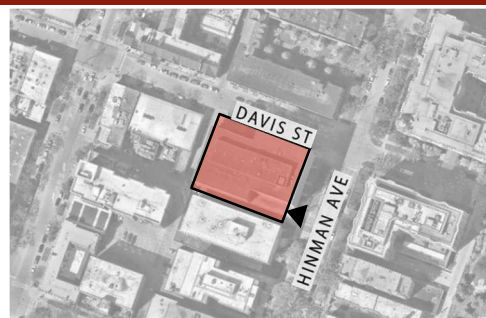
Parking Type (Game): General (Cash/Credit/Mobile)

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 during the specified times. QR codes on posted street signs will provide information about the event and additional parking options.

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.

North of Isabella Street to Maple Street, parking will be prohibited on neighborhood streets between Poplar Avenue and the CTA Purple Line tracks.

COMMUNICATIONS

Effective communication is a critical component of the Transportation Management Plan (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***

All ticketed guests will receive event-specific transportation 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, the selected parking operator, and City stakeholders. 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 Girard Avenue
- In effect starting three hours before an event and until after event traffic clears.
- 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-4C outline the anticipated access routes to the stadium (Exhibit 4A), campus (Exhibit 4B), and Downtown Evanston (Exhibit 4C) parking options. 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-4C (Access Routes), and Exhibit 5 (Wayfinding Sign Locations) to ensure consistency between physical infrastructure and operational strategy. The final signage plans will be developed in coordination with Northwestern University, the selected parking operator, and the City's Transportation, Public Works, Police, and Fire Departments.

Wayfinding details (sign locations, sign types/sizes, sign messages, layout of cones/barricades, deployment schedule, etc.) will continue to be developed in coordination with the University, City of Evanston, Evanston Police and Fire Departments, and the Village of Wilmette.

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 – Event-Day Operational Capacity Increase**

Metra will evaluate opportunities to increase service capacity, relative to normal operations, to support transit ridership as an attractive mode to access events at Ryan Field, as is done at other venues. 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 the hour after an event.

Plans will continue to be developed in coordination with Metra.

Action: **CTA – Event-Day Operational Capacity Increase**

The CTA will evaluate opportunities to increase service capacity, relative to normal operations, to support transit ridership as an attractive mode for events at Ryan Field. Operational adjustments to be further developed include leveraging the rail yard at the Linden Street station and staging trains for events to increase train frequency.

Plans will continue to be developed in coordination with CTA.

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.

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.

- Offsite locations include westbound Lincoln Avenue next to Long Field and on the University's campus west of Sheridan Road. See Exhibit 6.
- Off-site staging needed for 25 to 65 buses.
- While staging, buses should not idle to limit noise and emissions.

Operational details for shuttles (# of buses, routes and stops, service hours, staff, rider queuing areas, etc.) and private bus services (designated loading area, off-site parking on campus, communications with drivers and passengers, etc.) will be further developed in coordination with fleet/service providers.

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 (north), North Shore Channel/Lincoln Street (south), Ridge Avenue (east), Prairie Avenue (west)
- Inner zones defined within one block of designated loading areas.

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

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

- East Zone: Westbound Lincoln Street east of North Shore Channel – See **Exhibit 8**.
- West Zone: Poplar Avenue (temporarily one-way northbound with prohibited metered parking) between Lincoln Street and Central Street – See **Exhibit 9**.

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

Active Transportation

Action: **Establish Bike Valet Zone**

Bike valet location, capacity, signs, staffing, hours, and communications to be developed.

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 [XX] Intersections**

Operational details to be further coordinated with University, City of Evanston, and Village of Wilmette to confirm intersection locations, number of personnel at each location, and their respective traffic management roles.

Event Truck Loading Logistics

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

Operational details to be confirmed and outlined in coordination with Stadium Operations.

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

Location and operational details to be developed in coordination with City of Evanston and Stadium Operations.

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

- 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.

Truck loading logistics (range for # of trucks, truck types, typical times of day, truck sequencing, operational parameters (e.g., bus idling, vertical clearance requirements, etc.), off-site truck marshalling options, access routes, etc.) to be further developed in coordination with University and Stadium Operations.

Public Safety

Action: **Establish Unified Command Post**

Detail Unified On-Site Command Post (staffing, involved entities, roles and priorities, protocols) in coordination with University, City of Evanston Police and Fire Departments, Endeavor Evanston Hospital, and Village of Wilmette Police and Fire Departments.

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** (XX days prior to events)
- **Event-Specific Transportation Guidance** (XX 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: 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
- 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.

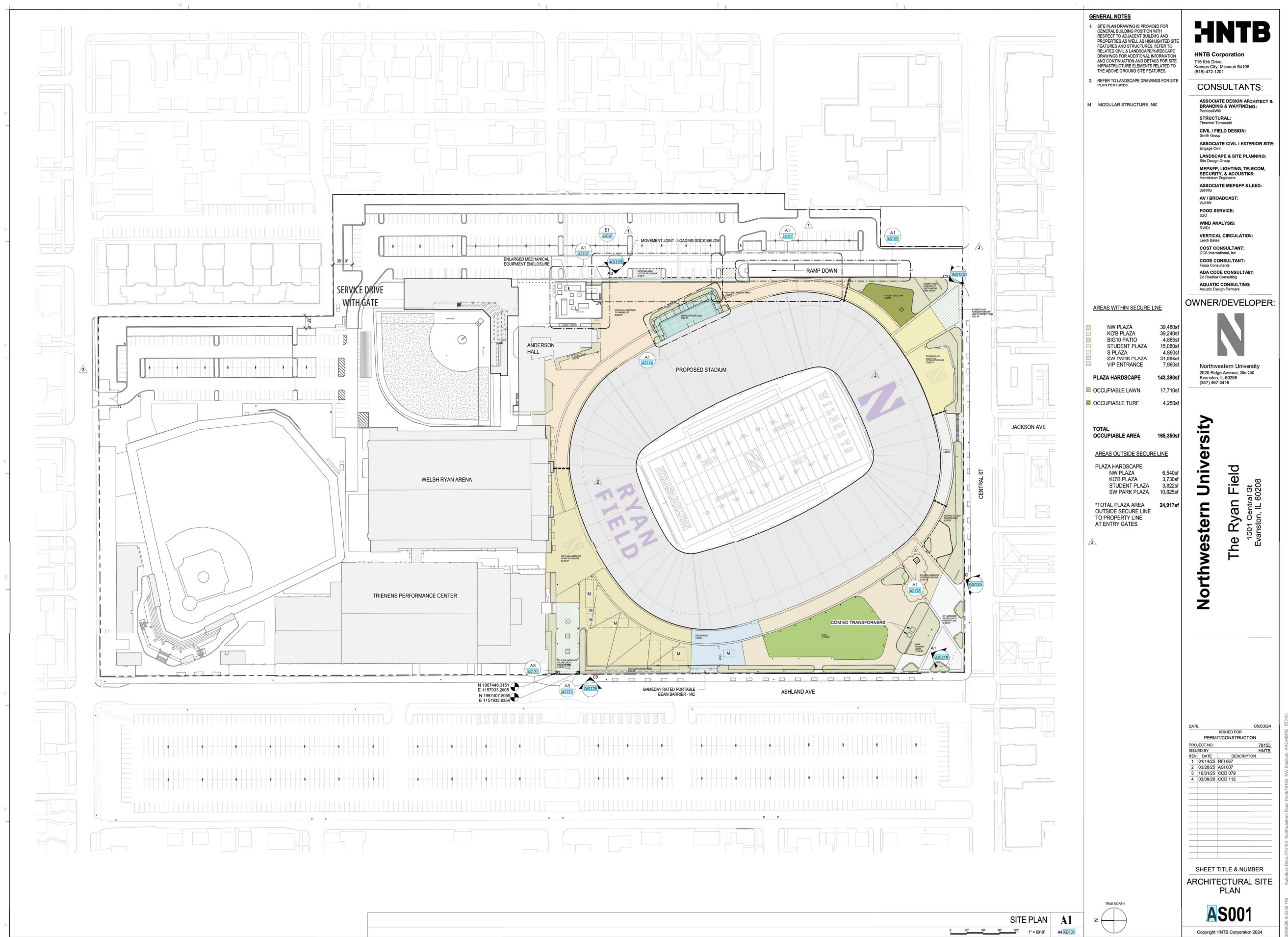
Stadium and TMP Website

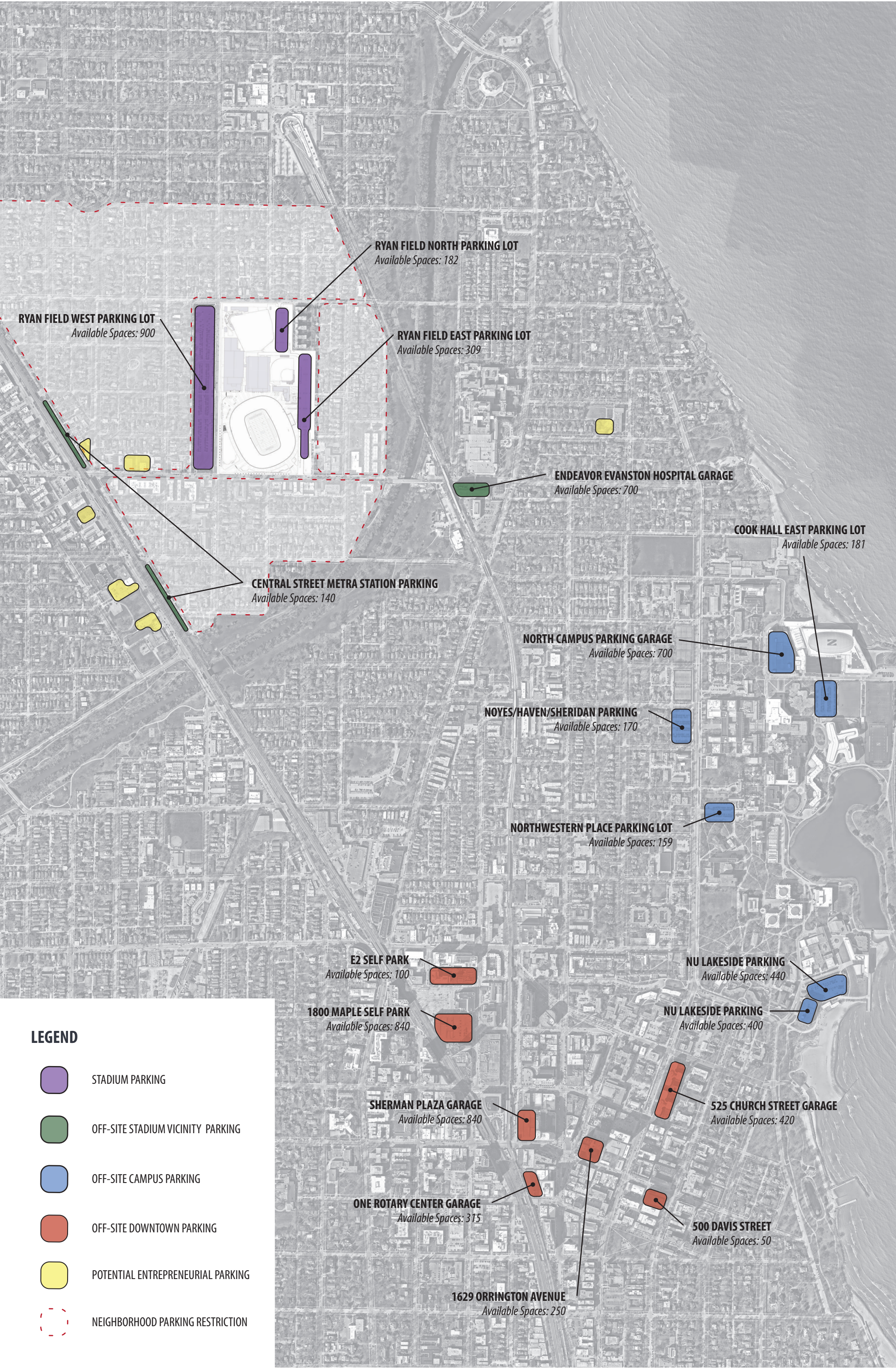
Links to be included as communication platforms and resources are created.

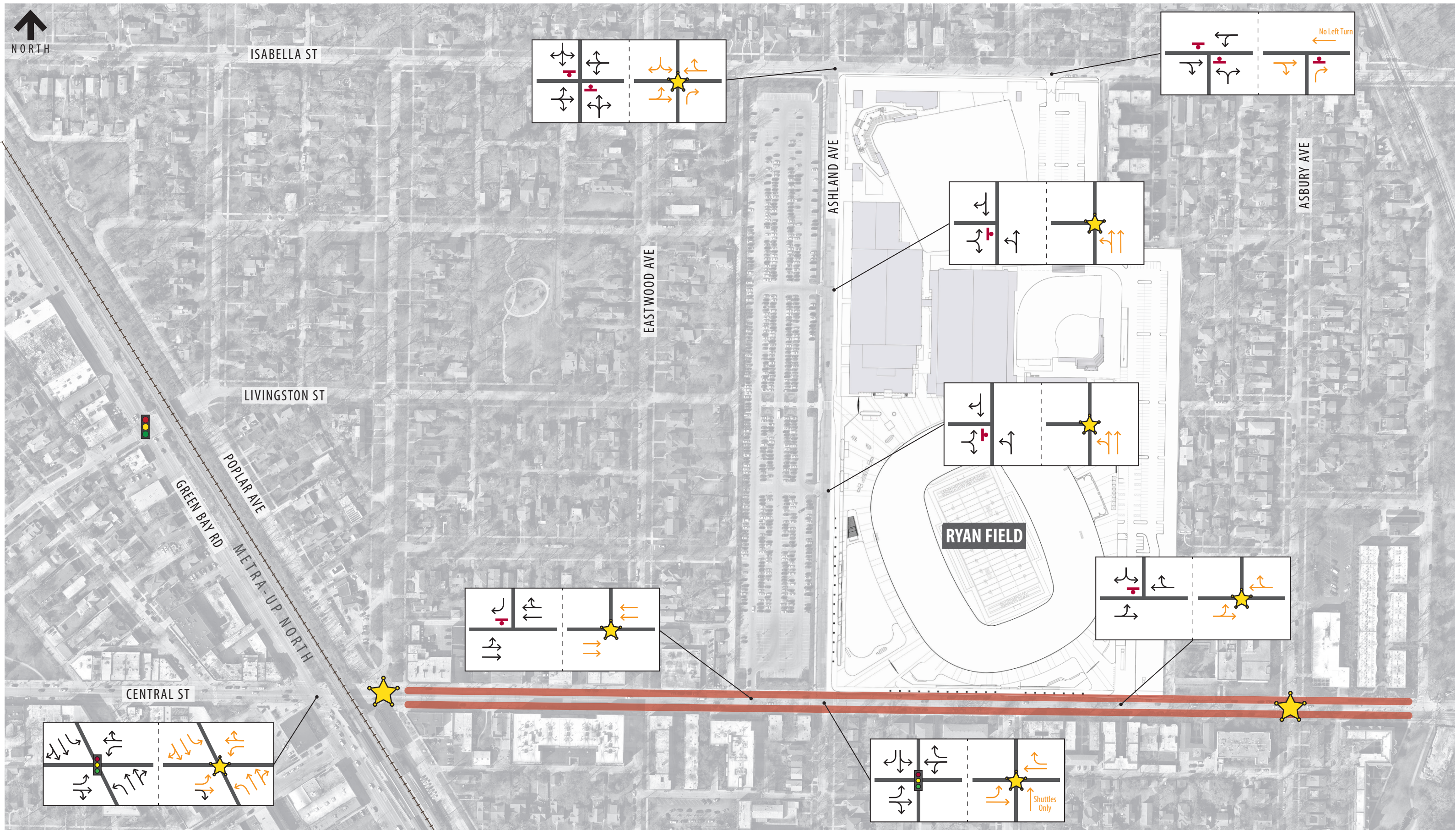
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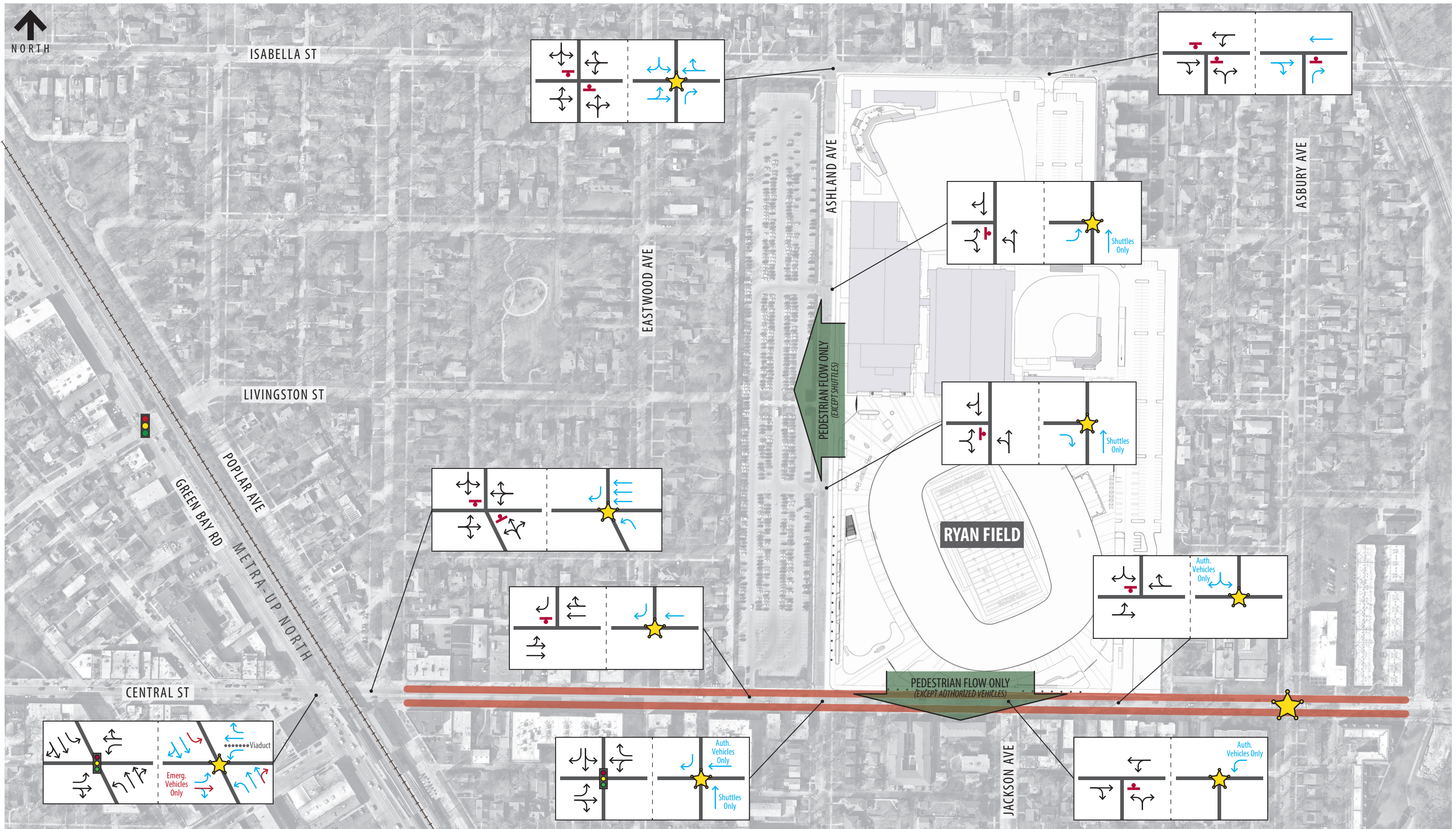
For questions and coordination with the university regarding this plan, please contact:

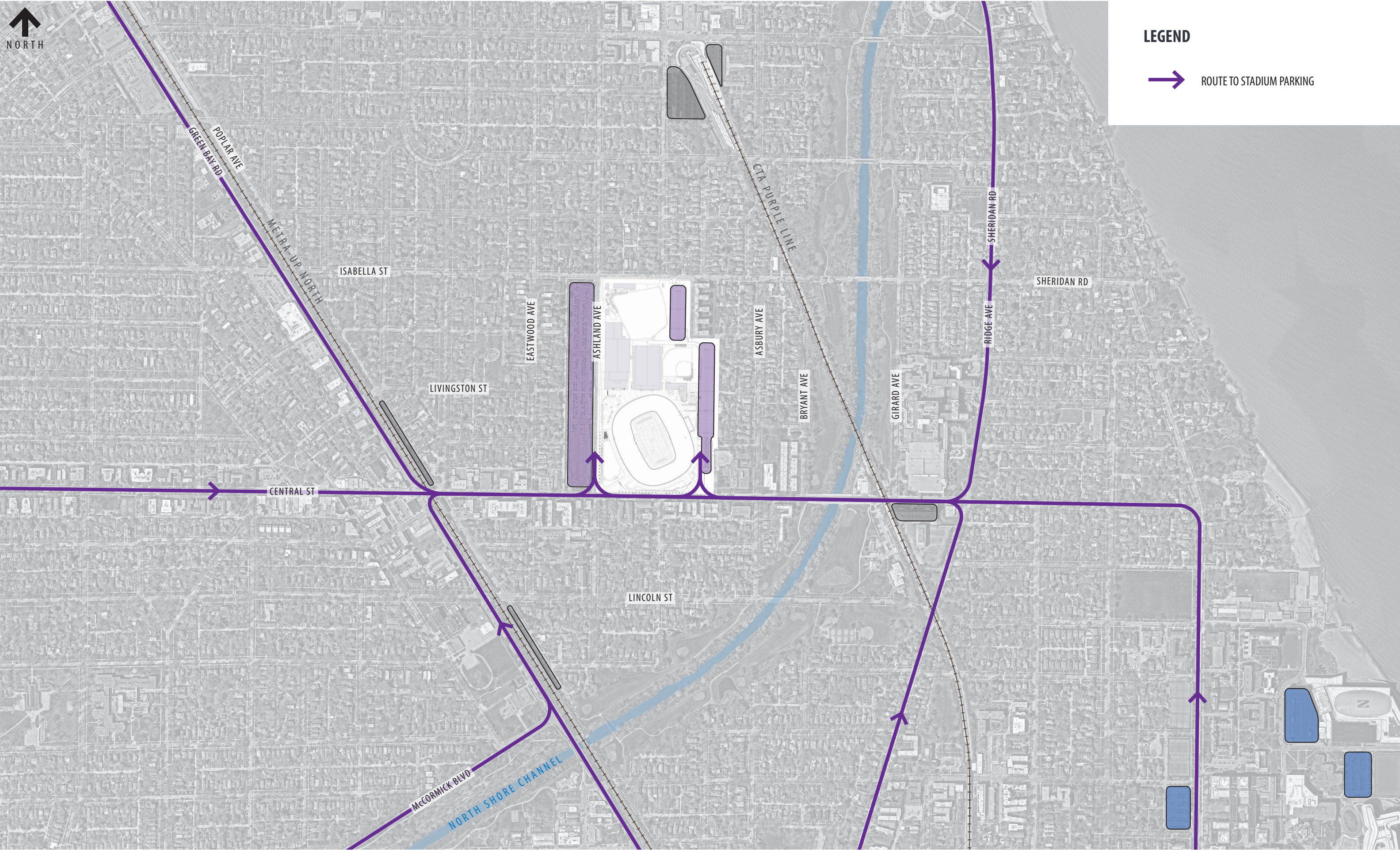
Oak View Group	Northwestern University (Community Relations Liasson)	City of Evanston (City Manager's Office)
Insert Name Insert Title Tel: (XXX) XXX-XXXX E-mail: XXXXXXXXXX	Dave Davis Assistant Vice President, Neighborhood and Community Relations Tel: (847) 467-5762 E-mail: dave.davis@northwestern.edu	Carina Sanchez Deputy City Manager Tel: (224) 296-4454 E-mail: csanchez@cityofevanston.org



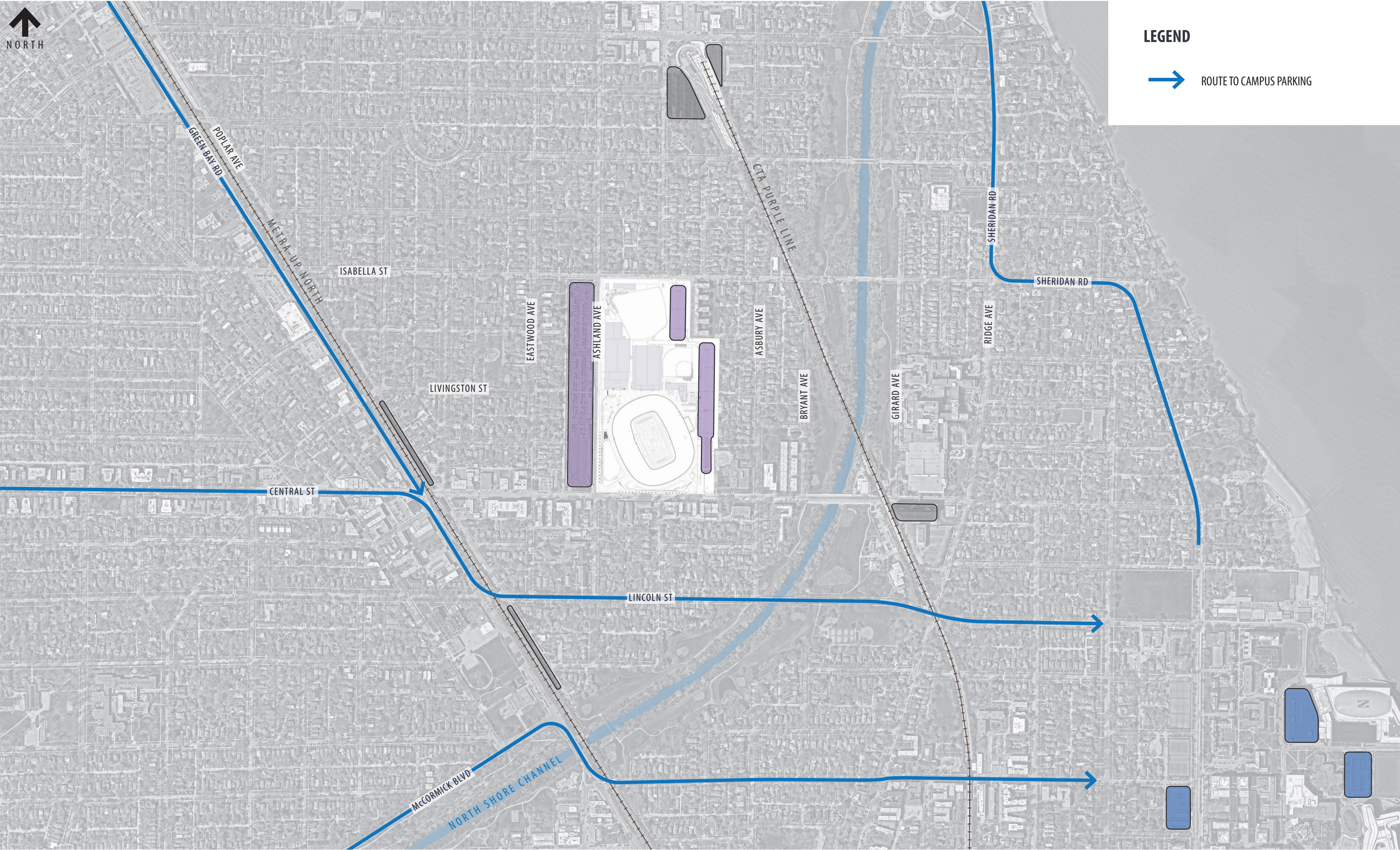




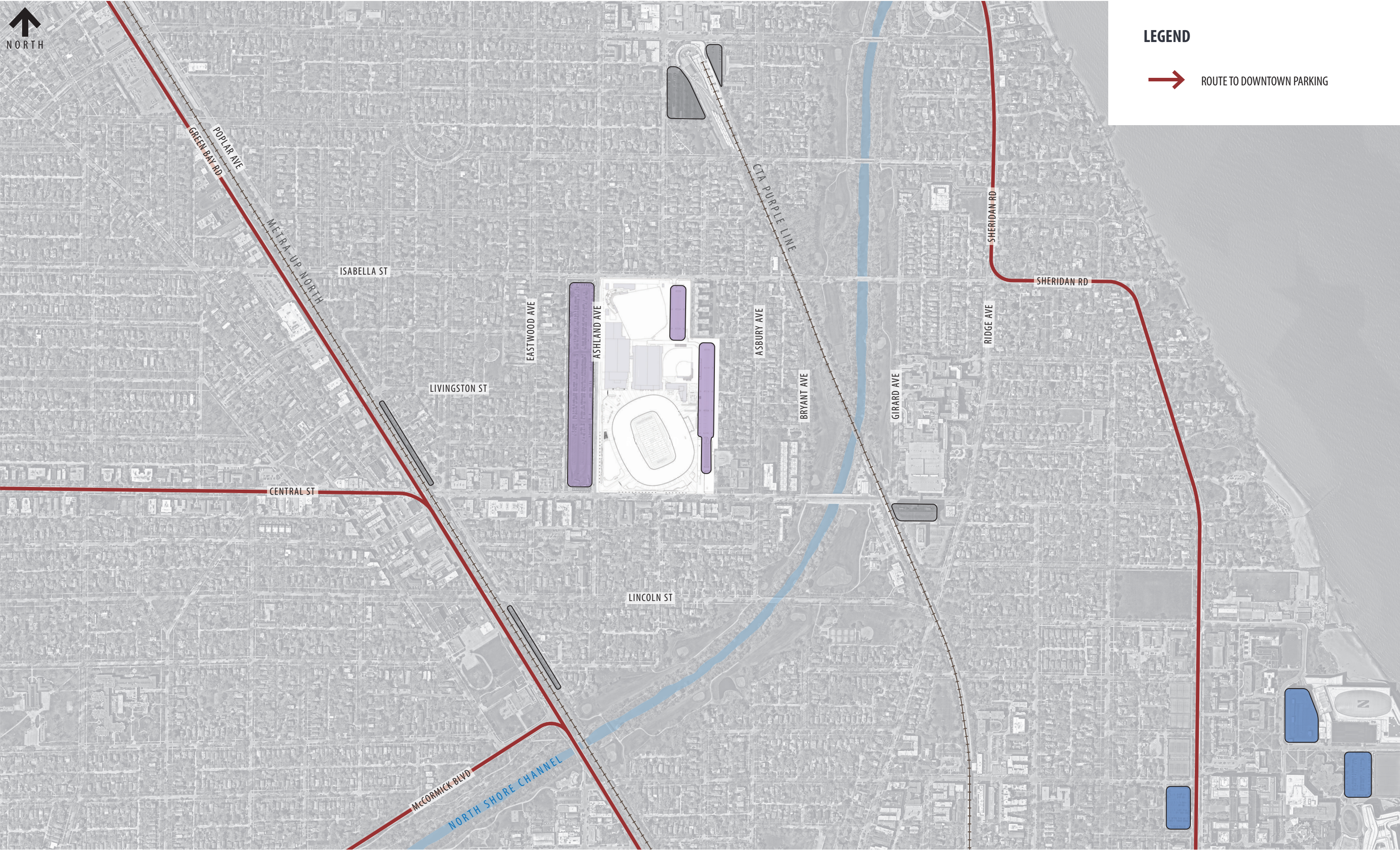




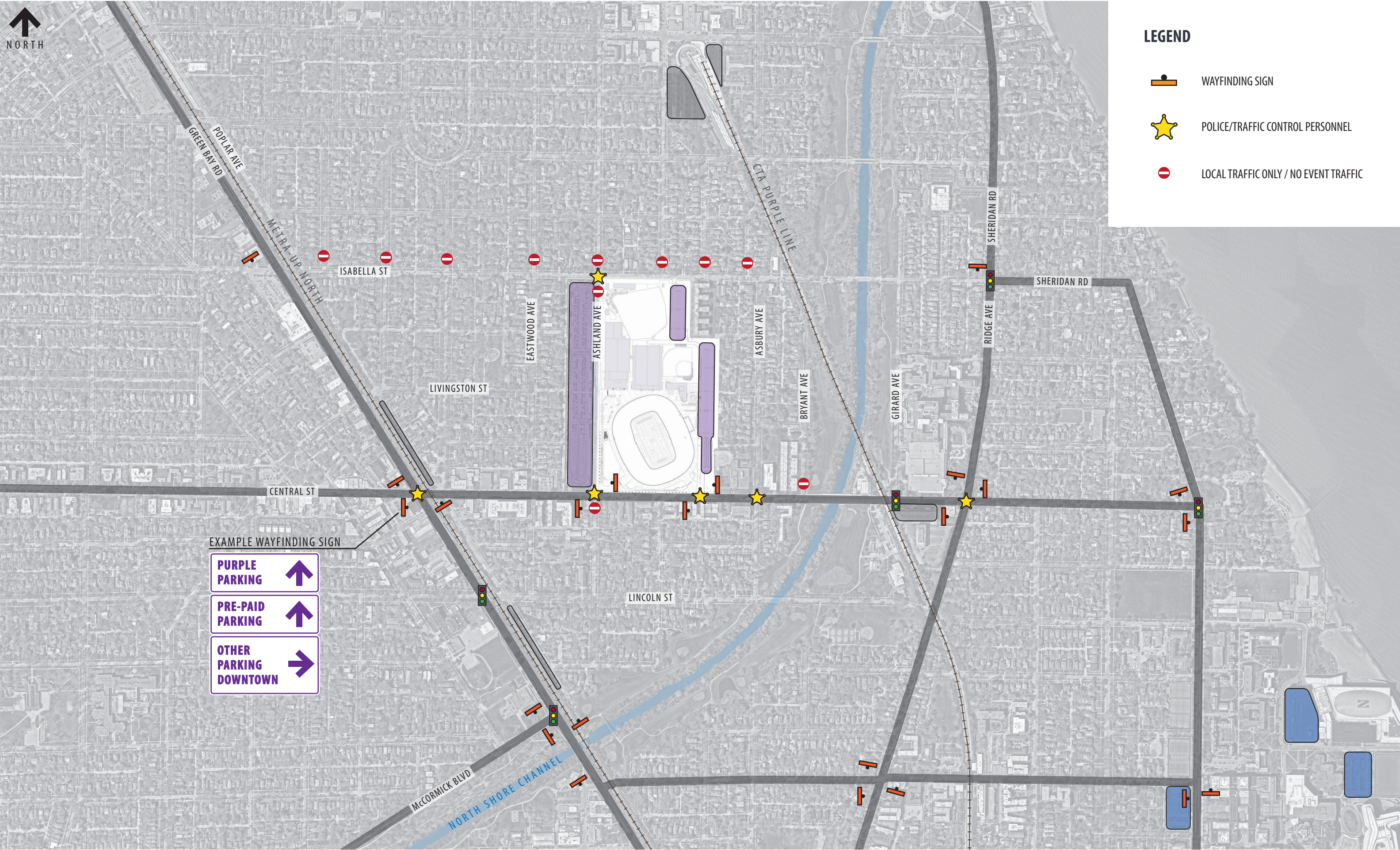


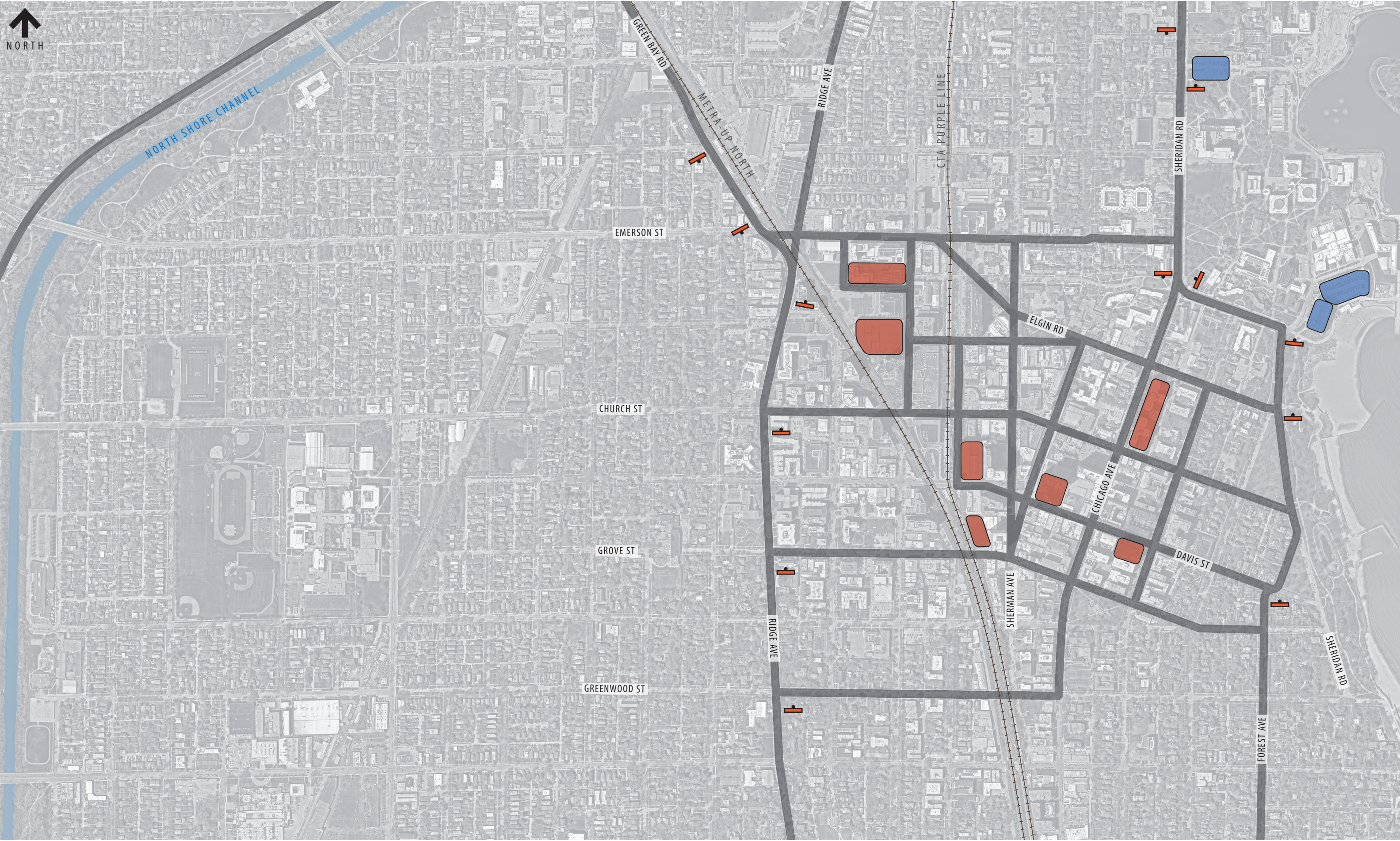


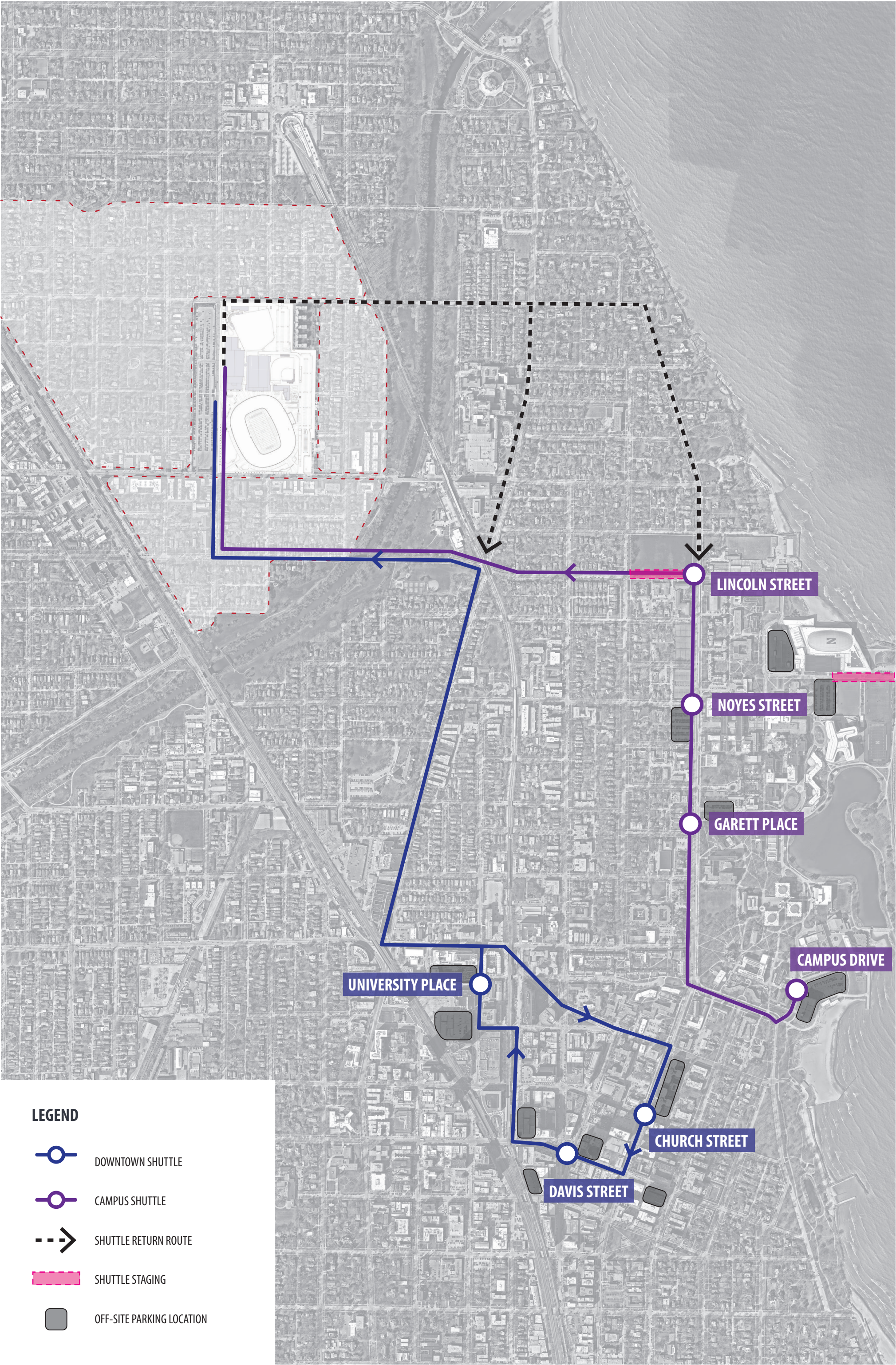


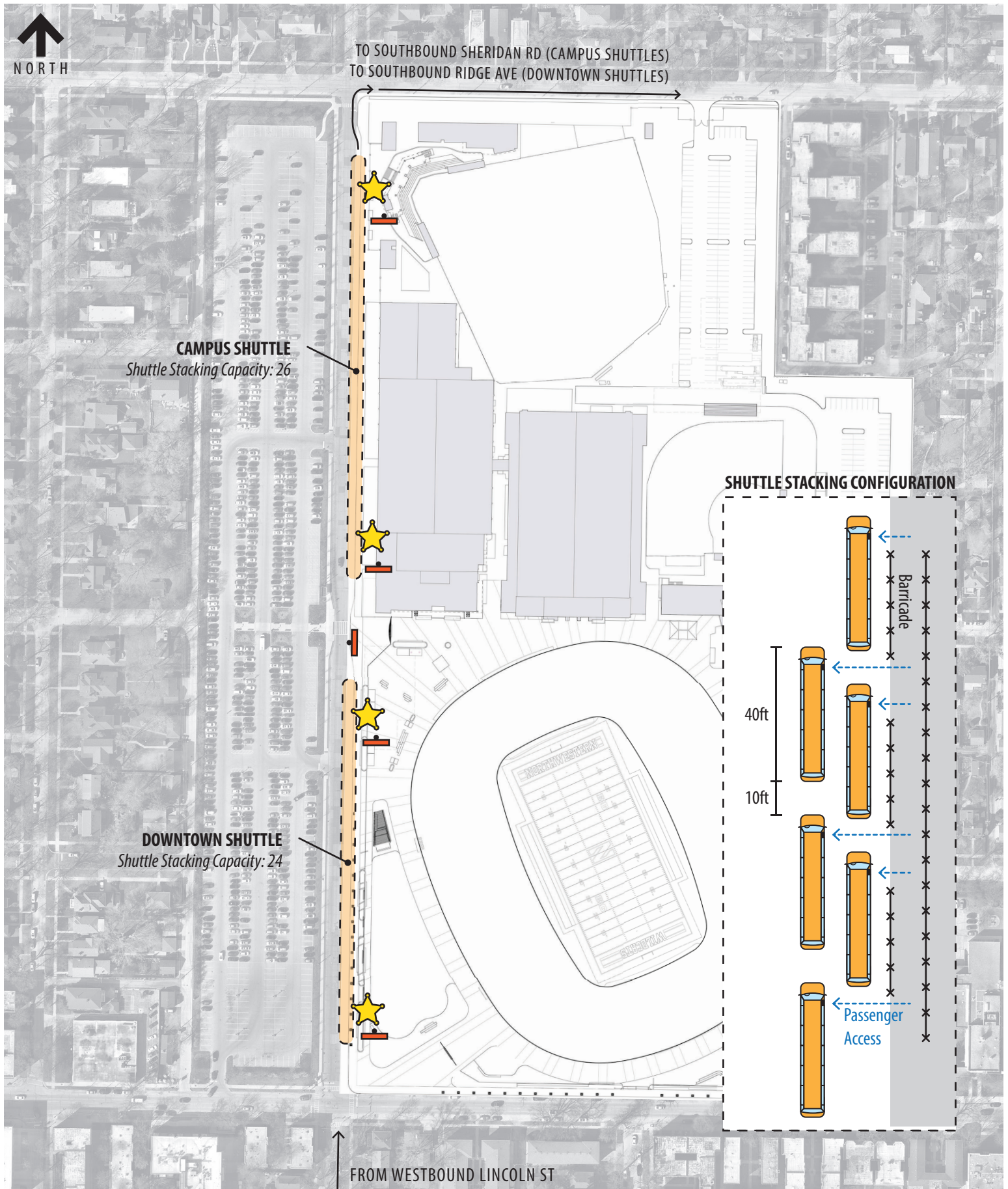












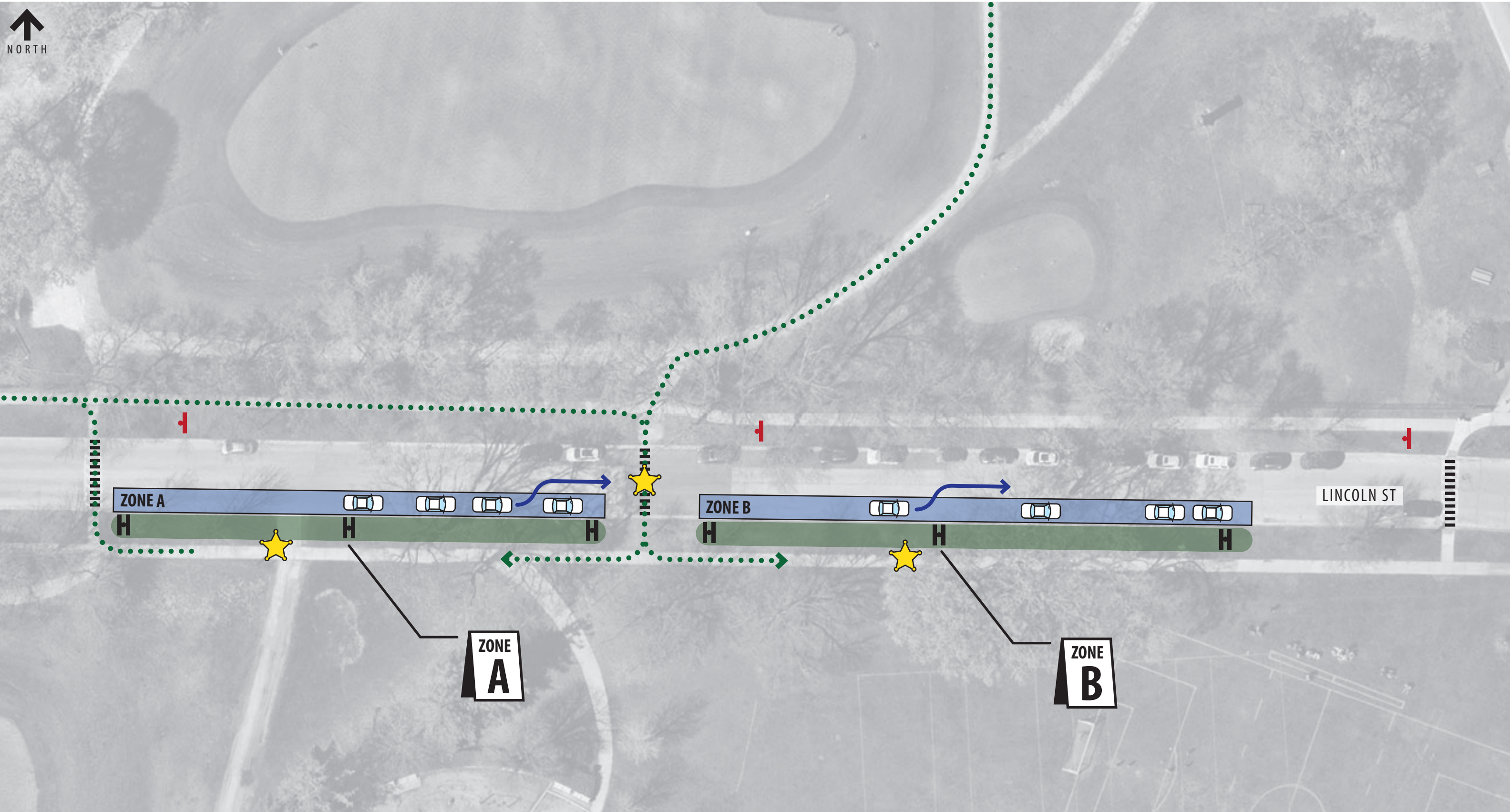
LEGEND



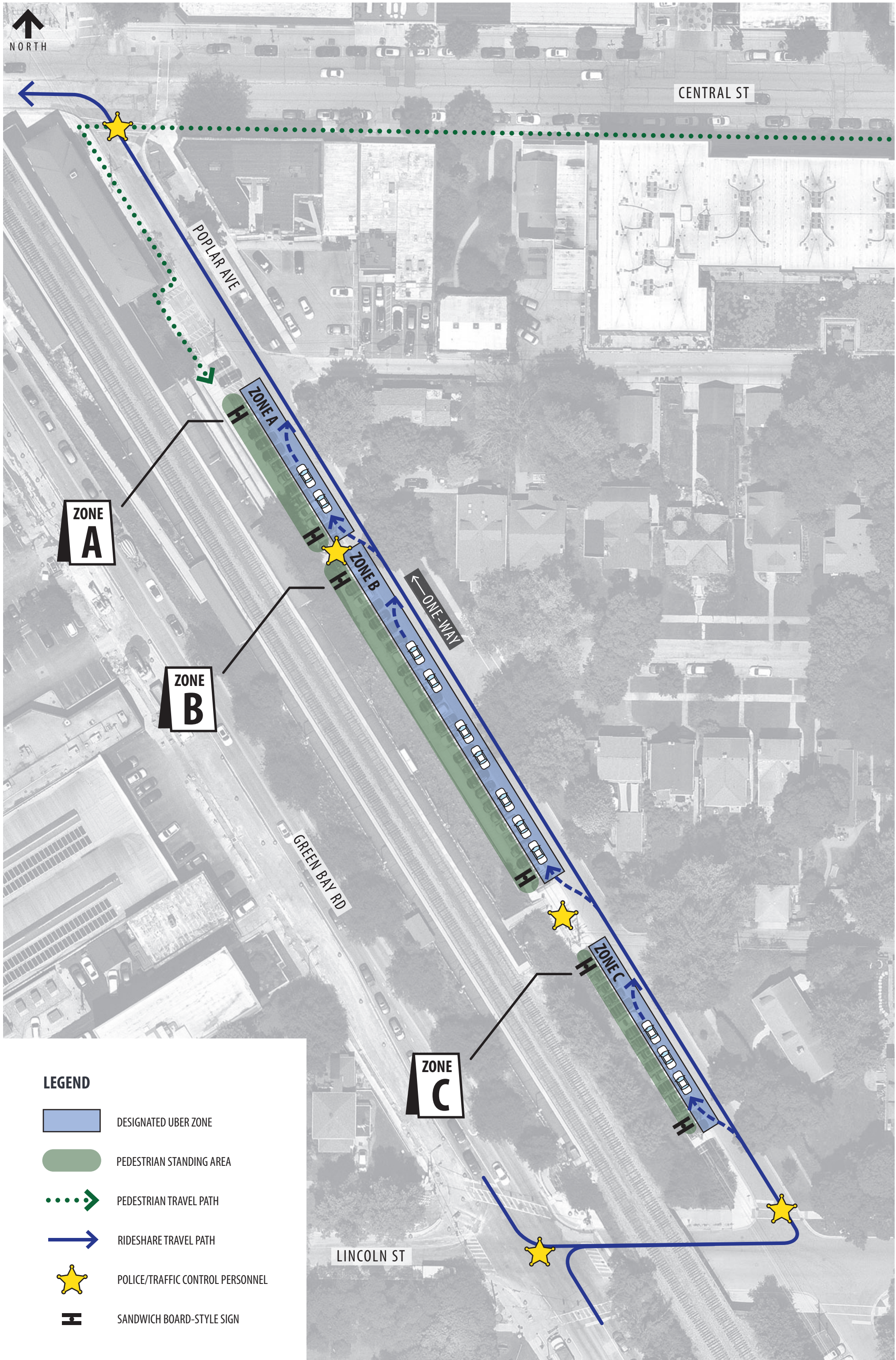
ROUTE SIGN



POLICE/TRAFFIC CONTROL PERSONNEL



LEGEND			
	DESIGNATED UBER ZONE		PEDESTRIAN TRAVEL PATH
	PEDESTRIAN STANDING AREA		TRAFFIC CONTROL PERSONNEL
			SANDWICH BOARD-STYLE SIGN
			"NO PARKING THIS SIDE OF STREET" SIGN



City of Evanston Comments

Ryan Field Transportation Management Plan

Note: Comments are organized by City department with blank response lines following each comment for project team use.

Police Department

Comment 1

Traffic flow: Pre- and post-event congestion points. Circulation issues from vehicles searching for parking.

Response:

Noted. With parking primarily located on site and at Evanston Hospital while prohibited in the surrounding neighborhoods, fewer attendees will be parking in the area compared to events at the old Ryan Field. As such, traffic volumes along Central Street pre- and post-game should also be reduced. Similarly, the elimination of neighborhood parking should reduce the circulation of vehicles in the stadium vicinity on Central Street and along adjacent neighborhood streets in search of parking relative to events at the old Ryan Field.

Comment 2

Citizen complaints: Increased complaints related to parking, noise, congestion, and access to residential streets.

Response:

Noted. Please clarify if these are anticipated issues or common complaints received related to events at the old Ryan Field. Access to adjacent residential streets by non-residents (and those who are not guests of residents) will be discouraged through event-day posting of signs at neighborhood gateways coupled with the event-day neighborhood parking restrictions that were not in place during previous events at the old Ryan Field.

Comment 3

Ridesharing (geofencing): Designated pick-up/drop-off locations. Geofencing to prevent unsafe or illegal stopping. Coordination with providers to reduce conflicts and congestion.

Response:

The proposed plan includes two rideshare pick-up zones – one to the east and one to the west. Proposed locations include the south side of Lincoln Street adjacent to Leahy Park and on Poplar Avenue (temporarily one-way northbound on gamedays) from Lincoln Street to Central Street near the Metra station. Input from others have suggested a need for alternative locations, so alternative options are being reviewed. Regardless of where the rideshare is located, these zones will be geofenced.

Comment 4

Proper signage: Temporary and/or permanent signage for traffic, parking, and wayfinding. Placement and visibility to reduce driver confusion. (Similar recommendation provided by Parking Division)

Response:

Noted.

Comment 5

Off-site parking: Use of City-owned and Northwestern parking facilities for overflow. Shuttle operations from remote lots.

Response:

With neighborhood parking now restricted during events, parking in NU, City-owned, and privately-owned/publicly-accessible off-site facilities will occur to a greater extent than what occurred for events at the old Ryan Field. While some will be accessible on foot, shuttle operations will bring attendees both to and from the stadium using two routes – a campus route and a downtown route.

Comment 6

Additional Lighting: There should be a permanent increase in lighting at the West Lot-North and West Lot-South entrances. For NU basketball games, NU has placed mobile lights at the entrances, but they remove the lighting before the end of the game.

Response:

Noted.

Comment 7

Safety Measures: Recommending that NU install concrete bollards at the entrance to Walker Way from Ashland Avenue. A vehicle entering Walker Way, whether intentionally or accidentally, could cause multiple injuries or death to pedestrians at that location. NU was advised of this issue during the 2024-2025 Basketball season. Currently, there is one bollard near the S/W corner of the Welsh-Ryan area.

Response:

Noted. Bollards will be installed at the entrance to Walker Way from Ashland Avenue.

Comment 8

Emergency Vehicle Access: Areas of concern include emergency vehicle access, secondary access routes.

Response:

In terms of access along Central Street, parking is planned to be cleared for stadium events, provide space for traffic to easily pull over and yield to emergency vehicles accessing Evanston Hospital, Fire Station #3, or other locations nearby. This is generally consistent with conditions for events at the old Ryan Field. On the site itself, access routes are maintained around the stadium, accessible via Central Street, Ashland Avenue, and the East Lot.

Fire Department / Community Development Department

Comment 1

What is the timing for details regarding employee parking locations and coordination?

Response:

Designated employee parking areas are not yet finalized. In general, employees that drive will be parking off-site and can use shuttles. Typically, most employees will arrive to the stadium 2-4 hours before the event while some arrive earlier, depending on their role. After an event, most employees leave within 1-2 hours. Once the employee parking location(s) are finalized, the TMP will be updated.

Comment 2

What is the timing for details of CTA/Metra coordination (free ride with ticket, additional cars, increased frequency, etc.) on event days?

Response:

Conversations with CTA and Metra are in progress with respect to incentives (e.g., free rides with an event ticket), operational adjustments to increase capacity (e.g., additional trains scheduled for pre-/post-event). Once finalized, the details will be summarized in the TMP.

Comment 3

How will shuttle loading from the off-site parking facilities be coordinated/laid out (thinking how buses will be staggered on Ashland Ave, will this be similar at off-site locations? How many shuttles? How frequently?)

Response:

During games, shuttles will stage at the designated off-site locations outlined in Exhibit 6 (modified to reflect a request by Transportation and Mobility to completely stage on campus). Prior to the end of an event, up to 50 buses (total between the Downtown and Campus shuttle routes) will be staggered on Ashland Avenue north of Central Street. As buses fill, they will depart and complete their routes, return to Ashland Avenue to pick up more passengers, if necessary. The most recent draft TMP was mistakenly missing Exhibit 7, which details shuttle staging at Ryan Field post-game. The updated TMP includes this exhibit. The plan is to load buses next to each other in a staggered configuration with a 10-foot gap between buses in the same lane. Riders will be able to load two bus lanes at once. As one wave of buses gets ready to depart, another group will be called in from a campus staging location near Ryan Fieldhouse to backfill and load passengers.

Comment 4

Bike valet is proposed north of the stadium on approved permit plans, more detail needed on how this will be coordinated pre/post events and if this will include a valet of divvy/e-bikes (exhibit 10).

Response:

The free bike valet service is expected to accommodate up to 500 bicycles, using ticketless technology via text messaging. Text-based system avoids lost tickets and related delays. Guests can request their bike while before they arrive to reduce waiting times. Staff are present throughout the event, but 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 to an attendant*
 - *Attendant enters guest's mobile number into handheld device and pairs with a numbered tag attached to the bike*
 - *Guest receives text message as the claim check*
 - *Attendant secures bike 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 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 tag before releasing the bike*

The TMP will be updated to include details on the bike valet logistics.

Comment 5

Pre-event communications: notification of events and TMP should be available to surrounding community members, so they are also able to plan ahead.

Response:

Pre-event communications will be made through a range of venue marketing channels including a Ryan Field website, e-mail, and social media. Communications would include know-before-you-go details such as event schedules, parking types/locations, shuttle bus information, etc.

Comment 6

TNC on Poplar adjacent to residences and taking up parking spaces is not ideal.

Response:

Input from others has suggested a need for alternative rideshare locations which are under review.

Comment 7

Per 108-O-23 Sections 3 & 6, "Truck traffic and deliveries used for events to load and unload equipment shall be limited to the below grade area."

Response:

Noted. This is consistent with proposed event truck delivery/loading operations.

Parking Division

Comment 1

The Plan does not explain where the buses will pick up / drop people.

Response:

The buses will pick-up/drop-off at the locations along their routes, as designated in Exhibit 6. Specific shuttle stop locations will be further coordinated and detailed in an updated TMP. At the stadium, buses will drop off and pick up passengers northbound along the east side of Ashland Avenue, generally similar to shuttle drop-off/pick-up for events at the old Ryan Field. During post-event pick-up, shuttles will stage in a staggered formation to allow passengers to board two lanes of shuttles at a time. Shuttles waiting on campus near Ryan Fieldhouse will be called as the buses loading on Ashland Avenue fill and will backfill once the previous wave of shuttles depart on their routes to campus and downtown off-site parking. The most recent draft TMP was mistakenly missing Exhibit 7, which details shuttle staging and loading at Ryan Field post-event, and the updated TMP includes this exhibit.

Comment 2

Collaborate with EPD or Northwestern to promote parking garage facilities.

- Parking assets should be promoted on point-of-sale systems.

Response:

With neighborhood parking now restricted during events, parking in NU, City-owned, and privately-owned/publicly-accessible off-site facilities will occur to a greater extent than for events at the old Ryan Field. Pre-event communications through the ticket-purchase process and venue marketing channels (e.g., website, e-mail, and social media) along with signage will be coordinated to promote parking at off-site garages.

Comment 3

NU should consider a demand-based price model for parking assets that will drive traffic away from the stadium area.

Response:

All parking at the on-site parking lots adjacent to the stadium will be pre-sold and are not expected to be available for day-of-game parkers. Know-before-you-go information communicated through venue marketing channels outlined in the previous comment response will also help to orient attendees to off-site parking using routes other than Central Street between Green Bay Road and Ridge Avenue.

Comment 4

Prioritize the enforcement of the Northwestern special events zone parking near the stadium. This borders Greenbay Rd. to Canal, and Isabella to Colfax.

Response:

Noted. Consistent the MOU, the City of Evanston is responsible for enforcement of city parking regulations on public streets. NU Police are not permitted to enforce regulations or issue tickets/fines for violations on City streets.

Comment 5

Continue to enforce all other parking restrictions, regardless of events.

Response:

Noted. See response to Comment #4.

Comment 6

Continue to enforce scofflaws, vehicles may be immobilized due to parking ticket debt.

Response:

Noted.

Comment 7

Northwestern should provide the no-parking signs for neighborhood streets in addition to maintaining the website attached to the QR code.

- Will NU's police team monitor the streets in Evanston and Wilmette to ensure violators "incur a \$125 fine"?
- Alternatively, will they be covering additional City staff hours as is relevant?

Response:

NU will coordinate with the City to post sawhorses and appropriate "Resident Parking/Access Only" signs on event days at adjacent neighborhood gateways. It is our understanding that the No Event Parking signs with the QR code are already posted on the surrounding neighborhood streets. Additionally, NU will maintain the event schedule on the website linked to the QR code on event-parking restriction signs posted in surrounding Evanston neighborhood streets.

City police are expected to enforce parking restrictions on City streets and as applicable, write tickets for violators.

Transportation & Mobility

Comment 1

In alignment with standing City policy and stated community concerns, and to reduce street congestion and the burden on the surrounding community, the plan should prioritize and promote the use of transit, walking, cycling and micromobility and discourage car travel to and from the stadium to the greatest extent possible.

- A key to reducing traffic congestion and traffic impacts is encouraging car alternatives such as walking, cycling, and transit.

Response:

Noted. Conversations with CTA and Metra are in progress with respect to incentives (e.g., free rides with an event ticket), operational adjustments to increase capacity (e.g., additional trains scheduled for pre-/post-event). Once finalized, the details will be summarized in the TMP.

The plan includes free bike valet for convenient and secure bike storage (see Fire Dept/Community Development Dept Comment 4 Response for details that will be included in the updated TMP).

With parking primarily located on site (capacity similar to the old Ryan Field) and at Evanston Hospital while now prohibited in the surrounding neighborhoods, fewer attendees will be parking in the area compared to events at the old Ryan Field. As such, potential for traffic congestion in the stadium vicinity is reduced. Similarly, the elimination of neighborhood parking should reduce the circulation of vehicles in the stadium vicinity on Central Street and along adjacent neighborhood streets in search of parking relative to events at the old Ryan Field. Less traffic in the stadium area should also reduce potential pedestrian

With the Shuttle services and the use of off-site parking garages diverts traffic away from the immediate surrounding area.

Comment 2

The document mentions “prioritizing multimodal access” though contains very little content regarding promotion and support of these options.

Response:

Conversations with CTA and Metra are in progress with respect to incentives (e.g., free rides with an event ticket), operational adjustments to increase capacity (e.g., additional trains scheduled for pre-/post-event). Once details are finalized, they will be added to the TMP.

Free and secure bike valet is planned with capacity for up to approximately 500 bikes north of the stadium. An operating summary is outlined above in response to Fire Dept/Community Development Dept Comment 4 as well as in the updated TMP.

As with the old Ryan Field, the stadium is also very accessible on foot. Parts of the transportation plan will improve on that condition. Reduced parking in the stadium vicinity – and an expected reduction in related traffic – will benefit pedestrians. Additionally, the planned exit routes from the East Lot (to the east) and West Lot (to the west) is envisioned to create a largely vehicle-free zone on Central Street directly south of the stadium as attendees depart the stadium area of foot (see Exhibit 3B – Lane Configuration and Traffic Control Post-Event).

Comment 3

Advance Parking and Access Route Communications to Ticketholders

- Ticketed guests should be encouraged to arrive via walking, cycling, and public transit, first and foremost, to reduce traffic congestion and impacts.
- Cycling and walking are not mentioned at all in “access route communication to ticketholders”.
- Ride hail (or “rideshare” as referred to in the document) does not reduce parking congestion impacts on the neighborhood.
- Cycling information should include parking areas, recommended safe routes to access the stadium, recommendations for use of a secure bike lock, and an explanation of the valet service being offered.
- Information should also include Divvy docking and parking information.

Response:

- a. *Know-before-you-go information will be communicated through venue marketing channels (e.g., stadium website, e-mails, and social media) to promote the range of access options including both CTA Rail/Bus and Metra service.*
- b. *The TMP update includes a map of designated bike routes in the area serving the site. Additionally, bike valet operational details have been recently developed – outlined in response to Fire Dept/Community Development Dept Comment 4 and included in the updated TMP. This free service for secure bike parking will also be promoted through venue marketing channels noted above.*
- c. *While use of rideshare/ridehail services are not preferred as they generate two trips when they drop off or pick up, we disagree that they do not reduce parking congestion impacts – these riders are not parking in the area. Their combination of arrival and departure patterns does counter a peak directional flow during a pre-event or post-event period, which can add unwanted additional traffic to the area. However, they are reality to deal with and we are reviewing alternate options for loading areas based on concerns raised in these comments.*
- d. *Designated bike routes in the area are mapped in an update of the TMP. On-site bike parking options are also being added along with an operational summary for the free bike valet service.*
- e. *Noted. At this point there are no planned Divvy locations on the site. This can be investigated and looked at if parties believe there is value to this opportunity.*

Comment 4

Public Transportation

The City team can support coordination between Northwestern and Evanston’s transit agency partners, including CTA, Metra, and Pace, to facilitate increases in service to stadium events.

The CTA has expressed openness to branding partnerships at relevant Evanston stations, such as Central Street, in alignment with investments that can support needed and more timely station infrastructure improvements. Central Street CTA station is not currently ADA compliant.

In response to stadium-related demand, increased State of Illinois investment in regional transit operations, and the upcoming revision of local regional bus routes by the CTA and Pace, we welcome a conversation with Northwestern and our transit agency partners to explore how transferring investments in Northwestern’s private transit to publicly available options could create higher levels of service for the Northwestern and Evanston communities at a lower cost to Northwestern.

- The plan says that “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”.
- Include confirmed information (how many additional routes, their times, etc.) about CTA and Metra service increases.
- Include confirmed information about how these options will be promoted and funded as “an attractive mode of transportation to and from events”.

Response:

Discussions with Metra and CTA are in progress and the TMP will be updated with related information once those agreements are finalized.

As noted in previous comment responses, know-before-you-go communications promoting transit options and ride/access details will leverage various venue marketing channels.

Comment 5

Shuttles

- Please indicate signage at garages that will indicate shuttle staging.
- Lincoln Avenue is a designated bike route and is not a suitable staging area for shuttles, please stage all shuttles on the university campus.
- When will shuttle operation details be confirmed?

Response:

- a. Signage is not planned at shuttle staging areas (on campus) while waiting to proceed to the Ashland Avenue loading area on Ashland Avenue next to the stadium, but will be posted at shuttle drop-off/pick-up locations. An example sign designating a shuttle loading area can be provided in the updated TMP.*
- b. Staging of all shuttles has been revised to a location on campus near Ryan Fieldhouse as the post-event peak hour begins. These shuttles would backfill loading shuttles on Ashland Avenue as they fill and depart on their routes.*
- c. Final selection for a shuttle vendor is pending and once details are finalized, the TMP can be updated.*

Comment 6

Rideshare

- Lincoln Street and Poplar are not suitable staging areas, it is a designated bike route.

Response:

Rideshare locations were selected with the intent of creating options both east and west of the stadium while balancing proximity to the stadium (not too close, but not having to manage additional pedestrian-vehicle conflicts with pedestrians crossing west across Green Bay Road), and using public space or willing private property owners. Comments have been received to relocate both the proposed east and west rideshare pick-up locations. As such, alternative options are being reviewed.

Comment 7

Active transportation

- Valet: Please provide confirmed information about bike valet; location capacity, signs, staffing, promotion to attendees.
- Permanent bike parking facilities: please provide information on permanent bicycle rack facilities at Ryan Stadium; capacity, design, location, etc.
- Permanent rack facilities should also be geofenced to accommodate Divvy bikes because Northwestern does not have a Divvy docking station onsite.
- Follow ABPB guidelines for best practices regarding rack selection and placement.
- Recommend a Divvy docking station onsite.
- Only electric bikes can be parked outside of a station.
- Patrons arriving via classic Divvy bike may be surprised there is no dock available to park it.

Response:

- a. *Please see earlier responses to this comment, such as Fire Dept/Community Development Dept Comment 4.*
- b. *Permanent Bike racks will be provided north of the Stadium property behind Welsh Ryan and adjacent to Rocky Miller Park.*
- c. *Noted.*
- d. *Noted.*
- e. *See Comment 3/Response “e” above*
- f. *Noted.*
- g. *Noted.*

Comment 8

Divvy:

We recommend that Northwestern leverage the Divvy system and invest in docking stations at Ryan Stadium and on the Northwestern campus to facilitate travel to the stadium and to meet the existing demand on campus. Transportation and Mobility staff can work with Northwestern and Lyft (Divvy’s operator) on the relevant steps and purchase of equipment.

Divvy can also provide a supplementary valet service on game days to enable turnover of bikes and dock availability at a cost of \$150 per hour per valet staff member.

One to two stations between 20-30 docks with supplementary valet service by 1-2 Divvy valet staff per event could meet demand on game days.

The first attachment provided shows a heatmap of the Northwestern campus, where Divvy users currently park undocked vehicles, demonstrating a demand for docking facilities. The second map shows five potential docking locations on campus based on current parking trends and usage.

The second attachment shows dock pricing.

The City of Evanston will be installing 10 new docking stations across Evanston this Spring, further supporting this travel option, and, pending code updates, will be including scooters in the expansion.

Response:

See Comment 3/Response “e” above

Traffic Engineering / Public Works

Comment 1

For post events, three Avenues (Poplar, Eastwood, & Ashland) between Central St and Lincoln St are proposed as one-way streets funneling traffic towards the stadium during a critical period when most are trying to get away from the stadium.

- There is no southbound traffic proposed to be allowed between Green Bay Rd. and Asbury Ave.
- Eastwood Ave. is already posted as one-way northbound traffic only.
- Jackson Ave. is proposed to be for authorized vehicles only.
- Ashland Ave. is one-way southbound, but it is proposed to switch to a one-way northbound during these events only. The switching directions of the one-way street has created driver confusion in the past.
- Poplar Ave. is proposed as a one-way northbound for rideshare vehicles only.
- It is preferred to keep the rideshare vehicles west of the railroad tracks to reduce the vehicle traffic traveling through the choke points at Lincoln and Central.
- With Kingsley Elementary School closing, it would be ideal to create their parking lot into a ride share parking lot. There are approximately 50 parking spaces located in this D65 parking lot. D65 could use the revenue from renting out their lot for these Ryan Field events. It is approximately 0.5 miles (12-minute walk) from the stadium. There are other potential parking lots west of Green Bay Rd that may also be used as rideshare lots including Haven Middle School, Chase Bank, or 2528 Green Bay Rd.
- If the rideshare were to remain on Poplar Ave., the one-way direction should be southbound only. This would allow southbound rideshare vehicles to pick up customers on their passenger side of the vehicle rather than customers crossing in front of traffic to get into the vehicles. It appears that the proposed pedestrian standing area (Zones A-C) is in the Metra parking spaces.
- The City of Evanston will lose revenue on approximately 66 parking spaces for each of these events. The lost revenue can add up to be a significant amount at \$40 per space for each of the estimated 54 events per year.

Response:

- *With the exception of Ashland Avenue between Lincoln Street and Central Street, these are existing directional flows. The temporary one-way northbound directional traffic flow for buses accessing the shuttle loading zone on Ashland Avenue next to the stadium is consistent with gameday events with the old Ryan Field.*
- *Comments have suggested that an alternative rideshare loading area is preferred. Rideshare locations were selected with the intent of creating options both east and west of the stadium while balancing proximity to the stadium (not too close, but not having to manage additional pedestrian-vehicle conflicts with pedestrians crossing west across Green Bay Road), and using public space or willing private property owners. Comments have been received to relocate both the proposed east and west rideshare pick-up locations. As such, alternative options are being reviewed.*
- *One reason that Poplar Road has been proposed as a rideshare loading area is that it got fans away from the immediate stadium area, provides a simple circulation area using the public way or a public property, and keeps the flow of pedestrians to walking to the rideshare zone from crossing Green Bay Road and impacting those flow routes.*

Additionally, as D65 is disinvesting from Kingsley School, its future use and availability is unknown. Historically, the parking lot has been used as an entrepreneurial cash lot.

- *This alternative configuration can be considered with other options under review. It should be noted though that while some parties use the front passenger seat, most rideshare passengers access the rear doors and don't need to access the vehicle on the passenger side.*

Comment 2

The available parking locations should include the following additional options:

- Off-Site Parking - Stadium Vicinity
- CTA Linden Station parking lot - 328 spaces at 0.8 miles from stadium (17-minute walk).
- D65 Kingsley Elementary School parking lot - >50 spaces at 0.5 miles.

- St. Athanasius parking lot - add as a potential entrepreneurial parking to Exhibit 2.
- By moving the rideshare vehicles to the west of the railroad tracks, an additional 66 spaces would be available within the Central Street Metra Station Parking.
- Off-Site Parking - Other
- Westfield-Old Orchard Mall parking lot - several free parking spaces available. Serviced directly from the Ryan Field stadium by CTA bus #201.
- Metra Wilmette Station parking lot - 387 spaces at 1.4 miles from stadium (30-minute walk).

Response:

Noted. The updated TMP will identify parking locations if they are controlled by NU or are private lots that currently provide public parking. Other entrepreneurial parking lots on private property that are not already public parking facilities will materialize, as they have historically for games at the old Ryan Field. A few notes are offered below:

- *The CTA station parking lot at Linden is likely to be used for event parking, as it historically has for games at the old Ryan Field. However, this location is not recommended to be promoted as directing event traffic into/through the adjacent neighborhood in Wilmette is counter to the MOU.*
- *For past games at the old Ryan Field, a Kingsley parent's group sold gameday parking at the Kingsley School Lot. This lot is not controlled by NU, but may be used as for-sale parking by a group authorized by D65 or a future owner.*
- *St. Athanasius may have challenges to sell spaces since parking is not permitted in the adjacent neighborhoods and additional signs/sawhorses are planned to be posted at neighborhood gateways indicating the streets are for local residents/guests only.*

Comment 3

Provide an exhibit showing the available bike routes to the stadium along with the available public bike rack locations besides the proposed bike valet location. More details of the proposed bike valet are needed. There may be more cyclists attending summer concerts than fall football games. Access Routes for cyclists are needed similar to access routes for vehicles shown in Exhibits 4A-4C.

Response:

Noted. The updated TMP includes designated bike route maps.

Comment 4

The public transportation section addresses Metra and CTA purple line, but it should also include the CTA bus route #201 which conveniently stops in front of the stadium heading west to Old Orchard Mall or east to downtown Evanston. Both the bus and train services should include additional capacity during pre- and post-events.

Response:

Noted. The updated TMP will mention bus service adjacent to the site. Details on additional bus service on game days will be added following coordination with CTA.

Comment 5

Exhibit 7 is missing from the plan which shows the proposed shuttle passenger loading on Ashland Avenue.

- Are passengers proposed to load the shuttles north of Central St and south of Wildcat Way only? It is not clear.
- These shuttles should not be routed through residential neighborhoods on Isabella St. and Ashland Ave. south of Central. The plan estimates approximately 75-115 shuttles may travel on these narrow residential streets at pre- and post-events. It would be preferred to have the shuttles stay on streets classified as Major routes

such as Sherman Ave. to Central St. to Green Bay Rd and not divert them to local or collector streets. See attached figure for proposed shuttle route near the stadium shown as a pink arrow.

- With the proposed plan, shuttles parked along Ashland Avenue staggered in two lanes would create a pedestrian safety hazard with pedestrians darting between shuttles to board or cross Ashland Avenue to access the parking lot. It would seem to be a better option to load shuttles along the north side of Central St. only. There is approximately 675 feet of curb length along Central Street to load about 15 shuttles simultaneously. These shuttles can be parked along the parking lane of Central Street immediately following an event and could create a barrier for any pedestrians trying to cross Central St mid-block.
- Approximately 7 shuttles could stage on the shoulder of the wide Central St. bridge over the channel while waiting for clearance at the stadium to load additional passengers.

Response:

The updated TMP will include Exhibit 7.

- a. *Passengers will load on Ashland Avenue between Isabella Street and Central Street. Campus shuttles will load north of Wildcat Way, and Downtown shuttles will load south of Wildcat Way.*
- b. *The shuttle routes are consistent with the routes used for games at the old Ryan Field. In a recent community advisory meeting, a suggestion to use Central Street for shuttle service was addressed by the Evanston Police representative as something that had been tried before unsuccessfully. Providing shuttle routes that are not on key stadium parking access routes helps shuttles function more efficiently, making off-site parking options more attractive for users. Central Street is a busy route for traffic being flushed out of the parking lots and pedestrians exiting the stadium, and sending the shuttles along the south side of Isabella Street helps distribute the traffic load across the study area roadways while avoid concentrated congestion on any one street.*
- c. *Shuttle loading and departure of buses will be actively managed by event personnel with riders queued in gated corrals, similar to how it has operated in the past, to minimize conflicts between vehicles, pedestrians, and shuttles on Ashland Avenue. Further, Central Street sidewalks will be used by pedestrians walking to Metra, the CTA Purple Line, off-site parking, rideshare locations, and nearby businesses – room for shuttle riders to queue and load buses is not expected to be available.*
- d. *Noted.*

Comment 6

Suggested revisions to Exhibit 3B are shown in the attached figure for post-event traffic control.

- Agree to the proposed egress routes for the NU stadium parking:
 - Left turn only onto Central St from the east parking lot.
 - Left turn only onto Ashland Ave from the north Ashland access of the west parking lot.
 - Right turn only onto Ashland Ave from the south Ashland access of the west parking lot.
 - Right turn only onto Central St from the south-Central access of the west parking lot.
- One east bound traffic lane should remain open on Central Street for emergency vehicles, CTA bus #120, pick-up of individuals with physical disabilities, and local traffic only. This east bound traffic lane could be diverted to the south parking lane along Central St.
- The highest volume of pedestrian traffic will be located at the intersection of Ashland Ave and Central St during a post-event. Therefore, for safety reasons, any vehicles turning should be minimized at this intersection. It is proposed to direct all southbound traffic on Ashland Ave to go straight through this intersection to Lincoln St. At Lincoln St, the vehicles can turn either east or west on Lincoln St. This proposal would move the turning vehicles to an intersection where there will be far fewer pedestrians. Traffic control

personnel should be stationed at this Ashland/Lincoln intersection to better direct the flow of traffic through the four-way stop.

Response:

- a. *The proposed egress routes listed above appear to be consistent with what is proposed in Exhibit 3B. At the east parking lot access, egress is restricted to left turns only, except for authorized vehicles (team buses, trucks, etc.) which will be allowed to turn right with escort from traffic control personnel.*
- b. *Restricting parking on the south side of Central Street provides two eastbound traffic lanes – one for travel and one providing space for eastbound vehicles to pull over and allow emergency vehicles to pass if necessary.*
- c. *During events, parking in the adjacent neighborhoods is now prohibited. This in part is to prevent unwanted event traffic driving through these neighborhoods, reserving such traffic for local residents and their guests. Directing event traffic south on Ashland Avenue through the adjacent neighborhood south of the stadium would be counter to the intent of the neighborhood parking restrictions.*

Vehicles exiting the west lot will be required to turn right, and vehicles exiting the east lot will be required to turn left (with the exception of authorized vehicles, which will be allowed to turn right with passage from a traffic control officer). This leaves the portion of Central Street directly south of the stadium (between the two parking lots) open for pedestrian crossing only. Traffic control personnel will be posted along Central Street intersections with the west parking lot driveway, Ashland Avenue, Jackson Avenue, and the east parking lot driveway, to facilitate safe passage for both vehicles and pedestrians.

Comment 7

An exhibit should be added to show the traffic control for Lincoln Street to include traffic control personnel at intersections with Green Bay Rd., Poplar Ave., Ashland Ave., and Asbury Ave. This exhibit would be like Exhibits 3A & 3B for Central St. and Isabella St. Lincoln St should be posted with No Parking on both sides like Central St. during these events?

Response:

Traffic control personnel are planned at the intersection of Lincoln Street and Green Bay Road. Additional traffic control posts will be added to Exhibits 3A and 3B for the other intersections, as noted.

Comment 8

With the new Ryan Field claiming to be the friendliest to individuals with physical disabilities, a designated loading and unloading zone near the stadium should be indicated within the plan for these attendees. By moving the shuttle loading zones to Central St, the east parking lane along Ashland Ave (between Central St and Wildcat Way) could be proposed as the location for dropping off or picking up individuals with physical disabilities.

Response:

ADA dropoff locations to be finalized, but current approach is to use Ashland Ave.

Comment 9

Will this Transportation Management Plan dated May 6, 2026, be used for all 54 events estimated on page 1 of the plan or can there be a modified plan for the smaller events that may not require as much traffic management?

Response:

This plan is focused on larger events that would reasonably use the stadium capacity. Many of the potential events will have significantly less attendance and not require use off-site parking and shuttles, and as such would omit or use modified elements of the TMP.

Comment 10

Since Central Street is an IDOT jurisdiction, any wayfinding signage posted along the Central Street right of way will need to be approved by IDOT. This IDOT approval typically takes a long time to receive.

Response:

Noted. The necessary permits will be pursued once the TMP is finalized.

Comment 11

Is there a designated area for mobile businesses selling merchandise especially during concerts? Could a mobile business sell concert t-shirts and other merchandise while parked along Ashland Ave to sell to concert goers?

Response:

Authorized mobile vendors selling merchandise or other goods will be located on site inside the Stadium perimeter and do not impede important pedestrian flow routes.