***#RunYourRoute***

**Penn State Football Traffic and Parking Campaign – 2019**

**Overview**

Starting with the first football game on August 31 vs. Idaho, fans will be asked to ***#RunYourRoute*** to access the parking lots surrounding Beaver Stadium via newly created traffic patterns. As fans approach their respective lots they will be directed to the proper entry points with one-way traffic entries that will properly allow them to access their designated lots and create a much easier to navigate and safer fan environment on gameday. Penn State Athletics is branding a campaign to highlight the new ingress and egress for traffic and bring awareness to season ticket holders and gameday fans to ***#RUNYOURROUTE.***

**Campaign Goals**

* Promote safe environment for fans traveling to and from the game
* Provide consistent information on new traffic patterns and parking maps
* Break down communications into three categories:
  + **Direct messaging** to parking permit holders, season ticket holders, single game parking and ticket buyers
  + **Internal messaging** to staff executing the plan (law enforcement, parking services, SP+, game/events management team)
  + **External messaging** to fans promoting the #***RunYourRoute*** improvements in the parking lots
    - Mesh netting in some lots to give better traction and reduce rutting in lots
    - Gravel roads in some lots to assist with entry and exit
    - Signage and advertising campaign to direct fans to the right routes for entry and exits along access routes in local townships and major roadways entering State College.

***#RunYourRoute* branding**

* Consistent graphic look to mirror signage being produced to guide fans in the right entry ways and parking lots via zones.
* Development of Penn State Football Gameday website
  + Promote use of App
* Social media ***#RunYourRoute*** to direct all fans to the Gameday website for information and up to the minute updates.
* Guidance for coaches and admin to direct fans to ***#RunYourRoute*** and link to the Gameday website.
* Utilization of local law enforcement and new parking management group SP+ as the spokespersons for the campaign.
  + August 3 – FB media day opportunities for spokespeople.
  + Keep Coach Franklin and AD Sandy Barbour away from commenting on the plan. Focus on the branding aspects of the campaign. Direct to 1-800-NITTANY and Gameday website.

**Timeline**

* **July 15-19** – Season tickets being delivered with parking passes and new parking maps. Messaging included regarding new traffic routes and zones
  + ***#RunYourRoute*** plan communicated to LT, Management Team, University Strat Comm, University Development, President’s Office, Alumni Association.
  + Traffic and Parking plan execution team meeting Tues, July 16th (Sidwell, McGrath, Nelson, Chapman, Petulla, Nachtman, Grosse, Foley, Milne, Grecco, Markiewicz, Benda)
  + Customer relations armed with bullet points on assisting parking pass and ticket holders with questions
* **July 19 – August 3** – Direct messaging campaign
  + Lot specific instructions messaging – emailed directly to account holders
  + ***#RunYourRoute*** teased on social media directing fans to Gameday webpage
  + AD Barbour armed with broad messaging for B1G media opportunity
* **August 3 – August 31**
  + Penn State FB media day – media opportunity for spokespersons to brand ***#RunYourRoute***
  + Messaging utilizing partners and assets to broaden the group receiving the messaging
  + 10/5/1 messaging plan
    - August 21 – (10 days) Resending of direct messaging to parking pass, season ticket holders and single game ticket buyers.
    - August 26 – (5 days) – Follow-up messaging regarding maps and traffic routes.
    - August 30 – (1 day) – Full blast of all avenues to message the campaign and new traffic and parking plan.

**Assets**

* Emails of all parking permit, season ticket holders, single game buyers
* Utilization of Waze traffic app to enter gameday parking lot and guide fans in via the one way traffic and zones.
* Penn State Athletics media assets
  + GoPSUsports.com
    - App
    - University interactive map
  + Gameday website
  + Social media network
    - All central channels controlled by Penn State Athletics
    - All coaches’ accounts and sport specific accounts
    - B1G media support
* University assets
  + - * Psu.edu
      * University daily email
      * University staff/faculty messaging
      * Social media channels
      * Direct messaging to BOT – VIP’s
      * Development messaging – Donors
      * Alumni Association Chapters
      * Commonwealth Campus Communicators
      * Parents groups
* Local media outlets
  + Media personalities to communicate plan
  + Sports anchors
  + Weather reporters
  + Radio DJ’s and talk show hosts

**Groups to message information:**

* BOT via President’s office
* Fan Council
* Nittany Lion Club Council
* Management Team
* State College QB Club
* Player parents
* Athletics staff
* Coaches wives

***#RunYourRoute***