

The Event Parking Checklist

with



Announcement of the Show

Info gathering

- ☐ Note the event date on the calendar
- ☐ Tickets go on sale
- ☐ Get initial estimated attendance
- ☐ Track VIP activation and/or promotor notes
- ☐ Arrange tour bus parking
- ☐ Establish initial inventory and work with ticketing to create an add-on within platform
- ☐ Notify transit agencies of date and estimated count
- ☐ Communicate expected demographics

30 Days Out

Preliminary Planning

- ☐ Create Waze map and potential closures or warnings for day of event
- ☐ Create final Q and A sheet for promoter, as it relates to their parking needs
- ☐ Confirm rate and establish event within ParkHub
- ☐ Check other venues where tour has been / review data to similar shows
- ☐ Build initial forecast model
- ☐ Check online sales on ticketing platform

15 Days Out

Hardening process

- ☐ Outline initial staffing plan
- ☐ Check supplies and equipment
- ☐ Send initial operations plan
- ☐ Check remaining inventory and coordinate price change if applicable
- ☐ Confirm event start times, end times, and begin staffing plans
- ☐ Notify employees of shifts
- ☐ If shuttles are needed, confirm the schedule and amount needed
- ☐ Connect with transit agencies on services

7 Days Out

Trust... and verify

- ☐ Email/coordinate with rideshare apps to notify drivers of upcoming event
- ☐ Create first staffing snapshots and shore up open shifts
- ☐ Check equipment is charging
- ☐ Verify uniforms are available
- ☐ Hold transportation meeting with PD or agencies
- ☐ If shuttles are needed, confirm schedule and amount needed
- ☐ Reconnect with transit agencies on services
- ☐ Track preliminary attendance

1 Day Out

Finalize the game plan

- ☐ Email all assigned staff
- ☐ Confirm total tickets sold for event
- ☐ Check equipment is charging and shows 100%
- ☐ Get final snapshot of prepaid
- ☐ Shut down pre-event sales
- ☐ Confirm event pricing
- ☐ Walk through garage and lots for condition assessment
- ☐ Gather presold numbers and outline cash volumes at each lot

The Big Day

Preparing to go live

- ☐ Depending on the event, you will arrive anywhere from 3 to 6 hours before the event
- ☐ Shift location assignments
- ☐ Bank set-up change fund allocation
- ☐ Test transactions
- ☐ First pre-event departmental meeting/review timeline and note special items
- ☐ PD and Traffic meeting confirming processes and routes
- ☐ Check Waze to ensure streets are highlighted
- ☐ Final presold review and cash parameter setting

Staff Arrival

Leading the team

- ☐ Hold pre-shift meeting – 1 attendant for each lot or entrance
- ☐ Distribute uniforms, aprons, equipments, and radios
- ☐ Facilitate training paperwork for new employees, name tag creation
- ☐ Confirm call outs and ensure staffing numbers are adequate
- ☐ Upload VIP list with any last-minute add-ons
- ☐ Disperse staff to assigned posts

During Operations

Come what may

- ☐ Monitor the traffic as sections fill
- ☐ Track cash amounts per cashier
- ☐ Observe capacity and pass redemption
- ☐ Troubleshoot pass/app issues
- ☐ Utilize external traffic cameras/highway and/or city
- ☐ Check transit schedules trains and/or buses
- ☐ Quantify venue versus car arrival headcount
- ☐ Schedule employee breaks
- ☐ Receive regular status updates

After Operations

Nailing the landing

- ☐ Ensure egress goes smoothly
- ☐ Continue to move and place directors for quick exits by fans
- ☐ Take final parking lot snapshot and email venue ops
- ☐ Count and bag cash
- ☐ Start picking up equipment cones/signs/etc.
- ☐ Pack and charge devices
- ☐ Confirm all devices have cleared
- ☐ Ensure lot maintenance and cleanliness
- ☐ Discharge staff