

Action Step	Potential Responsible Parties	Case Study Example City
Provide Public Transit Incentives and Discounts		
Metro Transit subsidizes public transit tickets to games with lease proceeds	MTC	
Minnesota United FC purchases bulk Metro Transit tickets and distributes them to fans	MNUFC	
Transit passes are sold at a discount or provided for free with Minnesota United FC tickets purchased in advance	MNUFC, MTC	Ottawa, Saint Paul (Saints)
Metro Transit provides print-ahead transit tickets or a ticketing app for Minnesota United FC game days	MTC	Ottawa, Saint Paul (Saints)
Marketing and Coordination		
A united message is sent about the importance of public transit, through comprehensive marketing campaign	MNUFC, MTC, SP	Portland, Minneapolis (Vikings)
Transit directions and trip planning tools are provided on Metro Transit's web page specific to the stadium	MTC	Minneapolis (Gophers/Vikings), Saint Paul (Saints), Seattle, Portland, Ottawa, Rotterdam
Transportation information for fans is provided with game ticket and on team website (maps, trip planning tools, emphasis on public transit and bike)	MNUFC	Minneapolis (Gophers/Vikings), Saint Paul (Saints), Seattle, Portland, Ottawa, Rotterdam
Stadium area has detailed comprehensive parking and traffic plan, including wayfinding signage, signal timing adjustments, traffic patrols	MNUFC, SP	
Secure bike parking and bike/pedestrian routes		
Safe bike lanes are created on Pascal and the intersection at Marshall and Pascal is improved for bicycle (and pedestrian) crossing	SP	
Create incentives for biking to the stadium	MNUFC	
Implement way-finding for bicyclists	MNUFC, SP	
Provide extensive secure bike parking at the stadium	MNUFC	Portland
The construction of the stadium is used to catalyze larger bike infrastructure projects, including a bridge connecting Pascal south	SP	

Park-and-bike locations are identified and promoted, and bicycle rentals facilities are provided at the stadium	MNUFC, NiceRide	
Vehicle Parking		
Develop shared parking arrangements with local businesses at walkable lots	MNUFC, SP, CHAMBER	Seattle
Park-and-ride lot opportunities are identified and transit supplementation is provided if necessary (shuttle)	MNUFC, SP, MTC	Portland, Ottawa
Ride-Share programs are developed and promoted, providing discounted parking for carpools	MNUFC	Seattle
Partnerships with Uber and other rideshare programs are developed and promoted	MNUFC	Portland
The team provides ParkMe app and detailed directions to parking availability	MNUFC	
Parking lot access is purchased with tickets	MNUFC, SP	
Temporary parking at adjacent surface lots is provided for a premium price	RK MIDWAY, MNUFC	
Permit parking areas are expanded in affected neighborhoods	SP, UPDC	Portland
Walking		
Walking maps of the area are provided for fans	MNUFC, SP	
Walking to games is incentivized through deals/discounts	MNUFC	
Transit Management		
A safe space is provided for green line riders to await the train	MTC	LA
Public transit capacity is evaluated and modified to accommodate increase demand	MTC	LA, Portland, Minneapolis (Gophers/Vikings)
Attractions are created and promoted to stagger when fans leave the Midway area	MNUFC, SP	