University of St. Thomas (UST) Lee and Penny Anderson Arena Event Management Plan (EMP)



Prepared by:







Version 6 – September 2025 SRF Project No. 16489

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INTRODUCTION

SRF Consulting Group, Inc. (SRF), in partnership with the University of St. Thomas (UST) and the City of St. Paul, has prepared an Event Management Plan (EMP) to guide transportation operations and community coordination related to events at the proposed Lee and Penny Anderson Arena (hereon referred to as Arena), located on UST's St. Paul campus. The EMP builds upon the transportation analysis completed as part of the 2023 Environmental Assessment Worksheet (EAW) and the subsequent 2024 EAW Update Transportation Analysis Addendum. Development of the EMP was recommended in both transportation studies and is a requirement outlined in the EAW's Findings of Fact.

The EMP is intended to serve as a comprehensive, user-friendly plan for managing transportation system performance, parking demand, and stakeholder communication for a wide range of event types and attendance levels—both athletic and non-athletic. Developed in collaboration with the City of Saint Paul's Department of Public Works (DPW), the St. Paul Police Department (SPPD), and other agency partners, the EMP functions as a working operations manual that clearly defines roles, responsibilities, and procedures for event planning, execution, and debriefing. It is specifically designed for use by UST and other operational stakeholders and is intended to be a "living document", updated over time based on real-world event experiences, stakeholder feedback, and evolving conditions through ongoing collaboration with project partners.

Unique to the typical EMP process, UST actively engaged local neighborhood associations and created a public working group to promote transparency, foster collaboration, and ensure that community perspectives were being integrated into event operations planning.

The following document outlines the EMP, including the assumptions, strategies, and implementation framework that guide event operations. To provide additional context and detail, the document includes two appendices:

- **Appendix A Supporting Information:** Expands on specific components of the EMP and explains the rationale behind key operational decisions.
- **Appendix B Review of Findings of Fact:** Outlines the EAW Findings of Fact requirements and summarizes how each has been addressed, providing additional clarity and reference materials.



STAKEHOLDER COORDINATION

Development of the EMP involved extensive coordination with a wide range of stakeholders to ensure a comprehensive and balanced approach to event planning and operations. Between February and September 2025, UST and its project team met regularly with internal partners, public agencies, community representatives, and transit providers to discuss transportation logistics, public safety, community concerns, and implementation strategies. Table 1 summarizes the various meetings held as part of the EMP, including their purpose, frequency, and participating stakeholders.

Table 1 Stakeholder Coordination Summary

Meeting Type	# of Meetings	Attending Stakeholders ¹	Purpose
Internal Project Team	20+	UST ² , SRF, Ryan	Ongoing coordination among core internal project team
EMP Committee	7	UST, St. Paul, SPPD, SRF, Ryan	Formal multi-agency coordination
EMP Public Working Group	3	UST, Public Working Group ³ , SRF (1), SPPD (1)	Smaller public focus group meetings to inform and receive feedback from neighborhood representatives
Metro Transit	3	Metro Transit, UST, SRF, Learfield (1)	Coordination regarding transit incentives and collaboration
Rideshare Companies	3+	UST, Multiple Rideshare Companies	Discuss potential partnerships, incentives, as well as gameday logistics
SPPD On-site Visit	1	UST, SPPD	On-site visit to discuss management logistics

Several acronyms and abbreviations are used throughout this document and are listed in Table 1. These commonly referenced acronyms are defined below.

- UST = University of St. Thomas
- SPPD = St. Paul Police Department
- SRF = SRF Consulting (Transportation Consultant)
- Ryan = Ryan Companies (Arena Construction)
- Learfield = Sports Marketing Company that represents UST

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UST Arena FMP

¹ A number in parentheses (#) following a stakeholder's name indicates the number of meetings that stakeholder attended. If no number is shown, the stakeholder was present at all applicable meetings.

² The internal UST meetings consisted of up to nine (9) UST staff members representing a range of roles and responsibilities across the University.

³ The Public Working Group consists of eight (8) local neighborhood representatives selected to provide community input and feedback throughout the EMP development process.

PRIMARY CONTACTS

Table 2 identifies the primary points of contact for each participating agency or organization, along with their specific roles related to EMP execution. These individuals serve as leads for addressing issues, coordinating adjustments, and facilitating communication during both planning and real-time event operations. Table 3 summarizes key neighborhood association groups and provides general contact information for community engagement purposes.

In accordance with the Findings of Fact from the EAW, UST has formally designated the following transportation coordinators responsible for overseeing EMP implementation and serving as key liaisons throughout the event planning and operational process:

- **Todd Nelson**, Arena General Manager Serves as the lead coordinator for Arena operations and athletics-related transportation planning.
- **Jerome Benner**, Director of Neighborhood and Community Relations Serves as the primary contact for neighborhood engagement and public inquiries.

OPERATIONS MATRIX AND MANUAL

The following section presents the Event Operations Matrix and supporting graphics, which together provide a summary of key operational elements for managing events at the Arena. The matrix outlines essential components, such as parking assignments, transportation options and incentives, traffic control, staffing, and closures/wayfinding, organized by event type and attendance level.

This tool is intended to be simple and easy to implement, serving as a quick reference for stakeholders during event planning and execution. While the matrix and graphics capture the core framework of the EMP, additional supporting information is included in Appendix A. This supplemental material documents the rationale behind selected strategies, explains why certain alternatives were not carried forward, and highlights other relevant efforts, such as emergency operations plan or visiting team bus parking, that, while important, are more specific in nature and are better addressed separately from the operations manual.

The tiers within the matrix are designed to align with typical attendance ranges for sporting events; however, for non-athletic events, stakeholders should select and implement the tier that corresponds to the expected attendance level.

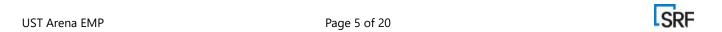


Table 2 Primary Contacts

Agency	Name	Role		Phone
ST	Todd Nelson	Arena General Manager		
UST	Jerome Benner	Neighborhood Engagement		
UST		Parking Operations		
UST		Public Safety/Rideshare Coordination		
SPPD		Traffic Control		
SPPD		Parking Enforcement		
City of St. Paul		Principal Planner		
City of St. Paul		Signal Operations		
City of St. Paul	Internal Use Only	ROW Permits		
Metro Transit		Marketing Specialist/UST Event Partnership		
Lorenz Bus		Off-Site Shuttle Operations		
St. Kate's		Off-Site Parking Owner		
Allianz Field		Off-Site Parking Owner	-	
Learfield		Tommie Sports Partnership Manager		
BEST Event Services		Parking Attendants/Security	1	
Warning Lites		Traffic Control Equipment Installation/Removal		

Table 3 Neighborhood Groups

Group	Name	Role	Email
Union Park District Council	Leah Timberlake Sullivan	Executive Director	Info@unionparkdc.org
Macalester Groveland Community Council	Laura Wallace	Executive Director	Mgcc@macgrove.org

Figure 1 - EMP Matrix

Category	Item	Figure #	Women's Hockey	Women's Basketball	Men's Hockey	Men's Basketball
Event Tier	Tier		Tier 1	Tier 2	Ti	er 3
LVEIII IIEI	Estimated Attendance		<1,000	1,000 - 2,500	2,500 - 4,000	2,500 - 5,500
	Pre-paid Online Event Tickets		Yes	Yes	Yes	
Pre-Event Ticketing	Communication of Alternative Transportation Options		Yes	Yes	١	'es
	Communication of Illegal Neighborhood Enforcement		Yes	Yes	١	'es
	Pre-Assigned Event Parking		No	No	١	'es
	Cost	2	None (Included with Ticket)	None (Included with Ticket)	None (Includ	ed with Ticket)
	Locations		APF	APF, ASC	APF, ASC, McNee	ly, Frey, Morrison R2
Transportation & Parking	Discounted Rideshare		Yes (10 % off discount)	Yes (10 % off discount)	Yes (10 % c	off discount)
	Free Transit Pass Option	3	Yes (Free)	Yes (Free)	Yes	(Free)
	Bar/Restaurant Shuttle		No	No	Val	ies (1)
	Off-site Parking & Shuttle	3 & 4	No	No	No ⁽²⁾	Yes, when campus parking is full/sold out (Tier 4)
	Law Enforcement Officers (SPPD)		No	No	١	'es
	Traffic Control				8	(3)
	Parking Enforcement	5			2	(4)
Management & Staffing	Parking Attendants (UST/BEST) - Pre Event Only		No	No	١	'es
	Ramp Entrances (Parking Ticket Checks)				3 -	7 ⁽⁵⁾
	APF Management	6			Yes (2 Attendees)	
	Event Signal Timing ⁽⁶⁾	7	No	Yes	١	'es
	Pedestrian Signage/Closures		Plan 8A	Plan 8A	Dia	in QD
	Parking Signage/Restrictions		None	None	Plan 8B	III OD
Signage & Wayfinding	ROW Permits Needed	8	No	No	Yes (150 - 300 ft o	along Summit Ave)
	Smart Parking System		Normal	Normal	Ever	nt Plan
	Parking/Arena Wayfinding		Provided Online	Provided Online	Provide	ed Online

^{(1) &}quot;Varies" indicates potential use for select high-attendance games and/or alumni gatherings prior to an event.

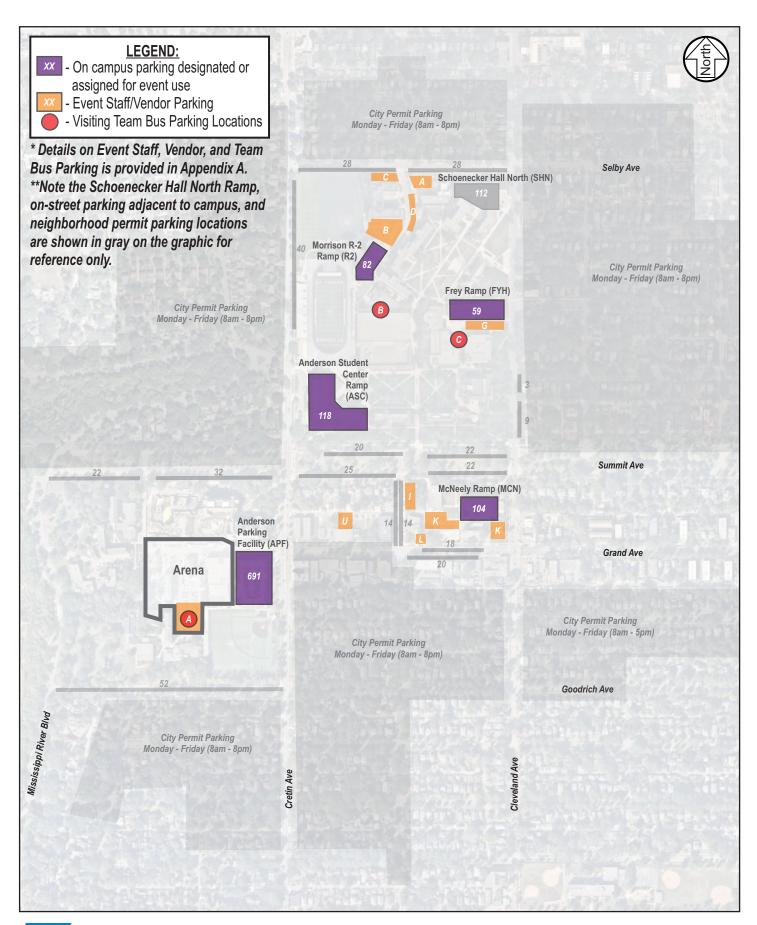
⁽²⁾ No off-site shuttling is assumed unless there is a weeknight (Mon-Thurs) game and on campus parking is full/sold out.

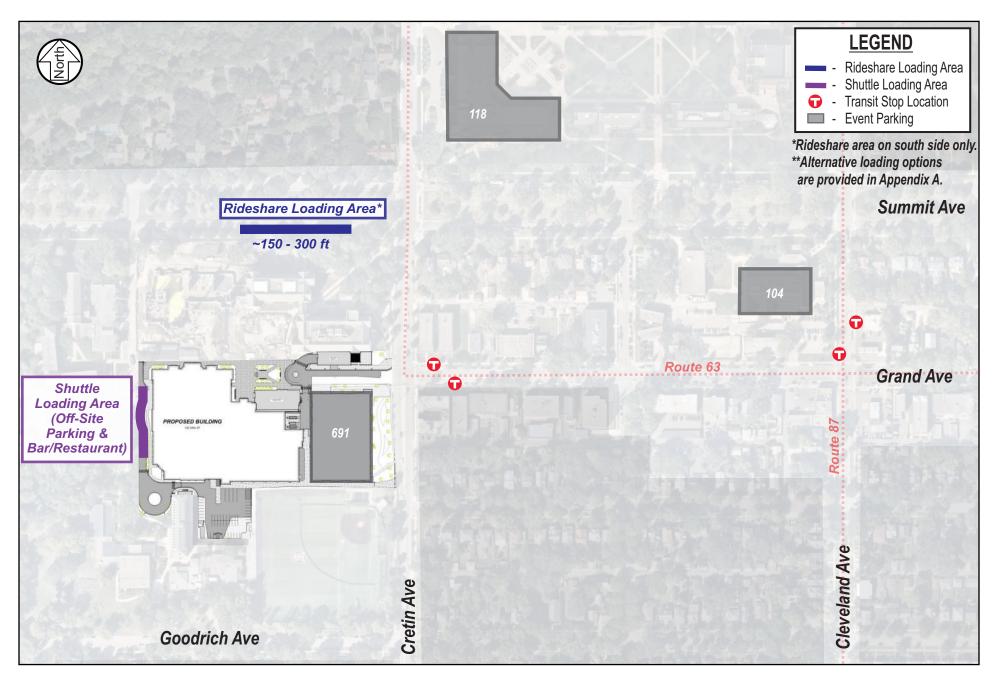
⁽³⁾ TCOs will be provided at the Cretin Ave/Summit Ave intersection initially, but their presence may be adjusted to only support events with attendances over a certain attendance, based on actual event operations and demonstrated need.

⁽⁴⁾ Parking enforcement may be handled by traffic control staff, as these personnel will not be managing traffic during the event. Parking enforcement is expected to be active early in the season to help establish routines and event-day culture, then used more selectively as patterns stabilize and attendee behavior becomes more consistent.

⁽⁵⁾ The number of parking attendants will vary depending on the number of parking ramps assigned for that game and the parking demand per lot location.

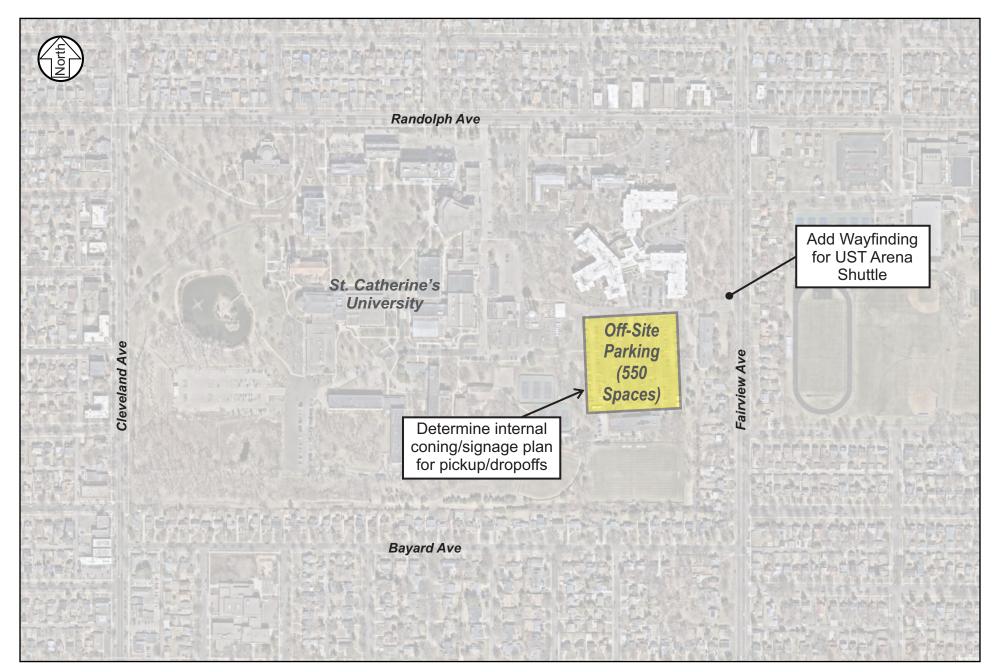
⁽⁶⁾ The signals are expected to be programmed for traffic responsiveness, with responsive algorithms activated only on event days corresponding to the indicated tiers.







Transportation (Rideshare, Shuttle, and Transit) Loading Locations



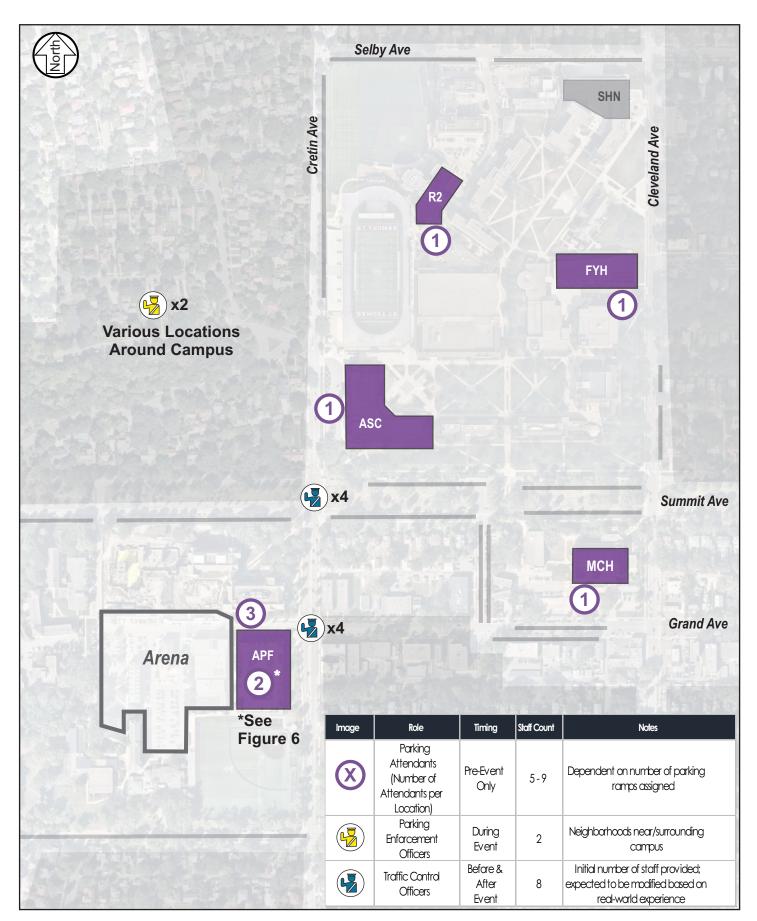


Off-Site Parking Location

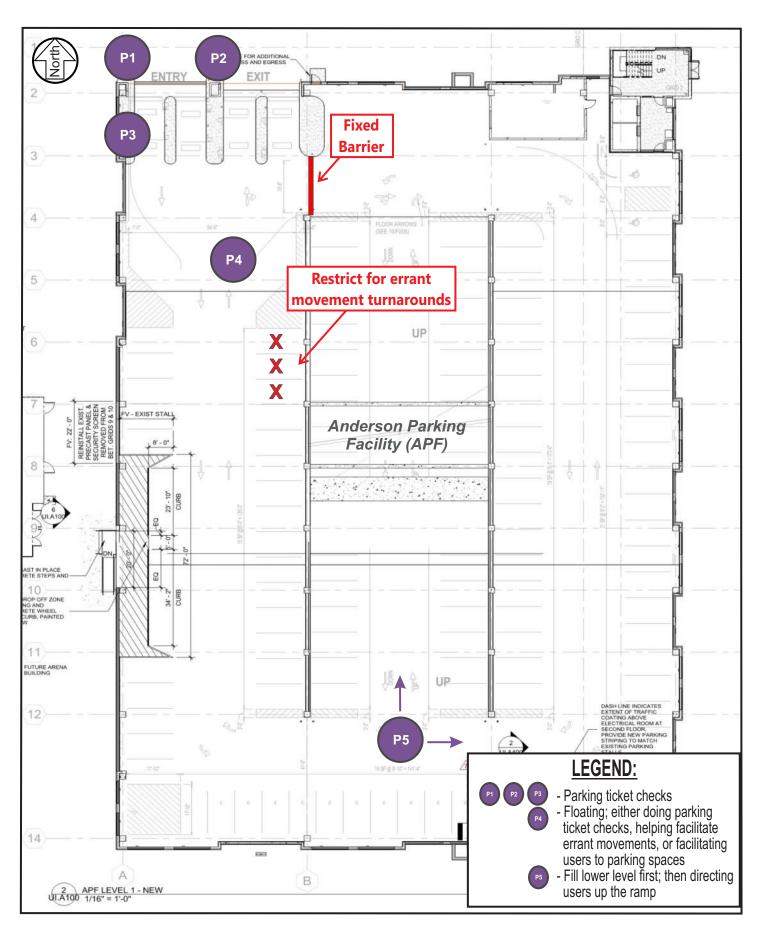
UST Arena EMP City of St. Paul



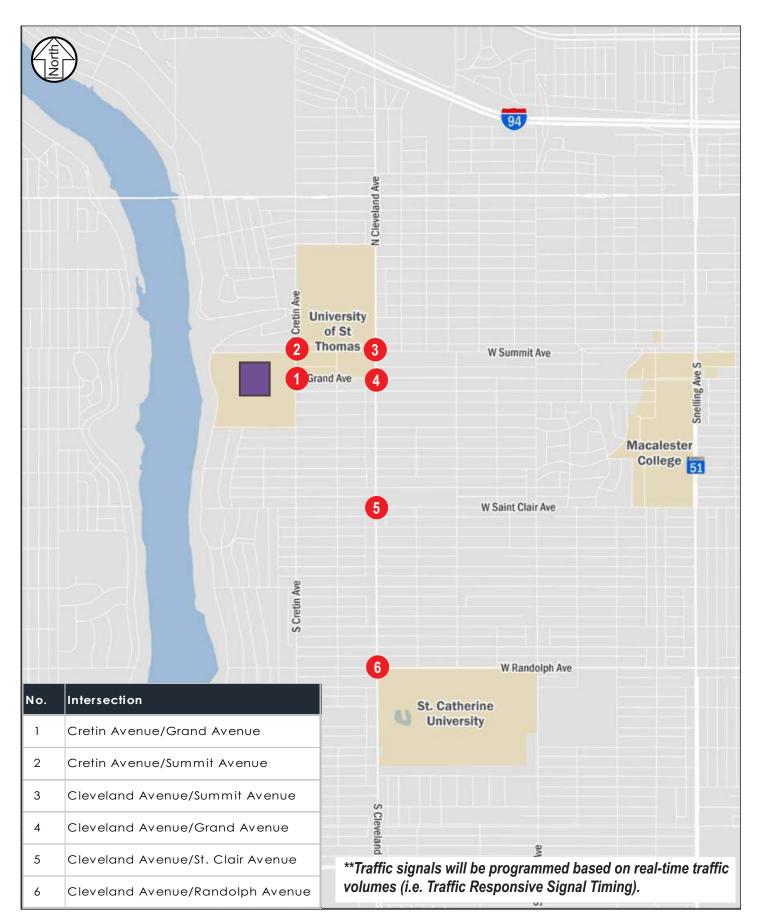




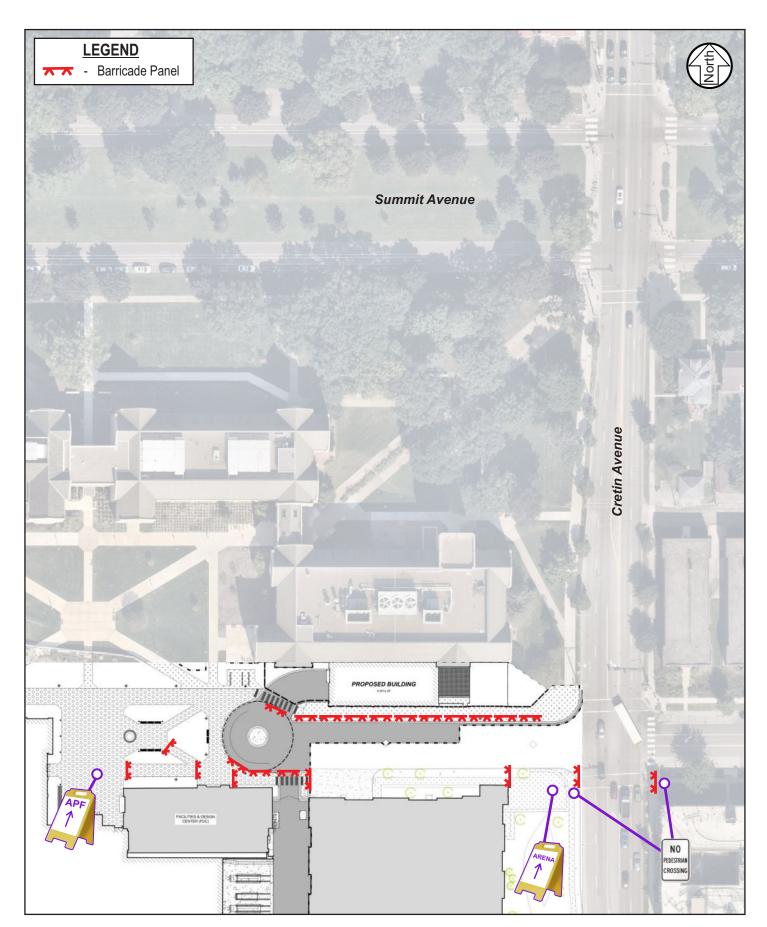








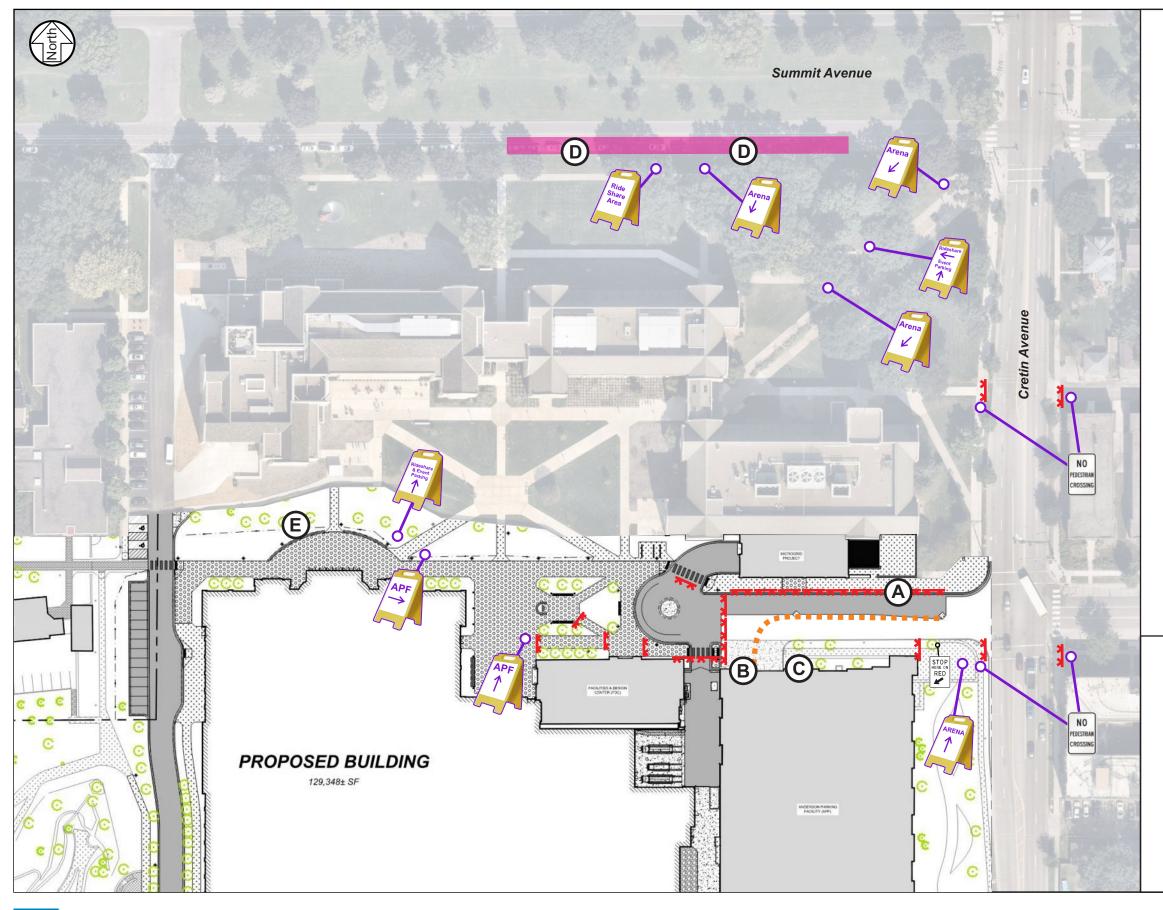






Singage and Wayfinding (Tier 1 and 2)

City of St. Paul



LEGEND

Traffic Cones

- Barricade Panel

Parking Restricted

- Temporary Wayfinding Signs

Signage / Wayfinding:

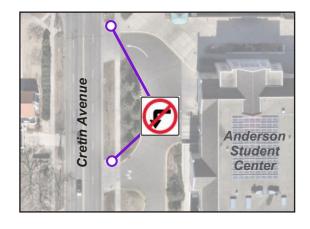
- A) "Have Parking Tickets Ready" Sign
- (B) "Event Parking Only After XX p.m." Sign
- Smart Parking System Revert to Event Plan



or



- (D) "No Parking [DATE] after XX p.m." Sign
- Provide shuttle wayfinding if off-site parking and Shuttle Services are provided.



Signage & Wayfinding (Tier 3)

PUBLIC COMMUNICATION PLAN

St. Thomas is committed to providing timely, proactive communication about events at the Arena. The goals of this public communication plan are to:

- Notify residents about events that may impact parking and traffic in the neighborhood.
- Provide opportunities for community feedback through the district councils and the University's Neighborhood Liaison.
- Develop an Arena events calendar that is publicly accessible.

Based on valuable feedback from the EMP Public Working Group, UST has adopted an "all-of-the-above" approach to communication, ensuring residents have multiple ways stay informed and share input. Table 4 outlines the communication methods that UST plans to implement, along with the expected frequency of each method.

Table 4 Public Communication Plan Methods and Frequency

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Method	Description	Frequency		
Email Listserv	Residents can subscribe to receive monthly and event-specific updates.	Monthly and before large events ⁴		
Postcard Mailings	Physical mailers with event information and neighborhood resources.	Start of the hockey/basketball inaugural season, and as needed. 5		
Neighborhood Relations Webpage	Dedicated UST webpage with event calendar, FAQs, parking shuttle info.	Will be updated as needed and will have links to access calendar events and Tommie Athletics.		
Community Check-ins	UST Neighborhood Relations will partner with Union Park District Council (UPDC) and Macalester-Groveland Community Council (MGCC) to learn about neighborhood concerns and feedback.	Start of the hockey/basketball seasons, and as requested.		
Social Media Posts	Tommie Athletics social media channels will be a resource for residents to stay informed.	Regular basis as games are advertised.		
Tommie Athletics: Know Before You Go Webpage	Event Patrons will be given details on how to best arrive to campus and prepare ahead of time.	This page will be available and shared at every point-of-sale with ticket purchasers.		

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⁴ Large events are considered attendances expected to be over 3,000, however, this can be further discussed and modified based on discussions with the public working group and residents.

⁵ The purpose of the postcard mailing is to encourage neighbors to sign up for the Neighborhood Relations email list (see listserv referenced above) and to direct them to the Tommie Sports website for event schedules and single-game ticket information.

EVENT MONITORING & EMP UPDATES

The EMP is intended to be a "living document", regularly reviewed and updated to reflect real-world event experiences, stakeholder feedback, and evolving conditions through ongoing collaboration with project partners. Some of this coordination may happen organically through ongoing collaboration during events (such as between UST and SPPD), while other stakeholders may not be as directly involved throughout the year. In addition, the Findings of Fact outlines specific requirements for data tracking and reporting over a five-year monitoring period following the Arena's opening.

Therefore, to support both compliance and practical operations, the following section was developed to define a clear framework for EMP monitoring. It explains what data should be tracked, who is responsible, feedback that should be gathered, when key meetings should occur, and what deliverables are expected each year. This structure ensures a consistent and transparent approach to evaluating the EMP and making informed updates each year.

Data Tracking

Throughout each year/season, UST and partners should track specific data and metrics, as shown in Table 5. While this data is not required to be submitted continuously, having this data compiled will help support informed discussions, decisions, and required annual reporting.

Table 5 Data Tracking Summary

Responsible Party	Data
UST	Attendance per event (by sports team and game for Athletic events)
UST	Percent of tickets purchased at the gate
UST	Transportation mode selections (via Paciolon ⁶) – avg percent by mode
UST	No show factor (percent of people with tickets that don't show up)
UST/Metro Transit	Transit pass usage
UST/MOOV	Rideshare discount usage
UST	Frequency of on-campus parking being at capacity
UST	Frequency of off-site parking/shuttle services implemented and usage
UST	Frequency of bar/restaurant shuttle services implemented and usage
SPPD	Number of parking violations/tickets issued during events ⁷
UST/BEST/Smart Parking System	Utilization of parking ramps during high-attendance events (identify any inefficiencies in parking assignment system)

⁶ Paciolan serves as the University of St. Thomas's primary ticketing platform and includes functionality to track transportation mode selections as part of the online ticketing process. Further details on this system are provided in Appendix A.

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⁷ Neighborhood parking monitoring is expected to be administered by parking enforcement officers. This approach serves a dual purpose: it acts as a mitigation strategy by enforcing illegal parking (thereby influencing driver behavior) while simultaneously providing ongoing data to assess changes in parking patterns over time. As mentioned previously, enforcement levels may be adjusted throughout the year based on observed trends and needs.

In addition to the data tracked in Table 5, UST will perform a parking utilization study during each of the first two years of Arena operation to evaluate the use of on-street parking by event patrons. Studies will be conducted on event nights and non-event nights to ensure that typical behavior is captured, and the impacts of parking enforcement efforts are accounted for. The area, scope, method, and timing of the study will be influenced by observations at previous events and will be discussed among stakeholders.

Feedback & Coordination

In addition to data tracking, on-going communication and feedback will be equally critical in evaluating how well mitigation measures are working. The key stakeholders included in Table 1 should continue to be informally engaged throughout the season. As mentioned in the Public Communication Plan, feedback from the residents and the public working group is expected to be gathered via community check-ins. To support coordination efforts, particularly with the City of St. Paul, the following actions will occur:

At the beginning of each month, UST staff will provide the city with a summary of scheduled event dates, times, anticipated attendance, and event tier to support coordination and operational planning.

Meeting & Reporting Schedule

Regular meetings with the internal project team and the EMP Committee (see Table 1, which primarily consists of UST, SPPD, and the City of St. Paul) should be held to review data, share feedback, and guide updates to the plan. These meetings provide structured opportunities for coordination across key stakeholders, including City staff, SPPD, and UST. An outline of the suggested meeting schedule and reporting requirements for the first season, as well as subsequent seasons, is summarized below:

Year 1: First Season (2025/2026)

Internal Project Team Meetings

o The internal project team should meet following the opening hockey and basketball games, then continue with monthly meetings held as needed throughout the first season. These check-ins will be used to review early data, discuss feedback, identify challenges, and determine whether any mid-season adjustments are needed.

Post-Season Review Meeting (Spring 2026)

o The EMP Committee should meet at the end of the season (April/May) to assess how the EMP performed, discuss the impact of any mid-season changes, and gather feedback to inform the annual report.

Annual Report (Due June 30, 2026)

- The annual report submitted to the City of Saint Paul's Zoning Administrator should include:
 - Total event attendance for the season (including any non-athletic/rental events)
 - Evaluation of the effectiveness or shortcomings of mitigation strategies
 - Other information such as tracked data, any modifications to non-required components of the EMP, and recommendations for the next season.

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Years 2-5: Ongoing Monitoring Period

• Pre-Season Planning Meeting

 An EMP Committee meeting should be held prior to each season (August/September) to review proposed updates to the EMP, gather feedback, and share any adjustments or outcomes resulting from coordination with the City of Saint Paul's Zoning Administrator.

Post-Season Review Meeting

 At the conclusion of each season (April/May), the EMP Committee should meet again to review performance, gather feedback, and support preparation of the annual report.

Annual Report (Due June 30)

 Each year, a summary report will be submitted to the City of Saint Paul's Zoning Administrator with the same scope as Year 1, with the intent to continue to evaluate attendance, effectiveness of strategies, and proposed refinements.

EMP Updates

The EMP document is expected to be formally reviewed and updated at least once per year. However, modifications are expected to occur more frequently (particularly, with early knowledge of events or changes in conditions) through ongoing coordination with stakeholders. Any significant changes to the plan will be communicated and coordinated through the meeting and reporting schedule outlined above.



APPENDIX A – SUPPORTING INFORMATION

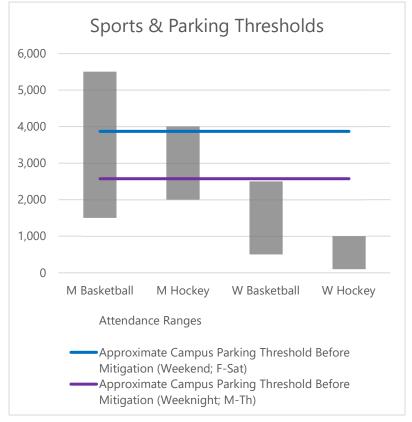
Appendix A: Supporting Information

This supplemental material expands on specific components of the EMP, outlining the rationale behind key operational decisions, the selection of strategies, and why certain options were not pursued. It also addresses detailed efforts, such as the emergency operations plan and team bus parking, that are important but better handled separately from the EMP operations matrix and manual.

TIER DEVELOPMENT – EVENT SIZE

Developing event tiers in the operations manual enables scalable planning based on the expected attendance, impact, and complexity of each event. To establish appropriate tiers, anticipated attendance ranges for each sport were compared against approximate campus parking capacities (prior to mitigation), as illustrated in the accompanying chart. The tiers were defined using the upper bounds of the attendance ranges, with each sport generally aligning to a tier:

- Women's Hockey: Attendances similar to/below previous basketball events at the Schoenecker Arena.
- Women's Basketball: Parking is generally expected to be accommodated on campus regardless of the day.



- Men's Hockey: Parking is generally manageable, assuming events are held on Friday or Saturday nights when more parking is available on campus.
- Men's Basketball: Wide attendance ranges that may exceed on-campus parking capacity, regardless of the day.

To simplify the operations manual, three tiers were created based on the general attendance ranges and sport characteristics:

- **Tier 1:** Fewer than 1,000 attendees
- **Tier 2:** 1,000 to 2,500 attendees
- **Tier 3:** More than 2,500 attendees

The only distinction within Tier 3 is the use of off-site parking and shuttle services, which has led to the creation of a separate Tier, **Tier 4**, for events where these services are provided. For the purposes of the EMP, Tier 3 will refer to events over 2,500 attendees, while Tier 4 will specifically refer to Tier 3 events that utilize off-site parking and shuttle services. This tiering system is intended to be flexible; if any sport consistently reaches a higher or lower attendance range, the corresponding tier strategies will be applied. This tier system also applies to non-athletic events. Simply match the expected attendance with the appropriate tier to determine the operational strategy. In general, the key differences between tiers involve parking assignments, the use of off-site parking and shuttle services, traffic control and parking enforcement, and the level and type of signage, barricades, and traffic control measures. Pre-event ticketing, communication strategies, and transportation incentives, such as free transit passes and discounted rideshare options, are expected to be implemented consistently across all tiers, as outlined in the Operations Matrix shown in Figure 1 of the EMP.

EVENT PARKING

This section outlines the event parking strategy, including UST on-campus permit modifications, use of the smart parking system, designated parking for event staff, vendors, patrons, and visiting team buses, as well as gameday hold policies to prevent overloading campus parking. Refer to Figure 2 in the EMP for specific parking locations referenced throughout this section.

Permit Modifications

Parking for the 2025–2026 school year has been optimized by UST staff following a year-long analysis, maintaining similar permit counts to 2024–2025 while improving use of underutilized areas and adjusting for post arena construction changes. Most resident permits remain on the north side near student housing, supporting both daily needs and arena event flexibility. Key modifications to enhance event parking include:

- No restrictions in the Anderson Parking Facility (APF), as the School of Divinity (SOD) staff will now
 utilize a new parking lot constructed near Mississippi River Boulevard and resident permits have
 shifted north, making all five APF levels available for academic and large event use.
- Part of the Morrison R-2 ramp has been reallocated to faculty/staff/commuter permits, which can be cleared and potentially utilized for larger events at the new Arena, as needed.

New Smart Parking System

UST has partnered with Mistall to implement a smart parking system across all campus parking lots, with installation expected to be complete and operational before the Fall 2025 semester. Using real-time data and sensors, the system will monitor parking availability in campus lots and share that information with users via dynamic signage at lot entrances and the UST website. In addition to improving daily parking efficiency, the system will collect usage data to help inform event parking assignments. The system's operation during events will vary based on the event tier, as detailed on Page 5 of Appendix A. For Tier 1 and 2 events, where parking is not assigned, the system will function normally. During Tier 3 events, which include assigned parking, the system will switch to an event-specific mode, displaying messages such as "FULL" or "Pre-Assigned Parking Only." Final messaging is still being determined, but signage will have the capability to display custom text beyond just available space counts.



Event Staff and Vendor Parking

Various event staff and vendors will be employed to support event operations. While the university will encourage carpooling and alternative transportation, some staff and vendors will require on-campus parking for service vehicles. Note these users typically arrive hours before and depart well after event times, minimizing interaction with general event traffic. Staff and vendor parking will be assigned in designated surface lots across campus (e.g., Lots A, B, C, G, I, L, K, and O), with directions provided at least 24 hours in advance. Utilizing these surface lots simplifies communication with staff and preserves the primary visitor parking sources (i.e. APF) for event attendees.

Tier 3 events are expected to include traffic control officers (SPPD) at the intersections of Cretin Avenue at Grand Avenue and Summit Avenue. Including internal security staff, up to 11 police squad cars may be on campus at a time. These vehicles are anticipated to be parked either at/near the intersections they are controlling, or within UST on the Grand Avenue throat between Cretin Avenue and the arena turnaround. To avoid obstructing event traffic, squad cars will need to be positioned opposite of the primary traffic flow, which may require some squad cars to be relocated during the event.

Event Patrons & Ramp Restrictions

As noted earlier and detailed on Page 4 of Appendix A, event parking will vary by event tier. For Tier 1 and 2 events, where parking is not assigned, attendees may use any visitor parking ramps but will be directed via the ticketing system to park in the Anderson Parking Facility (APF) or Anderson Student Center (ASC) ramps. For Tier 3 events, single-game parking will be assigned to the APF, ASC, McNeely, Frey, or Morrison R-2 ramps. Season ticket holders who opt-in for parking passes will be assigned to either the APF or ASC. The number of season ticket holder parking passes, along with usability data from the smart parking system, will help determine the number of spaces that can be allocated to the event via the parking assignment system, without ramp clearing, but with signage indicating event parking. Ramp clearing will be dependent on parking assigned for Tier 3 events to ensure that event patrons have reserved spaces in their designated ramps. It is anticipated that the APF will be cleared in some capacity for all Tier 3 events. Specifically:

- Weekends: The entire APF will be cleared for event use.
- Weeknights: The APF will be cleared except for up to 70 spaces in the Lower Level, which will
 remain available for students attending evening classes. This number is roughly equal to the
 spaces previously assumed to be occupied by the School of Divinity (SOD) in earlier analysis.

The decision to retain the Lower Level spaces on weeknights reflects the ongoing academic use of the campus and the need to maintain parking availability for students and staff. Additionally, the Lower Level of the APF may be challenging for event patrons to navigate. UST staff will implement a communication strategy to effectively enforce this restriction.



Additional parking facilities will be cleared based on event parking demand. For events that do require ramp clearing, additional parking will be made available through the online ticketing system. In those cases, signage will be posted at ramp entrances at least 12 hours in advance, clearly indicating that vehicles must vacate the ramp by 2 hours before the event start time. Email correspondence will also be provided to notify affected users in advance. Once all on-campus parking has been assigned, off-site parking and shuttles services will be provided (i.e. Tier 4 event), as discussed on Page 5.

Visiting Team Bus

UST has identified three designated parking locations for visiting team buses on event days, as summarized below and shown in Figure 2 of the EMP. Option A is intended to serve as the primary location; however, the lot south of the arena will be managed dynamically and may not be available depending on the event and its specific operational needs. The specific location for each event, along with directions for accessing internal campus areas and designated waiting areas for bus drivers, will be detailed in the visiting team guide and shared with them at least 24 hours prior to the event.

- Option A: Surface Parking Lot south of Arena
- Option B: Service road/lot south of PHP, north of ARC
- Option C: MHC Loading Dock

Gameday Hold Policy

To reduce traffic and parking congestion during major sporting events at the arena, the university has adopted a scheduling policy that restricts scheduling large on-campus events. When the arena is expected to draw more than 2,100 attendees on a weeknight or 3,000 on a weekend, other campus events that anticipate 75 or more external guests requiring parking will not be approved for the same time. This ensures that parking resources remain manageable during high-attendance events. All event requests for 75 or more external attendees are placed on hold until the official athletics schedule is released each fall. Once the schedule is available, the events are reviewed and processed in the order received. The policy applies to specific indoor and outdoor venues. Automatic scheduling holds are in effect from October through March each academic year. Any large arena events between April and September must analyze other campus events before the event is booked and scheduling holds put in place accordingly. The goal is to reduce overlapping parking demand and ensure smooth traffic flow. The policy is reviewed annually to adapt to changing campus needs and data.



NEW ONLINE TICKETING SYSTEM

UST has developed an online ticketing system for athletic events at the Arena starting in the 2025-2026 season. The system, which is powered by Paciolan, is designed to guide event attendees through selecting transportation and parking decisions before they arrive on campus. The system is a key element of the EMP and will offer several benefits such as: notifies users that illegal parking may result in towing or fines, confirms pre-assigned parking or alerts users in advance if campus parking is full, provides information on alternative transportation options (including costs and locations), and enables UST to track transportation choices to support better planning and game-day operations.

How the System Works

After selecting seats for an event, users will be prompted to choose a parking or a transportation option during checkout through a drop-down menu.

- Tier 1 and Tier 2 Events: Parking will not be pre-assigned. Users will be directed to park in the
 Anderson Parking Facility (APF) or Anderson Student Center (ASC), where parking is expected to
 be available. A disclaimer will still be shown, along with alternative transportation options and
 incentives.
- Tier 3 Events: On-campus parking will be pre-assigned only. Users can choose an available
 parking location (see event parking section) or select from other travel modes such as transit,
 rideshare, walking, biking, or carpooling.
 - UST is implementing an "all-in" ticketing model, meaning there will be no cost for on-campus parking, off-site shuttle services, or transit passes. Rideshare discounts are also expected to be provided.
 - A disclaimer next to the transportation selection will read: "All event parking on campus is preassigned. Event attendees may be ticketed and towed if parked illegally on residential streets.
 Fans are strongly encouraged to select parking ahead of time in designated lots. For additional options click here."
- When On-Campus Parking Reaches Capacity (Tier 4): When on-campus parking lots fill, they will be grayed out and unavailable for selection. Once all on-campus parking is full, the system will automatically display off-site parking with shuttle services, depending on the event.
 - Tier 4 events (i.e. when remote parking with shuttle services are provided) may be needed for higher attendance events, specifically basketball (any night) and hockey games held on weeknights (Monday–Thursday), when parking demand may exceed on-campus capacity. For Friday and Saturday hockey games, on-campus parking is generally sufficient; therefore, shuttle services are not expected to be provided.
- Confirmation and Follow-up: After purchase, users will receive a confirmation email.
 - If on-campus parking is selected, a separate parking pass will be issued for the assigned lot, which is expected to be checked by parking attendants at the parking location if demand is high enough.



- o If an alternative mode is selected, users will be directed to the "Know Before You Go" page for information on Metro Transit, rideshare discounts, shuttle logistics, and more.
- While event tickets may still be available for purchase at the gate, users attending Tier 3 events will be strongly encouraged to secure tickets, parking passes, and alternative transportation options in advance through the online ticketing system.
- Data Tracking: The ticketing system (powered by Paciolan) tracks user transportation selections, allowing UST to monitor travel behavior and adjust operations as needed.

"Know Before You Go" Page

Throughout the ticketing process, users will be linked to a dedicated "Know Before You Go" web page (currently in development) on TommieSports.com. This page will serve as a centralized hub for event-day travel and parking information, including:

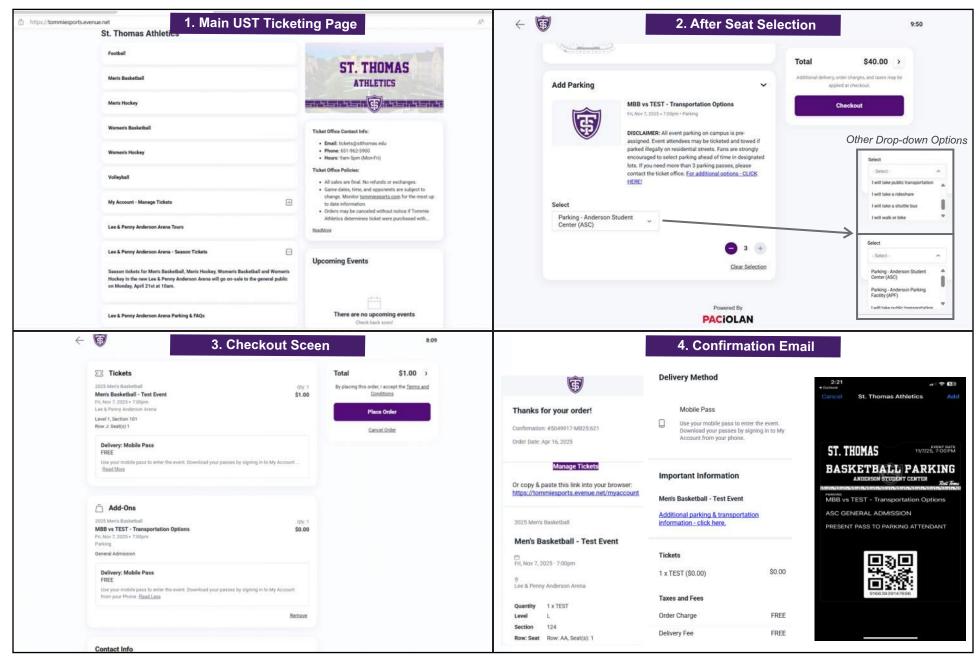
- Parking maps and facility access instructions
- Metro Transit route info and pass redemption guidance
- Rideshare pick-up/drop-off guidance and links
- St. Paul residential and street parking rules
- Real-time campus parking availability via the smart parking system

Example Screenshots

Example screenshots showing a draft version of the online ticketing system are provided in Figure 1 of this Appendix and correspond with the steps outlined below.

- 1. Main UST Ticketing Page: Features a "Lee & Penny Anderson Arena Parking & FAQ's" link that redirects to the "Know Before You Go" Page.
- 2. After Seat Selection: The checkout page displays a "Designated Parking/Transportation" drop-down menu and users select a parking location (if available) or alternative mode.
- 3. Checkout Screen: Shows the user's selected transportation method or assigned parking lot.
- 4. Confirmation Email: Includes a summary of selections and a link to the "Know Before You Go" page. On-campus parking passes will be sent separately.







ALTERNATIVE TRANSPORTATION MODES

Rideshare Operations

Location

The preferred rideshare loading and unloading location was determined through coordination with the EMP Committee and the Public Working Group. As shown in Figure 2 of this Appendix, the primary location is located on the south side of Summit Avenue, just north of the Arena and west of Cretin Avenue. To accommodate this, on-street parking will be temporarily restricted before events. This location was selected to minimize pedestrian crossings of Cretin Avenue and other roadways, thus reducing potential conflicts between vehicles and pedestrians. In addition, traffic control officers are anticipated to be located at Cretin Avenue/Summit Avenue during Tier 3 events, which will help manage the rideshare operations. Note that alternative rideshare locations are also provided in Figure 2, and that the rideshare location can be adjusted if issues occur. These alternative options are located further from residential areas on Summit Avenue and may help reduce traffic congestion along Cretin Avenue. However, due to the increased walking distances and additional crossing points, they were considered backup options.

As part of implementation, UST will continue to coordinate with each rideshare company to ensure geofencing directs vehicles to the designated area. City of St. Paul right-of-way (ROW) permits will be required for the parking restriction modifications with signage installed at least 24 hours before events. Additionally, the boulevard between the sidewalk and the street along this area should be reasonably cleared of snow to allow safe pedestrian access. Note that based on the anticipated attendance and rideshare demand, the need for these restrictions are expected only during Tier 3 events.

Incentives

UST has partnered with MOOV to provide a ten (10) percent discount per ride for attendees of any event at the arena, along with potential ride credits for UST Athletics coaches and staff. MOOV is a Twin Cities—based rideshare company focused on offering affordable transportation for riders and fair compensation for drivers.



Off-Site Parking Shuttle System

Parking Location

As outlined in the online ticketing system, once on-campus parking reaches capacity, off-site parking and shuttle services will be offered to event patrons. Allianz Field was initially considered due to its proximity to campus, parking availability during the winter, and convenient access from I-94. However, after further discussion with the project team and feedback from the public working group, alternative options were explored during the EMP process, ultimately leading to the selection of St. Catherine University as the preferred off-site shuttle location.

St. Catherine's not only offers additional parking capacity, if needed, but is also closer to campus, allowing for shorter shuttle travel times. Additionally, its facilities are more consistently maintained during winter months, which enhances reliability. While Allianz Field could have offered more direct access, particularly from I-94, and reduced overlap between off-site parking traffic and on-campus event traffic, the closer proximity and anticipated higher usage of St. Catherine's ultimately outweighed those potential benefits. While St. Catherine's is expected to serve as the primary off-site parking location, Allianz Field and other alternative sites have been identified as backups in the event of scheduling conflicts or other issues with using the St. Catherine's campus.

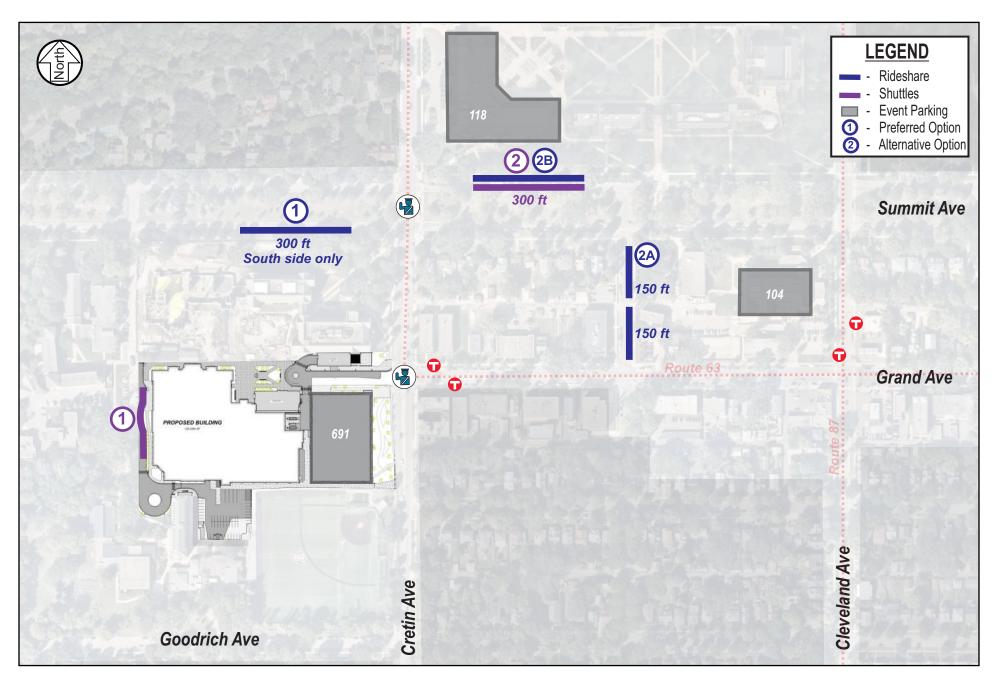
Loading Location at UST

The shuttle pick-up and drop-off location on UST's campus was determined through coordination with the EMP Committee and Public Working Group. The preferred location is in the southwest quadrant of the arena turnaround area, as shown in Figure 2 of this Appendix, as it offers direct access to the building while minimizing pedestrian crossings of Cretin Avenue. The shuttles will access this area via Summit Avenue, as the new southeast Cretin Avenue entrance will be gated and reserved for event personnel. Shuttle bus turning movements were evaluated and found to be feasible without affecting nearby intersection infrastructure. While some stakeholders raised concerns about shuttle proximity to the building and potential light/spill impacts, the shuttle loading area will be monitored, and alternative locations, also shown in Figure 2, may be considered if issues arise. Note this location is also expected to serve bar/restaurant shuttles, if and when, such services are implemented.

Route/Operations

UST has contracted with Lorenz Bus Services to operate off-site parking shuttle services. Each shuttle bus has a capacity of approximately 82 passengers (42 seated and 40 standing). Temporary signage should be placed at the primary access point to the off-site parking area, as shown in Figure 4A of the EMP. The proposed shuttle route, which is illustrated in Figure 4B of the EMP, was selected to provide the fastest connection between the off-site parking and UST, while avoiding event-related traffic and congestion. If alternative parking locations are utilized, specific shuttle routes will be further discussed; however, for locations such as Allianz Field or MaCalester College, the route would likely use a combination of Snelling Avenue and/or Summit Avenue to avoid event traffic. Depending on demand, multiple shuttles may be required. A planning-level estimate of one (1) shuttle bus per 80-100 shuttle users should be assumed, which would accommodate demand in approximately 2-3 trips. The shuttle route is approximately 2.3 miles long and expected to take between 6 and 10 minutes per trip, depending on the time of day. Off-site parking and shuttle services will be provided to event attendees at no additional cost.







Transit Pass Program

UST and Metro Transit have partnered to offer a complimentary all-day Metro Transit pass with ticket purchases. Event attendees can select this option during ticketing, providing convenient transit service to and from the Arena. The program will include detailed information on transit routes and arrival options, with Metro Transit branding promoted on the website and in the arena.

Throughout the EMP process, transit options from commercial areas such as the Grand Avenue Business Association and Ford Parkway were considered. A key challenge with promoting this option is the limited bus frequencies on routes 63 and 87, particularly during post-event periods. However, Metro Transit has indicated that they can deploy additional buses on standby if demand arises. If this option is promoted, UST will coordinate with Metro Transit on promotional materials and monitor transit stop areas and ticketing data to assess the need for additional buses.

Bar/Restaurant Shuttle

UST is partnering with Tiffany's Sports Lounge in Highland Park to provide a shuttle service to and from the arena during select high-attendance Tier 3 home games. While specific logistics are still being finalized, the shuttle will use the same pick-up/drop-off location as the off-site parking shuttle on the arena's west side (see Page 8 of Appendix A for details). UST is also exploring additional bar and restaurant partners that offer shuttle services, which could serve as additions or alternatives to Tiffany's, or be used for special events like alumni gatherings prior to games. Potential partnerships will continue to be evaluated throughout the year, and if shuttle services are provided, clear communication strategies will be implemented to inform fans and the broader community.



TRAFFIC MANAGEMENT PLAN

Traffic Control Plan

The traffic control plan, which is outlined in Figures 5, 6, and 8 of the EMP, details the number and placement of traffic control officers (SPPD), parking control officers (SPPD), attendants (UST/BEST¹), pedestrian routes, signage, and vehicle closures. It was developed through coordination during the EAW process, seven (7) meetings with the SPPD and EMP Committee, and an on-site visit by SPPD to UST. This plan serves as the initial framework, with staffing levels and locations to be continually evaluated and adjusted based on actual event conditions. The initial plan is intended to be conservative, and traffic control measures may be scaled back early in the season if deemed unnecessary for lower-attendance events.

Parking Enforcement

Parking enforcement plays a key role in the EMP by helping to re-establish routines and shape event-day culture surrounding the new arena. Both the City has the authority to deploy parking enforcement on its own, and the University can also hire parking enforcement officers (SPPD) to address illegal parking during events. Based on discussions with the SPPD, it is recommended to initially deploy two (2) parking enforcement officers per Tier 3 event. Enforcement should be actively implemented during the early part of the season for Tier 3 events, to encourage proper behavior and reinforce expectations. As the season progresses and attendee habits become more consistent, enforcement may be able to be scaled back and applied more selectively, such as the higher attendance events only. Note that parking violations are expected to be tracked, providing ongoing data to monitor changes in parking patterns throughout the season.

Parking Attendants & APF Management

As previously noted, Tier 3 events will feature pre-assigned parking, requiring parking attendants to check parking tickets at ramp entrances if demand is high enough. Currently, attendants will manually verify tickets, either on a mobile device or printed. However, the University of St. Thomas (UST) is exploring the potential implementation of a barcode scanning system for future use. Figure 5 of the EMP illustrates the proposed parking attendant staffing and locations.

Most on-campus parking ramps are relatively small (approximately 100 spaces each) with a single entrance lane, so one attendant per ramp is expected to suffice. The Anderson Parking Facility (APF), however, is a notable exception, it has two entrances, spans five levels, and offers nearly 700 parking spaces. Given the potential for vehicle queues to impact Cretin Avenue, the EAW emphasized the importance of efficient ticket checks. To support this, an initial deployment of 3–4 attendants at the APF entrance is intended. As operational data becomes available from early events, staffing levels can be adjusted accordingly. A sign prompting drivers to have their tickets ready upon arrival could also help reduce delays.

¹ BEST is a crowd management and event security company.

Additional operational considerations for the APF are shown in Figure 6 of the EMP:

- 1. Lower-Level Access Conflict: There is an entry point to the lower level adjacent to the exit throat of that ramp that poses a safety hazard due to tight turning space. Keeping it open during events could lead to vehicle conflicts and significantly reduce ramp exit efficiency. It is recommended that this access point be closed with a fixed barrier.
- 2. Errant Movements Without Parking Tickets: Since the pre-assigned parking system is new, several errant vehicle movements are expected early on, specifically vehicles attempting to enter the ramp without a parking ticket. Since Grand Avenue will be closed for pedestrian safety, the only available exit route will be through the ramp itself. Although alternate routing via the Grand Avenue turnaround was discussed, the SPPD prefers routing these vehicles through the ramp. Therefore, 2–3 parking spaces near the entrance should be reserved to accommodate turnarounds for these drivers, with an attendant present to assist.
- **3. Lower-Level Circulation:** The lower level of the APF can be challenging to navigate. If it fills and event attendees continue to search for parking there, unnecessary circulation may occur. To mitigate this, a parking attendant should be stationed at the decision point between upper and lower levels. This attendant can direct traffic to the lower level until full, then route vehicles to higher levels.

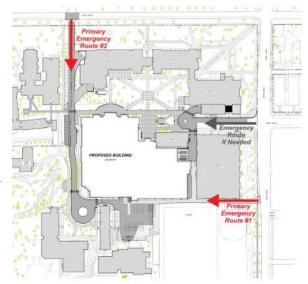
Event Signal Timing

Event-specific signal timing plans are expected to be developed for six (6) intersections, as shown in Figure 7 of the EMP, based on coordination with City staff. The traffic signal is being re-constructed at the Cretin Avenue/Grand Avenue intersection, featuring protected left-turn phases for eastbound and westbound approaches and updated timing plans. In addition to fixed event plans, traffic responsive programming will also be implemented, allowing signal systems to automatically adjust the signal timing based on real-time traffic conditions. This reduces the need for manual coordination and has been

successfully used by the City at other event venues, such as the Xcel Energy Center and CHS Field.

EMERGENCY OPERATIONS PLAN

A 40-page emergency operations plan was developed in collaboration between UST and Ryan Companies, which was reviewed and approved by the City of S Paul. The plan outlines communication protocols, decision-making processes, and response procedures for potential emergencies at the arena. Due to the sensitive nature of its contents, it is not included in the EMP; however, key emergency access routes relevant to traffic and parking operations are shown in the inset.



APPENDIX B – REVIEW OF FINDINGS OF FACT

Implemented	Mitigation Number	Findings of Fact Text	Further Details
Ø	2.a.	Pre-Paid Event Tickets & Parking Assignment: St. Thomas will use and further encourage online ticket purchases with options for designated parking passes or alternative transportation information. This minimizes the need for attendees to circle campus lots and serves as a platform to inform users about potential alternative transportation options and incentives such as free transit, discounted rideshare, and alternative shuttle services, which are discussed below.	UST has developed an online ticketing system for athletic events at the Arena beginning in the 2025–2026 season. The system and associated parking assignment process are further detailed on Pages 5 and 6 of Appendix A, including how the platform supports tiered event parking, communicates alternative transportation options, and notifies users of parking restrictions and enforcement.
0	2.b.	Permit Modifications & Parking Ramp Restrictions: St. Thomas will implement time-of-day restrictions and/or "no park" days at visitor parking facilities for events anticipated to exceed their available parking supply to ensure event patrons have reserved spaces in their designated ramps. This strategy is expected to increase parking availability by 150 to 405 spaces, depending on the night. The number of parking facilities cleared will be dependent on the expected attendance at each event and will be further defined as part of the EMP. This strategy has been used successfully by St. Thomas in the past for athletic and other campus events. To avoid shifting students/staff parking to the public streets, the strategy St. Thomas will be paired with early communications and clear notification prior to enforcing the event parking restrictions in St. Thomas facilities. One of the visitor ramps is expected to remain available for commuting students/staff under all event scenarios, ensuring at least one parking option is available to non-event visitors while event activities are underway.	Permit modifications and ramp restrictions will be implemented to help maximize the availability of oncampus parking during events. Details on permit modifications are provided on Page 2 of Appendix A, with ramp restrictions discussed on Pages 3 and 4.
0	2.c.	Free Transit Passes: St. Thomas will work with Metro Transit to offer free transit pass options with the purchase of event tickets, which is estimated to reduce demand by 10 to 30 vehicles. Preliminary discussions with Metro Transit have indicated that distributing free pass options through the online ticketing system will be feasible. St. Thomas is required to include details on the implementation of this program in the Event Traffic Management Plan.	UST has partnered with Metro Transit to offer complimentary all-day transit passes with ticket purchases. The program is outlined on Page 11 of Appendix A, with additional information provided on the 'Know Before You Go' page within the online ticketing system, as discussed on Page 6 of Appendix A."
Ø	2.d.	Discounted Rideshare: St. Thomas will pursue a partnership with a rideshare company to provide discounted rates for ticket holders, which is estimated to reduce demand by 25 to 50 vehicles. Preliminary discussions with two rideshare companies have indicated that discounted rates can be easily implemented. St. Thomas is required to include details on the implementation of this program in the Event Traffic Management Plan.	UST has partnered with MOOV to offer ten (10) percent off discount per ride for attendees of any Arena event. MOOV, a Twin Cities-based rideshare company, focuses on providing affordable transportation for riders and fair compensation for drivers. Additional details on rideshare operations are provided on Page 8 of Appendix A.
0	2.e.	Restaurant/Bar Shuttle Service: St. Thomas will pursue collaborations with local establishments to offer shuttle services, which is estimated to reduce demand by 25 to 75 vehicles. St. Thomas has had preliminary discussions with potential locations who have an interest in establishing a partnership. St. Thomas is required to include details on the implementation of this program in the EMP.	UST is partnering with Tiffany's Sports Lounge in Highland Park to provide shuttle service to and from the Arena during select high-attendance Tier 3 & 4 home games. Additional details on bar/restaurant shuttles and designated pick-up/drop-off locations are provided on Pages 11 and 8 of Appendix A, respectively.
Ø	2.f.	Avoid/Minimize Other On-Campus Events: St. Thomas will implement policies to avoid or minimize the number of other on-campus events that would attract outside (non-student/staff visitors) during sporting events at the Arena. St. Thomas is required to include implementation details in the EMP, which, for the first year of Arena operations, shall limit on-campus events that attract 75 or more outside non-student/staff visitors (who require onsite parking) during sporting events at the Arena with anticipated attendances greater than 2,100 (weekinghts) or 3,000 (weekends). The attendance level at which this measure is triggered may increase or decrease year-to-year based on data collected, operational changes or changes to overall campus parking infrastructure. This strategy will reduce compounding traffic and parking impacts.	UST has adopted a scheduling policy that limits campus events during times when Arena attendance is expected to exceed the referenced thresholds. Further details on the Gameday Hold Policy can be found on Page 4 of Appendix A.
Ø	2.g.	St. Thomas will notify event patrons that they may be ticketed and towed if they park illegally on residential streets. This notification will be included in the online pre-paid ticketing and parking assignment system, and the University will also explore additional strategies to further inform event attendees. St. Thomas is required to include details on implementation in the EMP. This strategy is expected to reduce illegal parking on residential streets.	As part of the online ticketing system, a disclaimer next to the transportation selection will read: "All event parking on campus is pre-assigned. Event attendees may be ticketed and towed if parked illegally on residential streets. Fans are strongly encouraged to select parking ahead of time in designated lots. For additional options click here." Additional information will also be provided on the "Know Before You Go" page, which is discussed on pages 5 and 6 of Appendix A. Enforcement data, such as the number of parking violations, will be tracked throughout the season to support ongoing evaluation.
0	2.h.	St. Thomas will designate an event transportation coordinator to oversee and manage the EMP, as well as serve as the primary point of contact for other agencies and the public. St. Thomas is required to include details on implementation in the EMP. This strategy was suggested in a public comment and is designed to ensure successful implementation of the EMP.	UST has formally designated two transportation coordinators responsible for overseeing EMP implementation and serving as key liaisons throughout event planning and operations. These coordinators are identified on Page 5 of the EMP.

Ø	2.i.	Off-site Parking and Shuttle Services: St. Thomas will partner with offsite parking lot owner(s) and shuttle provider(s) to provide off-site parking and shuttle services for Arena events with anticipated attendance above 4,350 on Thursday/Weeknight, 4,775 on Friday, and 5,200 on Saturday evenings to offset the parking deficits that are expected to occur after the mitigation measures above are provided. St. Thomas has had preliminary discussions with Allianz Field to utilize their parking lot for shuttle services, which has sufficient available parking to accommodate the deficits. St. Thomas is required to include details on the implementation of this program in the EMP. This strategy will provide enough off-site parking spaces to accommodate the potential parking deficit on campus for large events.	UST has partnered with St. Catherine's University to provide off-site parking and shuttle services during Tier 4 events, with additional alternative sites identified as backups in case of scheduling conflicts or other issues with St. Catherine's campus. Details regarding the parking locations, shuttle loading points at UST, and route operations are discussed on Page 9 of Appendix A. Off-site parking and shuttle services will be implemented once all on-campus parking lots are full in the online ticketing system, rather than being triggered solely by attendance numbers. This system is more precise and is anticipated to result in better parking and traffic management. It is anticipated that off-site parking and shuttle services will be offered at attendance number thresholds that are at or below those set forth in the EAW Findings of Fact.	
0	2.j.	Traffic Management and Pedestrian Safety: St. Thomas will provide traffic control officers for large events and designated pedestrian routes. St. Thomas is required to include details on the implementation of these measures in the EMP. This strategy will improve pedestrian and traffic safety and reduce traffic impacts.	A traffic management and pedestrian safety plan was developed through coordination during the EAW process, including seven meetings with the St. Paul Police Department (SPPD) and the EMP Committee, as well as an on-site visit by SPPD to UST. The traffic control plan is detailed on Page 12 of Appendix A and illustrated in Figures 5, 6, and 8 of the EMP.	
Ø	2.k.	The above components of the EMP (a-j) may be modified by the Zoning Administrator following consultation with St. Thomas and appropriate City staff, as well as notification to the Union Park and Macalester Groveland Neighborhood District Councils. Such modification may be made when a mitigation component is unnecessary or ineffective in its current form, considering real-world circumstances, and the remaining strategies alone or alternate strategies, will result in effective mitigation.	A formal event monitoring, meeting, and reporting plan is outlined on Pages 18 through 20 of the EMP,	
0	3	St. Thomas, in consultation with Saint Paul Police Department and/or Public Works Department, shall monitor the efficacy of the EMP and may make changes to non-required components (components of the EMP not specifically listed in part 2 (a)-(j) above) and to the particular implementation details of all components to better manage traffic and parking.	providing a detailed structure for meetings and reporting over the next five years to ensure a consistent a transparent process for evaluating the plan and making informed annual updates.	
•	4	For the first five years of Arena operations, St. Thomas shall report to the Zoning Administrator by June 30th of each year on: (1) Event attendance in the prior year, and (2) efficiacy and/or deficiencies of the mitigation measures included in the EMP.		
•	7	St. Thomas will provide a parking spot for visiting team buses during events held at the Arena along with an indoor campus location for the bus drivers to wait during the event to reduce idling buses contributing to greenhouse gas emissions.	UST has identified three designated parking locations for visiting team buses on event days, along with access to internal campus areas. Further details are provided on Page 4 of Appendix A.	