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Speaker Qualifications

Robert (Bob) Brooks is a registered professional engineer and the National Design Manager of the PB Sports & Entertainment Group within the international consulting engineering firm Parsons Brinckerhoff.

Bob is recognized as one of the premier professional sports consultants in the United States, specializing in transportation and parking issues associated with sporting venues.

Bob was the creator of DallasCowboysMaps.com, the most advanced travel routing system in professional sports. Bob has worked on over two dozen professional sports facilities, as well as on the site selection, planning and design and operation of those facilities.

Bob is a graduate of Northeastern University in Boston, Massachusetts, and is a guest lecturer and critic at the Harvard University Graduate School of Design and at the Department of Urban Studies and Planning at MIT in Boston.

DallasCowboysMaps.Com: Providing Fast and Efficient Routing to and Parking at a Large Sports Stadium

DallasCowboysMaps.com is a traveler routing and parking management system that provides customized directions to the new Dallas Cowboys Stadium from more than 400 Dallas-area zip codes within a 50-mile radius of the stadium and from out-of-state to any of the 20 Cowboys-controlled parking lots. The system was modeled to strategically distribute traffic through step-by-step turning directions across 14 exits, utilizing route options for the full network of arterial roadways and local streets.

The DallasCowboysMaps routing system provides the fastest route, taking into account game day traffic and construction activity. After travelers type in their origin zip code they are provided with animated arrival and departure route maps, parking lot entrance maps and printable directions.

The PB model is sensitive to geographic shifts in ticket sales and can instantly analyze and identify roadway segments that need routing adjustments due to capacity constraints. As various sizes and types of events are held at the Stadium, a database of patronage zip codes can be obtained, analyzed and used to make adjustments to routing plans. A databank of routes can then be programmed into the web site model and revised signal timings can then be programmed into the city's traffic signal system.

The mapping system developed by PB has been well-utilized by ticketholders, receiving up to 40,000 web hits per game. Cowboys staff members report all parking lots filled at least 30 minutes before kick-off, 80% of lots emptied 50 minutes after the game, and all lots emptied 70 minutes after the game.