



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
7/21/2026

Item Type:
Work Session

Subject: Discuss game day parking at Burleson Park

Prepared By: Amanda Hartwick, Special Projects Coordinator

Background:

Last fall, City Council approved paid parking around Burleson Park for SMU's home football games. The program was facilitated by Parking Systems of America. Over the course of five home games, the City received revenue in the amount of \$5,509.

In November of 2025, while the game day parking program was underway, staff brought a discussion item to City Council to consider an expanded pilot program for paid parking to include areas of McFarlin and Binkley. At that time, there was no interest in pursuing this effort.

With football season around the corner, staff would like to solicit feedback from City Council about continuing game day parking at Burleson Park.

There are seven home games scheduled for SMU this upcoming season:

- September 12 vs UC Davis
- September 26 vs Missouri State
- October 3 vs Boston College
- October 17 vs Virginia
- October 24 vs Cal
- November 6 vs Virginia Tech
- November 14 vs Wake Forest

Fiscal Impact:

- ☐ Not Applicable
- ☐ Budget Amendment Required
- ☒ Proposed Revenue
- ☐ Proposed Expenditure

Funding Source:

Master Plan Goal:

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
☐	Affirming Sense of Place	
☒	Assuring Connectivity	4.1
☐	Innovative Governance	
☐	Technological Integration	
☐	Preparing for the Future	
☐	Not Applicable	

Recommendation:

Staff recommends City Council discuss the game day parking program and provide feedback to staff.

Committee Review (optional):**Attachments:**