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Pittsburgh Pirates Ball Park is Safe at Home

Thanks to Photo ID Cards

Issuing ball park facilities access control cards is fast and simple using Eltron plastic card printers



The new home of the Pittsburgh Pirates, PNC Park, opened in the Spring of 2001. The facility, built along the shore of the Allegheny River was designed to seat slightly more than 38,000, making it one of the most intimate of any of the new baseball parks. It was also the first two-deck stadium to be built since Milwaukee's County Stadium was completed in 1953.



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Winning Results

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The new stadium includes 69 suites with their own concourse level, club seating at both field and mezzanine levels with their own respective lounges, an outfield barbecue pit, restaurant with a party deck overlooking both the playing field and the city, and an outdoor river terrace and river walk.

With the highest seat just 88 feet from the field every fan has a great view of the playing field from any seat in the house.

In addition, the park houses retail areas along Federal Street and General Robinson Street, and last but not least the Pirates administrative and ticket offices.

"I believe PNC Park serves as the crown jewel of the renaissance of the City of Pittsburgh," said Kevin McClatchy, Pirates CEO and Managing General Partner. "This facility offers all the intimacy of beloved Forbes Field with all the modern amenities that today's baseball fans expect.

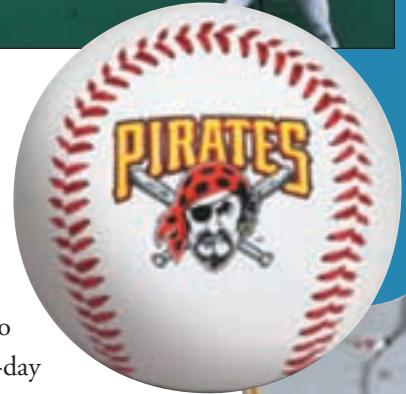
Of course, along with the new park came the requirement to provide a high level of security and strict control of access to the various parts of the facilities with overall park security the responsibility of the Operations Department.

Photo ID Badges Add Security

"It all centers around our plastic all-purpose badges," said Mark Weaver, Pirates Facility Coordinator. "Our badges are multi-purpose, serving as facilities access control, media credentials, and employee identification. We want full control and knowledge of exactly who has access to our facilities, and when and where they can go. That includes members of the media who cover Pirates home games, and anyone else with business inside the



Eltron P310 Printer



gates. We want full control and knowledge of exactly who has access to our facility,” Weaver said.

Every employee is given a new photo ID card every year. In addition to the full time staff badges, cards are also printed and issued for game-day staff. That means the card printer is used every day. Weaver remarked, “To be honest, the easiest part of our badging process is the actual printing of the badge. Printing a new badge is literally just a touch of a button.”

With the mission of securing and maintaining the highest level of security in all areas, the Operations Group routinely looks for systems and technologies that will help them improve security. The organization is responsible for hundreds of thousands of square feet of state-of-the-art facilities with dozens of restricted access points. With doors controlled by electronic locks that use radio proximity cards for entry there is no need to post guards at every entry.

Access Control Card Implementation

The Operations Service Center employs a 24-hour staff supervisor and about 12 staff members, all of whom are trained to use the computer and printer to issue ID cards. The computer uses TMSS software running on a Citrix server connected to the main Windows 2000 Server.

The Eltron P310 Card Printer is at its busiest during the end of December, when new cards are printed and issued to all full and part-time employees. “Of course we

use the printer every day throughout the season too,” Weaver said, “Because we also need to print cards for game-day staff.”

The easy-to-use card printer produces ultra-sharp, full-color plastic cards in less than 30 seconds per card. Compact enough to fit on any office desktop, the printer’s ease of use allows Weaver’s staff to handle the photo ID card program in-house rather than outsource ID card production, which is costly and without the benefit of instant issuance.

By printing cards on the spot, personnel obtain their photo ID card in real time.

Using TMSS card software and an Eltron P310, issuing high-quality plastic ID cards imprinted with the team’s logo and the employee’s photograph is a snap. A magnetic stripe is encoded with the staff member’s identification number and is used to track each access transaction. Because the cards are plastic, they are highly durable

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and last a full season. “The great thing about the plastic cards is their durability, unlike paper credentials which get easily damaged,” said Weaver.

Winning Results

While the club is looking into developing additional uses for the printer, the access control program remains the major benefit of the club’s investment. The greatest

indicator of the success of the access control photo ID card program is that the club is able to improve facilities security without adding security guard staff to manually check badges at every access control point.

We are able to hold costs down and provide increased security at the same time,” replied Weaver. “Our access control program has proven to be a win-win situation for Pittsburgh Pirates management and all of our employees.”

