

Husky Stadium Transportation Management Program (TMP)

Comparison of 1986 TMP to Proposed 2020 TMP

	1986 Husky Stadium TMP	2020 Husky Stadium TMP
Authority & Structure		
Overview	<p>City Resolution 27435 recognizes a detailed TMP and Operational Supplement (OS). The TMP established specific transportation and parking management requirements. Key components of the TMP including an introduction with “major” and “secondary” goals, major plan elements, traffic control discussion, parking programs, monitoring program, and a discussion of operating costs and revenue generation.</p> <p>The OS describes additional details of game day mobility operations. This included roadway operations, parking lot designations, bus routes – little of which match current operations. The OS could be modified only through an “administrative process satisfactory to the University, DCLU and SED.” In practice, this has occurred at the staff level with SDOT and SPD.</p>	<p>A City Resolution would be adopted to recognize a high-level strategic framework TMP for all events with over 15,000 attendees that includes updated approach, goals and strategies. The TMP includes an outline of an annual operation plan. However, a detailed operation plan would not be adopted by City Council.</p> <p>The TMP will be operationalized each year through an annual Operations Plan informed by data, attendee survey, partner agency feedback, and by a standing advisory. Specific strategies and operations could be administratively amended to meet changing mobility trends and infrastructure affecting how game attendees travel.</p> <p>(No change to the stadium capacity proposed at this time.)</p>
Applicability and Thresholds	<p>Non-UW Events with over 24,000 expected attendance requires City Council approval (pg. 4 resolution). Documents do not address the number of UW events allowed and other thresholds related to attendance levels or event frequency.</p> <p>An impact area to be defined by a technical group. A special events parking area is also designated and mapped.</p>	<p>Clarifies that TMP provisions are required for any event with over 15,000 attendees. Establishes clearer attendance thresholds and allows up to 8 non-football events per year without City Council approval (pg. 3 of TMP). To be authorized, these events must be included the annual operational plan review.</p> <p>The TMP renames the impact areas instead to “areas of traffic control” plus additional areas as defined by the annual Operations Plan in coordination with SPD.</p>
How is the TMP Is Operationalized?		
Overview	<p>In practice, an operations plan has been developed internally by UW every spring using attendee survey results and feedback from partner agencies.</p> <p>The technical group and advisory group did not regularly convene to review data as described in the resolution (pg. 5 and 6). No program</p>	<p>The TMP requires that an annual Operations Plan be developed incorporating data and feedback from attendees (survey), agency partners, and the community, with review and feedback from the Technical Advisory Group. This annual Operations Plan contains the detailed approach for the coming season (including the Traffic Control Plan). The sections of the annual Operations Plan mirror the strategies of the TMP and spell out in detail the approach for weekend and any weekday games and non-</p>

	<p>modifications were requested until 2012 when a temporary exemption from transit scrip was reviewed and approved.</p>	<p>game events in the coming season. It also clarifies roles of any identified operational partners including any relevant cost reimbursement considerations for public agencies.</p>
<p>Annual Review Groups and their Roles</p>	<p>Two tiers of committees.</p> <ol style="list-style-type: none"> 1. Technical Group – DCLU (SDCI), SPD and SED (SDOT) plus UW, Metro, WSDOT and “other necessary government agencies.” Supposed to submit a report by March 1 of every year to the next level, the Advisory Group. 2. Advisory Group – Same agencies plus CUCAC, and chaired by SED (SDOT). Intended to receive annual findings from the Technical Group. Also, receives any recommendations from the Technical Group for changes to the TMP. <p>1986 TMP says Advisory Group will meet in the spring and review “the transportation program” each year. The UW has met annually with agency partners for operational plans and review. The Advisory Group has not met in the past decade.</p>	<p>UW will convene and support an ongoing Technical Advisory Group. The Group will replace the Technical and Advisory Groups and will include representatives from SDOT, SDCI, SPD, WSDOT, UW, Metro, Sound Transit and CUCAC. It is anticipated the group would be chaired by SDOT. The Group must meet a minimum of twice per year (typically between January and May) to review an annual monitoring report from the past year and also approve an Operations Plan for the upcoming year (anticipated to be July 1 – June 30).</p>

<p>Annual Monitoring & Reporting</p>	<p>Requires information to be gathered “each football season” that will allow the University to make adjustments to the plan to achieve desired goals. Results to be shared with Advisory Group annually by March 1.</p> <p>In practice, the UW has issued the Annual Report since 1986, but the Advisory Group was not regularly convened.</p> <p>Data to be collected included but not limited to:</p> <ul style="list-style-type: none"> • Parking data on campus including quantity, parking rate and occupancy • Quantity of cars parking in neighborhoods defined in a map to assess changes and stadium event impacts. Parking enforcement data also required. • Quantify of cars at leased facilities (UW Tower site was previously leased for game day parking) • Traffic congestion. The technical group was to identify 10-12 locations to monitor traffic volumes and intersection delay • Quantify riders on P&R bus service, charter bus, charter boat and private boat. Also, additional transit information on routing, loading and unloading and transit scrip use. • Traffic impacts of non-football events with crowds between 20,000-24,000 for purposes of determining traffic impacts of simultaneous events. 	<p>Requirement of an annual monitoring report to the Technical Advisory Group (to be presented in January/February of each year). The report will be delivered before or simultaneously with the advisory group review of the proposed annual Operations Plan for the coming season. That advisory group review and approval will occur no later than April.</p> <p>The annual monitoring report must include results of event attendee surveys; operations feedback from agency partners; feedback from surrounding neighborhoods via outreach to community groups, including CUCAC.</p> <p>UW surveys attendees at one Pac-12 Conference weekend game per season. The survey game must fall after the start of fall quarter. Questions capture attendee mode of travel for “last mile,” vehicle occupancy, general location if parked, usage of ridehail, and specific mode of public transit. UW currently is required to host a weekday game two out of every three years. Attendees of weekday games must be surveyed.</p> <p>Other performance monitoring data as required by the City will be included in the report to assess traffic operations, transit operations and user experience (including data collected from transit agencies as provided), pedestrian queuing, ridehail operations, and parking management strategies.</p> <p>Figure H of the TMP lays out this process and will be updated in the version sent to the City Council to reflect the advisory group’s recommendation.</p>
<p>Program Components</p>		
<p>Major Goals</p>	<p>Accommodate a sell-out crowd of 72,000 with less reliance on parking in residential areas through provision of incentives to ride transit, carpool, use alternative modes (boats, bicycles, walking) and to provide a limited amount of additional parking on-campus.</p>	<ol style="list-style-type: none"> 1. Reduce auto usage by event attendees (see mode split targets below). 2. Reduce the duration of event-related mobility disruptions by targeting a return to “normal” or non-event conditions 45-60 minutes after the end of an event.
<p>Performance Goals</p>	<p><u>All events:</u></p> <ul style="list-style-type: none"> • Auto goal of 71% • Non-auto goal of 29% 	<p>Differentiated by type of events.</p> <p><u>Football:</u></p>

	<ul style="list-style-type: none"> • Average car occupancy of 2.7 people for cars parked on campus • Conditionally requires average car occupancy of 2.0 for cars parked at leased parking areas and transit mode share of 9.2% • Area impacted by football attendees should not exceed 1986 level by limiting increase in vehicular traffic to 6% after 1986 stadium expansion (seating increase of 23%) and limit number of parked cars in area are equal or less than 1985 levels 	<ul style="list-style-type: none"> • Non-auto goal of 52% on weekends rising to 62% one year following opening of Everett Link service, est. 2035). • New non-auto goal for occasional, required weekday games – 61% rising over time to 67%. <p><u>Non-football events:</u> Mode goal depends on size of event (see pg. 4 of the proposed TMP). Non-auto goal rises with opening of each new light rail segment.</p>
Performance Measures	<ul style="list-style-type: none"> • Number of vehicles • Average vehicle occupancy for cars parking on campus • Number of people using public transit • Charter bus patrons • Number of people arriving by boat 	<p>Connected to goals and mode targets. Mode targets are set in the TMP while specific indicators of success may change over time to best capture performance. The Advisory Group will advise on indicators annually. Measures will include:</p> <ul style="list-style-type: none"> • Clearance time of pedestrians in Stadium Plaza area and at nearby transit stops and at light rail station; • Clearance time of transit vehicles from Montlake Blvd. and return to normal operations; • Post-event traffic volumes and operations at designated intersections; • Ridehail event queues beyond designated drop-off/pick-up and staging areas.
Strategies to Increase Transit Use	<p>Transit Service: A Park-and-Ride system as it existed in 1986 and the old “Husky Special Service” routes are specified in the 1986 TMP. These include P&R special service from Lynnwood, Kenmore, Northgate, S. Kirkland, S. Bellevue, Mercer Island, and Federal Way. No mechanism for change beyond a City Council approval process.</p>	<p>Transit Service: Currently, the Husky special service serves the following P&Rs and these may change over time to meet changing demand or lack thereof: Eastgate, Houghton/Kingsgate, S. Kirkland, Shoreline, Northgate and Redondo Heights. The proposed TMP lays out steps UW will take to evaluate game day bus service annually and when new regional light rail stations open that may be redundant to transit routes or special service to P&Rs. UW will evaluate ridership patterns with SDOT, Metro and Sound Transit, and determine if redundant service should be eliminated and/or additional feeder service should be deployed. Potential changes will be evaluated through annual monitoring process and considered in the annual Operations Plan.</p>
	<p>Transit Scrip: A requirement that UW provide “free transit scrip” for each “football game ticket purchaser.” The University has operated with a temporary waiver of this requirement since 2012.</p>	<p>New TMP deletes transit scrip requirement. Emphasizes maximizing light rail and optimizing bus transit for peak event hours; aggressive event mobility communications; improved ped/bike and other linkages to transit; reducing mode conflicts around UW Station; promoting advance transit ticket sales (details in the</p>

		annual Operations Plan); encouraging UW employees to use non-auto modes to stadium events.
SOV Reduction Strategies	Carpooling and Ridematching: Parking rate differentials between carpools (3 or more occupants) and 1- or 2-person vehicle.	<p>The new TMP includes shared use and ridehail use which is emerging as a significant mode of travel to events. Built upon current successful strategies, manages use through better pick-up/drop-off locations; utilize geo-fencing to minimize ridehail vehicles in immediate stadium area; work with ridehail companies on pick-up/drop-off and ingress/egress routes; work with ridehail companies to prioritize higher occupancy ridehail vehicles and discourage single rider ridehail use (most ridehail use at football games are not by single users). Single rider or undocumented occupancy will be considered an auto trips for TMP goal evaluation</p> <p>To encourage higher occupancy in private vehicles, the new TMP identifies an increase in carpool rates and carpool parking locations at UW lots as needed to incentivize higher occupancy (see parking management section);</p>
Parking Strategies	<ul style="list-style-type: none"> • Increased on-campus parking supply and leased parking space. • Parking programs addressing campus parking, off-campus leased parking, neighborhood parking and charter bus parking. • Measures to dissuade game attendees from parking in surrounding neighborhoods and depict quick travel routes from parking lots to freeways. • Enforcement is conducted in no parking areas surrounding the stadium and in the adjacent neighbor RPZs. 	<ul style="list-style-type: none"> • Set parking prices to incentivize transit use • Get people off of the city grid by continuing to maximize campus parking, encouraging advanced parking sales so people already know where they are going, social media updates, direct attendees to campus where they are filtered within campus to fill campus lots, and directional information. • Utilize off-site parking providers as available • Explore tech solutions that could provide real-time information to discourage people from considering neighborhood parking. • Enforcement is conducted in no parking areas surrounding the stadium and in the adjacent neighbor RPZs. • Neighborhood “no parking” signage: the University continues to financially support Residential Parking Zones to better protect surrounding residential neighborhoods throughout the year. The specific zone boundaries are determined by the City of Seattle. Each football season, game dates are updated on parking restriction signs in these neighborhoods to expand the no parking hours to include game times within the existing RPZs.

<p>Strategies to Promote Non-auto Travel</p>	<p>Marketing to promote non-auto travel, including promotional mailers to all ticket holders, public service announcements on local radio and TV stations and at the stadium events, and special promotions for the P&R and other transit service.</p>	<p>Outreach and Education – Proactively communicate with event attendees about game schedules and non-auto mobility options; incentivize event day staff to use non-auto modes.</p> <p>The new TMP specifically addresses strategies for pedestrians and use of bicycles.</p> <ul style="list-style-type: none"> • Pedestrians – Improving ped environment around the Stadium; reducing conflicts at intersections; minimizing transit wait times; optimizing ped flow protocols around light rail train capacity. • Bicycles and Bike share, and micromobility management– Reduce bike conflicts with other modes; continue and possibly expand bike valet service; enhance other bike storage/parking options; proactively intercept and manage bike share and micromobility users before they reach the Stadium. <p>Boats continue to be addressed in the TMP:</p> <ul style="list-style-type: none"> • Boats – minimize conflicts between vessels and available dock space; support game-day water shuttles from Husky Harbor to Waterfront Activity Center and nearby docks; promote boating as a non-auto option.
<p>Traffic Control Plan</p>	<p>Detailed in the Council adopted TMP and Operational Supplement</p>	<p>Details will be in the Operations Plan that will be administratively reviewed and approved annually. Changes in traffic operations management would reflect changing traffic conditions in the City.</p> <p>The new TMP addresses these general principles: encourage non-auto travel; accommodate access though Stadium area for freight, transit and emergency services reaching UW Medicine and Seattle Children’s; manage intersections for safety and flow; set parking prices to incentivize higher occupancy.</p>