



# HUSKY STADIUM TRANSPORTATION MANAGEMENT PLAN

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# CONTENTS

PURPOSE .....	1
HISTORY/CONTEXT .....	4
PERFORMANCE GOALS .....	6
PERFORMANCE MEASURES .....	7
TMP FRAMEWORK.....	9
TRANSIT .....	10
SPECIAL SERVICE TRANSITION PLAN.....	12
PEDESTRIAN .....	13
BICYCLE/MICROMOBILITY MANAGEMENT .....	14
GENERAL PURPOSE VEHICLE ACCESS/ CIRCULATION/MANAGEMENT .....	16
RIDEHAIL TRANSPORTATION .....	18
BOATS .....	20
PARKING MANAGEMENT .....	22
OUTREACH AND EDUCATION.....	24
ANNUAL SURVEY/ REPORTING .....	25
ANNUAL OPERATIONS PLAN .....	26
FINANCIAL OBLIGATIONS .....	27
STADIUM TMP TECHNICAL ADVISORY GROUP .....	27

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# HUSKY STADIUM TRANSPORTATION MANAGEMENT PLAN

Since 1920, Husky Stadium has stood near the intersection of Pacific St and Montlake Blvd bordered to the east by Union Bay and Lake Washington. For nearly 100 years the University of Washington Huskies have practiced year-round and played home football games in the fall. Generations of UW graduates have stepped across stages every June. The University and the surrounding communities have grown up around the stadium. The area today is a vibrant interlacing of people, infrastructure and vehicles.

This Transportation Management Plan (TMP) for Husky Stadium updates a plan developed in 1986. It responds to changes in the transportation infrastructure surrounding Husky Stadium and responds to changes in technology and mode choices. In addition, it considers future investments in the transportation system - investments that will influence the effectiveness of key elements of the plan. This TMP is not intended to address transportation to and from other Seattle Campus events/activities or venues. Transportation management strategies for other University events and activities are detailed in the University of Washington (UW) TMP.

## PURPOSE

The purpose and objectives of this TMP include:

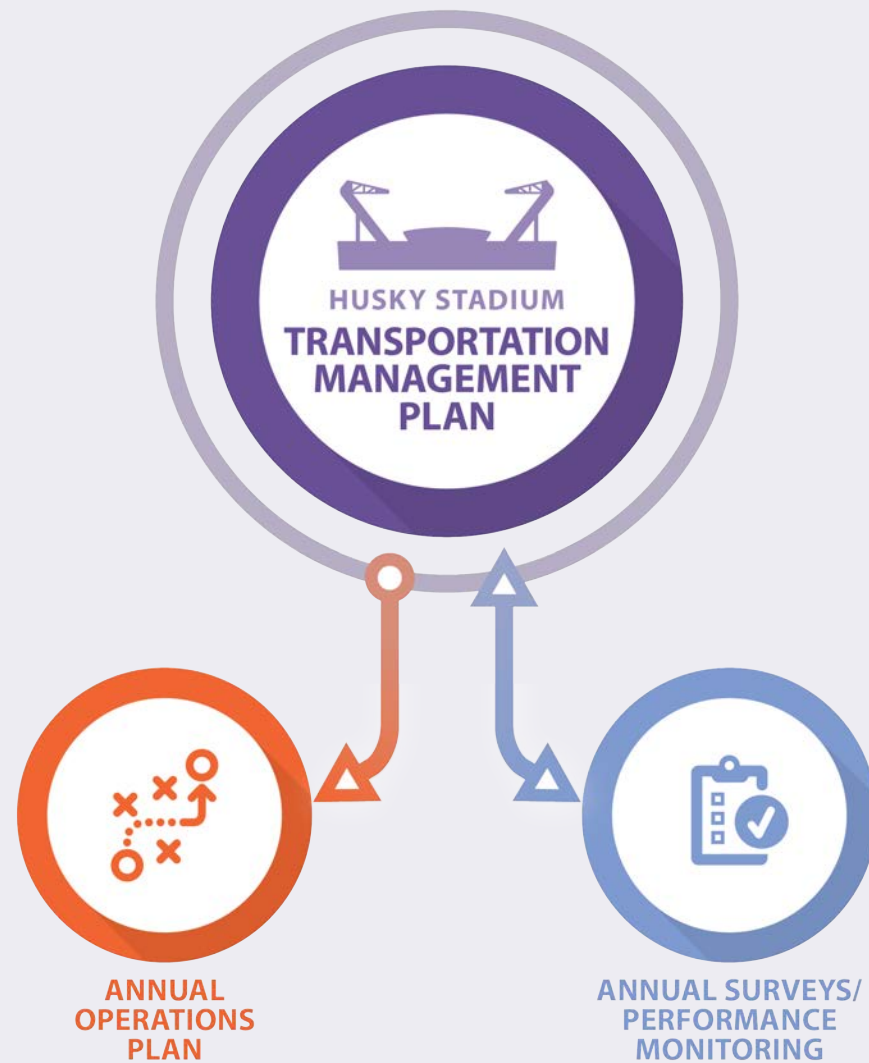
- ▶ Develop a TMP that includes forward-looking strategies that continue to effectively move stadium attendees into alternatives to cars, with priority on transit, high capacity vehicles, biking and walking, in order to decrease congestion and parking impacts on the surrounding community.
- Promote transportation choices available through expanding transit options, such as Sound Transit Link light rail and RapidRide.
- Incorporate strategies that acknowledge newer trends in transportation (e.g. ridehail, bike share) and focus on decreasing automobiles use and minimizing impacts related to this mode.
- ▶ Develop weekday event management strategies, including strategies to meet the unique challenges of weekday football games (as of 2018, one weekday game per season is required two out of every three years).
- ▶ Build a flexible structure for annual operating plans that can address future

changes in the transportation system (e.g. SR 520 improvements, proposed second bascule bridge, bus route changes prompted by One Center City)

- ▶ Increase flexibility regarding the use of special event only transit service, in favor of other supplemental transit service options, in order to decrease congestion on roadways surrounding the stadium, reduce dependence on curb space in the U-District to stage buses, and address general issues with availability.
- ▶ Provide the accountability tools to achieve outcomes and report to stakeholders.

This TMP identifies overall performance goals and potential transportation management strategies for multiple travel modes. The specific measures implemented on an annual basis to achieve the performance goals depend on the completion of planned municipal, regional and state infrastructure improvements, size of the stadium events, changes in mobility technology, and timing of events. As such, the implementation of this TMP will rely on the development of an annual operations plan (see Figure A) to be developed by the UW with input from key operations staff from the local agencies and from the surrounding neighborhoods. The scope and review procedures for the annual operations plan are discussed in more detail in a subsequent section.

Figure A: Transportation Management Plan Implementation Strategy



The TMP establishes a Stadium TMP Technical Advisory Group. The annual operations plan would be reviewed with the Stadium TMP Technical Advisory Group prior to each football season, and would apply to all events the following year. The annual operations plan will specify event attendance limits which would trigger the operations plan to be implemented. The Stadium TMP Technical Advisory Group includes representatives from the Seattle Department of Construction and Inspections (SDCI), Seattle Department of Transportation (SDOT), Seattle Police Department (SPD), University of Washington departments, Washington State Department of Transportation (WSDOT), King County Metro, Sound Transit, and a representative from the City-University Community Advisory Committee (CUCAC) (or successor agencies).

Three event sizes are considered in the application of strategies identified in this TMP and the development of the annual operations plan. Events less than 15,000 are not subjected to the TMP goals and objectives; however, appropriate measures will be implemented to manage traffic and encourage non-Single Occupancy Vehicle (SOV) modes. The event sizes fall into three

tiers based on attendance level: 1) an event with between 15,000 and 24,000 2) an event with between 24,000 and 42,000 and 3) an event with between 42,000 and 70,000 attendees. The upper range corresponds to use of the whole Stadium, while the lower two ranges are consistent with the maximum occupancy of the lower bowl area only.

The potential frequency of non-football events at Husky Stadium is limited as this facility serves as the practice facility for the UW football team. Between the football season itself, spring practice and late summer practice before the season opens in September, the window for potential non-football events is small. The frequency and timing of Husky Stadium events covered in the TMP is summarized on Table 1.

Transportation demand management strategies have been developed and are outlined for the following TMP areas:

- ▶ Transit
- ▶ Pedestrian
- ▶ Bicycle/Micromobility Management
- ▶ General Purpose Vehicle Access/ Circulation/Management
- ▶ Ridehail Transportation
- ▶ Parking Management
- ▶ Boats
- ▶ Outreach and Education

**Table 1: Summary of Event Frequencies and Timing**

Attendance Level	Football	Non-Football UW Events	Non-UW Events
	Per NCAA <sup>1</sup>	Up to 8 per year	
15,000 - 24,000	Weekday and Weekend Events	Weekday and Weekend Events	Weekday and Weekend Events
24,000 - 42,000	Weekday and Weekend Events	Weekday and Weekend Events	Weekday and Weekend Events
42,000 +	Weekday and Weekend Events	Weekday and Weekend Events	Weekend Events Only

*Frequency and timing applies to events between 15,000 and 70,000 attendees. There are no frequency or timing limitations on events with less than 15,000 attendees.*

*1 Approx. 7 per season.*

## HISTORY/CONTEXT

*The 1986 University of Washington Stadium Expansion Parking Plan and Transportation Management Program and Stadium Expansion Parking Plan and Transportation Management Program Operational Supplement* documented strategies and specific steps for mitigating transportation impacts on the surrounding community. The expanded stadium could accommodate 72,000 attendees (brought down to 70,000 in 2013), so the focus of the 1986 TMP, a building permit requirement, was to accommodate a sellout crowd with lesser parking impact to the residential areas near campus. The keys to accomplishing this goal included the following:

- ▶ Providing incentives for taking transit, carpooling, or using other modes to games by mandating “free” (i.e., UW pays) transit scrip for all ticket purchasers,
- ▶ Expanding transit service,
- ▶ Providing discount pricing for carpools, and
- ▶ Providing additional on-campus parking.

There was a secondary goal to expedite postgame traffic traveling to SR 520 and I-5.

Figure B shows the TMP mode split goal established in the 1986 plan, which identified goals for automobile, bus, walk, and boat trips. Concurrently, over the past three decades King County Metro service has expanded, Link light rail has opened and the region’s embrace of Single-Occupancy Vehicle (SOV) alternatives has grown. As a result, transit access to the stadium has improved and, as shown in

Figure C, the 16 percent bus goal has not only been met, but far exceeded.

In 2012, Husky Stadium was renovated, and seating capacity came down to 70,000. During renovation, UW’s football games were played at CenturyLink Field. UW’s payment of rider fares (the scrip required in the 1986 TMP) has been waived since that time on the basis of strong transit ridership numbers without scrip. The transit scrip waiver is administrative and conditional; the City Council needs to approve any permanent changes to the TMP.

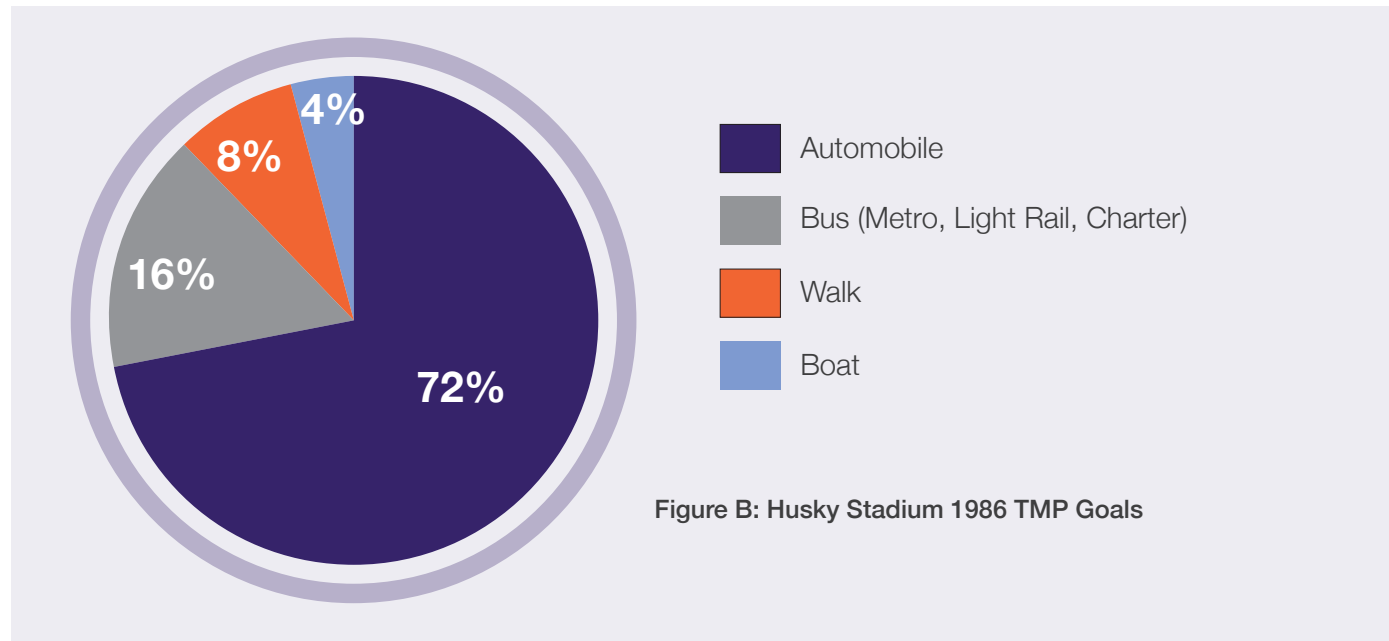


Figure B: Husky Stadium 1986 TMP Goals

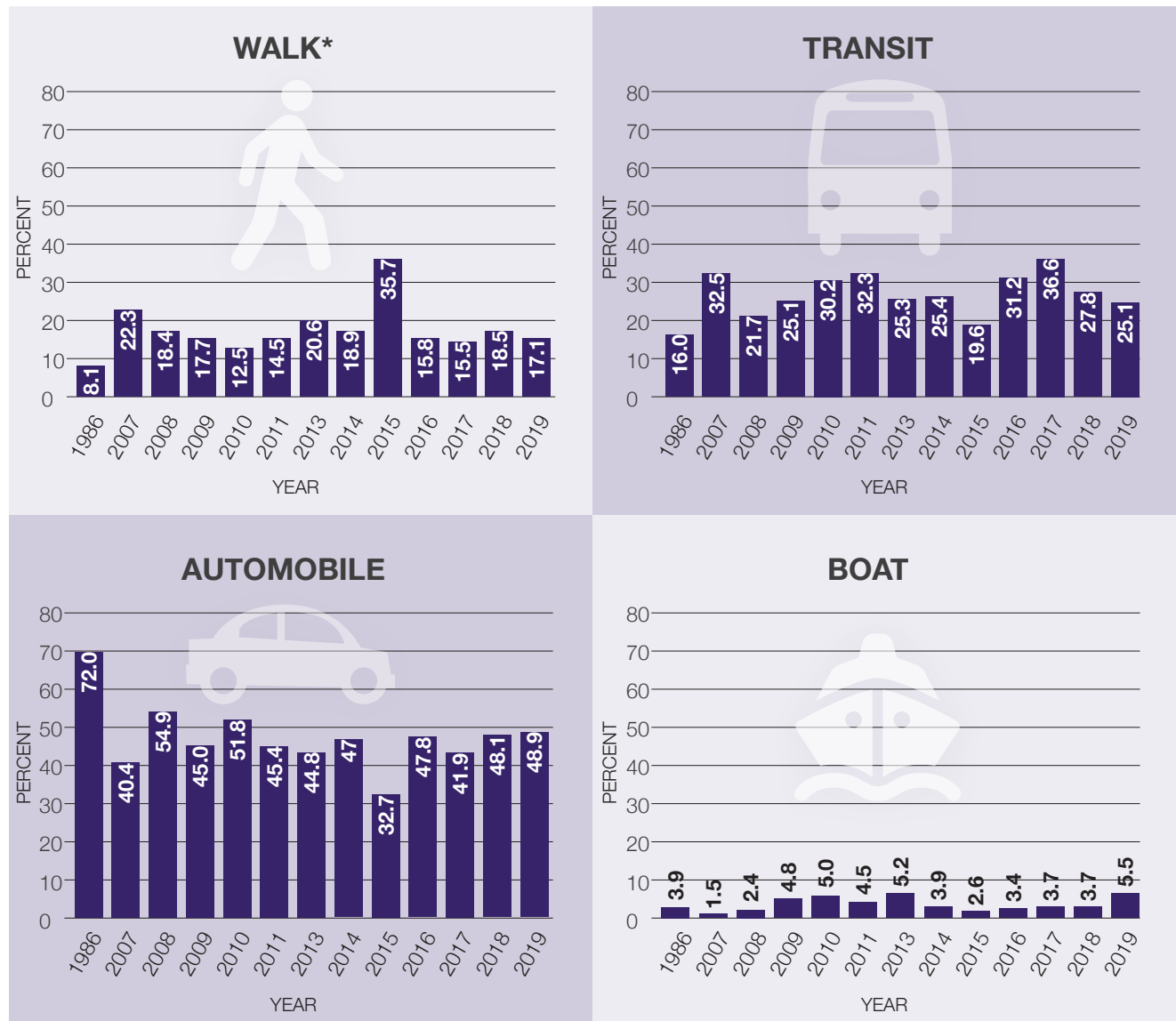


The UW conducts an annual attendee intercept survey as part of the monitoring and reporting process. The survey is conducted in the fall of each year at a game against a PAC-12 opponent to capture a high-attendance event.

Figure C illustrates the recent historical game day mode splits. The range of bus ridership can vary from game to game and season to season due to several factors such as weather, the Husky’s opponent and UW’s season record. In 2007, transit ridership to the surveyed game reached approximately 32 percent. In that year, the University of Washington paid King County Metro to provide more than 150 additional coaches per game to meet transit demand. However, in 2008, the Federal Transit Administration (FTA) declared that public transit operators cannot operate sporting event shuttles if a private transit provider is available. A waiver was adopted to allow King County Metro to continue providing service to the games, but this waiver expired in 2016. The availability and access challenges of relying on private operators will be discussed later in this TMP.

In March 2016, Link light rail opened near the stadium, resulting in a transit mode split of 35 percent. This represented an all-time high based on historical data.

Figure C: Husky Stadium Game Day Historical Modes of Travel



\*Bike mode shares varied between 0.5 % and 1.3 % during the 2007 - 2019 survey period.

# PERFORMANCE GOALS

Two goals have been identified within this TMP. These two goals address both the demand management objectives and operational objectives. The Transportation Demand Management (TDM) goals defined in this TMP include consideration for weekday\* and weekend\*\* events as well as increasing non-auto\*\*\* goals in the future as the public transportation system evolves and expands.

The demand management goals for football games were based on current achievement, consideration of future transportation improvements, increased transit services, and new technology and mode choices. The goals for non-football University and non-University events were assumed to be consistent with football events for higher attendance levels (i.e. greater than 42,000). For attendance levels between 15,000 to 24,000 and 24,000 to 42,000, the goal is targeted such that the median size event (33,000 attendees) has auto trips no greater than a 60,000-attendee football game for the pre-event condition under the previous TMP.

\*Monday-Friday

\*\*Saturday-Sunday

\*\*\*Includes Transit, Boat, Pedestrian, and Bicycle Travel

## GOAL 1. Reduce Auto Usage by Event Attendee

Table 2a: TDM Goals for Non-Auto Modes of Travel - Football Events

Target Year							
2019		1-yr following opening of Northgate Link (estimated at 2021)		1-yr following opening of Lynnwood Link (estimated at 2024)		1-yr following opening of Everett Link service (estimated at 2035)	
Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
61%	52%	63%	54%	65%	58%	67%	62%

Table 2b: TDM Goals for Non-Auto Modes of Travel - Non-Football UW Events & Non-UW Events

Attendance Level	Target Year							
	2019		1-yr following opening of Northgate Link (estimated at 2021)		1-yr following opening of Lynnwood Link (estimated at 2024)		1-yr following opening of Everett Link service (estimated at 2035)	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
15,000 - 24,000	35%	30%	37%	32%	39%	34%	41%	36%
24,000 - 42,000	47%	36%	49%	38%	51%	40%	53%	42%
42,000+ <sup>1</sup>	61%	52%	63%	54%	65%	58%	67%	62%

1. Non-UW events greater than 42,000 are on weekends only (see Table 1).

## GOAL 2. Reduce the Duration of Event-related Mobility Disruptions

This network performance goal will consider operational performance for key corridors around the Stadium and outside the immediate vicinity of the Stadium that will be monitored by SDOT. This network performance goal will look to return traffic conditions within the subarea to non-event conditions within a targeted frame.

## PERFORMANCE MEASURES

Overarching performance measures connected to the goals of the TMP will remain constant year-to-year. Additional measures may be included as a result of objectives and strategies employed in the annual operations plan. The Stadium TMP Technical Advisory Group will advise on the inclusion and effectiveness of additional performance measures.

Performance measures may include:

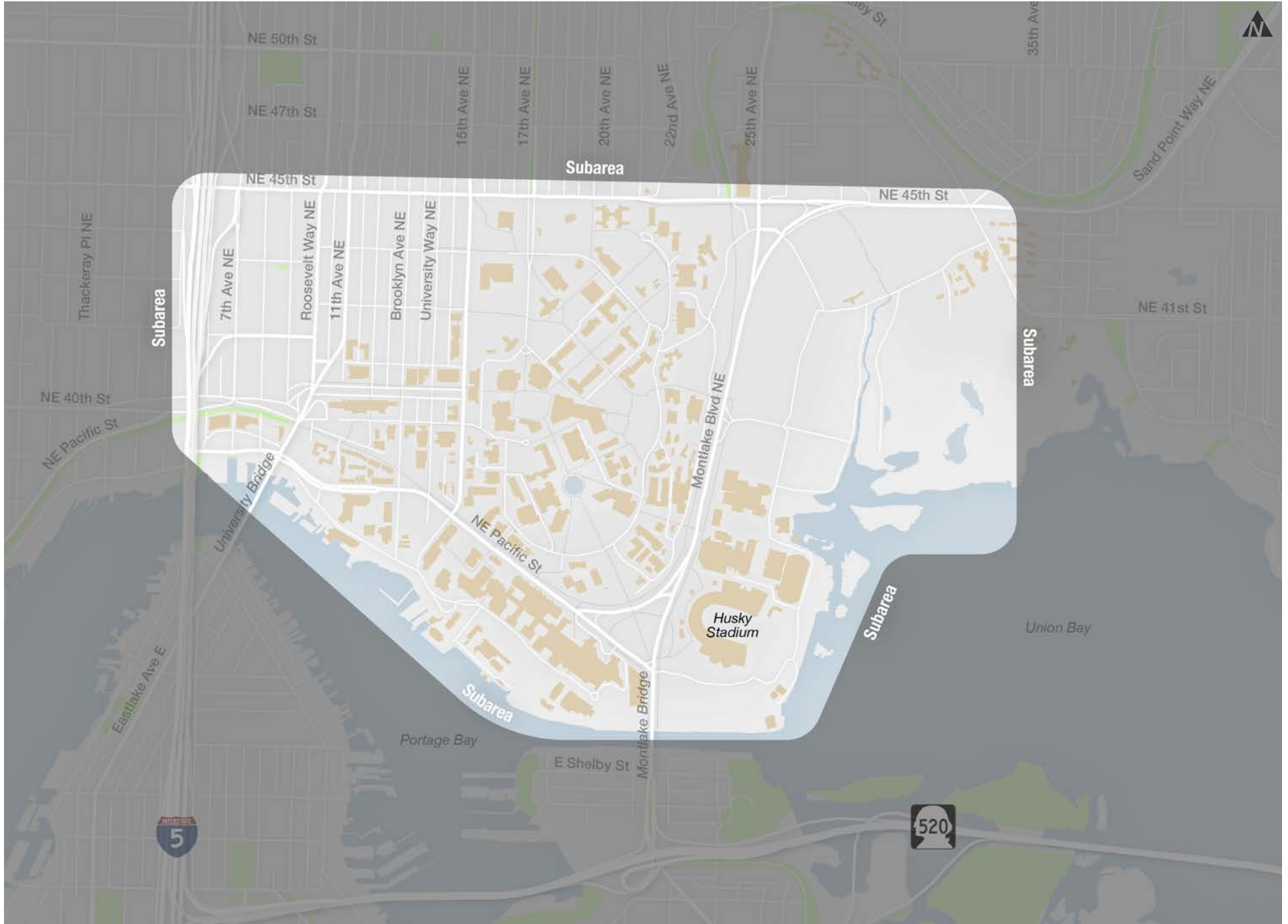
- ▶ Clearance time of pedestrians in Stadium Plaza area and at near-by transit stops
- ▶ Clearance time of transit vehicles from Montlake Boulevard and return to normal service
- ▶ Post event traffic operations
- ▶ Ridehailing vehicle queues beyond designated drop-off/pick-up or staging areas

This list of performance measures may be modified following review of the annual report by the Stadium TMP Technical Advisory Group, especially if no longer relevant.

With regards to the post event operations,

a preliminary target of 60 - 75 minutes to reach non-event traffic conditions within the subarea after the end of a stadium event has been identified. This preliminary goal has been established pending further data collection necessary to establish a baseline condition. Once “typical” events are occurring at Husky Stadium, this goal will be reassessed.

The subarea is defined as the area bounded by NE 55th St to the north, SR 520 to the south, I-5 to the west and 40th Ave NE to the east. While no baseline travel time and volume data is available for corridors such as 15th Avenue NE or NE 45th Street at the moment, UW will develop a plan to collect data over time, in partnership with SDOT, that will help to establish a baseline value against which future performance can be compared against. The focus area subject to the 60-75 minute performance target is identified in the Figure on the following page.



## TMP FRAMEWORK

There are eight programmatic components of the TMP, each one providing strategies to support the success of the overall TMP. These strategies may be implemented one at a time, or in combination with others. UW Athletics will choose among these strategies and potentially others, to limit vehicle trips and encourage the use of non-auto mobility options. Past success has shown that, taken together, these combined strategies are effective at reducing vehicle trip rates and managing event circulation.

## COMPONENTS OF THE TMP



1. **Transit**



5. **Ridehail  
Transportation**



2. **Pedestrian**



6. **Parking**



3. **Bicycle/  
Micromobility  
Management**



7. **Boats**



4. **General  
Purpose  
Vehicles**



8. **Outreach &  
Education**



## TRANSIT

*(Public, Private Shuttles, and Future MicroTransit)*

Event level congestion around Husky Stadium makes transit a desirable choice for attending football games. Husky Stadium patrons enjoy excellent transit service due to the stadium's proximity to Sound Transit's University of Washington Station, as well as to the Montlake Triangle and Stevens Way, which accommodate King County Metro, Community Transit, and Sound Transit bus service. Before and after events, transit service is an effective choice for transporting event patrons to and from the stadium. Maintaining non-event related transit travel through the area during events is critical. The transit

component of this TMP identifies strategies to maintain and enhance use of transit by event attendees from across the region.

Sound Transit's Link light rail opened at the University of Washington in March of 2016. The Northgate Link Extension, opening in 2021, includes the U District Station at NE 43rd Street and Brooklyn Ave NE as well as a station in the Roodevelt neighborhood as well as a station at Northgate. Light rail service is expected to further expand in 2023, including service to Overlake and Bellevue, and in 2024 to Lynnwood, Federal Way, Des Moines, and Downtown Redmond. As compared to the

current bus transit serving these areas, Link light rail will afford a more frequent, reliable, high capacity trip with extended service hours. Light rail also operates in a separate right of way and is not subject to roadway congestion.

King County Metro, in partnership with the City of Seattle, will also offer more frequent service with expanded hours through RapidRide lines that will serve the University District. Four RapidRide lines are expected to be operational by 2024, with the Roosevelt line coming on-line by 2021.



## POTENTIAL TRANSIT IMPROVEMENT STRATEGIES

1. Incorporate Sound Transit's event service (i.e. extended service hours, additional trains such as gap trains or more cars during event arrival and departure where feasible) into the annual operations plans.
2. Promote education programs (i.e., information and materials to educate attendees how to access the Stadium by transit) and real-time information tools that offer a range of transit choices, emphasizing links to alternative transportation modes.
3. Provide information and incentives for patrons to try new transit services as they come on-line such as RapidRide and Link light rail extensions.
4. Work with King County Metro, Sound Transit, Community Transit, SDOT (and future transit service providers) to optimize transit operations during peak event periods.
5. Work with partner agencies to improve pedestrian and bicycle access to Link and RapidRide stations.
6. Manage the areas around University of Washington Station for customers to reduce conflicts between pedestrians and cyclists.
7. Work with the transit agencies to promote and facilitate advance transit ticket sales.
8. Encourage employees who work at Husky Stadium to use non-auto modes of travel.
9. Provide information about ride-match opportunities for stadium event employees.
10. Provide supplemental transit service as necessary to achieve performance goals. Stage buses proximate to the stadium entrance post-event in order to expedite the egress of attendees from the stadium area.

### TRANSIT GOALS

- ✓ Maximize use of transit by event attendees to reduce congestion.
- ✓ Reduce and replace private shuttles with emerging public transit.

Weekday games require special planning and communication. This begins as soon as the University is made aware of the season schedule. While schools learn of the season schedule approximately a year ahead of time, game time is often not known until just a few weeks before each game. For events occurring during the weekday, transit will be of even greater importance due to commute traffic conditions and the resulting need to further increase the use of non-auto modes by game attendees. Strategies and measures identified for the weekend events will be implemented for the weekday events, as well. An increased effort regarding communication to agency partners, stadium neighbors and the general public regarding the event schedule will be activated for weekday games.

For smaller events, the strategies for larger events will be scaled and adjusted to meet the event needs.

# SPECIAL SERVICE TRANSITION PLAN

Special service provided by King County Metro or private charter has been historically used to supplement regular transit service into the stadium area.

UW Special Service may evolve with changes in the transportation infrastructure surrounding Husky Stadium and when regional transit is expanded that provides increased transit access to the stadium. These changes will be reflected in the annual operations plan.

## Evaluating Special Service

UW Special Service will be evaluated yearly to determine if there are potential routes where Special Service may be eliminated. Elimination of Special Service routes will consider:

### 1. Review Existing Special Service.

Special Service routes with low ridership and/or where there are redundant publicly-available transit services i.e., King County Metro, Sound Transit or Community Transit (new or existing) would be identified.

### 2. Review of Other Public Transit

**Capacity and Operations.** Consideration would also be given to the capacity and operations of available public transit service to determine the viability of increasing ridership and utilization of those routes. For example, if the transit service is already over capacity then it may not be viable to serve Husky Stadium attendees.

### 3. Evaluation of Potential Mode Shifts.

For Special Service routes that may be eliminated, UW would evaluate what other mode riders along the route could choose. The evaluation would rely on the mode splits achieved for the prior year as reported in the TMP Annual Report. If this analysis results in a projection that the TMP goals will not be achieved or would overburden the public transit service (causing insufficient rider capacity) then the following actions could be taken:

- UW would implement additional TMP measures to support eliminating Special Service, or
- UW would work with the transit agencies to explore supplementing public transit service, and/or

- UW would not eliminate the Special Service.

## Monitoring

This TMP includes annual monitoring and reporting related to the TMP goals for a single weekend football game and for a weekday football game for years that a game is played. When a Special Service route is eliminated the TMP goals would be monitored for at least one additional weekend football game (for a total of two weekend football games) following the reduction in service. If the TMP goals are not being attained, then additional TMP measures would be considered including reinstating the Special Service.

Proposed changes to special services will be communicated in the annual operations plan, and results of monitoring will be included in the annual monitoring report.





## PEDESTRIAN

Most attendees of Husky Stadium events are pedestrians at some point

during travel and all depend on safe pathways and crossings to get to and from the stadium. The University of Washington provides a network of pedestrian paths throughout the campus with connections to the local public streets and trail networks. In addition, there is an expansive pedestrian plaza in front of Husky Stadium with convenient, pedestrian connections to the Burke-Gilman Trail, University of Washington Station, campus, and future RapidRide. A grade-separated pedestrian bridge over Montlake Boulevard provides additional access over arterial streets and is accessible by elevator. This grade-separated connection, along with three other pedestrian bridges over Montlake Boulevard, provides high capacity, unimpeded access to the stadium from the core of the University of Washington campus and Burke-Gilman Trail. Additionally, new and enhanced connections for pedestrians and bicycles are planned to connect the stadium to areas south of the Montlake Cut via a second bascule bridge.

A new trail connection to the Eastside along the SR 520 floating bridge opened in 2017.

### POTENTIAL PEDESTRIAN IMPROVEMENT STRATEGIES

1. Protect and improve upon the pedestrian-oriented stadium area. Make all transportation choices, policies and improvements supportive of the pedestrian environment and experience.
2. Improve event signage to and from Husky Stadium and transportation destinations, concentrating efforts on directing attendees along key pedestrian routes.
3. Work to enhance the quality and security of pathways adjacent to the stadium through maintenance of paths, quality lighting, event signage, and other investments.
4. Minimize vehicular traffic in the area around the University of Washington Link Station area at pre- and post-game time.
5. Manage pedestrian pathways in the area around the University of Washington Station, including reducing conflicts with other modes and improving efficiency for accessing the station.
6. Work with SDOT, SPD and UWPD to monitor and control key unsignalized intersections and access to parking to reduce pedestrian/vehicle conflicts at those locations and accommodate high pedestrian flows.
7. Work with Sound Transit and King County Metro to manage pedestrian wait times and queuing within the Husky Stadium plaza and at transit stops.
8. Coordinate with Sound Transit to define pedestrian flow protocols to safely maximize the light rail train capacity.
9. Work with SPD and UWPD to safely manage crowds around the Stadium.

No significant differences in the TMP strategies for weekday or weekend games are anticipated. Localized traffic control for pedestrian management strategies in and around the University of Washington Link Station may be adjusted based on the size or timing of the event. This would be identified in the annual operations plan to be developed by UW Athletics and reviewed with the Stadium TMP Technical Advisory Group. For smaller events, the strategies for larger events will be scaled and adjusted to meet the event needs.



## BICYCLE/MICROMOBILITY MANAGEMENT

The number of Husky football fans cycling to the stadium is currently limited. The most recent survey conducted in 2017 showed 1.2% of those surveyed came by bicycle. This percentage includes bike share and personal bikes. While the percentage seems small, in raw numbers this could be as many as 700 bicycles for a sellout game. There are a variety of factors that influence bike/scooter usage. These factors include the timing of the event, nature of the event, and the weather conditions. The purpose of this TMP's bicycle strategies is to encourage access to stadium events by bicycle, minimize bike share parking in pedestrian pathways, and reduce bicycle conflicts with other modes.

During major stadium events, UW Athletics provides a bike valet service to store and manage bicycles. UW Athletics has implemented the Bike Valet on Rainier Vista near the junction with the Burke-Gilman Trail and Stevens Way (see Figure D). This location intercepts commuters from the Burke-Gilman Trail and limits the bicycle activity in the stadium and University of Washington Station plaza area where there is a dense and active

concentration of pedestrian activity. This valet service, while currently serving bicyclists, may be adapted to serve additional micromobility modes.

Bike share, where people rent bicycles for short trips, is being implemented by the City of Seattle on an experimental basis as of 2018 (and scooter share in 2020). If successful and expanded to places like the Eastside along the SR 520 trail, bike share may become a viable option for attending events, giving people a wider range of options to get to the game and allowing them to make decisions at the spur of the moment for trips to and from an event. Bike share parking is not limited to defined areas around the city, as bike share bikes are self-locking. While convenient for users, unrestricted bike parking at large events can present problems.

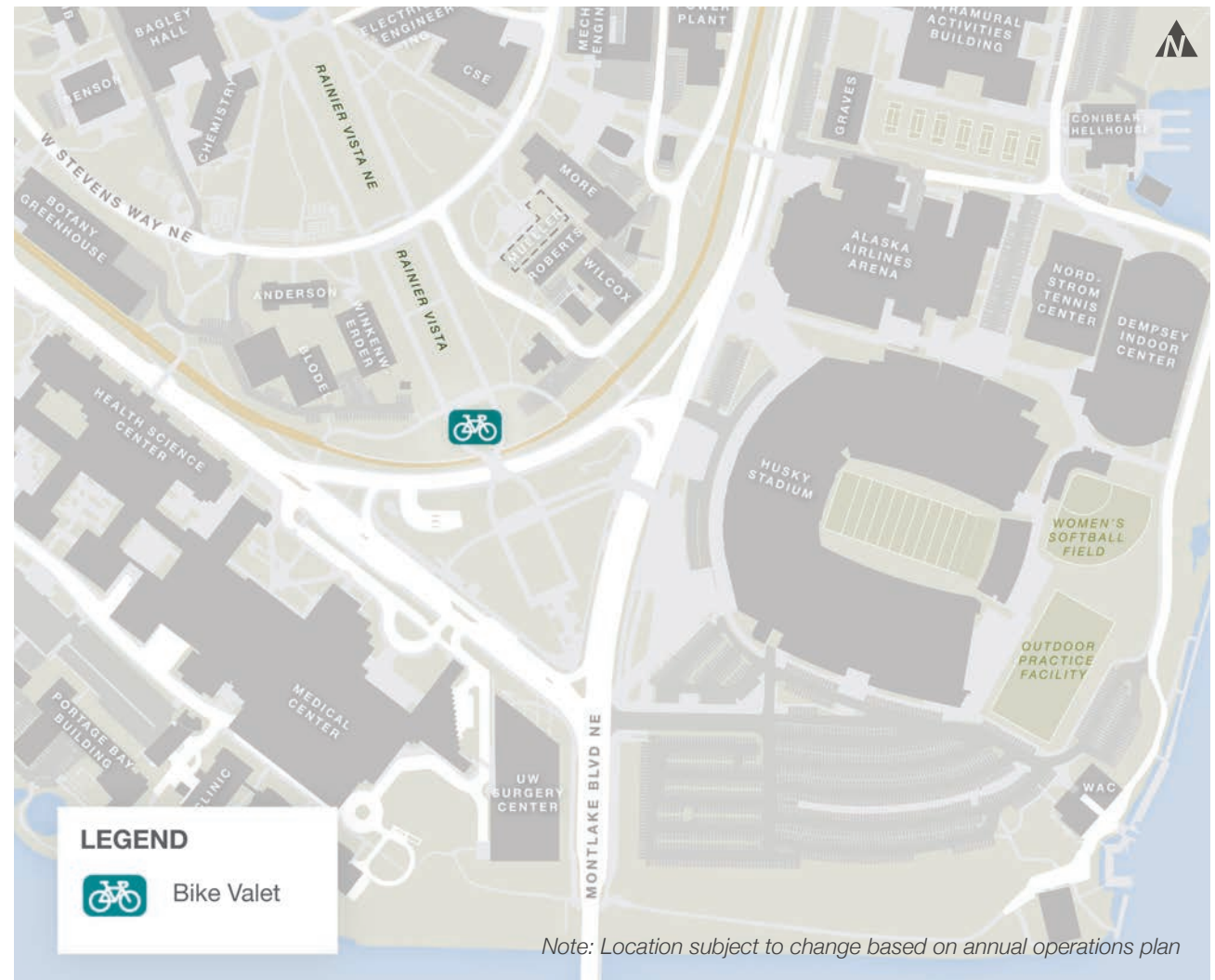
### POTENTIAL MICROMOBILITY IMPROVEMENT STRATEGIES

1. Through signage and advance information, direct cyclists to parking at key intercept locations. This includes bike share users to reduce bicycle conflicts with other modes in the immediate vicinity of the stadium.
2. Provide at least one bicycle valet parking location per large event.
3. Work with bike share providers to manage flow and supply during events.
4. Enhance bicycle parking at strategic locations by providing fixed, covered, locker, or cage parking and/or provide temporary bicycle parking during game days through mobile or stationary bicycle facilities.
5. Provide open source event information that can be integrated with bike share apps to provide real-time information and historic data (as available from bike share providers) to those traveling to and from Husky Stadium events.
6. Proactively intercept and manage the bike share users prior to the primary stadium and University of Washington Station plaza area to collect and redistribute the bike share bikes to locations away from the core plaza area.
7. Offer incentives for employees to bicycle to work, such as bike share membership or free bike share trip codes.

Figure D: Existing Bicycle Valet Location

No significant differences in the TMP strategies for weekday or weekend games are anticipated. The timing of the event, with respect to daytime or evening hours, would affect the use of bicycles as a transportation mode for the event. Basic elements such as the bike valet and bike share intercept locations should be implemented in both time periods. No new bike share or bike valet locations have been identified in this TMP. Instead, continued monitoring of the bike/scooter share program and evaluation of bike valet station locations and effectiveness should be reviewed as part of the annual operations plan.

For smaller events, the strategies for larger events will be scaled and adjusted to meet the event needs.





## GENERAL PURPOSE VEHICLE ACCESS/ CIRCULATION/MANAGEMENT

The desire of the UW is to continue to decrease the use of automobiles to access events. Fewer cars translate to fewer parking impacts in surrounding neighborhoods, less congestion on area roads and better environmental performance. Active management of this mode is critical to maintaining a safe and reliable transportation system for both event and non-event commuters. We also recognize that tailgating is part of the Husky Football community experience and is a contributing factor to a level of sustained automobile use for game day.

This TMP's general-purpose vehicle strategies will push to increase average auto-occupancy and maintain freight and emergency service access to the stadium, area hospitals, and surrounding destinations.

Traffic control is an important element in managing vehicles in the area. Currently, traffic control is utilized in a core area around the campus (see Figure E).

Additional traffic control is implemented

by the Seattle Police Department north and west of the campus as needed.

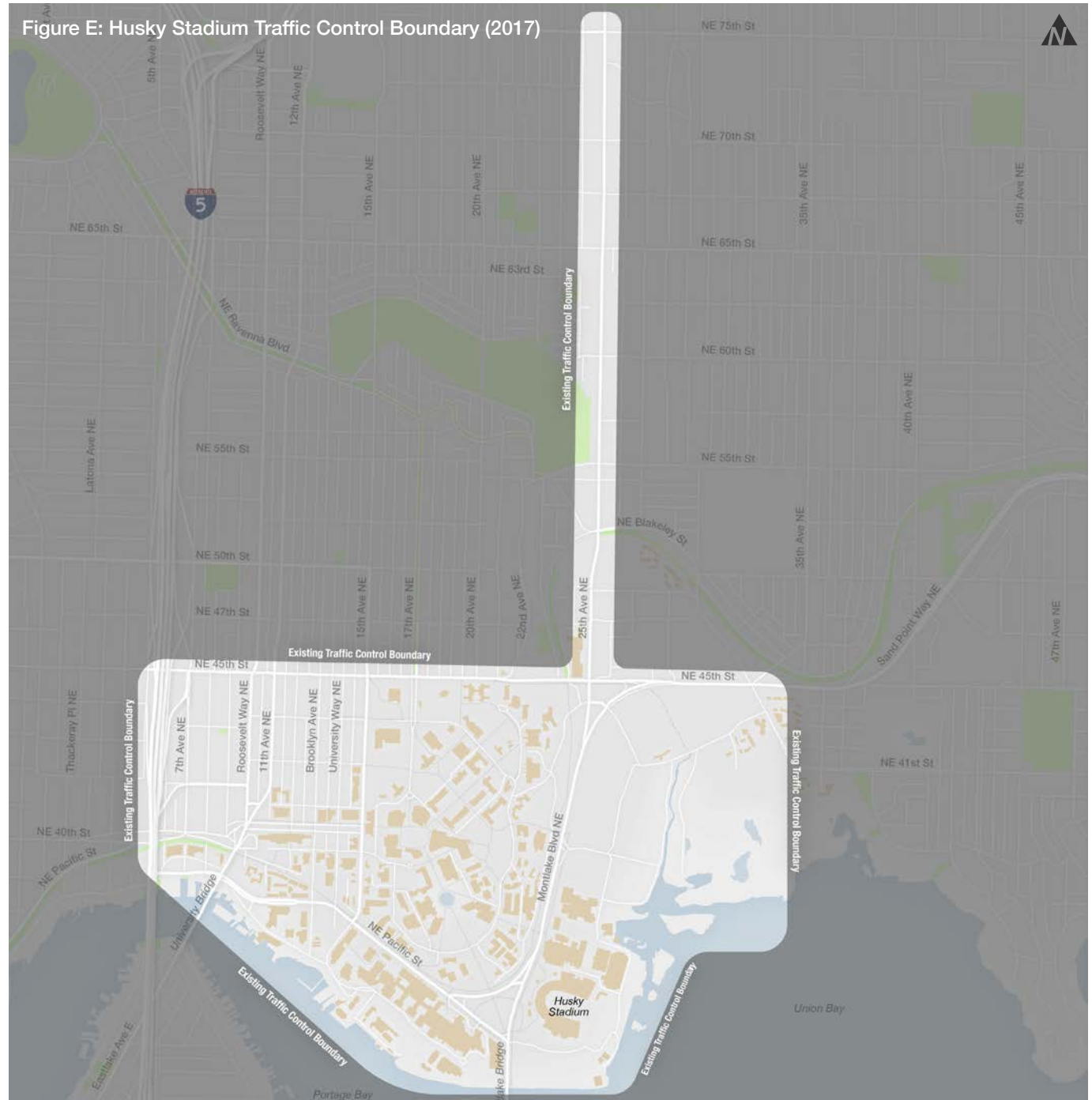
The purpose of stadium event traffic control is to monitor vehicle and pedestrian volumes under post-event conditions and increase the safety and efficiency of egress from parking lots. In the future, with planned City of Seattle/SDOT investments in the U-District Intelligent Transportation System (ITS), the need for manual control may decrease. Advanced technologies in signal control will allow for a more adaptive system to respond to and be controlled by SDOT from the City's traffic management center, to better flush traffic away from the stadium.

Parking management is a critical element of managing general purpose vehicles accessing events. These strategies are discussed in a subsequent section of this TMP.

### **POTENTIAL GENERAL-PURPOSE VEHICLE MANAGEMENT STRATEGIES**

1. Provide a broad communication and outreach campaign in advance of events to deter Single Occupancy Vehicle (SOV) travel and encourage use of non-auto modes by both attendees and the general campus community.
2. Accommodate routes for transit, freight and emergency services to access UW and Seattle Children's hospitals.
3. Coordinate with SDOT on the use of dynamic message signs to route vehicles to parking and facilitate egress from the stadium area.
4. Work with SDOT, SPD, and UWPD to develop annual plans for intersection control and road closures to direct vehicles in and out of the stadium area.
5. Set parking prices to incentivize higher occupancy vehicles.

Figure E: Husky Stadium Traffic Control Boundary (2017)



No significant differences in the TMP strategies for weekday or weekend games are anticipated. A greater emphasis will be placed on the communication and outreach campaign in advance of the weekday events to deter non-essential travel away from the area and encourage use of alternative routes or non-auto modes for non-game travel.



## RIDEHAIL TRANSPORTATION

Ridehail transportation includes a range of methods for providing flexible travel options through the sharing of transportation resources, in this case automobiles. The primary intent of the ridehail transportation strategies is to minimize impacts of ridehail vehicles (both congestion and drop-off/pick-up conflicts) on the street system near the stadium.

Ridehail options continue to expand and while their use may decrease parking demand, they are a factor in congestion. To manage ridehail vehicle access in the stadium area, UW Athletics provides for a designated ridehail drop-off/pick-up zone away from the immediate stadium area on game days. The UW-managed designated ridehail area for the 2016 and 2017 football seasons is shown in Figure F. The overall operations of the Ridehail areas are reviewed each year and any changes will be identified in the annual operations plan.

Car-share options provide additional opportunities for attendees to tailor a commute mode that meets their need. For example, they can take the train to the event, but utilize car-share options to travel back home.

### POTENTIAL RIDEHAIL TRANSPORTATION STRATEGIES

1. Support the expansion of higher occupancy mobility options for ridehail (such as Uber Pool), through preferred pick-up/drop-off locations.
2. Define methods for appropriately managing ridehail services as implementing geofencing technology or “venues” functions.
3. Designate pick-up and drop-off locations away from the activity center and off city ROW to reduce conflicts with pedestrians and vehicles. Specific locations will be reviewed annually and any changes will be outlined in the operations plan.
4. Designate staging area(s) if pick-

up and drop-off locations are not able to accommodate demands.

5. Implement temporary wayfinding to direct event attendees to the designated areas, via routes that are designed to accommodate the pedestrian flows.
6. Work with ridehail companies to identify designated parking areas to accommodate vehicles.

No significant differences in the TMP strategies for weekday or weekend games are anticipated.

For smaller events, the strategies for larger events will be scaled and adjusted to meet the event needs.

Figure F: Ridehail Pick-Up/Drop-Off Area (2018 Season)





## BOATS

Use of Husky Harbor is a unique and popular form of transportation to Husky Stadium on game

day. The unique location allows UW to offer another alternative, non-auto mode of travel. The UW hosts charter boats from local restaurants and hotels, private yachts on the dock as well a water taxi service to boats that have dropped anchor in Union Bay.

As of the 2018 season, all dock space was sold out for every game for both charter boats and private boats. Approximately 150 boats dock on game days and all dock space is utilized around the Waterfront Activities Center (WAC) and Conibear Shellhouse. In addition, water taxi service is also provided for boats that anchor in Union Bay and up to 1,000 people per game are transported from their boat to land by this service.

Private charter boats also dock in Husky Harbor. A maximum of five private charter boats carrying between 100 - 350 passenger each can fit in the designated dock space for charter boats. In addition, the Stadium can accommodate some additional charter boat drop-offs; however, there historically has not been an increased demand for private charter boats. These private charter boats operate to generate a profit, so the limited number that occur on game day is likely due to a lack of demand that does not offset the high cost of operating a charter boat. Weather and game times also play a significant factor such that late season games are not as well attended by boaters due to the potential for unsafe travel conditions with bad weather.

## POTENTIAL BOAT MANAGEMENT STRATEGIES

1. Manage boat reservations/permitting and docking area to minimize conflicts between vessels and ensure there is sufficient space for docking.
2. As required, coordinate with Seattle Fire Department to provide land and water coverage during events.
3. Support water taxis services for anchored boats by providing dock space and coordinate with services to increase space if demand warrants.
4. Promote boating as an option for transportation to the game and provide information on private charter boats.







## PARKING MANAGEMENT

UW Athletics manages the campus parking supply with UW Transportation Services

during large events in a variety of ways to reduce vehicle parking in neighborhoods. Pricing is used to incentivize carpools with three (3) or more passengers (as of 2018). The University continues to financially support Residential Parking Zones to better protect surrounding residential neighborhoods. The specific zone boundaries are determined by the City of Seattle. Each season, game dates are updated on parking restriction signs in these neighborhoods. The UW also actively encourages game-day use of the major parking lots on campus as shown in Figure G.

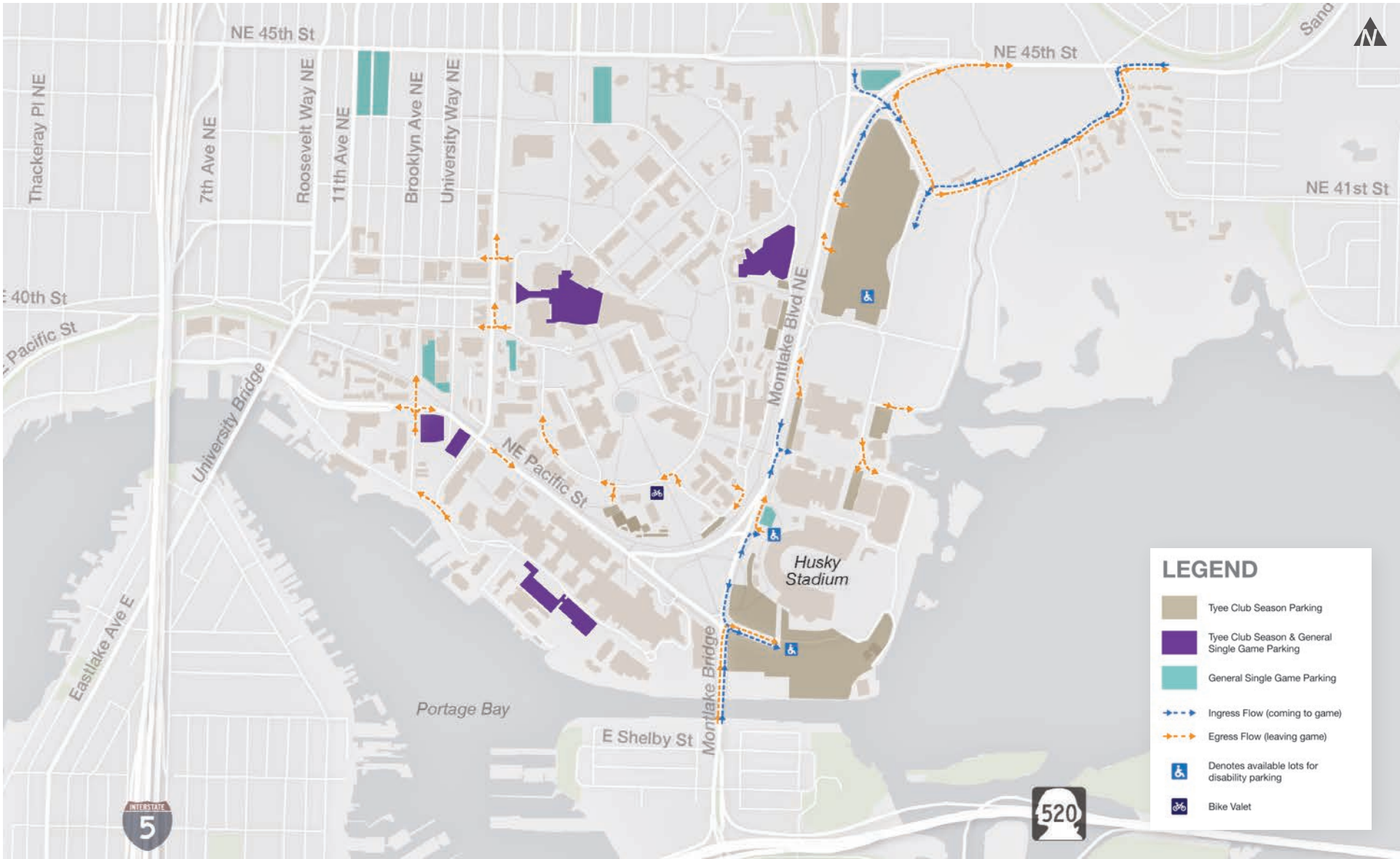
### POTENTIAL PARKING MANAGEMENT IMPROVEMENT STRATEGIES

1. Monitor carpool user rates and change the rates as needed to incentivize more riders per vehicle.
2. Develop designated carpool parking areas with closer access to the stadium to incentivize that mode choice.
3. Set parking prices to incentivize transit use.
4. Continue to monitor available parking as new academic development occurs on campus. Campus parking should be maximized, and tailgating areas adjusted as necessary to prevent parking spillover into neighborhoods.
5. Work with off-site parking providers with surplus capacity adjacent to transit stations to provide information to fans about convenient and competitive parking options.

6. Continue to explore alternatives to tailgating that do not require a personal vehicle.
7. Provide open source and real-time parking information related to events for application developers.

For weekday events, non-stadium use of campus lots is higher than for the weekend games due to the regular operations of the academic quarter. This requires specialized communication with campus commuters. The UW will proactively manage the use of the lots located north and south of the stadium along Montlake Boulevard for weekday event days. This could include restricting student, staff, and faculty parking in these lots the day of the event, as done historically. The UW also actively promotes flexible work hours on days with larger events in order to reduce campus demand for parking.

Figure G: Husky Stadium Game Day Parking





## OUTREACH AND EDUCATION

Outreach and education is essential for encouraging and supporting travel behavior

choices that help meet TMP goals. The UW conducts several outreach programs to inform event attendees and campus community.

Outreach timing and content is informed by the UW's knowledge of the schedule for the upcoming football season, the projected date of Commencement and other special events.

### POTENTIAL OUTREACH AND EDUCATION STRATEGIES

1. Proactively communicate upcoming event schedules to the campus community, surrounding neighborhood community, and key stakeholders surrounding the stadium (i.e. UW and Seattle Children's hospitals).
2. Aggressively promote non-auto mode travel to ticket buyers through ticket information, website, and additional promotions.
3. Provide open source and real-time parking information related to events for application developers.

4. Provide communication and a marketing campaign to promote non-auto travel and inform non-event travelers of alternative options and routes.
5. Work with transportation agency providers to promote non-auto options.
6. Encourage multimodal trip chaining such as train-to-bus or bus-to-bike.
7. Educate and encourage employees on non-auto options for traveling to the stadium, particularly for weekday event conditions.
8. Work with off-site parking providers adjacent to transit stations to provide information to fans about convenient and competitive parking options.
9. Provide information about ride-match opportunities for stadium event employees.

For weekday events, non-stadium use of campus lots is higher than for the weekend games due to the regular operations of the academic quarter. This requires specialized communication with campus commuters. The UW will proactively manage the use of the lots located north and south of the stadium along Montlake Boulevard for weekday event days. The UW also actively promotes flexible work hours on days with larger events in order to reduce campus demand for parking.

# ANNUAL SURVEY/ REPORTING

UW Athletics will monitor and report annually on performance related to the goals outlined in this TMP. The annual report will be informed by observed conditions, feedback from TMP partners, including surrounding neighborhoods, and surveys. UW Athletics will conduct an annual survey and provide the results to the Stadium TMP Technical Advisory Group. The survey will be captured through an attendee intercept process as attendees enter the stadium. Due to the higher volume and compressed nature of pedestrian flows under post-event conditions, intercept surveys would not be conducted under post-event conditions.

The parameters of the annual survey include the following:

- ▶ Conduct the survey for a single weekend football game and for a weekday football game for years that a game is played
- ▶ Conduct the survey when UW fall quarter classes are in session
- ▶ Conduct the survey for a game against a conference opponent
- ▶ Survey questions should capture the following:
  - Identify arrival and departure mode choice, specifying “last mile” mode characteristics
  - Identify average vehicle occupancy
  - General location of attendee parking
  - Usage of ridehailing services
  - Specific mode of public transit (i.e. bus, light rail)

In addition to information collected via the intercept survey, additional data will be collected to evaluate the effectiveness of the TMP/Annual Operations Plan and provide information on revisions to the operations plan for the following year.

Data collected to monitor performance of the TMP may include:

- ▶ Time to clear the Stadium plaza area as it relates to the University of Washington light rail station activity
- ▶ Pedestrian queuing at near-by transit stops (time to clear pedestrians)
- ▶ Summarize game day ridership numbers, ridehailing activity, and operational issues, if present
- ▶ Post event traffic volumes

# ANNUAL OPERATIONS PLAN

UW Athletics will prepare an annual operations plan identifying the specific operational elements of the TMP. This plan will be drafted by UW Athletics in coordination with representatives from the area transportation and public safety agencies. The operations plan will be informed by the results of the previous year’s intercept survey and observed operations, the football season schedule, any changes to the background transportation infrastructure or service, feedback from transit partners and neighborhoods, and will address TMP strategies to achieve the performance goals outlined in this TMP. The operations plan will be provided to the Stadium TMP Technical Advisory Group for review and approval.

Specific elements of the plan may be revised year to year based on consideration of the previous year’s operations and progress towards meeting the performance goals. A general framework of the annual operations plan includes the following and may be modified as needed to meet current need:

Table 3: Focus of the Annual Operations Plan

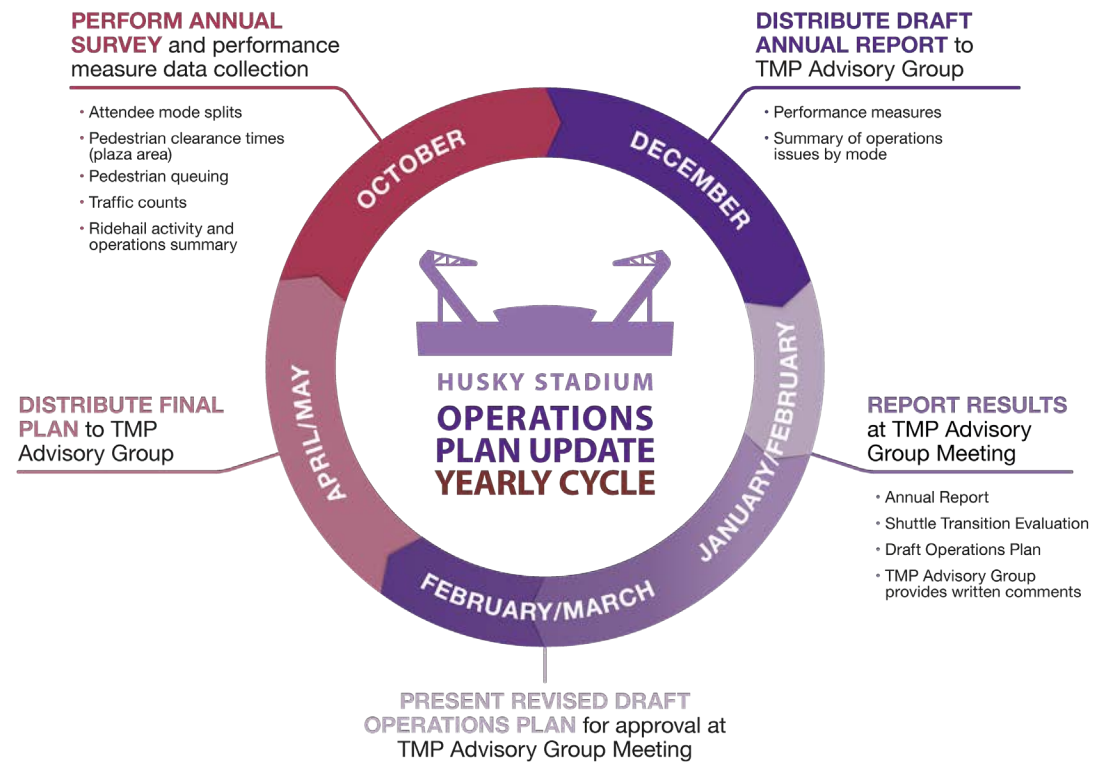
Operations Plan	Focus
Traffic Control	<ul style="list-style-type: none"> <li>Identify intersections and traffic management strategies for each</li> <li>Staffing plan</li> <li>Schedule</li> </ul>
Transit	<ul style="list-style-type: none"> <li>Identify transit staging areas</li> <li>Identify changes to special services</li> <li>Coordination plan for added capacity on existing service or special service</li> <li>Staffing/communication plan</li> <li>Confirm staging/layover areas</li> <li>Coordination plan with ST (train service/ pedestrian management in the plaza)</li> </ul>
Communication Plan	<ul style="list-style-type: none"> <li>Identify key stakeholders</li> <li>Identify key activities for outreach and education</li> </ul>
Parking	<ul style="list-style-type: none"> <li>Staffing plan</li> <li>Identify management responsibilities or restrictions at key lots</li> </ul>
Bicycle/ Micromobility Management	<ul style="list-style-type: none"> <li>Identify bike valet location and staffing</li> <li>Bike share management provisions</li> <li>Coordinate with bike share companies</li> </ul>
Ridehail Transportation	<ul style="list-style-type: none"> <li>Coordinate with ridehail companies</li> <li>Identify and confirm management strategies, including staging areas and staffing</li> <li>Collaborate with the Technical Advisory Group on staging areas</li> </ul>
Boating	<ul style="list-style-type: none"> <li>Staffing and game day management plans for Husky Harbor</li> </ul>
Pedestrian	<ul style="list-style-type: none"> <li>Review traffic control plans for any locations not identified for vehicular management</li> <li>Identify any plaza/light rail pedestrian management strategies</li> </ul>

# STADIUM TMP TECHNICAL ADVISORY GROUP

The UW will convene and facilitate a Stadium TMP Technical Advisory Group, which will meet at least twice per year. The group will be composed of representatives of the UW, SDCI, SDOT (chair), SPD, WSDOT, King County Metro, Sound Transit, and the City-University Community Advisory Committee (CUCAC) representative (or successor agencies), as well as other necessary governmental agencies. The purpose of this group is to review the annual report and determine whether satisfactory progress towards the goals of the TMP are being met, and whether changes to the TMP or modifications to the annual operations plan are necessary.

Figure H illustrates the operations plan anticipated yearly cycle (as of 2018).

Figure H: Operations Plan Update Yearly Cycle



# FINANCIAL OBLIGATIONS

This Transportation Management Plan outlines the goals and strategies intended to reduce auto related travel modes to Husky Stadium events and reduce the effects to the surrounding community. Elements directly associated with game day operations, including parking management and traffic control have been identified in the plan. Costs directly related to game day operations, including parking management, traffic control personnel, traffic control plan approval, and traffic control devices will be the responsibility of the UW. Strategies necessary to achieve the stated goals of the plan will also be funded by the UW. These could include programs or other capital investments necessary to achieve the goals. If capital improvements are implemented that also benefit the broader transportation network during non-game days/time, a cost sharing model may be discussed with the City of Seattle on a case-by-case basis.





