



UW Husky Stadium TMP

Photo Credit: University of Washington

Seattle City Council
7/21/2021 Department of Transportation
University of Washington



City of Seattle

SDOT vision, mission, and core values

Vision: Seattle is a thriving equitable community powered by dependable transportation

Mission: to deliver a transportation system that provides safe and affordable access to places and opportunities

Committed to **6 core values:**

- Equity
- Safety
- Mobility
- Sustainability
- Livability
- Excellence

Agenda

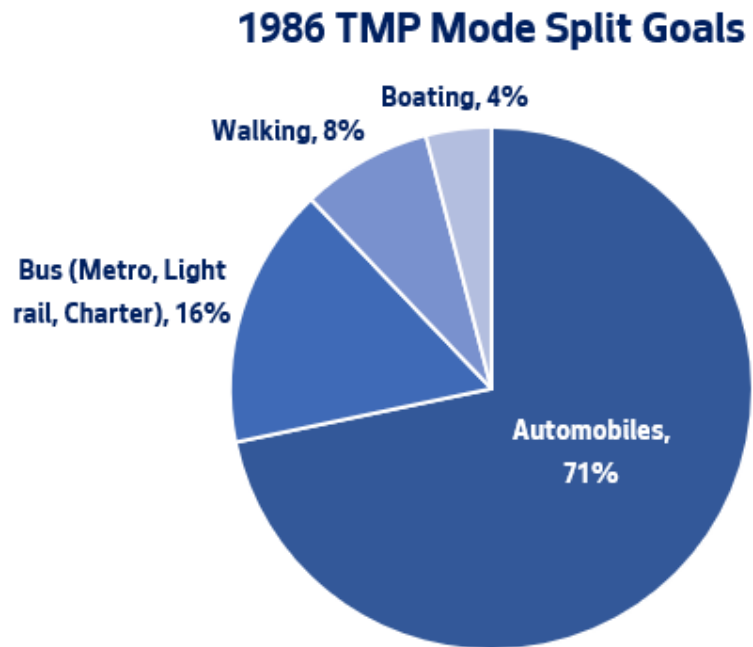
- **Purpose of Update to UW Husky Stadium TMP**
- **Background | 1986 Husky Stadium TMP**
- **Purpose & Objectives | New Husky Stadium TMP**
- **Strategies | New Husky Stadium TMP**
- **Next Steps**
- **Questions**

Purpose of Update to Husky Stadium TMP

- Current Husky Stadium TMP adopted in 1986 when Stadium was expanded from 58,000 to 72,000 attendees (now 70,000)
- 1986 TMP lacks flexibility for game day operations and has cumbersome processes in place to modify the TMP to reflect conditions
- Strategies outlined in for traffic management are outdated given the transportation environment has changed and will change in the future

Background

1986 Husky Stadium TMP



- In 1986 Husky Stadium was expanded from 58,000 to 72,000 attendees (now 70,000)
- Through Council Resolution 27435, formal TMP established for Stadium events, focusing on:
 - Accommodating capacity crowds with lesser parking impact to nearby residential areas
 - Expediting postgame traffic traveling to SR 520 and I-5

Mode split goals/strategies no longer meet desires to minimize automobile use to Stadium events

Background

Strategies in the 1986 TMP

- **“Free” transit scrip** for every game attendee.
 - UW has operated with a waiver of this provision since 2012.
- **Detailed traffic flow and parking management** in University District and nearby neighborhoods, including maps with specific traffic management operations.
- Specific **game-day transit service**.
- Annual **monitoring of mode splits** and transportation management.
- **Two oversight committees:**
 - *Technical Advisory Group*: Staff-level group of UW and partner agencies
 - *Advisory Group*: Senior level staff from UW, partner agencies and a member of the City University Community Advisory Committee

New Husky Stadium TMP

Purpose and objectives

Increased flexibility

- Use of special event only transit, in favor of other supplemental transit service options
- Responds to changes in transportation infrastructure (i.e. Link light rail) around Husky Stadium
- Responds to changes in technology and mode choices

**UW Responsibility: Costs directly related to game day operations & strategies necessary to achieve the stated goals of the plan*

**Not intended to address transportation to and from other UW campus events/activities or venues*

Forward-looking strategies

- To move stadium attendees into alternatives to cars
- Priority on transit, high-capacity vehicles, biking and walking
- Flexible structure for annual operating plans to address future changes
- Weekday event management
- Considers future investments in transportation system
- Provides the accountability tools to achieve outcomes and report to stakeholders

Background

Developing the new TMP

New TMP incorporates extensive feedback from:

- SDOT
- King County Metro
- Sound Transit
- SPD
- **Neighborhood groups**, who were given a presentation & offered early feedback

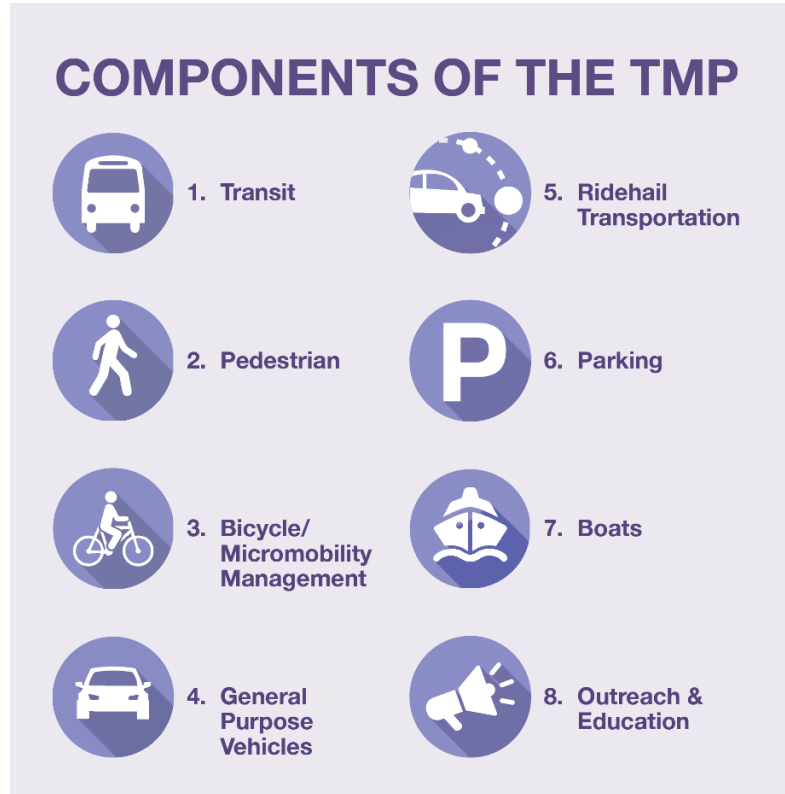
Transit agencies such as SDOT encouraged more aspirational performance goals and developed the plan to incorporate and invest in the city infrastructure to support the goals.

Neighborhood Groups:

- Roosevelt
- Ravenna-Bryant
- Laurelhurst
- CUCAC (City/University Community Advisory Committee)*
 - *Eastlake Community Council*
 - *University District Partnership*
 - *Laurelhurst Community Club*
 - *Montlake Community Club*
 - *Portage Bay/Roanoke Park Community Council*
 - *Ravenna Springs Community Group*
 - *Ravenna Bryant Community Assoc.*
 - *Roosevelt Neighbors Alliance*
 - *Roosevelt Neighbors Assoc.*
 - *University District Community Council*
 - *University Park Community Club*
 - *Wallingford Community Council*

New Husky Stadium TMP

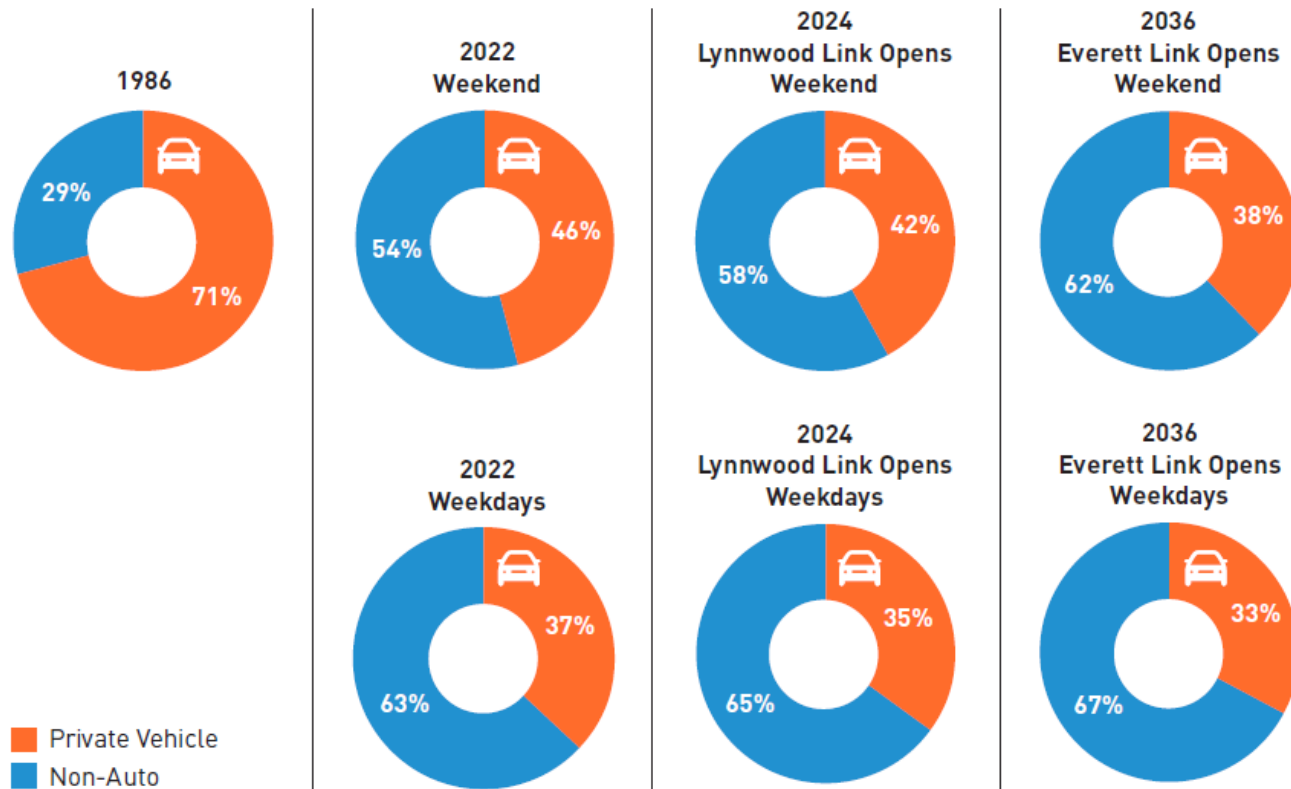
Eight programmatic components to support goals



New Husky Stadium TMP

Goal 1: Reduce Auto Usage by Event Attendees

1986 TMP AND NEW TMP MODE SHARE GOALS



NOTE: East Link is also planned to open in 2023.

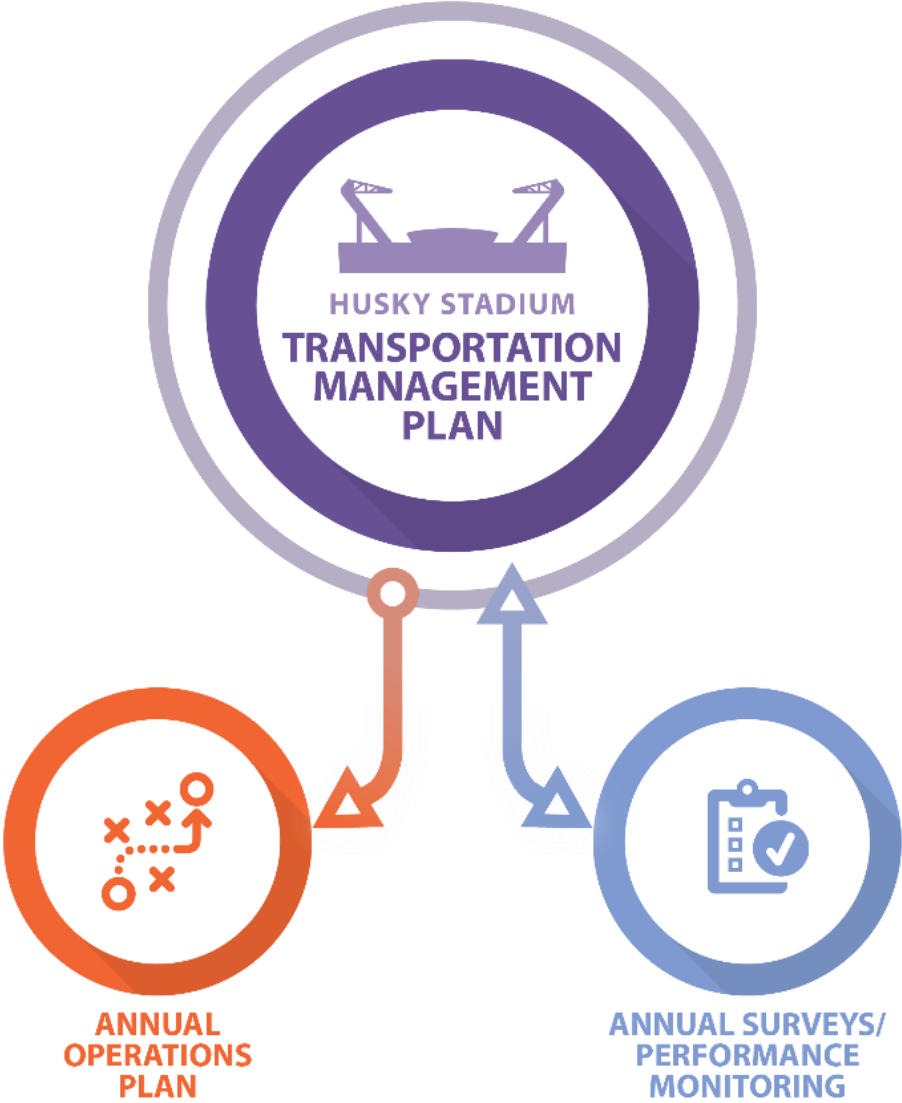
New Husky Stadium TMP

Goal 2: Reduce Duration of Event-Related Mobility Disruptions

- Considers operations performance for key corridors around the stadium to be monitored by SDOT
- **Network performance goal:** Return traffic conditions within subarea to non-event conditions within targeted timeframe (preliminary goal: 60-75 minutes)
- UW is investing in transportation infrastructure to optimize performance (i.e. travel time detection devices, CCTV cameras, and signal timing plan development and monitoring)
- Network performance goal requires an established baseline through data collection before goal is finalized

Annual Operations Plan & Performance Monitoring

Annual survey/performance monitoring informs the annual operations plan, which is updated each year to support TMP.



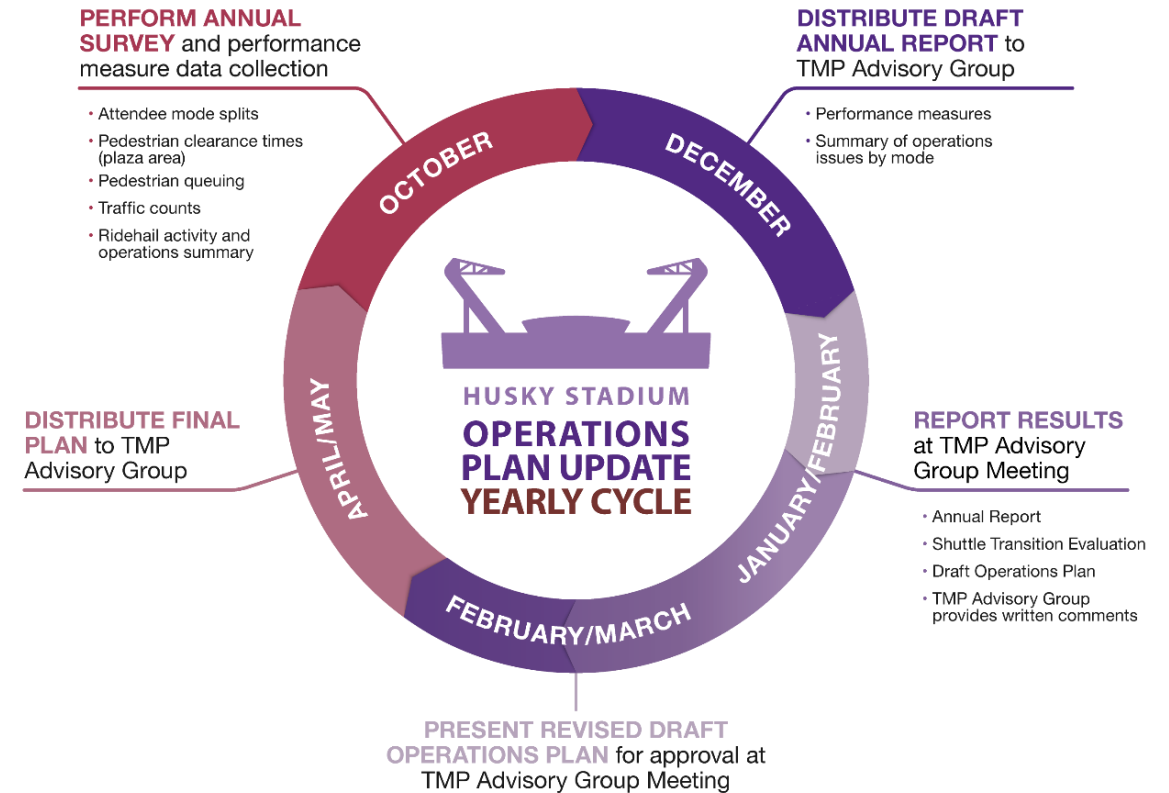
Advisory Committee

TMP Technical Advisory Group meets annually to:

- Review the annual transportation survey report
- Determine if there is satisfactory progress towards TMP goals
- Decide if modifications to the annual operations plan are necessary

Representatives

- SDOT (chair)
- UW
- SDCI
- WSDOT
- King County Metro
- Sound Transit
- CUCAC



1986 vs. 2021 Comparison Matrix

	1986 Husky Stadium TMP	Proposed New Husky Stadium TMP
Authority & Structure		
Overview	<ul style="list-style-type: none"> Adopted resolution with detailed TMP and Operational Supplement (OS) 	<ul style="list-style-type: none"> High-level strategic framework TMP for events w/ 15,000+ attendees to guide an annual operations plan Updated approach, goals and strategies, and objectives
Applicability and Thresholds	<ul style="list-style-type: none"> Non-UW Events w/ 24,000+ expected attendance requires Council approval No event/attendance/frequency thresholds 	<ul style="list-style-type: none"> TMP provisions required for events w/ 15,000+ attendees. Up to 8 non-football events/year without Council approval
How is the TMP Operationalized?		
Overview	<ul style="list-style-type: none"> Operations plan developed each spring using survey results/feedback 	<ul style="list-style-type: none"> Annual Operations Plan incorporates data/feedback from attendees, partners, and Technical Advisory Group.
Review Process, Monitoring, & Reporting	<ul style="list-style-type: none"> Two tiers of committees for annual review and reporting UW-issued annual report with football event data 	<ul style="list-style-type: none"> Streamlined review and reporting cycles Annual monitoring report to the Technical Advisory Group, among other performance monitoring data

Green bold text delineates significant changes from 1986 TMP.

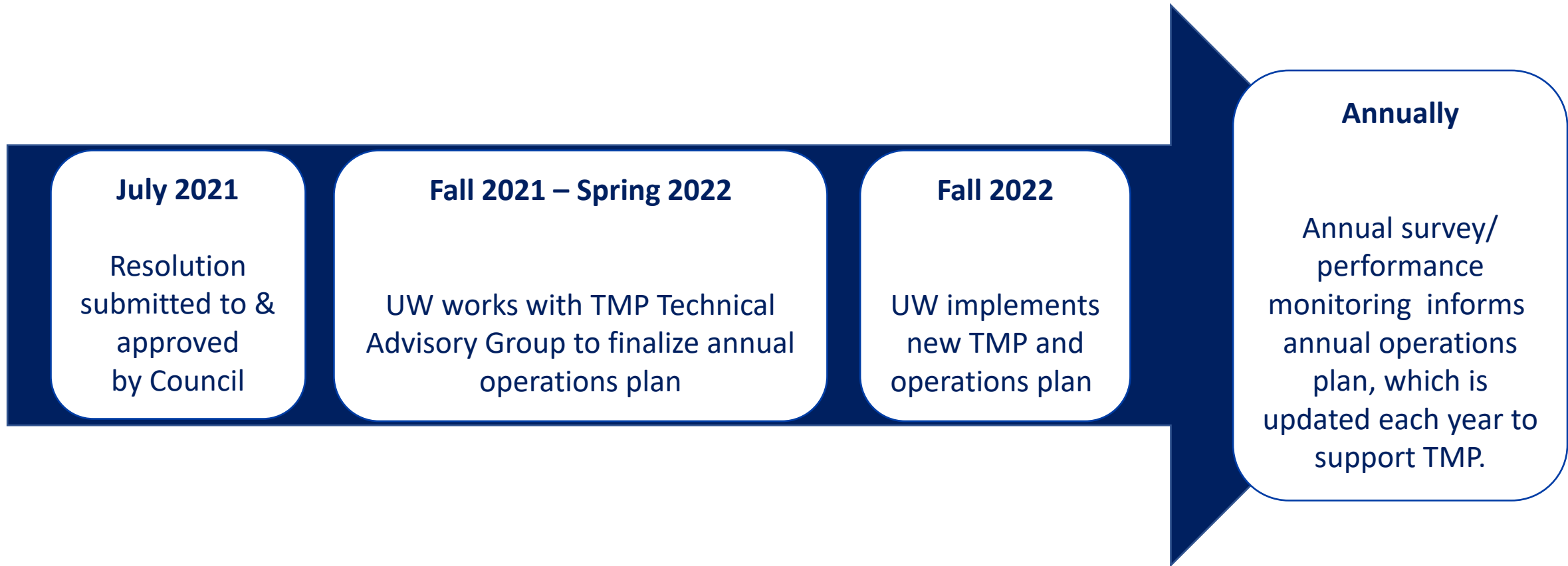
1986 vs. 2021 Comparison Matrix - *continued*

	1986 Husky Stadium TMP	Proposed New Husky Stadium TMP
Program Components		
Major Goals	<ul style="list-style-type: none"> Accommodate crowd of 72,000 Rely less on parking in residential areas; provide incentives for other modes & parking on-campus 	<ul style="list-style-type: none"> Reduce auto usage Reduce duration of event-related mobility disruptions
Strategies to Increase Transit Use, Reduce SOV Use, Promote Non-Auto Travel, & Parking	<ul style="list-style-type: none"> Special Service: “Husky Special Service” transit from regional Park-and-Ride lots. No mechanism for change beyond a City Council approval process. Transit: Free transit scrip for each football game ticket purchaser (temporary waiver since 2012). Rideshare: Focused on carpooling and ridematching. Parking: On campus parking pricing management Non-Auto Travel: Promotional mailers, PSAs, special promotions for transit service. 	<ul style="list-style-type: none"> Special service: Steps to evaluate game day bus service annually and when new light rail stations open. Potential changes considered in annual Operations Plan. Transit: No transit scrip; maximizes light rail and optimizes bus transit for peak event hours. Rideshare: Includes shared use, ridehail use, and carpooling Parking: Further parking management enhancements, encourage use of more efficient travel options Non-Auto Travel: Specific strategies for each mode

Green bold text delineates significant changes from 1986 TMP.



Next Steps



Questions

