Transportation Management Plan
Event Center and Mixed-Use Development in Mission Bay

Mission Bay Citizens Advisory Committee Meeting
November 13, 2014
• Project Overview and Transportation Management Plan Context

• Analytical Assumptions

• Peak Event Pre-Event Plans

• Peak Event Post-Event Plans

• Additional Transportation Demand Strategies
Project Location:
Mission Bay
Blocks 29-32
Project Elements

- Approximately 18,000 seat multi-purpose arena
- Approx. 500,000 leasable sq ft of Office/Lab
- 75,000 - 95,000 leasable sq ft of Retail
- 3.2 acres of plazas and public space
- 700 - 950 parking spaces
**Transportation Management Plan (TMP) SFCTA Waterfront Analysis**

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**Travel Demand Memo**
*Technical Analysis*
Mode splits, no. of auto trips generated*
*Data not yet available*

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**SEIR**
*Technical CEQA Document*
Transportation impacts and proposed mitigations

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**SFCTA Waterfront Analysis**
*Technical Analysis*
Regional traffic patterns, forecasts, and strategies

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**Transportation Demand Strategies**
*Operations Plan*
Strategies for reducing auto mode

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**Transportation Management Plan (TMP)**
*Operations Plan*
“Last mile” strategies

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**Transit Service Plan**
*Operations Plan*
Special Event transit service for pre- and post-event

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**Ongoing Collaboration with MTA**
Transportation Management Plan Goals

• Maximize safety for all site visitors

• Promote the use of sustainable transport options, specifically non-automobile transportation, including transit, walking, and bicycling

• Reduce vehicular impacts and minimize pedestrian spillover into streets and adjacent neighborhoods
Agenda

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(1) Attendance levels are lower than sell out capacity due to industry-standard No Show rate. GSW playoff games will range from zero to a maximum of 16 based on GSW performance.

(2) The project TMP also accounts for a typical (no-event) day with up to 2,700 office/retail employees on-site.
## Mode Split Assumptions

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>35%</td>
<td>39%</td>
<td>44%</td>
<td>26%</td>
</tr>
<tr>
<td>Auto</td>
<td>55%</td>
<td>49%</td>
<td>38%</td>
<td>74%</td>
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<tr>
<td>Bike</td>
<td>2%</td>
<td>Included in Other</td>
<td>2%</td>
<td>Not reported separately</td>
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<tr>
<td>Walk</td>
<td>4%</td>
<td>7%</td>
<td>11%</td>
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<tr>
<td>Other (2)</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>Not reported separately</td>
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</table>

(1) Average Weekday

(2) For the Blocks 29-32 project, “Other” includes: Taxi, TMA shuttle, TNC (Uber, Lyft), pedicab
Transit Improvement Assumptions

- Central Subway
- Caltrain Electrification
- Muni Forward (TEP implementation)
- Blue Greenway
- Completion of Mission Bay road network
Transit Service Assumptions

• Supplemental Muni service

• 3 Muni Special Event shuttle routes

• Additional rail service

• Capital improvements (lengthening platform)
Event Parking Assumptions

• On-site: 700 - 950 stalls
  o Approx. 20 - 30 minute post-event egress
  o Includes valet area for Retail

• Off-site/Satellite:
  o Office parking
    ▪ Ex: 450 South Street
  o Event parking
    ▪ Ex: Lot A, UCSF, and underutilized existing garages

• Street parking: heavily discouraged
  o Limited meter hours (shorter than event duration)
  o Special Event pricing
Lane Striping & Signal Assumptions

Mission Bay Infrastructure Plan

Proposed Revisions

Adds:
- All-way stop signs
- Neighborhood metered street parking
- Buffered bike lanes on 16th
- TMA Shuttle stop
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Pre-Event
Preferred Routes
Pre-Event Curb Management

• Accommodates dispersed event arrivals over a ~2 hour period

• Based on separation of modes:
  o West: Transit
  o NE/East: Auto
  o SE/East: Bike/Walk

• Maintains clear inbound/outbound through-access for local neighbors and businesses
Pre-Event Curb Management: Northwest Corner

Blocks 29-32
Pre-Event Curb Management: Northeast Corner

Blocks 29-32

GSW Event Center and Mixed-Use Development

November 2014
Pre-Event Curb Management: Southeast Corner

Blocks 29-32
Pre-Event Curb Management: Southwest Corner

Blocks 29-32
Pre-Event PCO Locations

- Parking Control Officer (PCO)
- Variable Message Sign (VMS)

GSW Event Center and Mixed-Use Development
Agenda

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• Peak Event Pre-Event Plans

• Peak Event Post-Event Plans

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Post-Event Preferred Routes
Post-Event Curb Management

- Designed to facilitate efficient, intuitive building exit
- Based on separation of modes consistent with arrival:
  - West: Transit
  - NE/East: Auto
  - SE/East: Bike/Walk
- Temporary street closures clear traffic and fans from the vicinity as quickly and safely as possible
Post-Event Curb Management: Northwest Corner

GSW Event Center and Mixed-Use Development
Post-Event Curb Management: Northeast Corner
Post-Event Curb Management: Southeast Corner

Blocks 29-32
Post-Event Curb Management: Southwest Corner

Blocks 29-32
Post-Event PCO Locations

- Parking Control Officer (PCO)
- Variable Message Sign (VMS)

GSW Event Center and Mixed-Use Development
Dual Event
PCO Locations

- Parking Control Officer (PCO) - GSW
- Parking Control Officer (PCO) - GIANTS
- Variable Message Sign (VMS)

GSW Event Center and Mixed-Use Development
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# Event Controls Summary

<table>
<thead>
<tr>
<th>Traffic Control Strategy</th>
<th>No Event</th>
<th>Convention/Small Event</th>
<th>Arena Concert</th>
<th>Peak Event/NBA Game</th>
<th>Dual Event</th>
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<tbody>
<tr>
<td>Coordinate with SFMTA Special Events Team</td>
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<td>Coordinate with BART, Caltrain, Muni, TMA, SFBC</td>
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<td>Coordinate with Giants Special Events Staff</td>
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<td>Muni Ticket Sales at Event Center Box Office</td>
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<td>Taxi Zone on Terry Francois Blvd</td>
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<td>Taxi Zone on South Street</td>
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<td>Dedicated TMA Shuttle Stop</td>
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<td>Dedicated Muni Event Shuttle Stops</td>
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<td>PCO Supervisor at Event Center Control Room</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>PCOs Positioned on and around site</td>
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<td>✓</td>
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<tr>
<td>Post-Event Lane Closures</td>
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<tr>
<td>Bike Valet Operating</td>
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</tbody>
</table>
Representative Travel Demand Strategies

- Appoint Event Center Transportation Coordinator
- Utilize dynamic wayfinding and communication
- Provide substantial bicycle parking spaces
- Price parking to discourage driving
- “Know Before You Go” app and webpage
Personalize trip options

Menu options: show drive/park options last, rate by sustainability, etc.

Show garages, major transit stations, bike share pods, etc.

If driving, reserve your spot in advance (no more circling)
Monitoring and Refinement

Tools:
• Regular Coordination Meetings with MTA’s Special Event Team and Ballpark Mission Bay Transportation Coordinating Committee
• Event attendee and employee surveys
• Parking utilization data collection

Documentation:
• TMP Travel Survey Memo (first year)
• TMP Monitoring Report (annually)
• Update presentations to Mission Bay community (as needed)
Project Next Steps

• Provide comments on project at SFArena@warriors.com

• Topics for upcoming CAC meetings:
  o Major Phase design updates
  o Schematic design
  o Review transportation analysis and mitigations
Thank You