

Husky Stadium

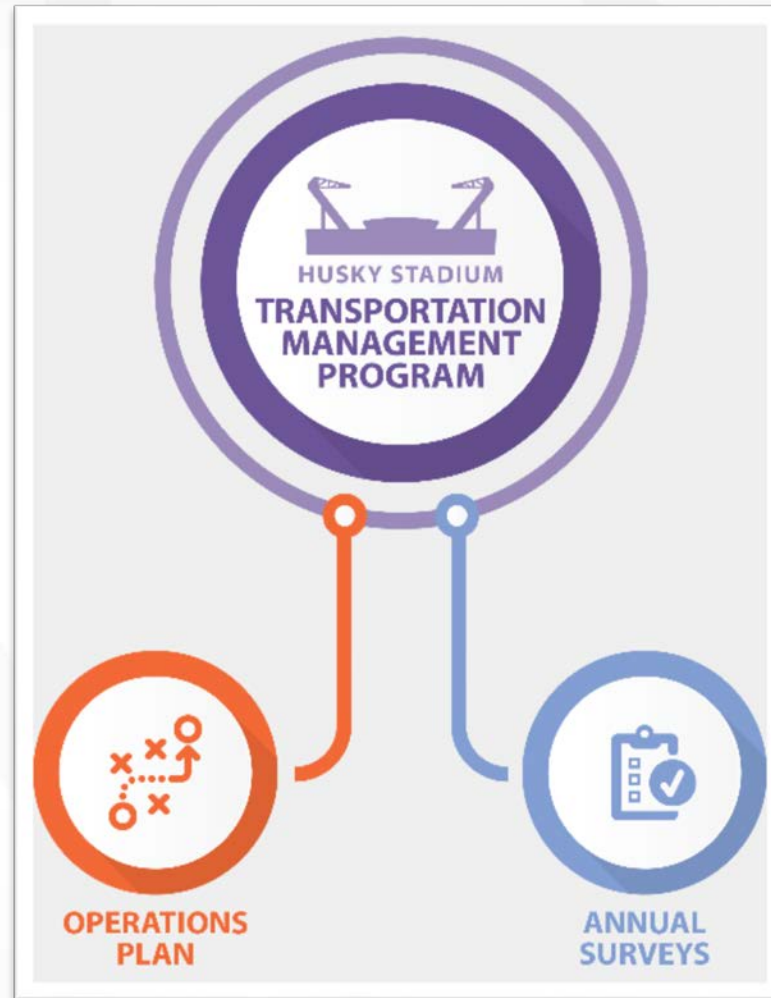
Transportation Management Plan Modernization Project



New TMP Objectives

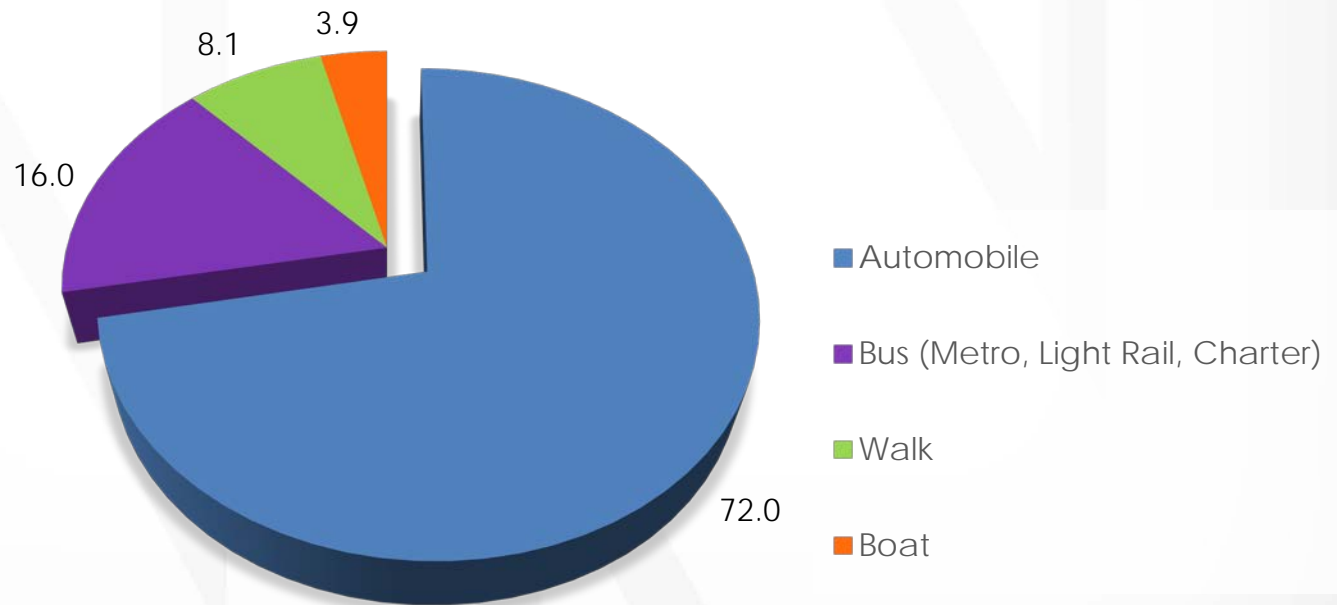
- Develop the TMP into a **forward-looking strategy** that continues to effectively move stadium attendees into alternatives to cars in order to **decrease congestion and parking impacts**.
 - ✓ Include transportation options available through Sound Transit Link light Rail.
 - ✓ Include new trends in transportation (e.g. car share, ride share, bike share).
- Develop **weekday event management strategies**, including the unique challenges of weekday football game required twice every 3 years.
- Address **future changes** in the transportation network.
 - ✓ Examples: SR 520 improvements, bus route changes prompted by One Center City, extension of light rail.
- Adopt mode and operations goals to recognize needs of **smaller events and events other than football**.
 - ✓ Consider two event sizes (24,000 – 42,000 & 42,000 – 70,000) with limited occurrences to develop modified goals and strategies
- Provide **flexibility to modify operations** as necessary to meet transit goals and respond to the dynamic world of transportation infrastructure in this region.
 - ✓ Incorporate changes in technology, new parking policies, road signage.
- **Reduce dependence** on Metro and private charter coaches due to both cost and availability.
- Provide the **accountability tools** to achieve outcomes and report to stakeholders.

New TMP Structure



1986 Performance Goals

- The 1986 performance goals called for a **28% non-auto split**
 - ✓ Transit 16%
 - ✓ Walk 8.1%
 - ✓ Boat 3.9%



Proposed TMP Performance Goals

- Beginning in 2019, for all stadium events on weekends and weekdays...
 - ✓ UW Athletics will strive to increase the non-auto general purpose mode split, staggered as light rail expands (language under development)
 - ✓ **Traffic control measures** such as detours or lane closures are targeted to **subside 45-60 minutes after** the end of an event



TMP Framework

- There are seven programmatic components of the TMP, each one providing strategies to support the success of the TMP program.



TMP Strategies

A combination of strategies within each component of the TMP are effective at reducing vehicle trip rates and managing event impacts.

Notable Strategies Under Consideration:

- Incorporate Sound Transit event service into the annual operations plan by providing extended service hours, additional trains, etc.
- Work with off-site parking providers with surplus capacity adjacent to transit stations to provide information to fans about convenient and competitive parking options
- Work with partner agencies to improve pedestrian and bicycle access to Link and RapidRide stations
- Define methods for managing TNCs such as designating waiting areas and passenger pick-up and drop-off zone(s) away from the activity center to reduce conflicts with pedestrians and vehicles
- Direct cyclists to key intercept locations for bike parking and proactively manage the bike-share users
- Proactively communicate event schedules to the campus community, surrounding neighborhood community, and other key stakeholders
- Monitor carpool user rates and adjust as needed to incentivize more riders per vehicles
- Improve event signage to and from Husky Stadium
- Further encourage employees who work at the stadium to use non-auto modes of travel

Annual Operations Plan

What is it?

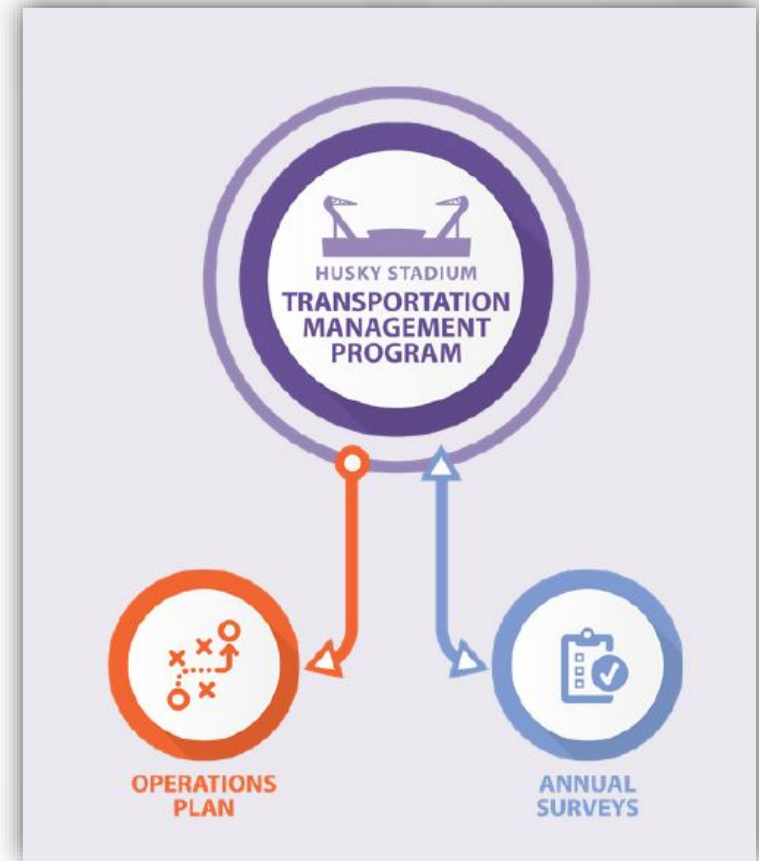
- ✓ An annual operations plan will be prepared to identify the specific operational elements of the TMP.

Who will create it?

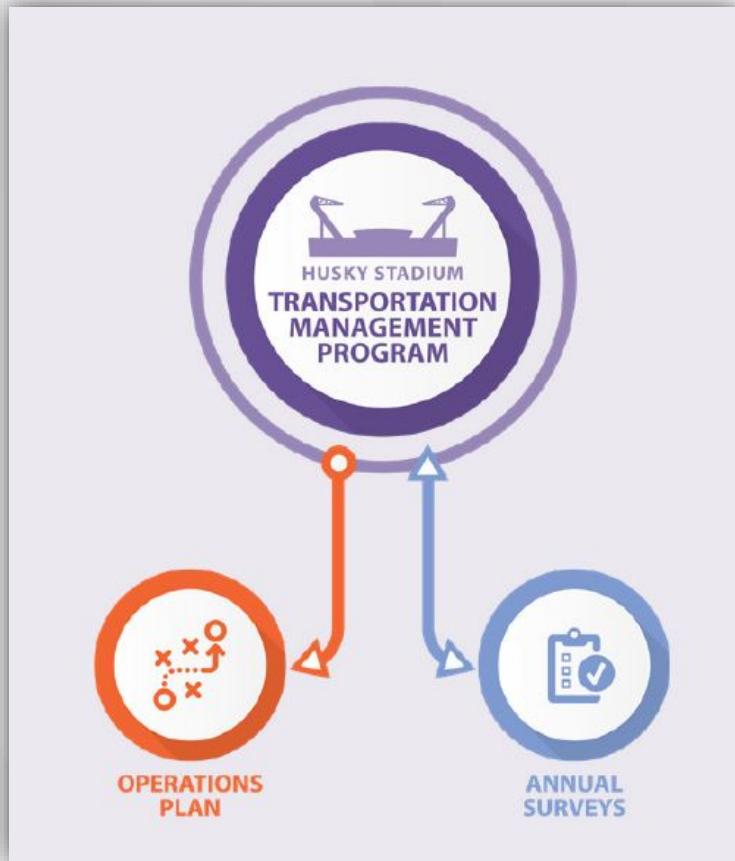
- ✓ Drafted by UW in coordination with the Stadium TMP Technical Advisory Group, which is comprised of representatives from the area transportation and public safety agencies.

What will it do?

- ✓ The Annual Operations Plan will implement selected TMP strategies to achieve the performance goals. It will be informed by the results of the previous year's intercept survey, observed operations, the football schedule, and changes to the transportation infrastructure or service.



Annual Survey & Stadium Technical Advisory Group



How will we monitor the TMP?

- ✓ An annual survey will be conducted and the results provided to the City of Seattle and the Stadium TMP Technical Advisory Group

What is the Stadium TMP Technical Advisory Group?

- ✓ It is composed of representatives of the UW, SDCI, SDOT, SPD, WSDOT, King County Metro, Sound Transit, and the City-University Community Advisory Committee
- ✓ This Advisory Group will meet at least twice per year to review the operations plan and modify or implement various strategies to meet the performance goals

TMP Development Timeline

- September, 2017 Contract with Transpo Group
- September – November, 2017 Data collection
- November, 2017 Stakeholder interviews – UW, neighborhoods, U-Village, & Seattle Children’s
SEPA EIS scoping period
- February - April, 2018 City staff coordination
Preliminary Draft TMP
Preliminary Draft EIS
- May, 2018 Draft TMP
Draft EIS 30-day comment period
- Early Summer, 2018 Final TMP
Final EIS
Seattle City Council process
- Summer-Fall, 2018 Board of Regents