



HUSKY STADIUM TRANSPORTATION MANAGEMENT PLAN

MAY 2018

DRAFT

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HUSKY STADIUM TRANSPORTATION MANAGEMENT PLAN

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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.

Objectives of this TMP include:

- ▶ Develop a TMP that includes forward-looking strategies that continue to effectively move stadium attendees into alternatives to cars 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. car share, ride share, bike share).
- ▶ 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).

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- ▶ Reduce dependence on charter coaches 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 demand 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 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.

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).

Two event sizes are considered in the application of strategies identified in this TMP and the development of the annual operations plan. The event ranges covered by the plan fall into two tiers: 1) an event with between 42,000 and 70,000 attendees, and 2) an event with between 24,000 and 42,000 attendees. The upper range corresponds to use of the upper bowl, while the lower range is 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. This TMP limits the number of events greater than 24,000 attendees to no more than 15 per calendar year, inclusive of football games.

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

- ▶ Transit
- ▶ Pedestrian
- ▶ Bicycle
- ▶ General Purpose Vehicle Access/ Circulation/Management
- ▶ Shared-use Transportation (e.g. Transportation Network Companies, car-share)
- ▶ Parking Management
- ▶ Outreach and Education

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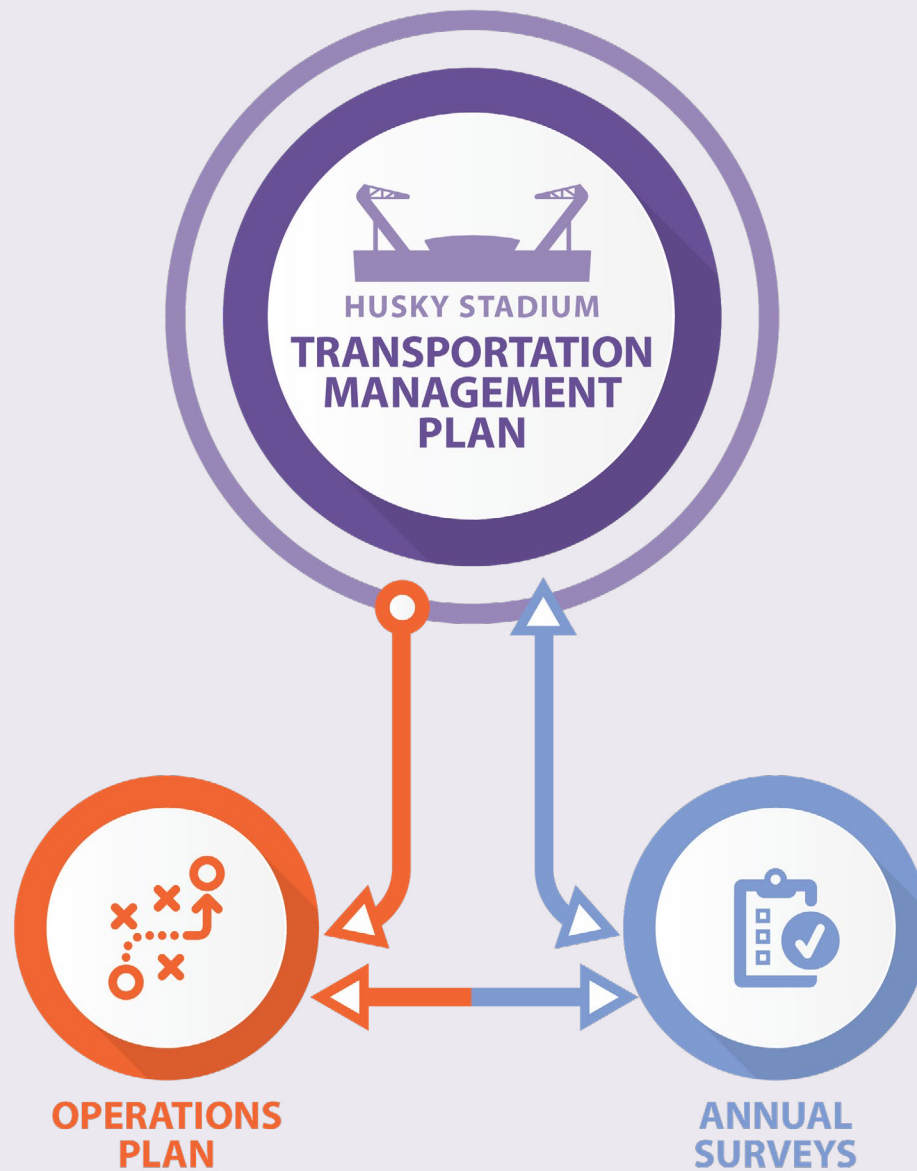


Figure A: Transportation Management Plan Implementation Strategy

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 2012), 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 boating 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 UW conducts an annual attendee intercept survey as part of the monitoring and reporting process. The survey is

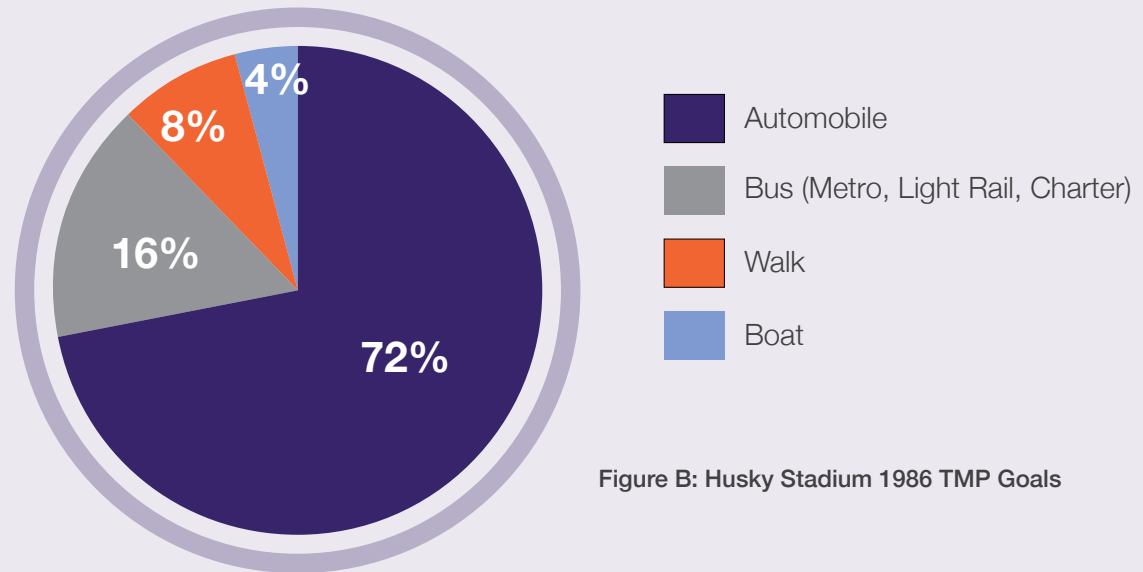


Figure B: Husky Stadium 1986 TMP Goals

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 transit mode split of 35 percent. This represented an all-time high based on historical data.

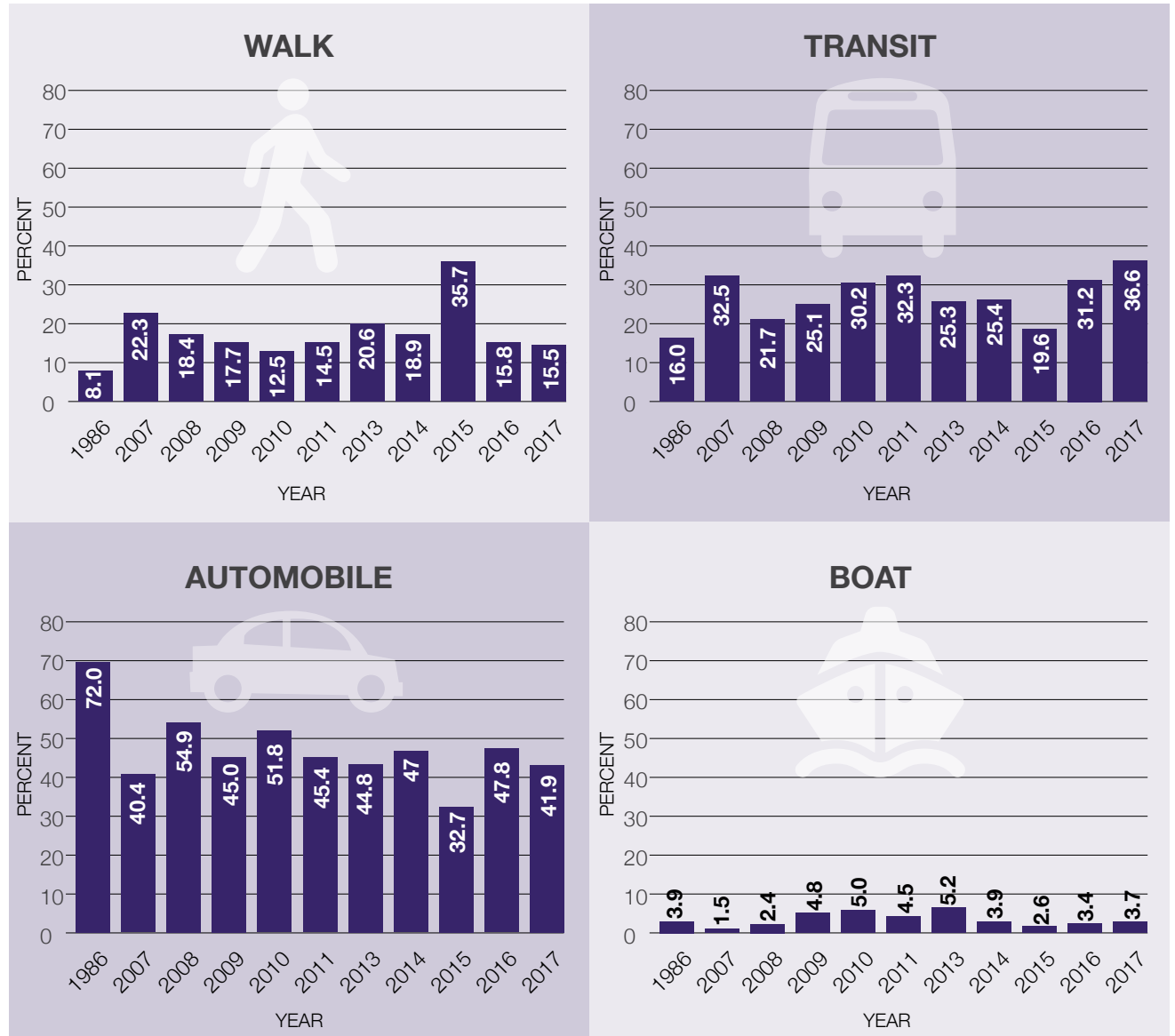


Figure C: Husky Stadium Game Day Historical Modes of Travel

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PERFORMANCE GOALS

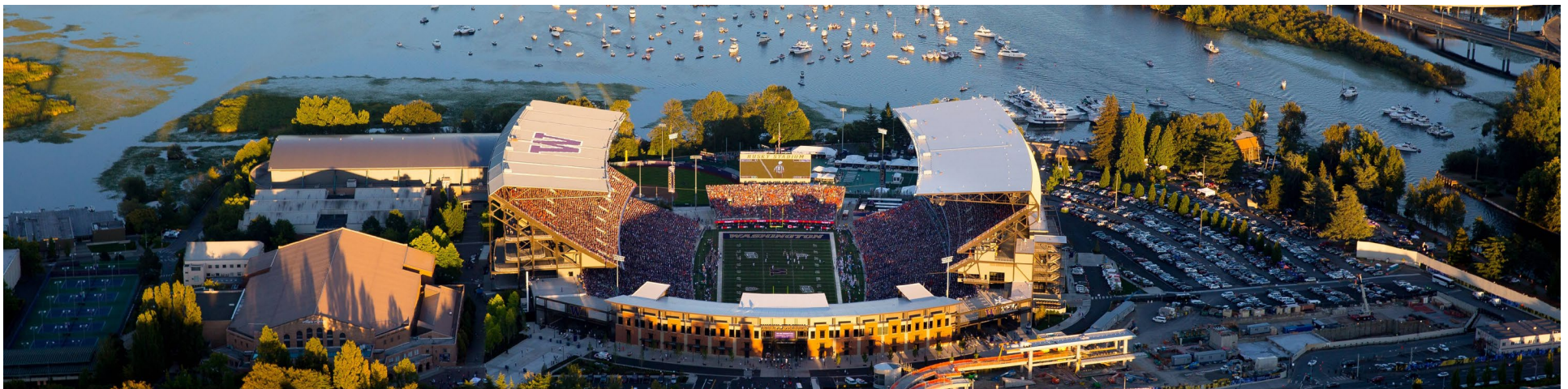
Two goals have been identified within this TMP. These two goals address both the demand management objectives and operational objectives. The demand management goals defined in this TMP include consideration for weekday and weekend events as well as increasing non-auto* goals in the future as the public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

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

GOAL 1. Transportation Demand Management

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

Table 1: TDM Goals for Non-Auto Modes of Travel



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GOAL 2. Traffic Control Management

Beginning in 2019, for all stadium events on weekends and weekdays, 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 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. Shared-Use Transportation



2. Pedestrian



6. Parking



3. Bicycle and Bike Share



7. Marketing and Education



4. General Purpose Vehicles

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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. 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 four RapidRide lines that will serve the University District. All 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 train cars, or operate extra trains during event arrival and departure) into the annual operations plans.
2. Promote education programs 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 non-auto commute goals. Stage buses proximate to the stadium entrance post-event in order to expedite the egress of attendees from the stadium area.

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.

TRANSIT GOALS

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



PEDESTRIAN

Most attendees of Husky Stadium events are pedestrians at some point

during their 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.

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 in conjunction 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.

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BICYCLE

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 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 free 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.

Bike share, where people rent bicycles for short trips, is being implemented by the City of Seattle on an experimental basis as of 2018. 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 BICYCLE 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.

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 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.

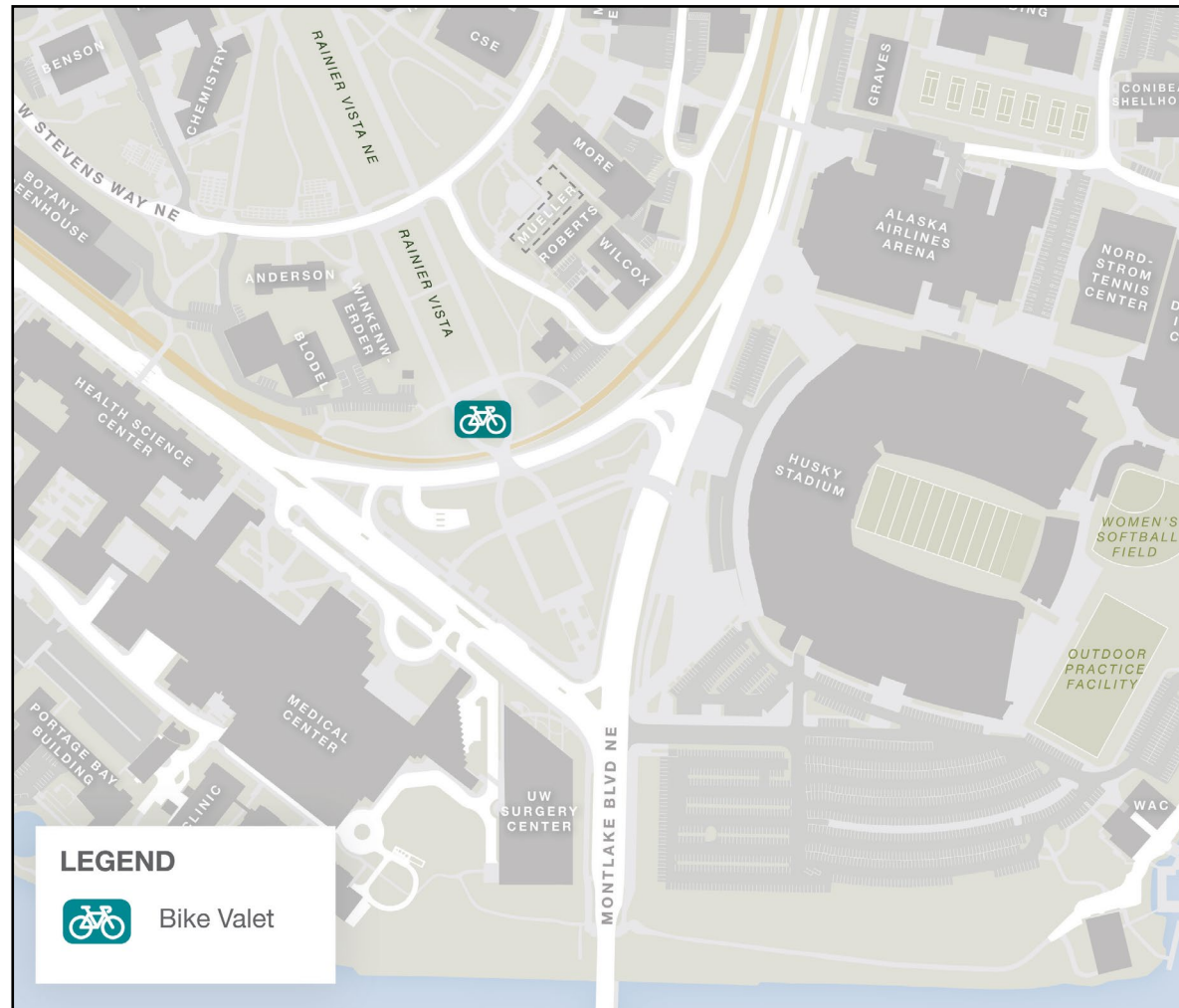


Figure D: Existing Bicycle Valet Location

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GENERAL PURPOSE VEHICLES 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 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.
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.

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.



Figure E: Husky Stadium Traffic Control Boundary (2017)



SHARED-USE TRANSPORTATION

Shared-use 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 shared-use transportation strategies is to minimize impacts of car-share and ride-share Transportation Network Companies (TNC) vehicles (both congestion and drop-off/pick-up conflicts) on the street system near the stadium.

TNC options continue to expand and while their use may decrease parking demand, they are a factor in congestion. To manage TNC vehicle access in the stadium area, UW Athletics provides for a designated TNC drop-off/pick-up zone away from the immediate stadium area on game days. The UW-managed designated TNC area for the 2016 and 2017 football seasons is shown in Figure F. The overall operations of the TNC 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 SHARED-USE TRANSPORTATION STRATEGIES

1. Support the expansion of higher occupancy mobility options for TNCs (such as Uber Pool), through preferred pick-up/drop-off locations.
2. Define methods for appropriately managing TNCs such as implementing geofencing technology or “venues” functions.
3. Designate pick-up and drop-off locations away from the activity center to reduce conflicts with pedestrians and vehicles. Specific locations will be reviewed annually and any changes will be outlined in the operations plan.
4. Implement temporary wayfinding to direct event attendees to the designated areas, via routes that are designed to accommodate the pedestrian flows.
5. Work with car-share 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.





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

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.

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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. 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 MARKETING 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 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 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.

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 comment.

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

Operations Plan	Focus
Traffic Control	<ul style="list-style-type: none"> Identify intersections and traffic management strategies for each Staffing plan Schedule
Transit	<ul style="list-style-type: none"> Identify transit staging areas Coordination plan for additional service or special service Staffing/communication plan Confirm staging/layover areas Coordination plan with ST (train service/pedestrian management in the plaza)
Communication Plan	<ul style="list-style-type: none"> Identify key stakeholders Communicate event schedules
Parking	<ul style="list-style-type: none"> Staffing plan Identify management responsibilities or restrictions at key lots
Bicycle	<ul style="list-style-type: none"> Identify bike valet location and staffing Bike share management provisions Coordinate with bike share companies
TNC	<ul style="list-style-type: none"> Coordinate with TNC companies Identify and confirm management strategies, including staging areas and staffing
Boating	<ul style="list-style-type: none"> Staffing and game day management plans for Husky Harbor
Pedestrian	<ul style="list-style-type: none"> Review traffic control plans for any locations not identified for vehicular management Identify any plaza/light rail pedestrian management strategies

Table 2: Focus of the Annual Operations Plan

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, SPD, WSDOT, King County Metro, Sound Transit, and the City-University Community Advisory Committee (CUCAC) representative, 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 Operations Plan are necessary.

ANNUAL MONITORING

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
 - If parking, general location/area
- ▶ Measure parking impacts to surrounding neighborhoods
- ▶ Monitor TNC operations

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