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## ***Barclays Center: TDM Plan Effectiveness***

June 13, 2013



# Transportation Demand Management Mission

- **Reduce Cars. Maximize Transit.**
- **FEIS Goal: Limit Nets peak hour auto trips within ½ mile of arena**
  - Weekday: 1,395 Arriving / 1,638 Departing – **782 / 1,264 Actual**
  - Weekend: 1,367 Arriving / 1,550 Departing – **789 / 1,222 Actual**
- **FEIS Goal: Limit Nets average auto share<sup>1</sup>**
  - Weekday Auto Share: 28.3% FEIS – **25.7% Actual**
  - Weekend Auto Share: 32.0% FEIS – **31.9% Actual**

# TDM Measures in Place Since Arena Opening

- **Transit Enhancements**

- New subway entrance—direct access to nine subway lines
- Additional subway trains post-event
- Doubled LIRR departures from Atlantic Terminal post-event

- **Transit Marketing**

- Renaming of Atlantic Ave-Barclays Center subway station
- Transit promotion integrated into event ads, event tickets, website, etc.
- Transit schedules displayed on arena monitors
- Cross-marketing with MTA (station, train, and website ads)

- **Full-Time Arena Traffic Manager**

- Manage transportation plans for each event
- Ongoing coordination with NYCT, LIRR, NYPD, DOT, TLC, Traffic Enforcement Agents, Pedestrian Traffic Managers

## TDM Measures in Place Since Arena Opening, cont.

- **Vehicle Operations**

- On-site parking reduced by half; disperse autos to minimize impacts
- Online parking reservation system
- Discounted HOV and remote parking with free shuttle buses
- Vehicle wayfinding signage directing drivers to arterials

- **Pedestrian Movements**

- Street improvements (widened crosswalks, neckdowns, signal changes)
- Wayfinding signage to/from transit

- **400-Space On-Site Bike Parking Facility**

- **Traffic Enforcement Agents and Pedestrian Traffic Managers**

- **Cross-Marketing of Area Businesses**

- Use of Barclays Center assets (BCTV, app, website, printed materials, etc.)

# TDM Program Evaluated through Patron Travel Surveys

- **8 Nets games (5,633 surveys completed)**

- **5 weekday Nets games**

- Nets vs. Raptors: Tuesday, January 15
    - Nets vs. Heat: Wednesday, January 30 (sold out)
    - Nets vs. Lakers: Tuesday, February 5 (sold out)
    - Nets vs. Nuggets: Wednesday, February 13 (sold out)
    - Nets vs. Bucks: Tuesday, February 19 (sold out)

- **3 weekend Nets games**

- Nets vs. Kings: Saturday, January 5 (sold out)
    - Nets vs. Pacers: Sunday, January 13
    - Nets vs. Grizzlies: Sunday, February 24

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## ***Nets Travel Patterns***

# The TDM Program is Effective in Meeting the FEIS Goals

- **Nets games generate far fewer peak hour autos than FEIS goals**
- **Attributed to**
  - **Higher auto occupancy**
    - Weekday: 2.35 (FEIS) vs. 2.75 (Actual)
    - Weekend: 2.75 (FEIS) vs. 3.22 (Actual)
  - **Lower auto mode percentage<sup>1</sup>**
    - Weekday: 28.3% (FEIS) vs. 25.7% (Actual)
    - Weekend: 32.0% (FEIS) vs. 31.9% (Actual)
  - **Lower pre-game peak hour arrivals**
    - Weekday: 75.0% (FEIS) vs. 55.7% (Actual)
    - Weekend: 75.0% (FEIS) vs. 54.3% (Actual)
  - **Actual attendance different from FEIS<sup>2,3</sup>**
    - Basketball total capacity 17,700; Average tickets sold 17,200; Average No Show rate ~10%
    - Event attendance for surveyed events based on actual tickets scanned inside arena
    - Weekday: 18,000 (FEIS) vs. 15,444 (Actual)
    - Weekend: 18,000 (FEIS) vs. 14,836 (Actual)

1. Represents average between fan arrival and departure auto shares.

2. The FEIS conservatively analyzed conditions with an attendance of 18,000.

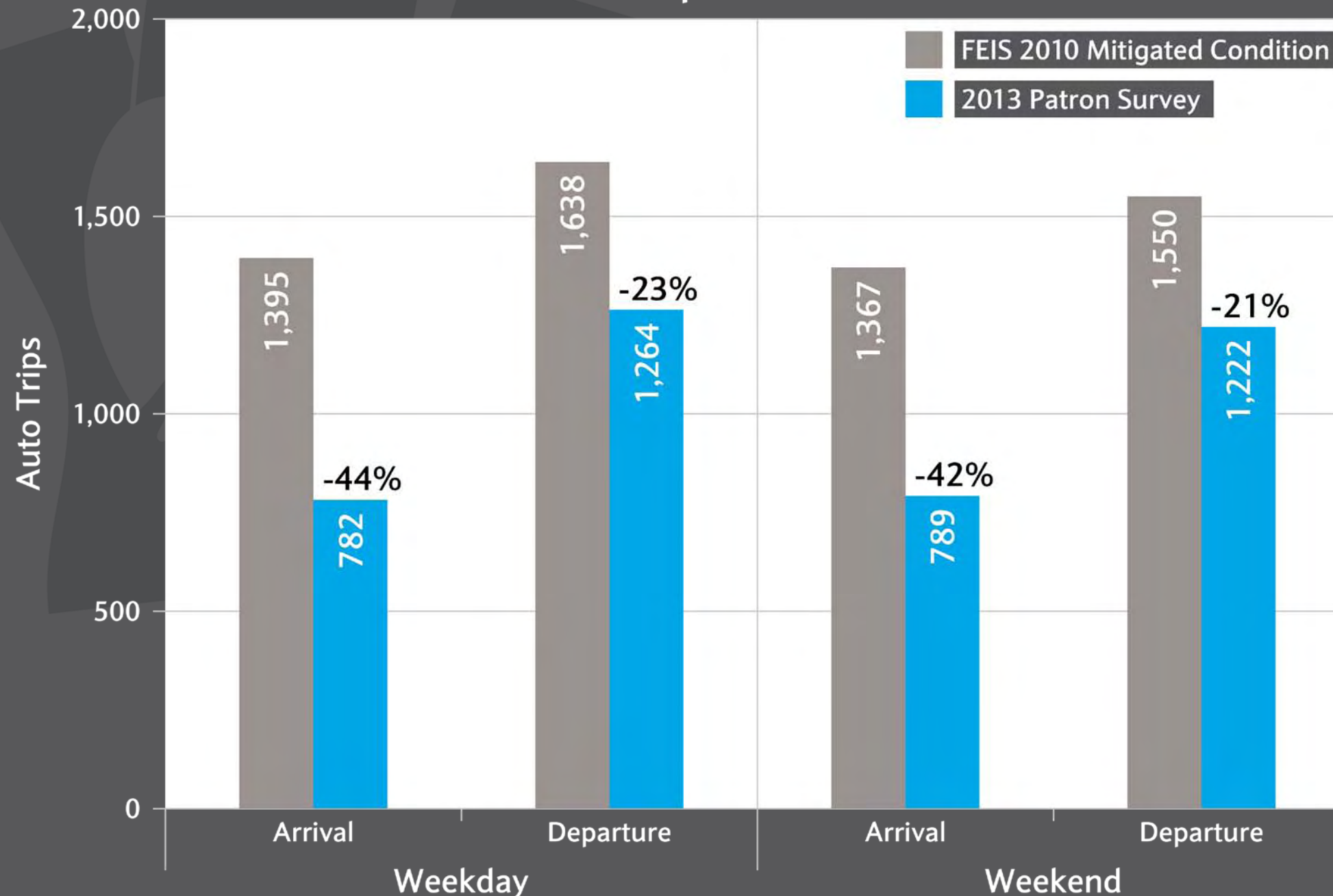
3. 2013 attendance represents averages of surveyed weekday and weekend Nets games.



## Far Fewer Peak Hour Auto Trips than Projected

- ~40% less in pre-game peak hour
- ~20% less in post-game peak hour

Peak Hour Auto Trips Within 1/2 Mile of Arena

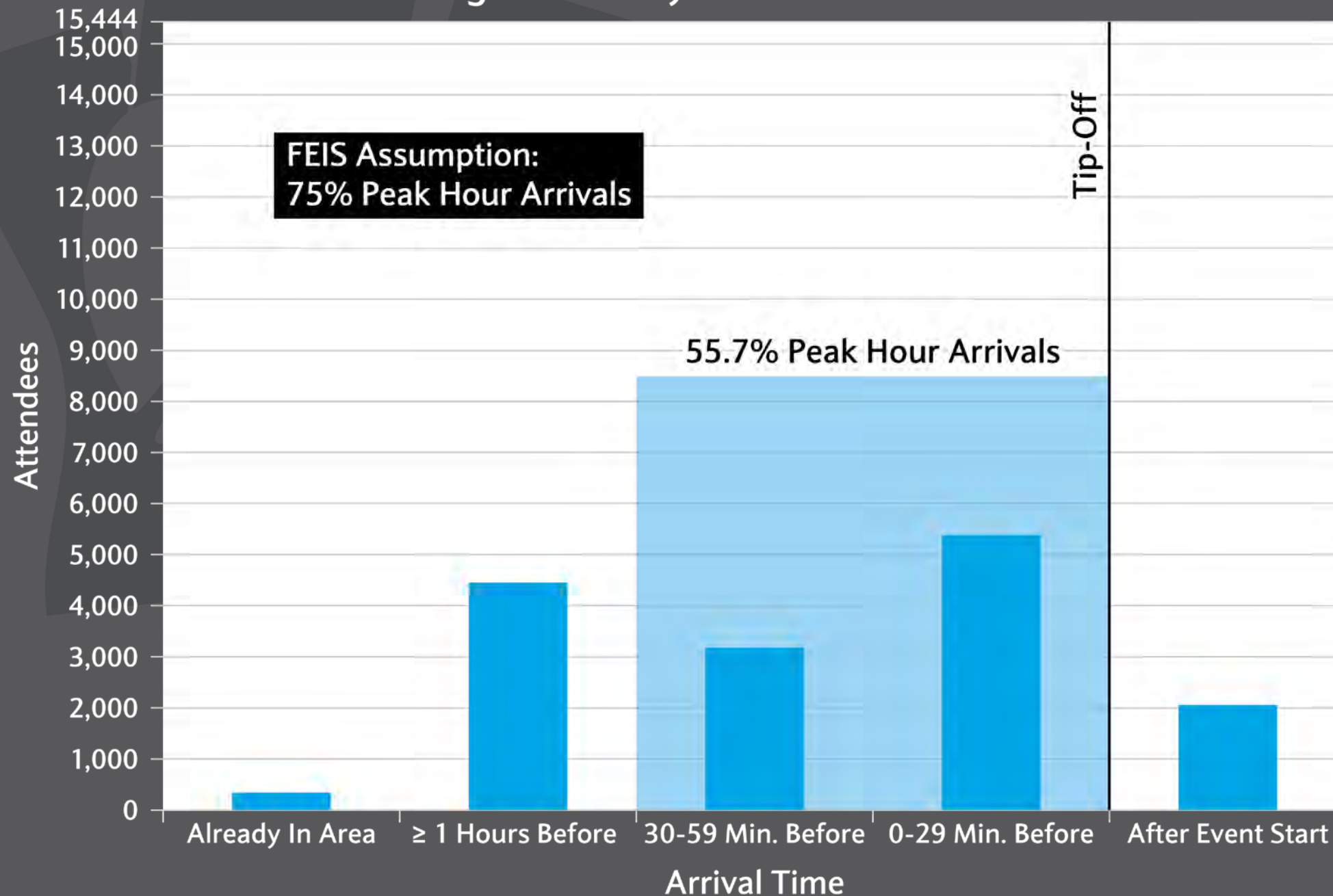




## Fan Arrivals are Far More Spread Out Than Projected

- 5.4% of fans visit nearby business before weekday games
- 11.9% of fans visit nearby business after weekday games

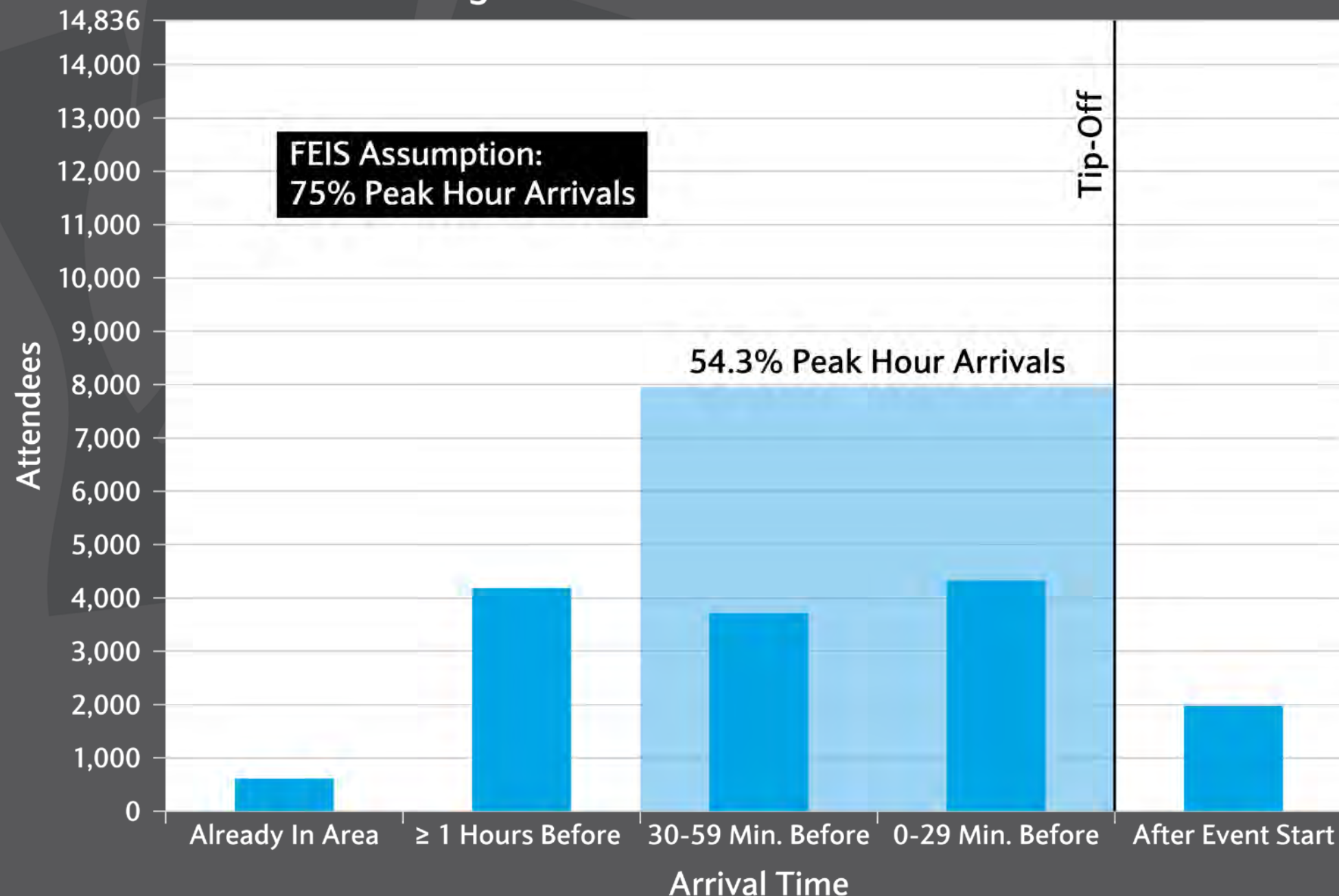
Average Weekday Nets Game Arrival Times



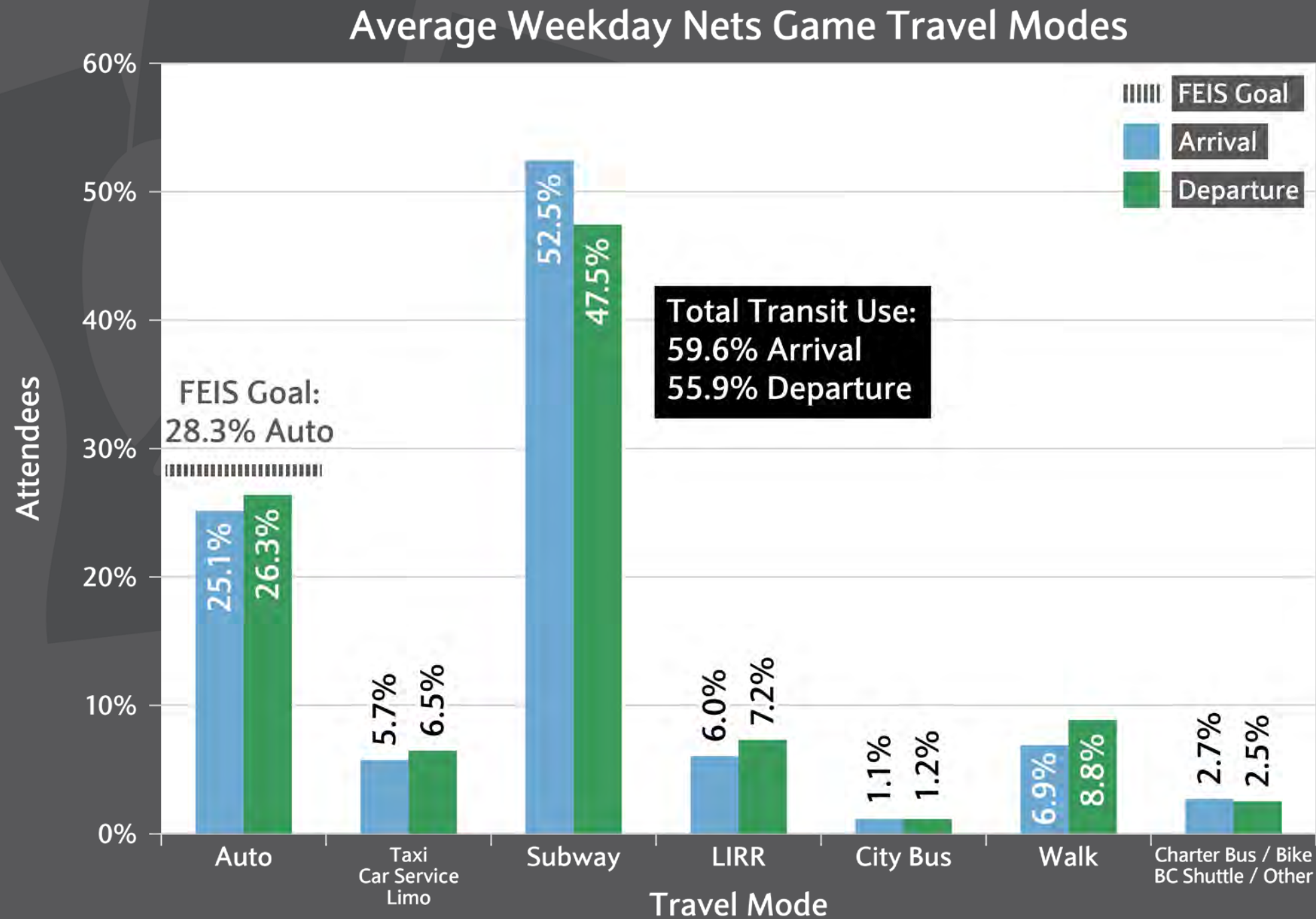
## Fan Arrivals are Far More Spread Out Than Projected

- 8.8% of fans visit nearby business before weekend games
- 14.6% of fans visit nearby business after weekend games

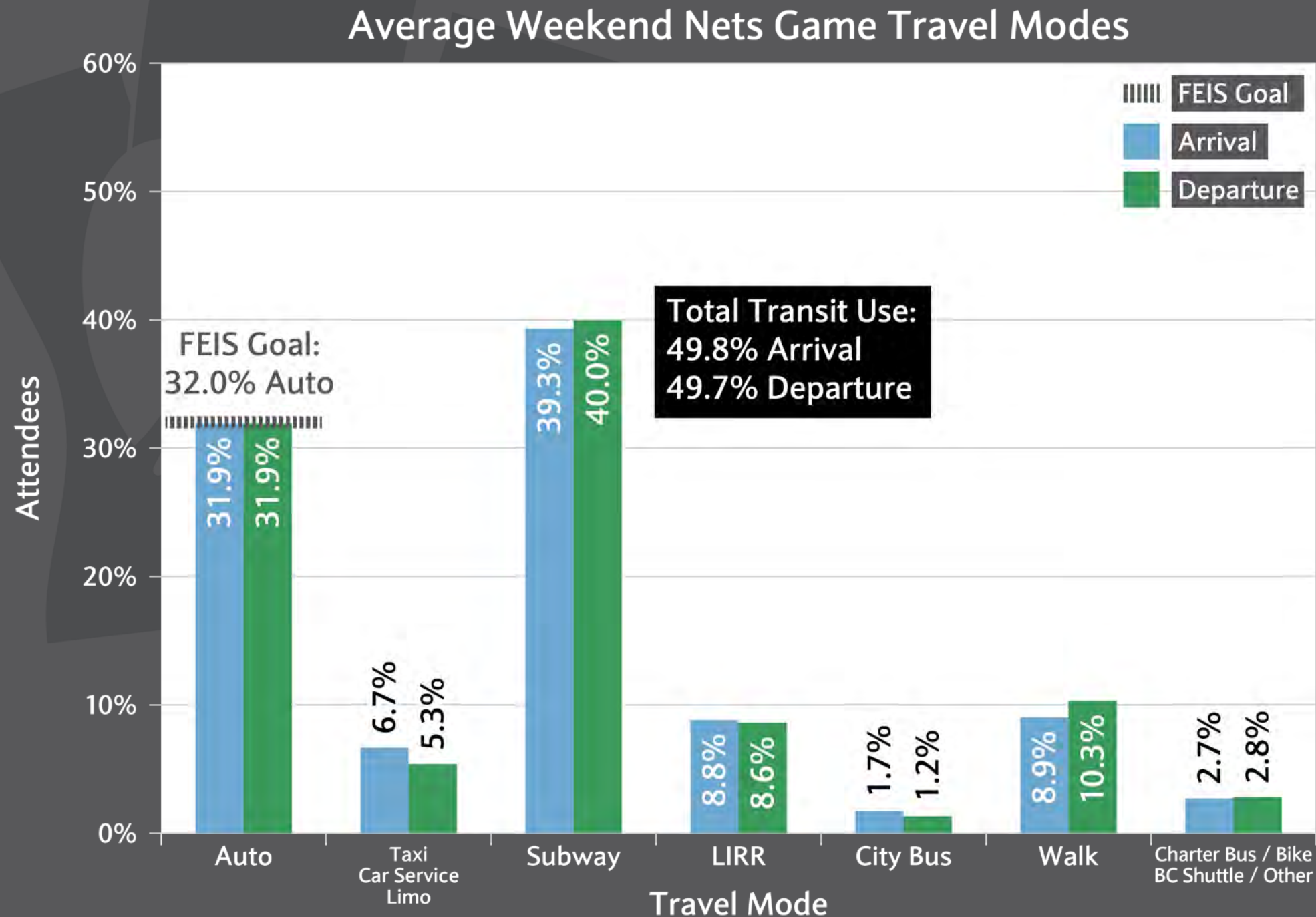
Average Weekend Nets Game Arrival Times



# % of Fans Traveling by Auto Below FEIS Goal for Weekday Nets Games

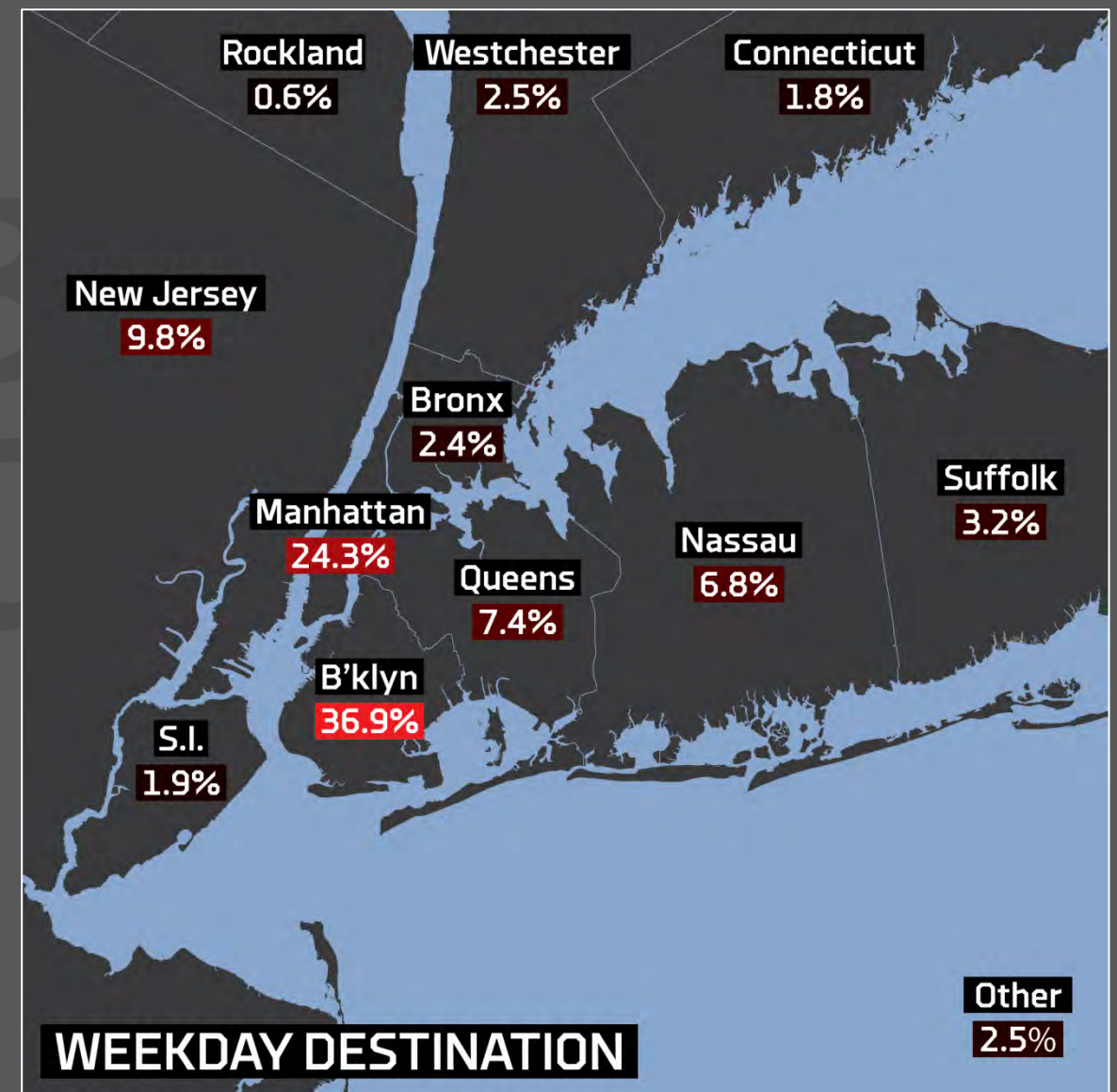
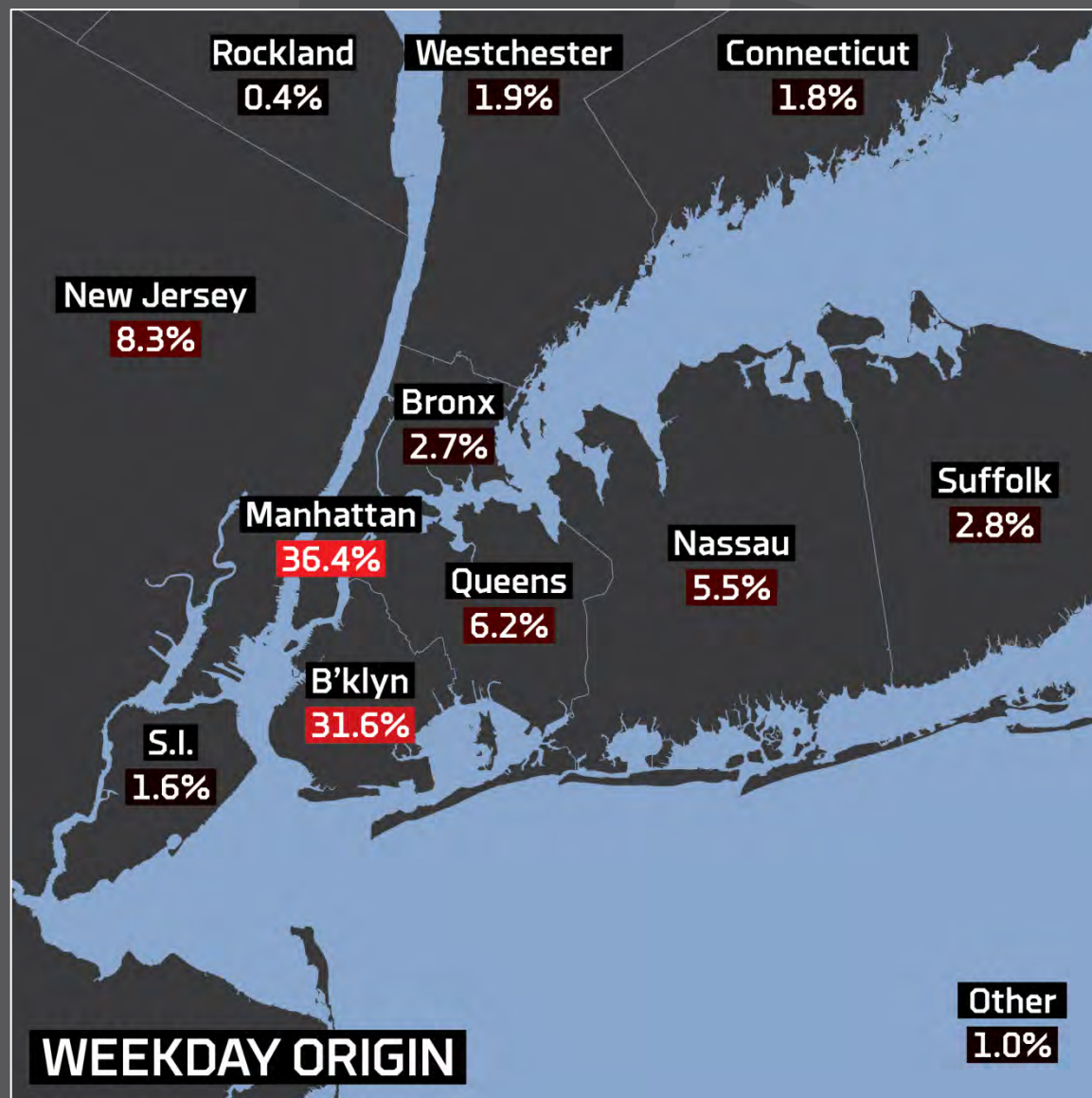


# % of Fans Traveling by Auto Met FEIS Goal for Weekend Nets Games

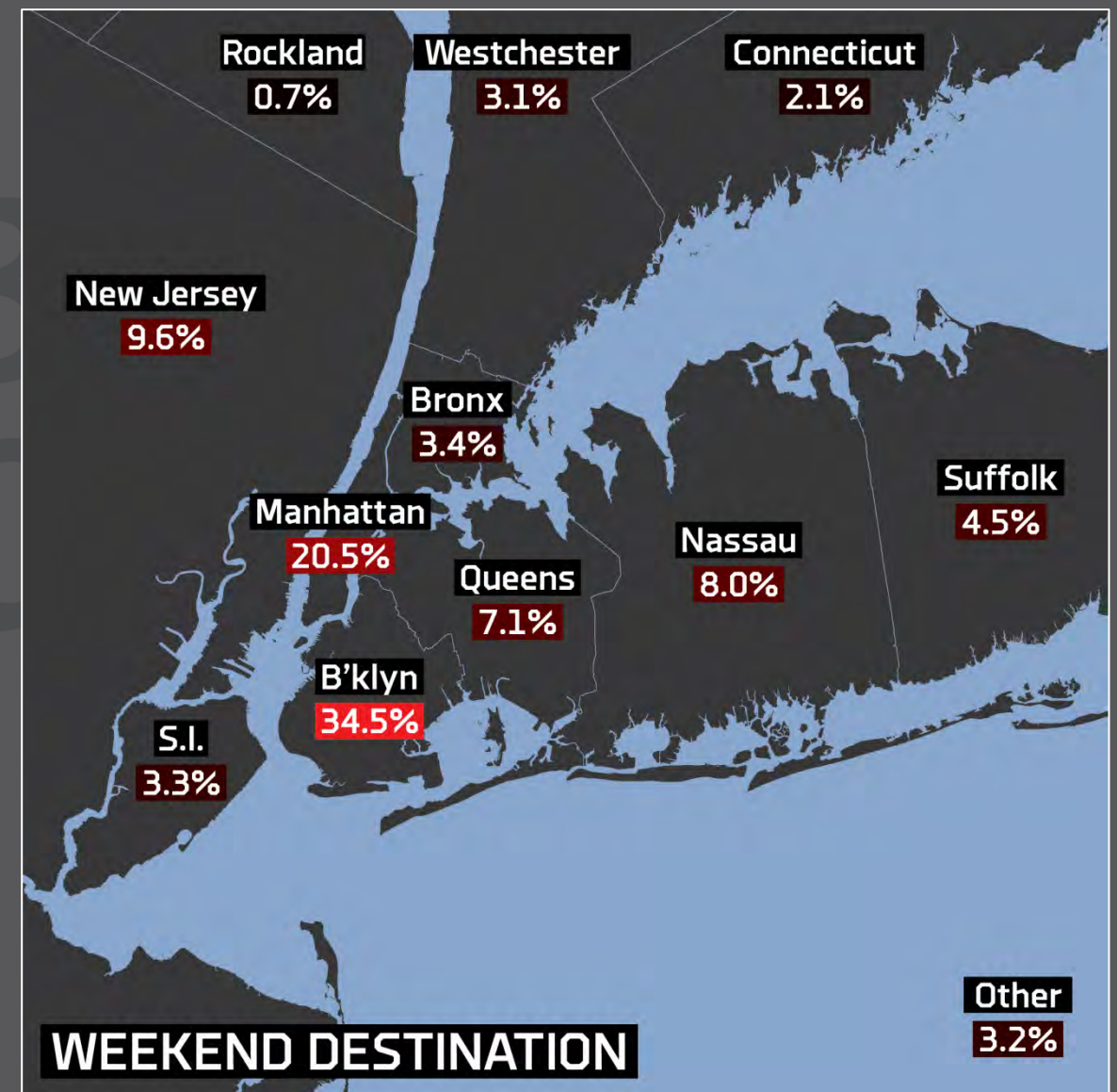
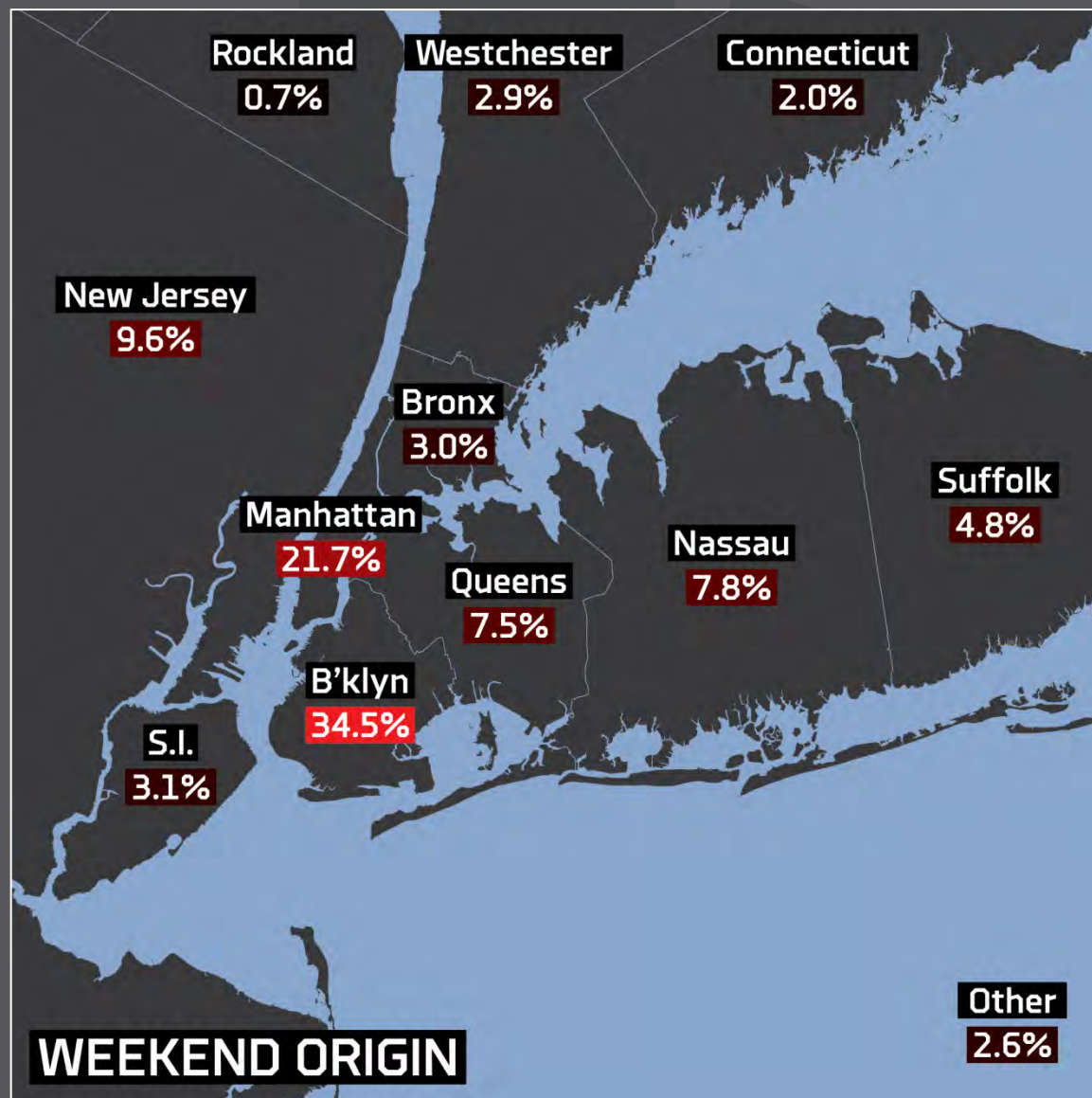




# More Nets Fans Travel from Manhattan on Weekdays but Go Home to Brooklyn

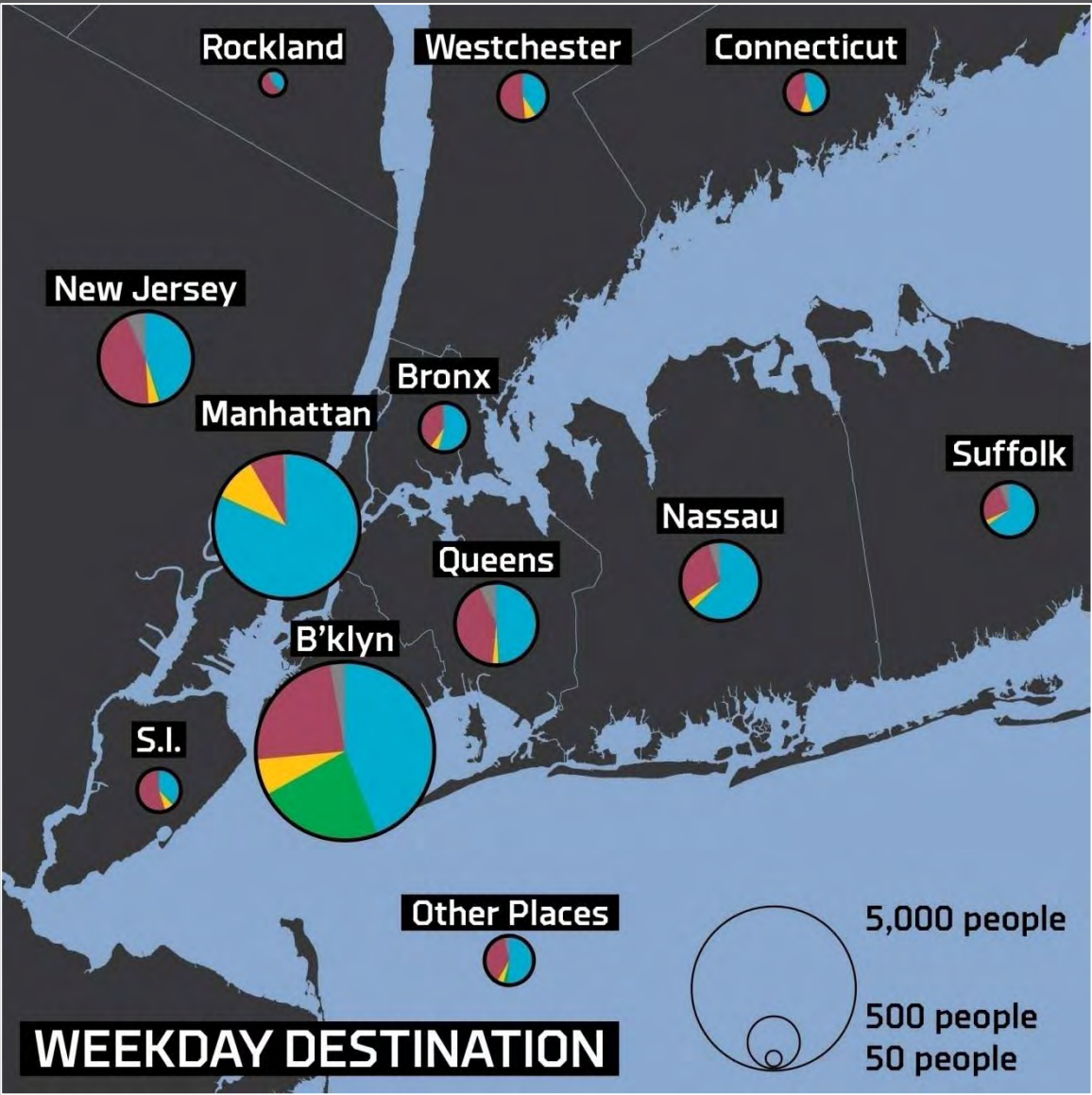
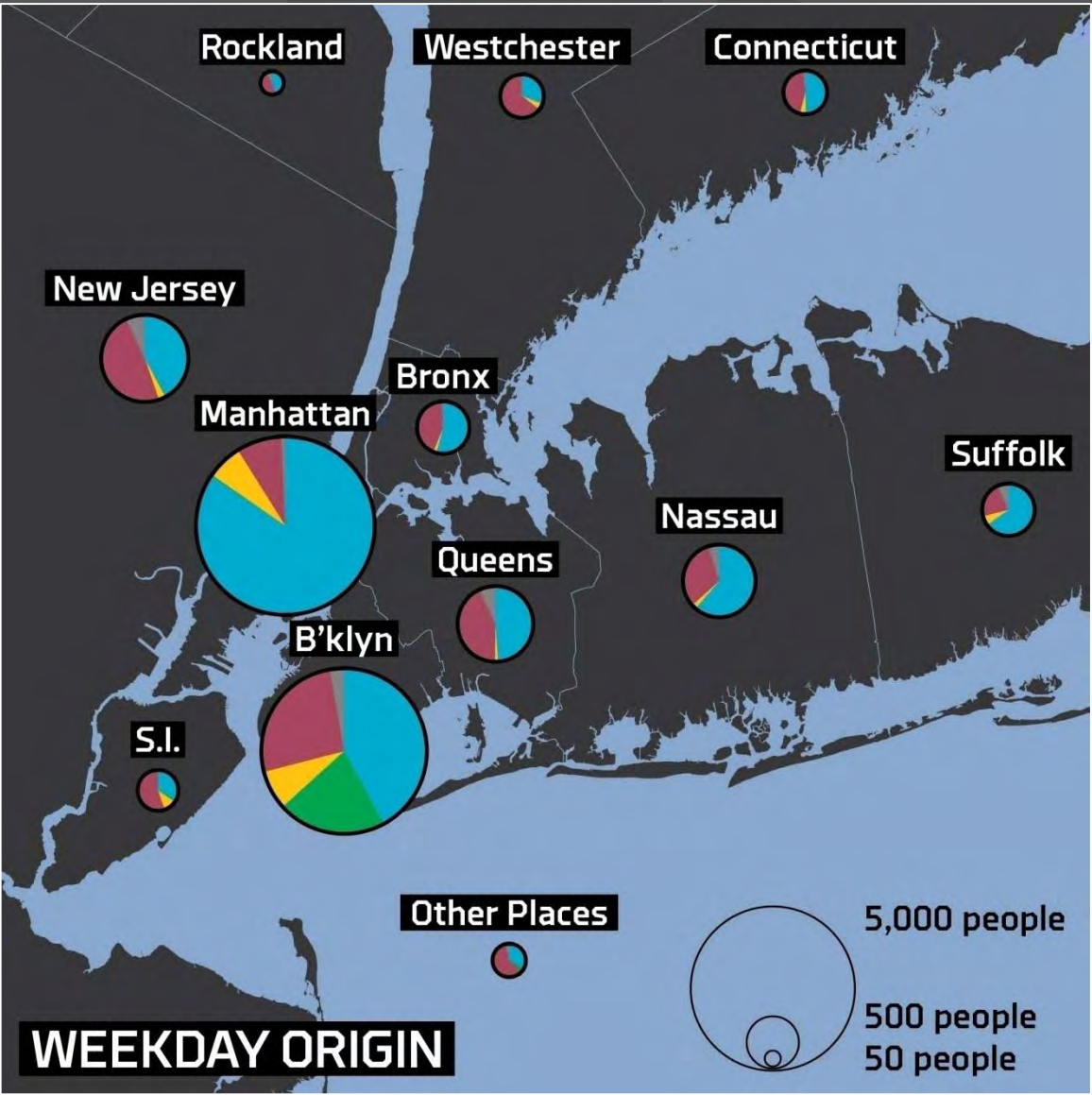


# More Nets Fans Come from Brooklyn on Weekends





# Most Nets Fans Use Transit Across the Region

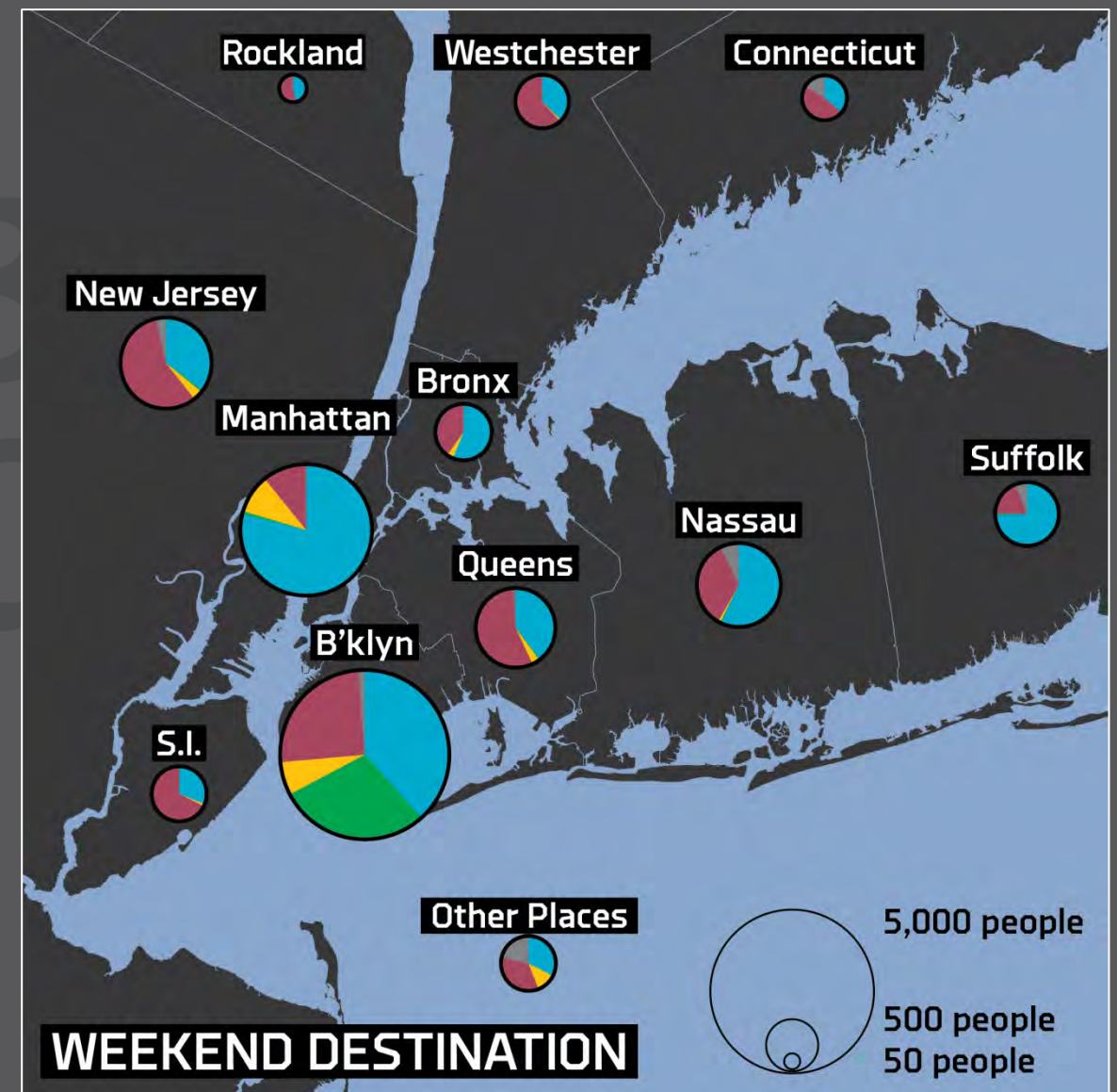
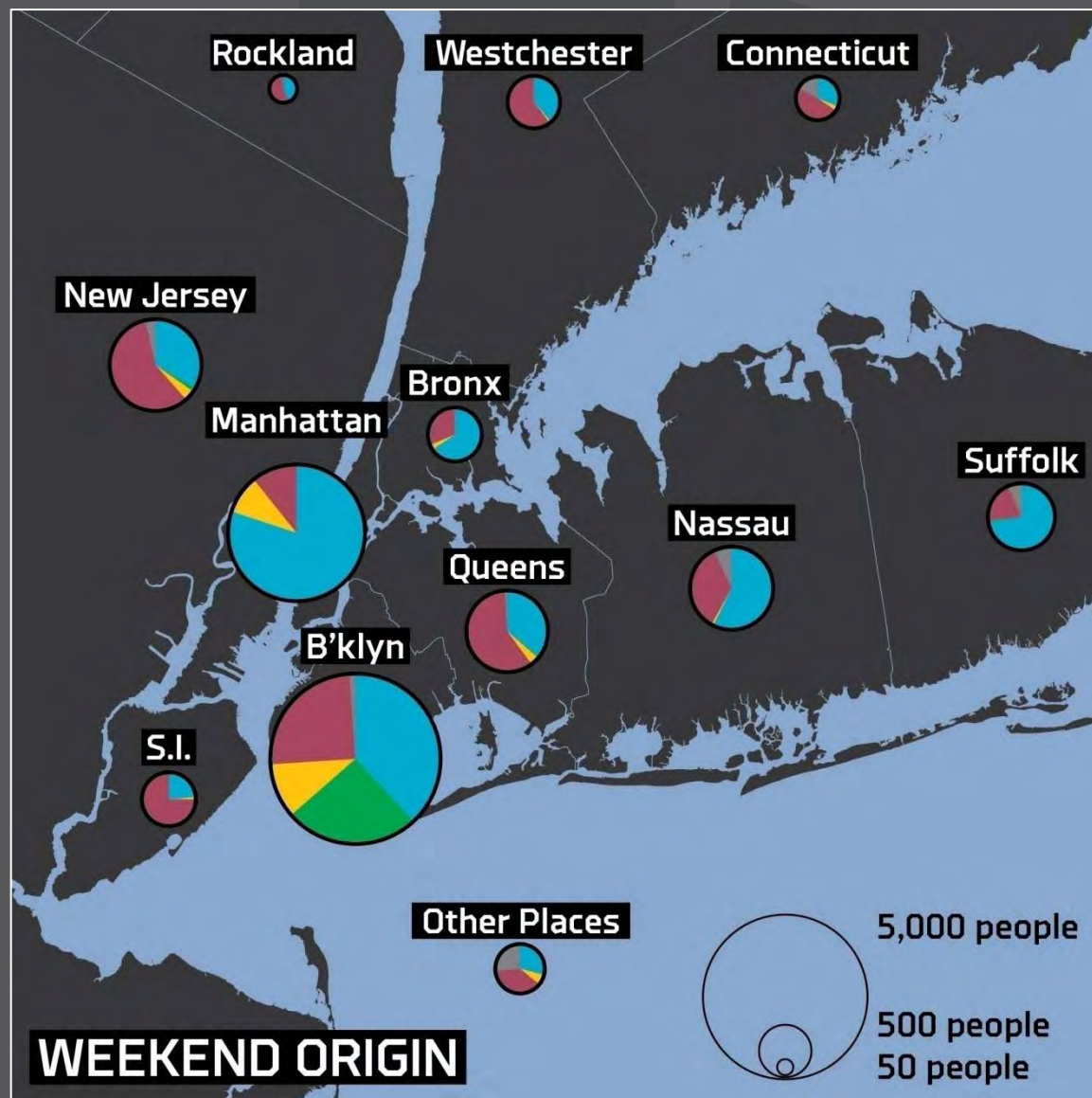


**Transit** **Walk** **Taxi/Car Service/Limo** **Auto** **Charter Bus/Bike/BC Shuttle/Other**

Totals may not add to 100% due to rounding.



# A Quarter of Nets Fans from Brooklyn Walk to Games





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## ***Other Events***

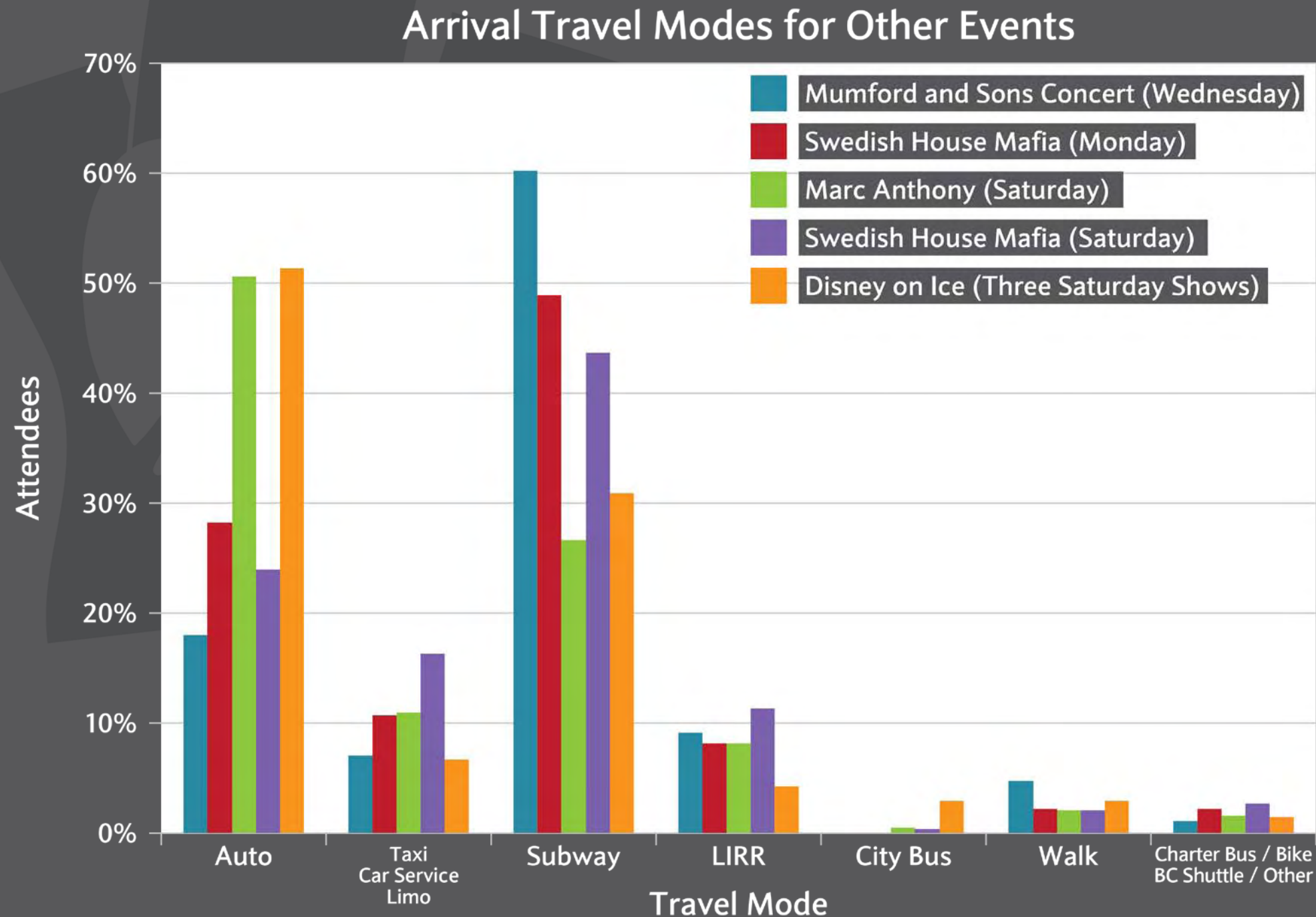
## Other Events Surveyed

- **5 other events surveyed (3,333 surveys completed)**
  - **2 weekday concerts**
    - Mumford & Sons concert: Wednesday, February 6 (SOLD OUT)
    - Swedish House Mafia concert: Monday, March 4 (SOLD OUT)
  - **2 weekend concerts**
    - Marc Anthony concert: Saturday, February 16 (SOLD OUT)
    - Swedish House Mafia concert: Saturday, March 2 (SOLD OUT)
  - **1 weekend family event**
    - Disney on Ice: Saturday, January 26 (three shows in one day)

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## Travel Patterns Vary by Event

- Majority used transit for Mumford & Sons and Swedish House Mafia
- Majority used auto for Marc Anthony and Disney on Ice





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## ***TDM Parking Measures***



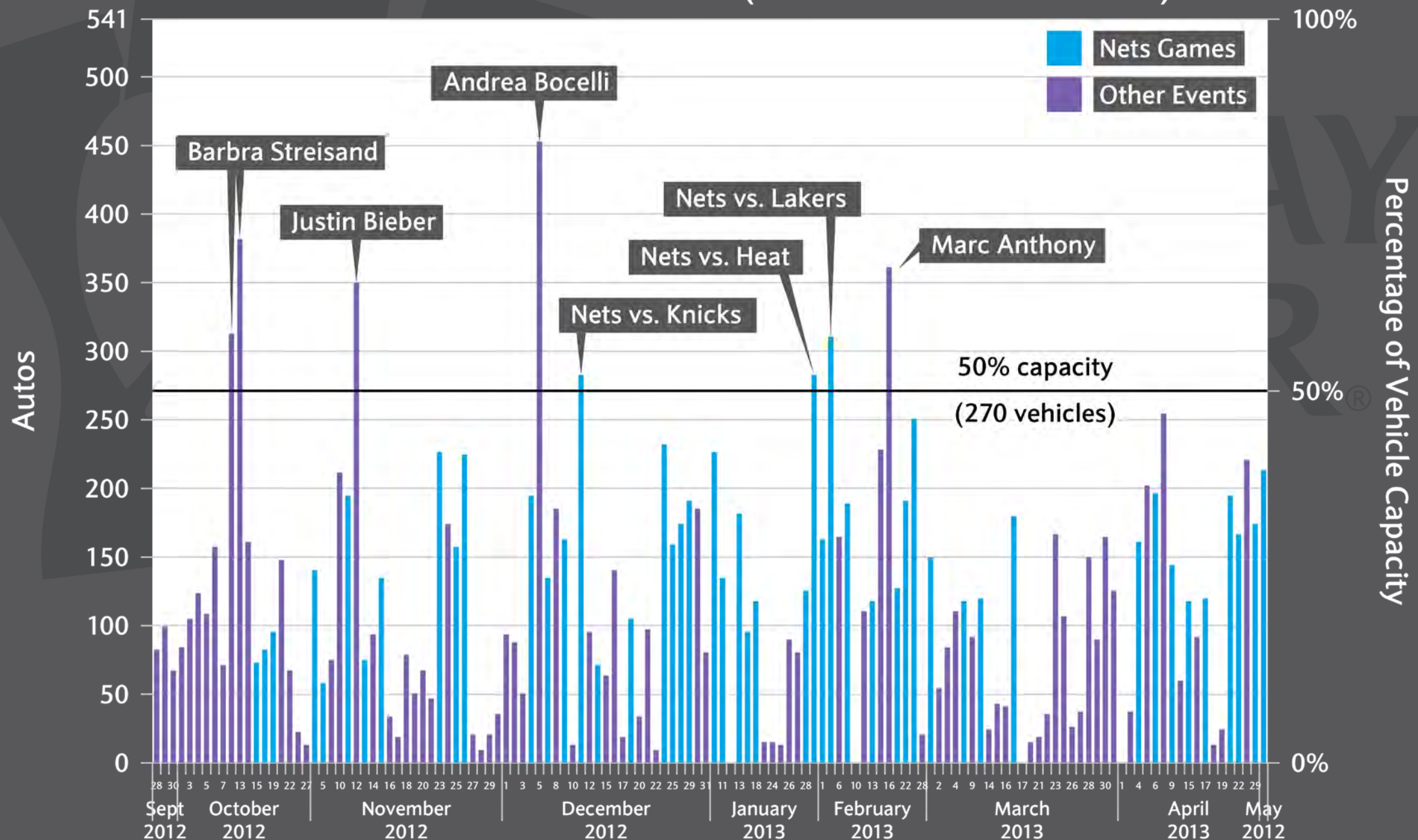
## Parking Measures Were Put in Place for Opening

- **TDM parking measures include**
  - On-site parking reduced to 541 spaces
  - Click and Park online parking reservation system
    - 12 nearby facilities
    - 5 remote facilities
  - Reduced price HOV parking for autos with 3+ passengers
  - Half price remote parking (five facilities) with free shuttle bus
  - 400-space bicycle parking lot
- **Data gathered for all events (160 total) from September 28 through May 4 (end of Nets season)**
  - 48 Nets games (3 pre-season, 41 regular season, 4 post-season)
  - 112 other events (40 concerts, 31 sports, 41 family shows)

# On-Site Parking Never Fully Occupied

- Only 8 events exceeded 50% (>270 autos)
- 122 autos at average event; 160 autos at average Nets game

## 752 Pacific Street Utilization (541 Vehicles Maximum)



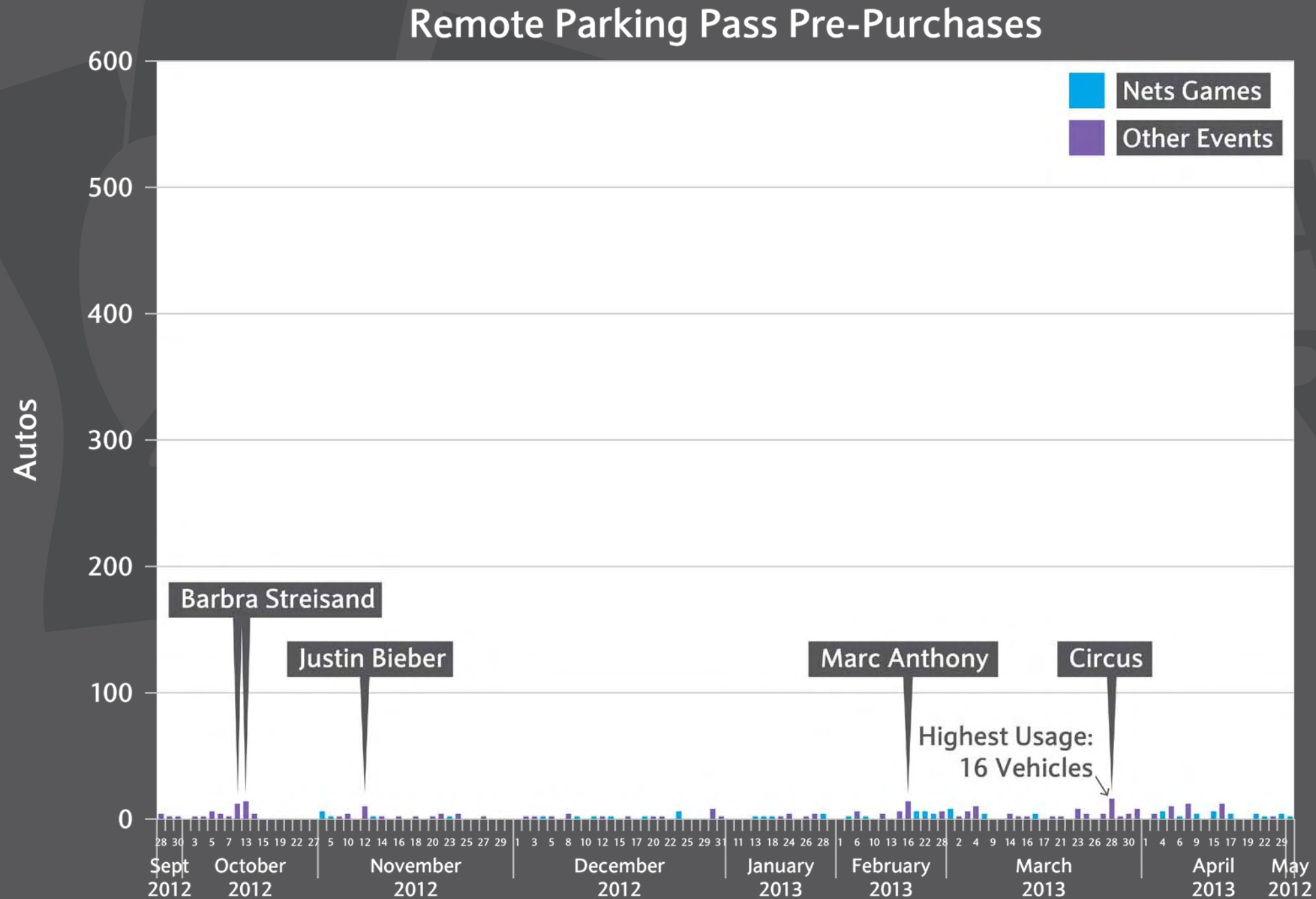


## Most Drivers Purchase Parking Upon Arrival

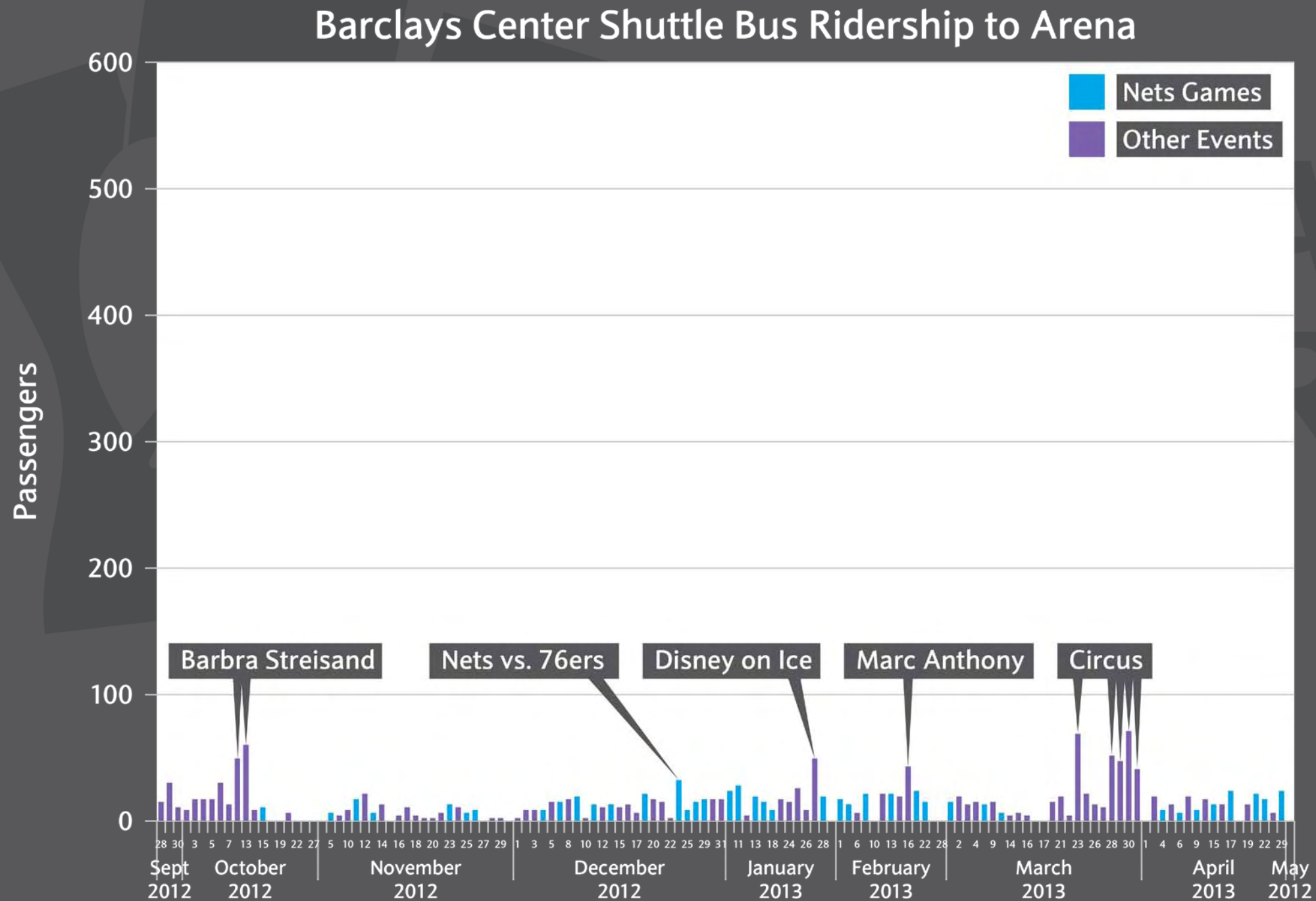
- **Click and Park online parking reservation system available to pre-purchase spaces at 12 nearby facilities**
- **Most drivers prefer to pay for parking when they arrive at the facility**
  - Average pre-sales for Nets: 75 parking passes (through 5/4)
  - Average pre-sales for concerts: 129 parking passes (through 5/4)
- **Approximately 30% of pre-sold parking passes are HOV vehicles (3+ passengers)**

# Remote Parking Lightly Used

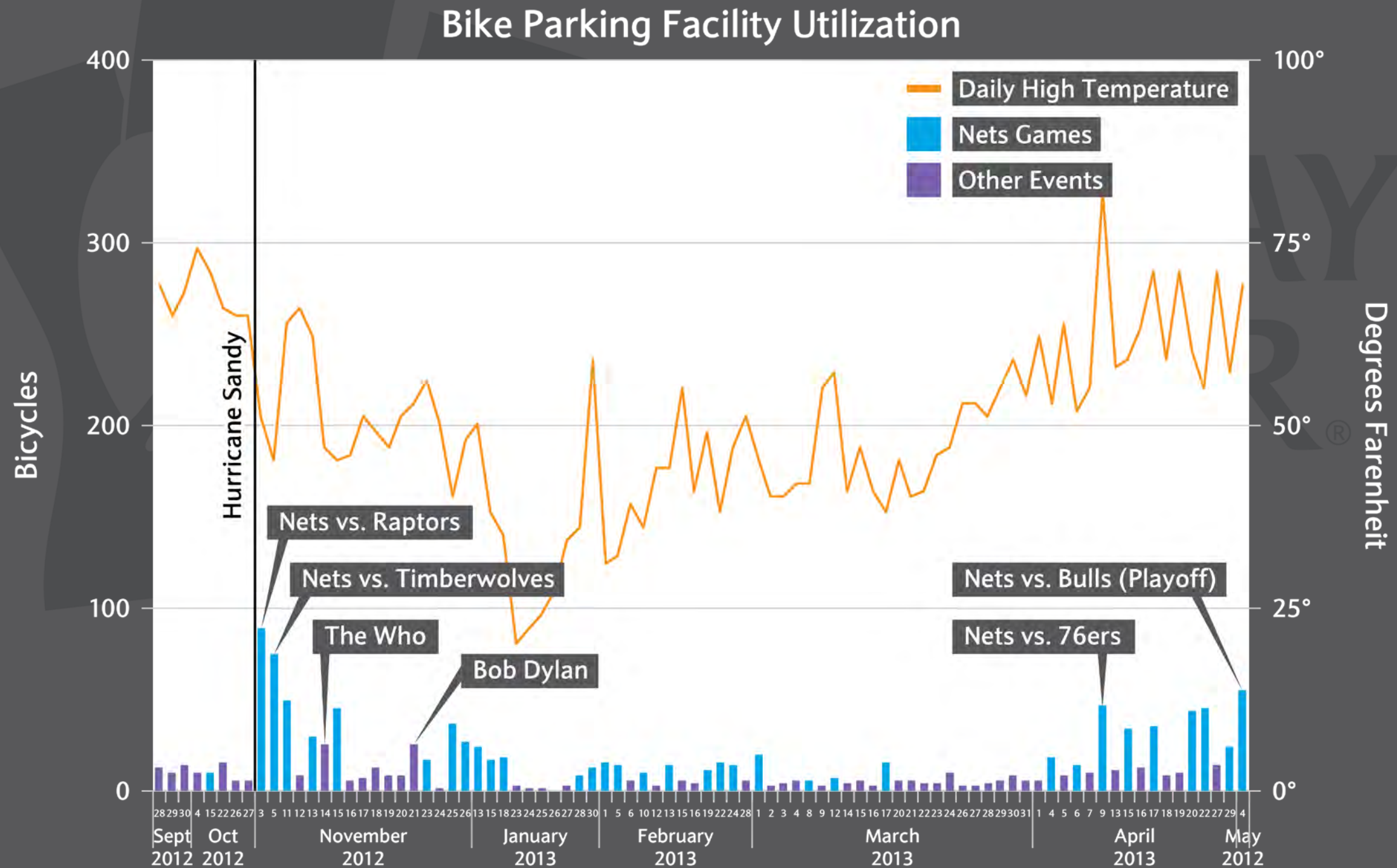
- Highest event usage: 16 vehicles



# Shuttle Bus Lightly Used; Most Riders Not Remote Parkers



## Bike Parking Lightly Used (highly weather-dependent)

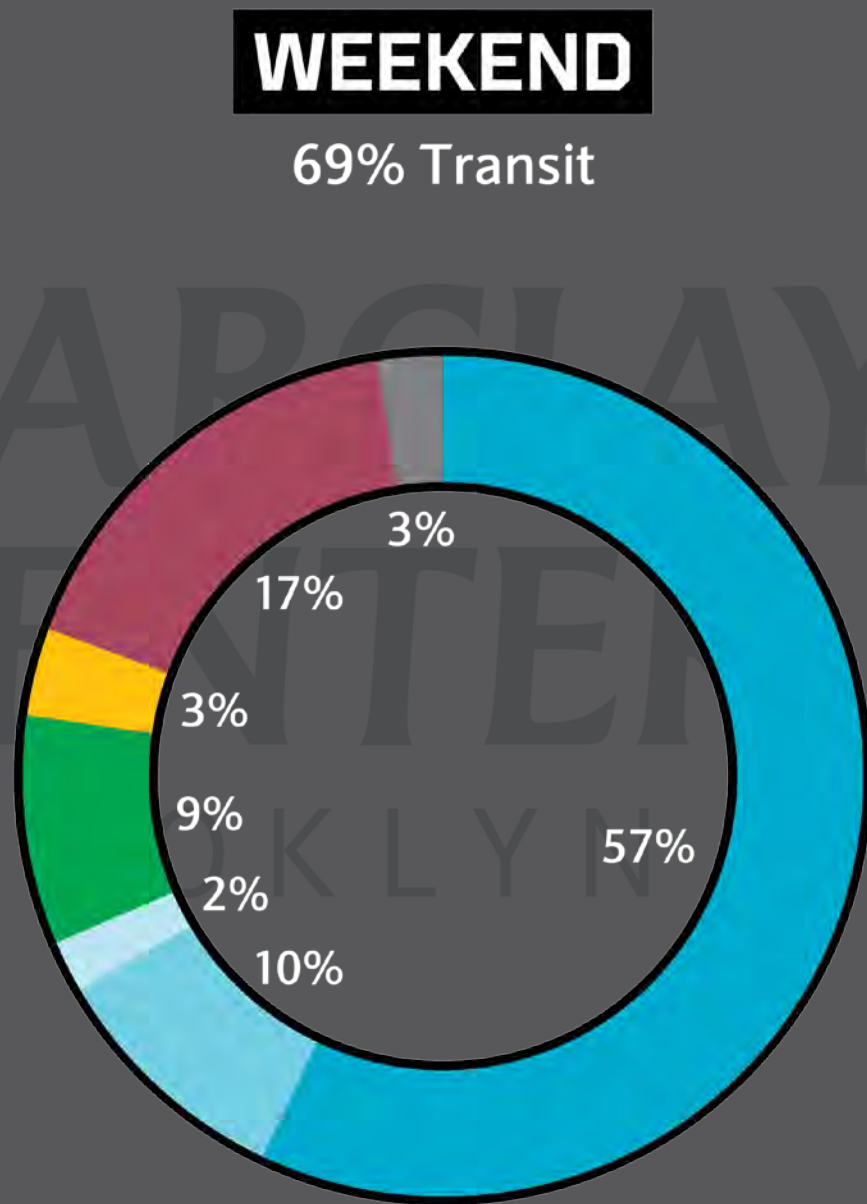
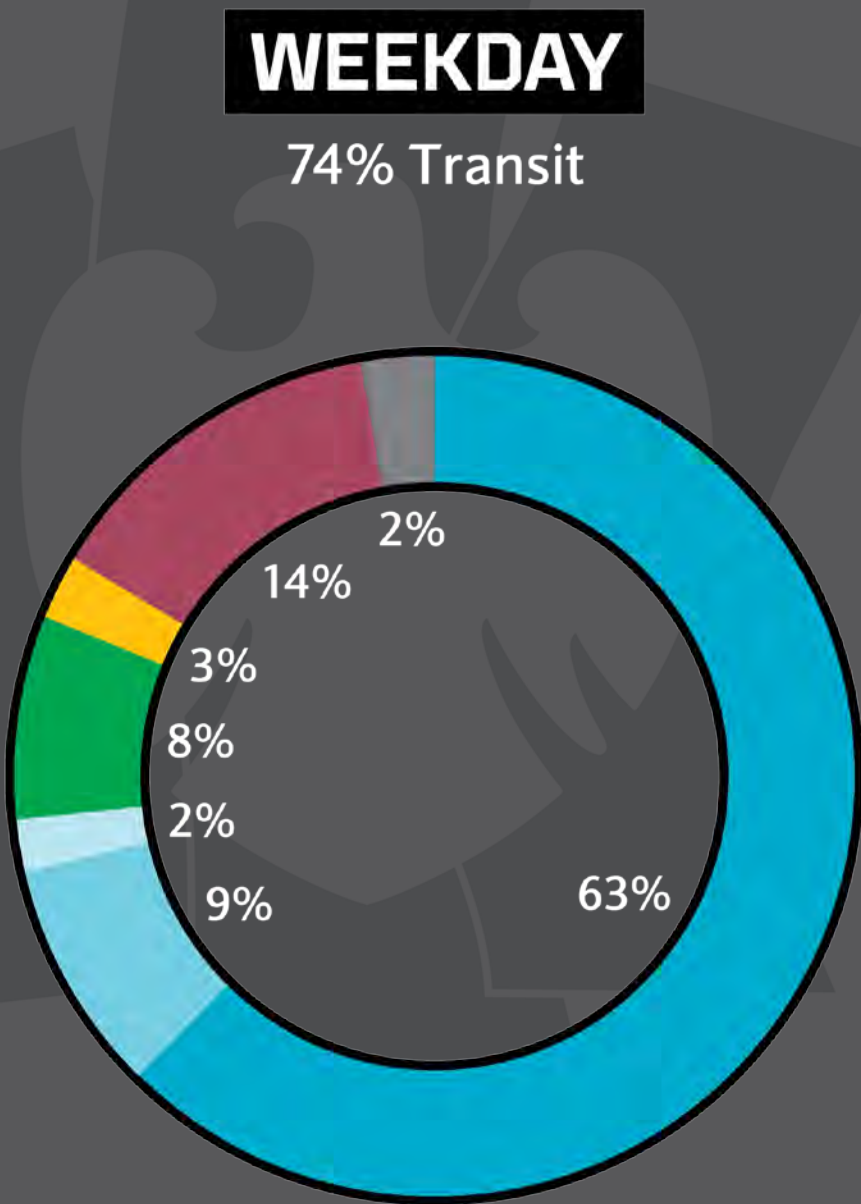




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***Barclays Center Employees***

# Most Employees Use Transit or Walk



- Subway
- City Bus
- LIRR
- Walk
- Taxi/Car Service
- Auto
- Other

Totals may not add to 100% due to rounding.



# Evaluation of TDM Program

- **Success most attributed to**
  - Arena location at major transit hub
  - Improved transit access
  - Enhanced transit service
  - Major transit marketing & education campaign
  - Ongoing transit and traffic coordination
  - Reduction of parking spaces
  - Lowered expectations for drivers
  - Area traffic and pedestrian management





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## ***Questions & Answers***