

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
10	05/12/14	Open	Information	04/28/14

Subject: Update on Entertainment Sports Complex and Regional Transit's Efforts

## ISSUE

The purpose of this Issue Paper is to update the Board on Regional Transit's efforts to collaborate and coordinate with the development of the Entertainment Sports Complex (ESC). RT Staff has been meeting with representatives of the ESC, the City of Sacramento (City) and the environmental consultant for over ten months. Over this period of time, RT has had very productive and successful discussions and input to help guide the planning process and include transit as a key element of the design and mitigation strategy. While there is still work to be done, RT staff is supportive of the decisions made to date and looks forward to working with the City and the ESC developer in refining the details and implementing the strategies developed.

## RECOMMENDED ACTION

None. Information Only

## FISCAL IMPACT

None as a result of this report.

## DISCUSSION

### **Background**

Since the inception of the latest concept of the downtown ESC, RT has been working with the City and the ESC developer in recognition that transit should, and will, play an important role in accommodating the mobility needs of ESC patrons while mitigating regional traffic and air quality impacts. To date, RT's key activities have included:

- Meeting at least monthly with ESC representatives, City staff and staff from the environmental document preparation team;
- Research, phone interviews, and email correspondence with other cities and transit agencies with similarly-sized downtown facilities and demographics;
- Multiple field reviews with representatives from the ESC developer, City and consultant team;
- Coordinating with other transit providers, Yolo County Transportation District (YCTD) specifically; and
- Commenting on various planning and environmental documents and entitlement efforts.

As a result of these efforts, RT, the City and the ESC developer have developed a series of strategies that will both provide significant transit benefits to ESC patrons, as well as enhance RT's overall position in downtown Sacramento. At the same time, Staff is cognizant of our transit partners' needs and has worked collaboratively to meet their needs.

Approved:

Presented:

Final 05/02/14

General Manager/CEO

AGM of Planning and Transit System Development

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## Forecasted Demand and Fiscal Considerations

The ESC Draft Environmental Impact Report (DEIR) assumes seven percent (7%) transit mode share for National Basketball Association (NBA) games, with essentially all transit ridership taking place on light rail. RT's analysis of peer light rail systems with similarly situated arenas found 7% to be a reasonable assumption. However, there is considerable variation, with a range of approximately 3.5% to 12% found in most communities. Portland was an outlier, with up to a 33% transit mode share due to special circumstances (extremely limited parking at its soccer arena and a combination of expensive parking and TriMet's former free-fare zone at the basketball arena). Peers confirmed that virtually all arena ridership tends to be on light rail and commuter rail systems, with negligible impacts on bus service.

At the 7% transit mode split assumed in the DEIR, the DEIR concludes the existing 30-minute night service with two additional cars added to each 2-car train set during the post-event hour is sufficient. If this additional capacity is sufficient, staff has estimated that the marginal costs of the service could be offset by the marginal ridership (and fare) increases achieved. Annual fare revenue from this ridership is estimated at approximately \$273,000. Additionally, revenue increases of approximately \$5,500 annually are estimated to occur from increased use of the park, pay and ride lots.

Attachment 1 provides a more-detailed estimate of the fare and park and ride lot revenues (in today's dollars) as a result of the ESC ridership.

## Status

As of the date of this Issue Paper, the following achievements have occurred, with the agreement of all involved parties to work towards their successful implementation:

- Of most importance, the agreement to relocate the existing bus stops on L Street between 7th and 5th Streets to an improved and more "intermodal" location nearby on Capitol Mall. These bus stops need to be closed in the very near term with demolition of the Downtown Plaza beginning in June 2014 and through the 2-year construction process. A number of locations were explored with the City and the ESC developer for both temporary (demolition and construction period) and (proposed) permanent locations. After collaboratively assessing a variety of locations, a (proposed) permanent relocation of the bus stop has been identified. The City Council will consider approval of the ESC environmental document and project in mid-May 2014. If the City Council approves the ESC environmental document and project at that time, a construction-related bus stop will be constructed. Assuming the bus stop is constructed pursuant to this schedule, the relocated bus stop will be fully operational by the time the existing bus stop on L Street must be closed for demolition of the ESC site.

The agreed-to relocated bus stop will be located on the westbound direction of Capitol Mall between 8th and 7th Streets. This location will accommodate RT, YCTD and potentially other operators and will provide a direct transfer connection to all of RT's light rail lines at 7th Street and across Capitol Mall at 8th Street. This stop is being designed to meet RT's Bus Stop

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Design Guidelines and will be constructed to fully meet the Americans with Disabilities Act (ADA) requirements. The stop will include the standard passenger amenities of a shelter, seating, etc. The agreed-to street design will provide sufficient vehicular capacity for autos and will provide for the existing bike lane on Capitol Mall -- while providing for up to four (4) curbside bus stops.

Concurrent with the Capitol Mall bus stop improvement, two additional bus stop improvements have been agreed to. The existing 9th Street stop, south of L Street, will be improved to accommodate additional buses and passengers. All bus routes that presently run westbound on L Street past 9th (30, 62, 11, 38, 86 and 88), will be re-routed to 9th Street and then west on Capitol Mall to the new stop. Buses will then be routed to 5th Street and either continue north on 5th or turn back onto L Street and proceed west as they do today. YCTD will follow a similar routing and some YCTD buses will likely proceed west on Capitol Mall either crossing Tower Bridge or accessing I-5 as they do today.

The second bus stop improvement will be on 5th Street, south of L Street. The present location of this stop is immediately south of L Street and is less than desirable operationally. This bus stop will be relocated further south, closer to Capitol Mall. The new location will benefit transit patrons with an improved bus stop and will improve bus operations by providing more distance for buses to transition to complete the northbound-to-westbound left-turn movement.

- Bus stops and operations on J Street and on 7th Street will not be affected by any of the nearer-term construction activities proposed as part of the ESC. When the proposed office and mixed-use development efforts begin, RT will work with the City and the ESC developer to ensure optimum location and design.
- Paratransit service requirements are projected to increase, although the level of use cannot be determined at this time due to a lack of data and a lack of similar operations at Sleep Train or elsewhere. Nevertheless, the City and the ESC developer have agreed that paratransit vehicles will access and use the "VIP Drop-off Area" on L Street for disabled Paratransit patrons to access the ESC.
- Light rail services and enhancements are still in development with discussions over operational strategies underway. Options include, but are not necessarily limited to, defining specific LRT stations near the ESC for specific light rail line access, provision of "special service trains", providing enhanced security at outlying LRT Stations for users, and ticket collection and monitoring strategies. An update of these options and strategies will be provided to the Board as the strategy develops through on-going discussions.

RT remains committed to working with the ESC developer and City staff to jointly develop an optimum and cost-effective strategy for accommodating and enhancing the ESC patron access and experience. The relocation of the L Street bus stops to an "intermodal" stop on Capitol Mall adjacent to the existing 7th Street and 8th Street light rail stations is an example of how this on-going collaborative process will benefit RT's existing and future users.

**ATTACHMENT 1**  
**Estimation of ESC Ridership and Fare Revenues**  
**And**  
**Estimation of Park & Ride Lot Usage and Parking Revenues**

**Estimation of ESC Ridership & Fare Revenues**

Event Type	Annual Attendance	Transit Mode Split	Transit Ridership to Event	Transit Ridership from Event	Total Transit Boardings	Avg. Fare per User	Fare Revenues by Event
NBA Preseason	46,500	7%	3,255	3,255	6,510	\$1.32	\$ 8,593
NBA Reg. season (peak attendance)	87,500	7%	6,125	6,125	12,250	\$1.32	\$ 16,170
NBA Reg. season (average attendance)	603,000	7%	42,210	42,210	84,420	\$1.32	\$ 111,434
NBA Post season	52,500	7%	3,675	3,675	7,350	\$1.32	\$ 9,702
Other Sporting Events	80,000	7%	5,600	5,600	11,200	\$1.32	\$ 14,784
Family Ice Shows	48,000	4%	1,680	1,680	3,360	\$1.32	\$ 4,435
Circus, Premium	30,000	4%	1,050	1,050	2,100	\$1.32	\$ 2,772
Civic Events	45,000	7%	3,150	3,150	6,300	\$1.32	\$ 8,316
Trade Shows	54,000	7%	3,780	3,780	7,560	\$1.32	\$ 9,979
Family Shows	46,800	4%	1,638	1,638	3,276	\$1.32	\$ 4,324
Conventions	56,250	7%	3,938	3,938	7,875	\$1.32	\$ 10,395
Other med. Events	48,000	7%	3,360	3,360	6,720	\$1.32	\$ 8,870
Other small events	20,000	7%	1,400	1,400	2,800	\$1.32	\$ 3,696
Graduations	100,000	4%	3,500	3,500	7,000	\$1.32	\$ 9,240
Concerts (small)	60,000	7%	4,200	4,200	8,400	\$1.32	\$ 11,088
Concerts (medium)	150,000	7%	10,500	10,500	21,000	\$1.32	\$ 27,720
Concerts (large)	60,000	7%	4,200	4,200	8,400	\$1.32	\$ 11,088
<b>Total</b>	<b>1,587,550</b>		<b>103,261</b>		<b>206,521</b>		<b>\$ 272,608</b>

**Source:** ESC Draft EIR and RT Planning, April 2014

Estimation of Park & Ride Lot Usage

Annual ESC Attendance	1,587,550
Overall LRT Mode Split	7%
Boardings Per Person	2
Annual ESC LRT Boardings	206,521
Actual Persons	103,261
Percent Using PNR	39%
Persons Using PNR	39,859
Avg Vehicle Occupancy	2.23
<b>PNR Use</b>	<b>17,910</b>

**Source:** RT Planning, April 2014

**ATTACHMENT 1 (continued)**  
**Estimation of ESC Ridership and Fare Revenues**  
**And**  
**Estimation of Park & Ride Lot Usage and Parking Revenues**

**Estimation of Park & Ride Lot Usage by Station and Revenues Generated**

ESC PNR REVENUE			12mo Avg	Percent	Annual ESC PNR Use	Percent Paying \$1 Fee	Annual ESC PNR Revenue
("\$" = Pay for Parking)			Use	of Use			
Watt/I-80	\$	NEC	7	0.3%	50	80%	\$40
Watt West	\$	NEC	92	3.6%	651	80%	\$521
Roseville	\$	NEC	429	16.9%	3036	80%	\$2,429
Marconi		NEC	126	5.0%	892	0%	\$0
Swanston		NEC	78	3.1%	552	0%	\$0
Arden/Del Paso		NEC	24	0.9%	170	0%	\$0
65th Street		Gold	56	2.2%	396	0%	\$0
Power Inn	\$	Gold	87	3.4%	616	80%	\$493
Watt/Manlove		Gold	233	9.2%	1649	0%	\$0
Butterfield		Gold	95	3.8%	672	0%	\$0
Mather		Gold	127	5.0%	899	0%	\$0
Cordova		Gold	19	0.8%	134	0%	\$0
Sunrise		Gold	222	8.8%	1571	0%	\$0
Hazel		Gold	61	2.4%	432	0%	\$0
Iron Point		Gold	176	7.0%	1245	0%	\$0
Glenn		Gold	149	5.9%	1054	0%	\$0
Sutter St		Gold	56	2.2%	396	0%	\$0
47th Ave		South	131	5.2%	927	0%	\$0
Florin	\$	South	69	2.7%	488	80%	\$391
Meadowview	\$	South	294	11.6%	2080	80%	\$1,664
<b>TOTAL SYSTEM</b>			<b>2,531</b>		<b>17,910</b>		<b>\$5,536</b>

Source: RT Planning, April 2014