

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
18	07/27/15	Open	Information	07/21/15

Subject: Informational Update on Golden One Center Transit Service Planning

ISSUE

Informational Update on Golden One Center Transit Service Planning.

RECOMMENDED ACTION

None.

FISCAL IMPACT

None.

DISCUSSION

The following is an update on plans for service to the Golden One Center (formerly the Downtown Entertainment and Sports Center) which is planned to open in October 2016. Since release of draft environmental work in mid-2013, staff has been monitoring the project carefully and working closely with the City of Sacramento and the project developers. Beginning in early 2015, staff began meeting monthly with representatives of the Kings, the Golden One Center, the City of Sacramento, and the Yolo County Transportation District to coordinate and plan for transportation issues. Regular internal interdepartmental coordination meetings have also been ongoing since that time.

The Golden One Center (G1 Center) is expected to benefit RT in a number of ways, especially by acting as an opportunity to attract new riders to RT and by increasing economic activity in Sacramento. Arena event attendees are expected to be largely inexperienced with transit, but should have a significant incentive to try transit because of anticipated traffic delays and parking costs. The G1 Center will also be a major downtown employer and is expected to stimulate employment at other nearby sites, with the City of Sacramento estimating up to 6,000 new jobs created as a result of the project. City estimates of \$260 to \$400 million in local economic activity would include significant increases in sales tax within the city limits. Such an increase in sales tax revenue could, over time, increase RT's operating revenue through both Measure A and the California Transportation Development Act.

Attachment 1 provides a first look at several key elements of RT's planning to date for future service to the G1 Center. Staff has shared selected elements of the attached plans with RT's Mobility Advisory Council (MAC) and will continue to meet with the MAC to solicit feedback, in addition to the ongoing coordination efforts with the City, the Kings, and the other local transit operators.

Approved:

Presented:

Final 07/21/15

General Manager/CEO

AGM of Planning & Transit System Development

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One of the main goals of RT's planning efforts has been to assure a safe, convenient, and comfortable experience for customers travelling to the G1 Center that is also financially sustainable for RT. Key issues discussed in the report include:

- light rail transportation service and operating plans;
- improvements at downtown light rail stations to enhance safety and appearance;
- augmentation of RT's current ticketing and sales mechanisms to handle the additional ridership;
- customer assistance, wayfinding, crowd control, and ticket inspection; and
- key park-and-ride stations for customers to use on event days.

At this stage, staff is presenting a fiscally unconstrained vision of an aspirational level of service. Cost estimates have, however, been undergoing gradual refinement for over a year and will be presented at a future meeting. Funding of priority improvements is the next step in RT's preparations.

Golden 1 Center Transit Service

July 27, 2015



Presentation Overview

- Golden 1 Center Key Facts
- RT's Goals and Objectives
- What Would Service Look Like?
- Downtown Station Improvements
- Special Fare Payment Options
- Customer Experience Example



Key Facts About the Golden 1 Center

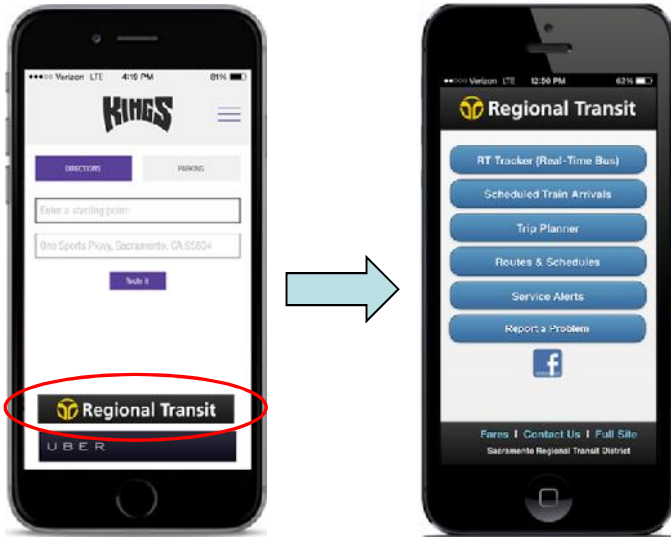


- Project characteristics
 - Opens October 2016
 - 17,500 person arena
 - 45 Kings games per year
 - 125 other events
 - Project also includes tower hotel
- Variety of event types
 - Kings games
 - Concerts, family shows and other sports
 - Multi-day trade shows and conventions
 - Graduations, civic events, and other daytime events
 - Major celebrations
 - Transportation needed for guests *and* employees

What Are RT's Core Goals/Objectives?

- Simple, safe, understandable, convenient customer experience
 - Easy payment options
 - Safe, secure, reliable and comfortable service
 - Competitive travel times and pricing
 - Overall enjoyable customer experience
- Financial sustainability
 - Revenue maximization
 - Cost effectiveness
- Attract new customers to RT
- Opportunity to introduce and promote improvements to RT
 - Ex: New fare payment technology
 - Ex: Station improvements
- Create benefits for the greater Sacramento community *and* RT riders

Golden 1 Center = Golden Opportunity



Cross-promotion of mobile apps.



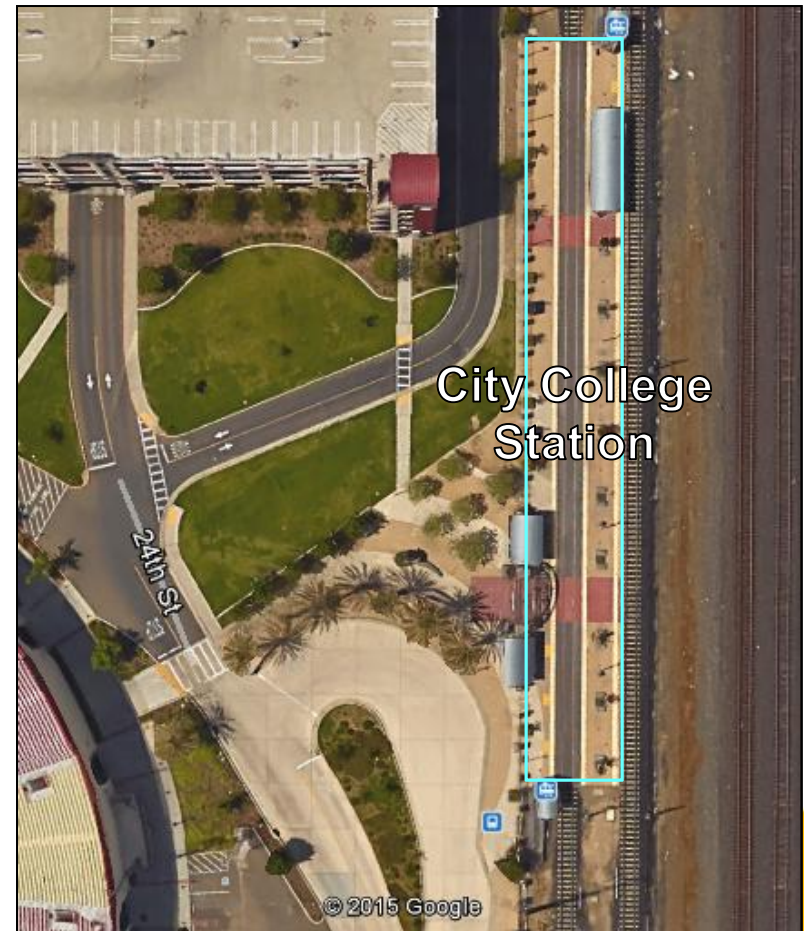
Promotional vehicle wrap for NBA All-Star weekend (including television station cross-promotion)

Special edition Connect Card (concept)



"Wrapped" subway car interior and seats in New York

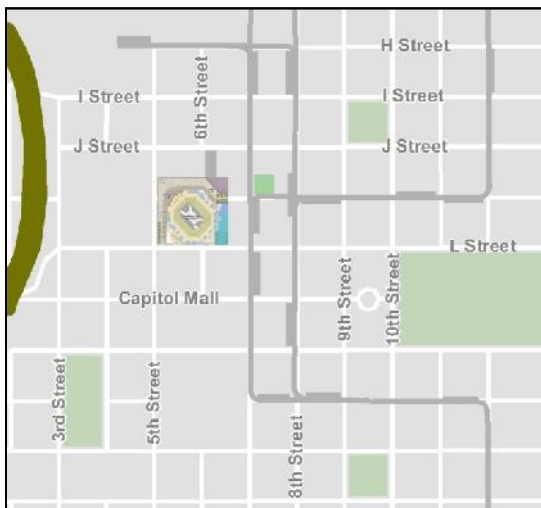
What Would Service Look Like? Example: Special Service to Republic FC



What Would Service Look Like? Baseline Service Quality Goals



- No riders passed up on way to event due to full trains
- Train frequency of 15 minutes or better
- Six supplemental trains
- Maximum 2.5 minute time to load/unload trains
- Capacity per car of 100 to 150
- Same level of service quality for all users, regardless of personal mobility



What Would Service Look Like? Various Event Types at the Golden 1 Center

Event Type	Events Per Year	Attendance	Transit Ridership Per Day Each Way	Transit Service
Maximum Service (e.g., major civic event, high mode share for capacity G1 event)	Unknown	100,000+ All Ages	7,200 max per hour	<ul style="list-style-type: none"> Run maximum service (4-car trains at 15 minute headways)
Sold-out Kings Game	44-47	17,500 All Ages	1,225 (per EIR) 3,500 (at 20% split) 7,200 (max per hour)	<ul style="list-style-type: none"> Augment trains to 4-cars for 60-90 minutes before event Run special event trains after event On-site customer assistance, crowd control, etc.
Medium and Large Concerts	15	15,000 (high) Mostly Adults	3,000 at 20 percent split	<ul style="list-style-type: none"> Augment trains to 4-cars for 60-90 minutes before event Run special event trains after event On-site customer assistance, crowd control, etc. Extra labor costs due to late and uncertain end times
Small/Medium Evening/Weekend Events (Family Shows, Small Concerts, etc.)	69	7,500 (high) Local Families	1,500 at 20 percent split	<ul style="list-style-type: none"> Augment service to 15 minute frequency Extend light rail hours (if applicable)
Small/Medium Daytime Events (e.g., Graduations, Civic Events)	39	5,000 (high) Local Families	1,000 at 20 percent split	<ul style="list-style-type: none"> Run regular fixed-schedule service
Multi-Day Events (e.g., Conventions, Trade Shows)	7	4,500 (high) Adult Visitors to Sacramento	900 at 20 percent split	<ul style="list-style-type: none"> Run regular fixed-schedule service

Number of events and estimated attendance from Downtown Entertainment Sports Center Environmental Impact Report (EIR). Number of Kings games includes pre-season and potential post-season. EIR estimated 7 percent split for large events (e.g., 1,225 each way to capacity Kings games) and 3.5 percent for smaller events. Assumes 125 persons per train car, except as noted. For events with over 4,500 transit riders (over 25 percent), light rail would be operated at maximum service and could transport approximately 7,200 persons per hour out of downtown at 150 persons per car. For events with 4,500 transit riders or fewer, all riders could be transported in approximately 30 minutes at 125 persons per train car.

What Would Service Look Like? Rider Alert Concept

RTAlert



Take RT to the Kings

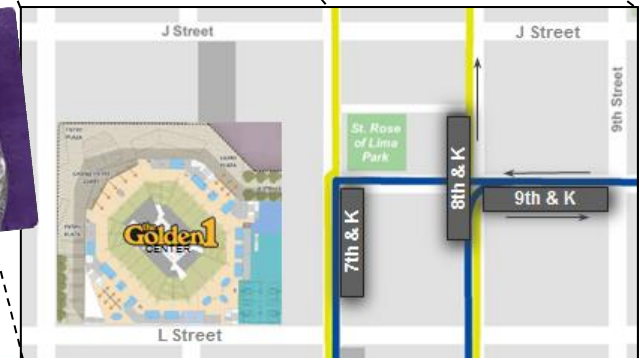
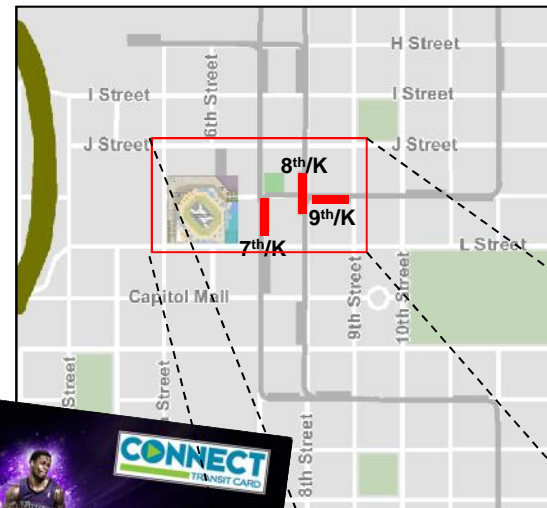
Tips for riders taking light rail to the Golden 1 Center

GETTING THERE

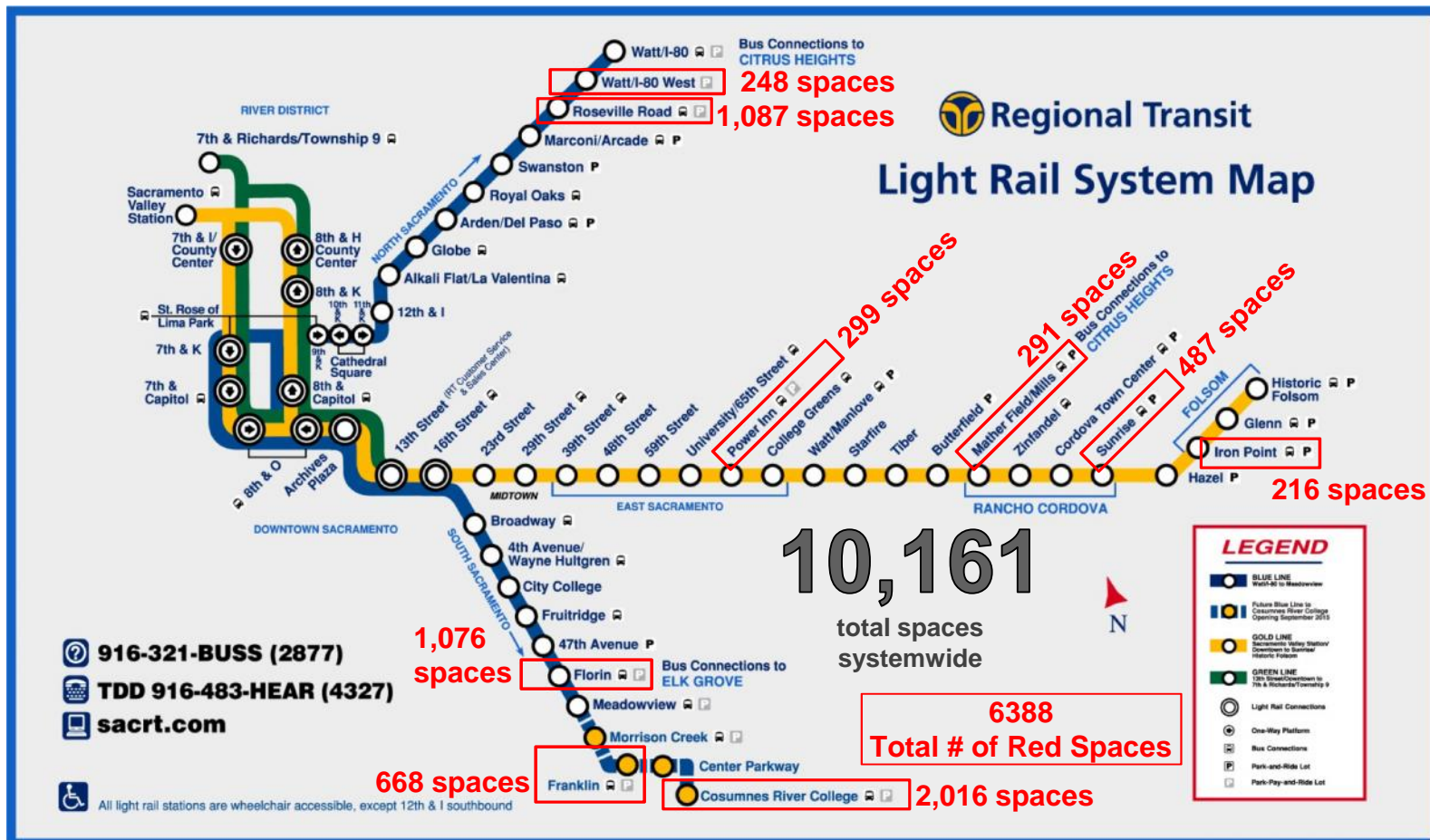
- Visit sacrt.com for a map and directions to the nearest **park-and-ride** lot.
- RT park-and-ride lots are **free** after 3:00 p.m. (only \$1 otherwise)
- Exit downtown at the **St. Rose** station (7th & K, 8th & K, or 9th & K Street)
- Riders are encouraged to purchase an **all-day pass** to avoid waiting in line after the game
- Get a **special edition** reloadable transit card when you **pre-purchase** your transit fare online with your Kings tickets

GETTING HOME

- RT will run extra trains after the game to handle the extra riders
- In case of overtime... RT will run extended hours to get you home
- Ask a friendly **transit ambassador** if you have any questions



What Would Service Look Like? Key Park-and-Ride Stations For G1 Events



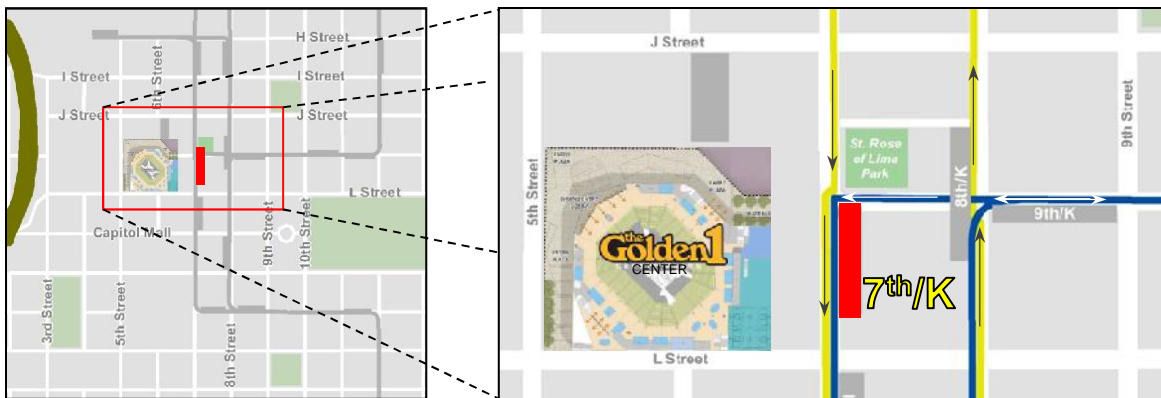
Downtown Station Improvements



7th/K Street Station facing northeast from 7th Street roadway.

7th/K Street

- Station is newer but heavily used
- Requires frequent cleaning (to remove tree droppings and garbage)
- Narrow sidewalk with minimal room for additional amenities
- RT to install new LED lighting and public address system
- Possibility for art and creative station design



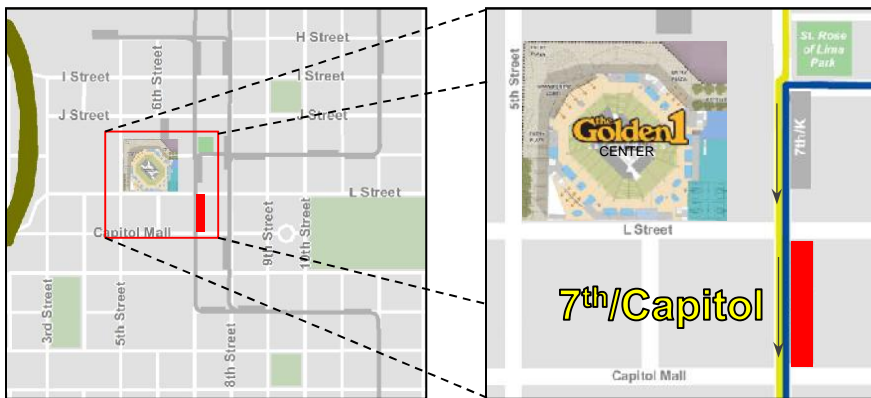
Downtown Station Improvements

7th/Capitol

- Station is large, flat, and well-situated for special event service
- Station dates to original starter line
- Requires frequent cleaning (due to bird droppings)
- RT to install new LED lighting and public address system
- Expand passenger boarding space
- Improved station amenities including new overhead canopies
- Possibility for art and creative station design



7th/Capitol Station from 7th Street north of Capitol Mall, facing northeast



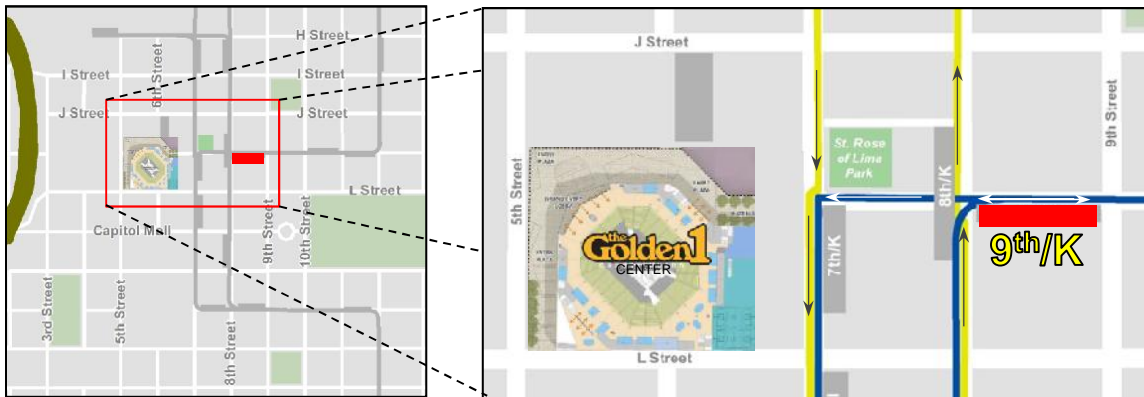
Downtown Station Improvements



9th/K Street station from 9th Street at K Street facing west

9th/K Station

- Located on K Street Mall two blocks east of arena
- Will have many through-traveling pedestrians
- RT to install new LED lighting
- Improved station amenities
- Possibility for art and creative station design



Downtown Station Improvements



Sponsors help Valley Metro clean and monitor eighteen light rail stations through their Adopt-A-Station program.

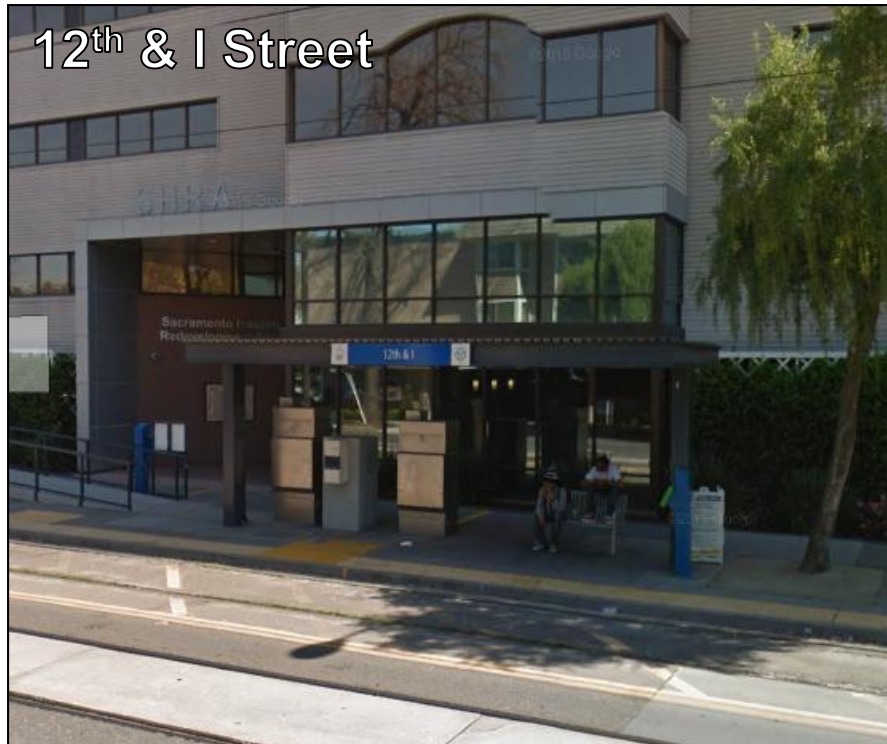


NRG Energy sponsored installation of a solar-powered cooling system that directs cold air toward an outdoor light rail station in Phoenix.



The 7th/K station, which will be situated adjacent to the most heavily travelled pedestrian route into and out of the G1 Center, may be an attractive location for community-oriented public art such as this mural. Copyright Demetrius Washington 2014.

Downtown Station Improvements



**Context-sensitive overhead canopies
in Sacramento and Minneapolis**

Special Fare Payment Options



Traditional Paper Tickets



Mobile Ticketing



Surcharge on Kings Tickets
(Traditional or Paperless)

Connect Card



Example Customer Experience

<p style="text-align: center;">5:00 p.m.</p>	<ul style="list-style-type: none"> • Get off work in Roseville • Pick up family members • Follow easy directions to RT park-and-ride
<p style="text-align: center;">5:45 p.m.</p>	<ul style="list-style-type: none"> • Greeted by friendly parking attendant at light rail • Purchased tickets using credit card • Found comfortable seats on a clean train
<p style="text-align: center;">6:15 p.m.</p>	<ul style="list-style-type: none"> • Driver announces 7th & K station • Train full of Kings fans exits in orderly fashion and proceeds to Golden 1 Center • Everyone in their seats with snacks and plenty of time to enjoy the game!
<p style="text-align: center;">9:45 p.m.</p>	<ul style="list-style-type: none"> • Following game, jubilant crowd makes their way to 9th & K station • Ample signage and downtown ambassadors on site to assist patrons • Public address system announces arrival of train back to Watt/I-80
<p style="text-align: center;">10:15 p.m.</p>	<ul style="list-style-type: none"> • Arrive back at car after an enjoyable ride on RT

What Else? What's Next?

- Bus detours, special service, and paratransit stops
- Scoping and funding station improvements
- Mobile ticketing pilot
- MOU with Kings on cross-promotions
- Refine transportation plan with City and Sac PD
- Draft signage, wayfinding, and public information
- Recruit/train transit ambassadors