



Chase Center Transportation Monitoring

2024 UPDATE

2024 Report Card

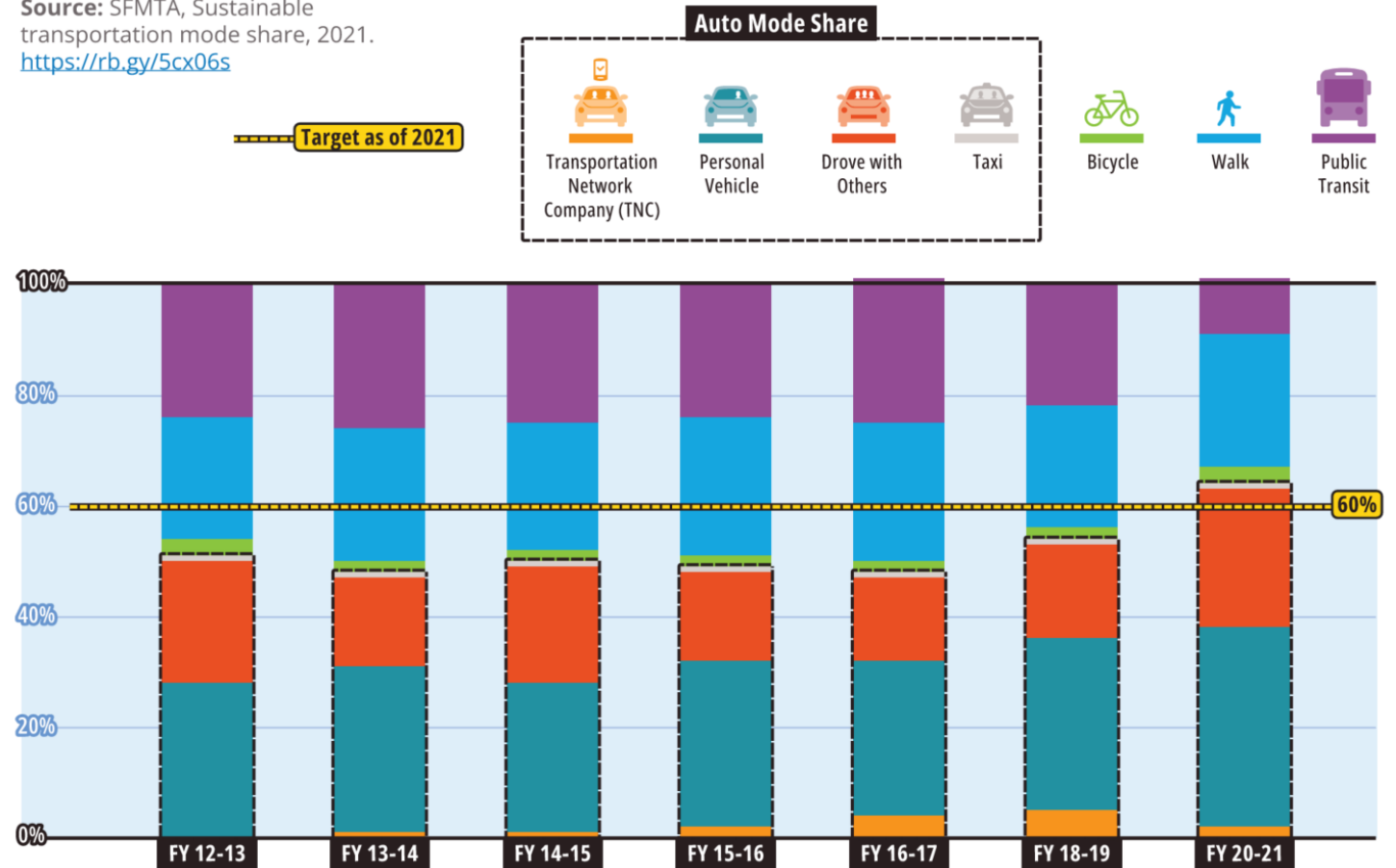


City-Wide Mode Share Survey

Source: SFMTA, Sustainable transportation mode share, 2021.
<https://rb.gy/5cx06s>

Key Takeaways:

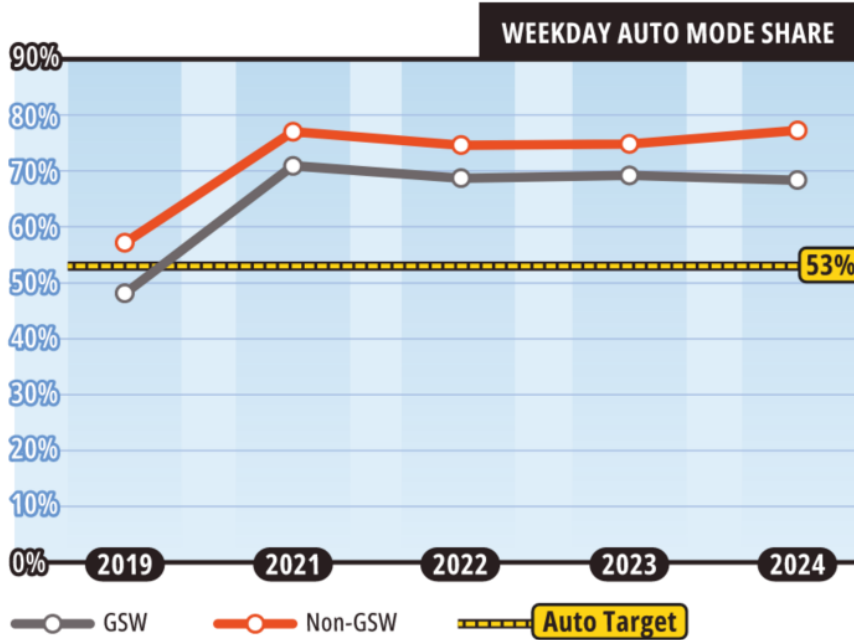
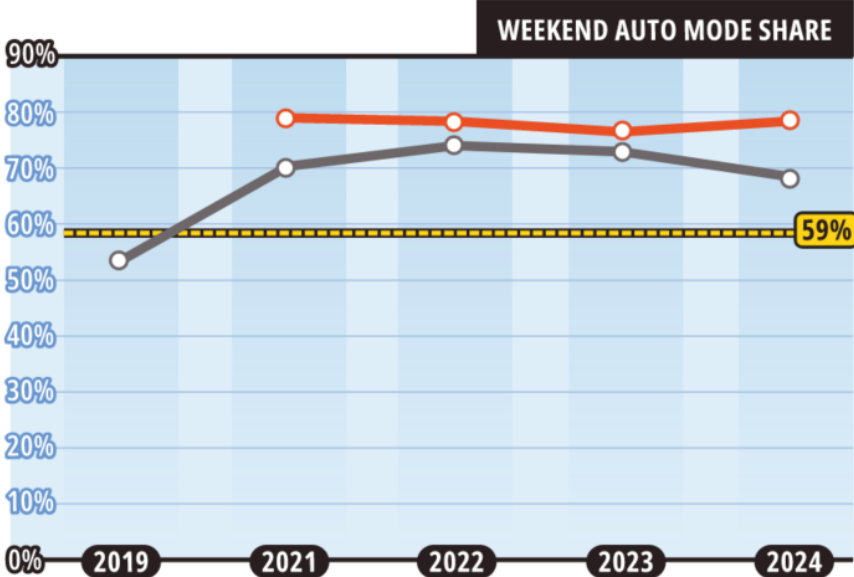
- Auto Mode Share across San Francisco does not meet goals post-pandemic
- Transit ridership has seen the most significant decline in mode share since 2019
- Chase Center Mode Share follows similar trends



Chase Center Mode Share Surveys Year Over Year

Key Takeaways:

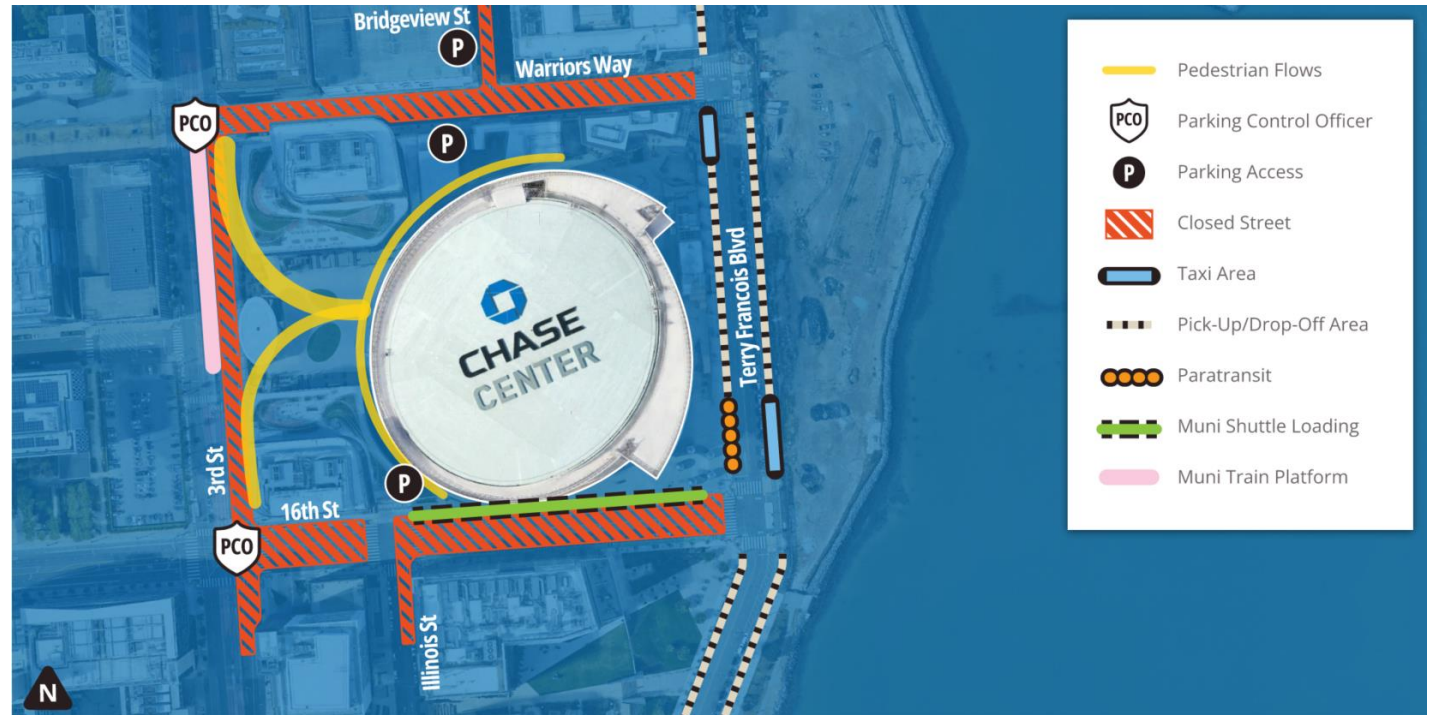
- Chase Center has not met mode share targets since 2019 for any event type
- GSW games experienced a slight decrease in auto mode share compared to last year
- Non-GSW events have experienced a slight increase in auto mode share compared to last year



Post-Event Pedestrian Flows

Key Takeaways:

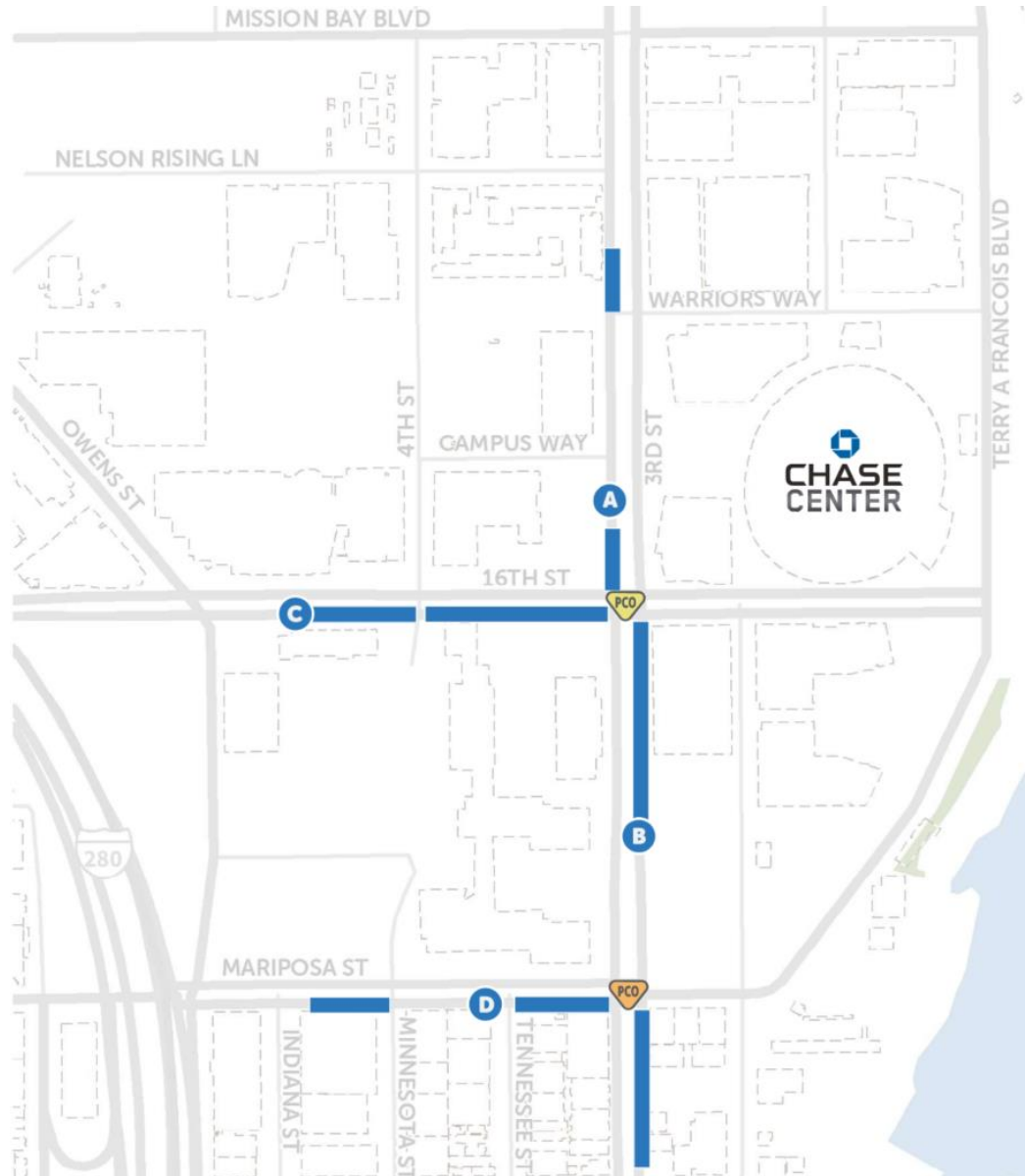
- Compliance with pedestrian safety measures is high
- Involvement from Muni Transit Assistance Program (MTAP) staff has decreased instances of:
 - Crossing SB 3rd St against the signal
 - Crossing midblock, interfering with Muni Operations
 - Overcrowding on Muni Platforms
 - Spilling into Muni Right-of-Way



Vehicle Queuing

Key Takeaways:

- Queues are measured for the PM peak period to determine:
 1. Eastbound 16th queues do not back through the intersection with 3rd St
 2. Eastbound Mariposa queues do not block UCSF entrances
- Preliminary observations for 2024 show events are meeting these metrics

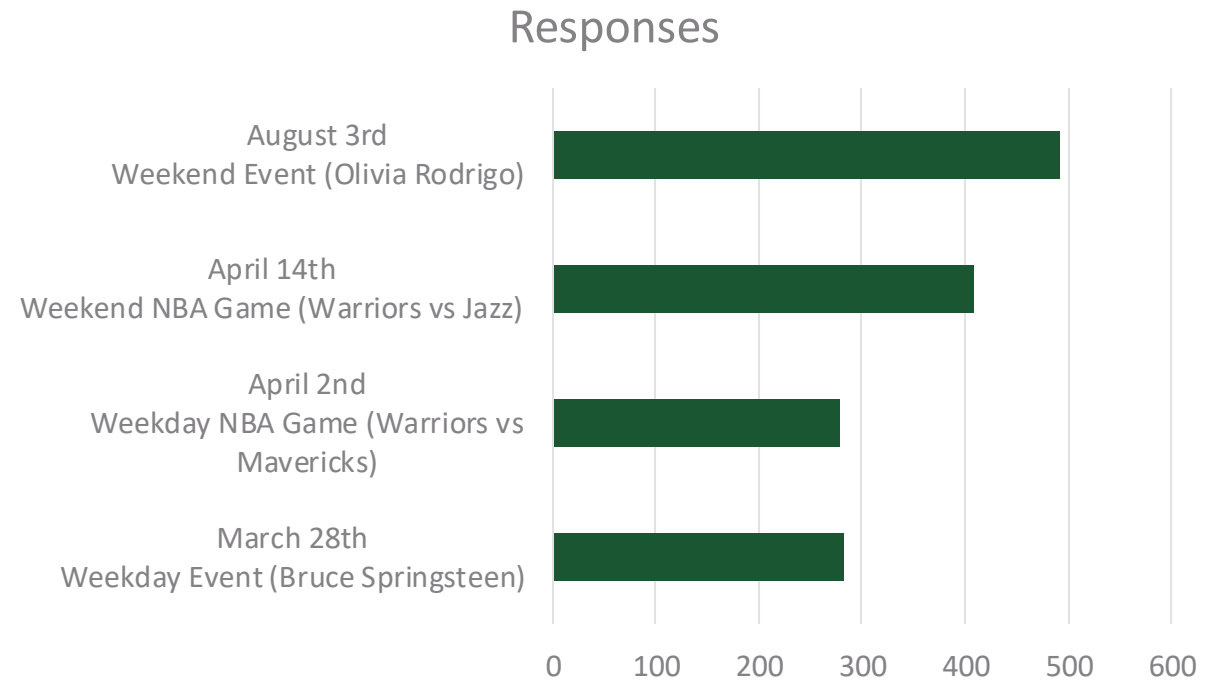


Intercept Surveys

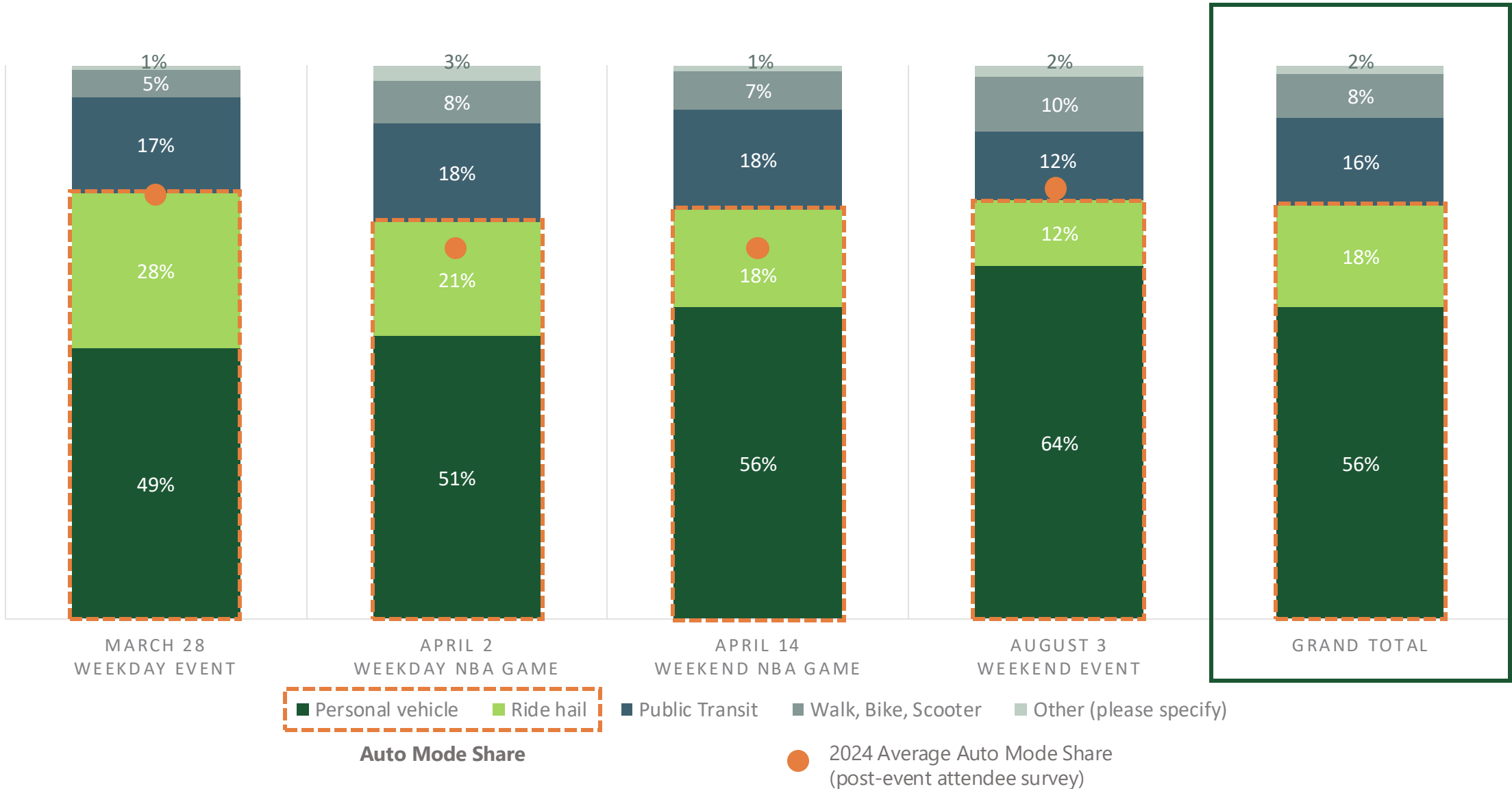


About the Survey

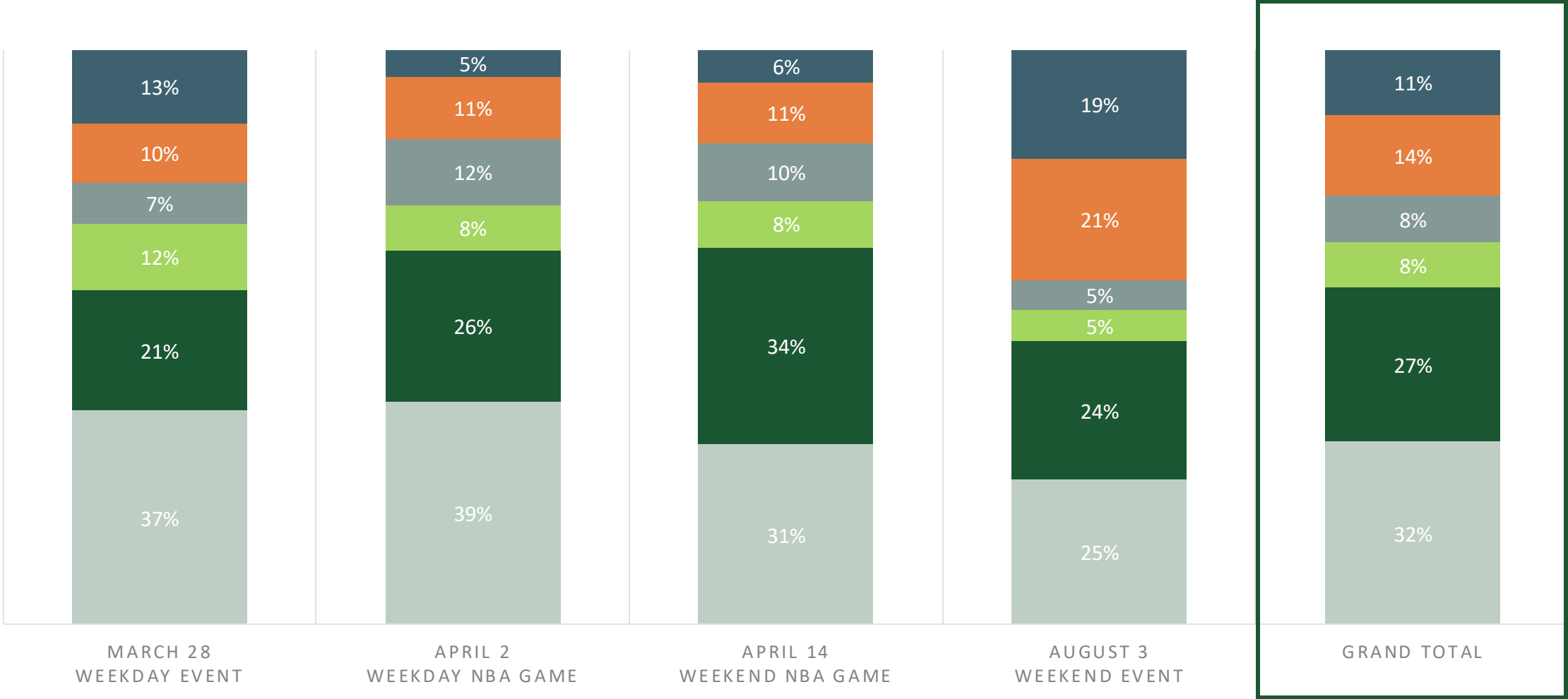
- **Purpose:** understand how people travel to/from Chase Center, collect Origin and Destination Data, and determine average vehicle occupancy
- Conducted intercept survey collection on one occurrence of the four primary event types:
 - Weekday NBA Game
 - Weekend NBA Game
 - Weekday Concert
 - Weekend Concert
- 1461 responses over 4 events
- Survey provided on Survey Monkey, responses entered by consultant team member



Mode Share Data

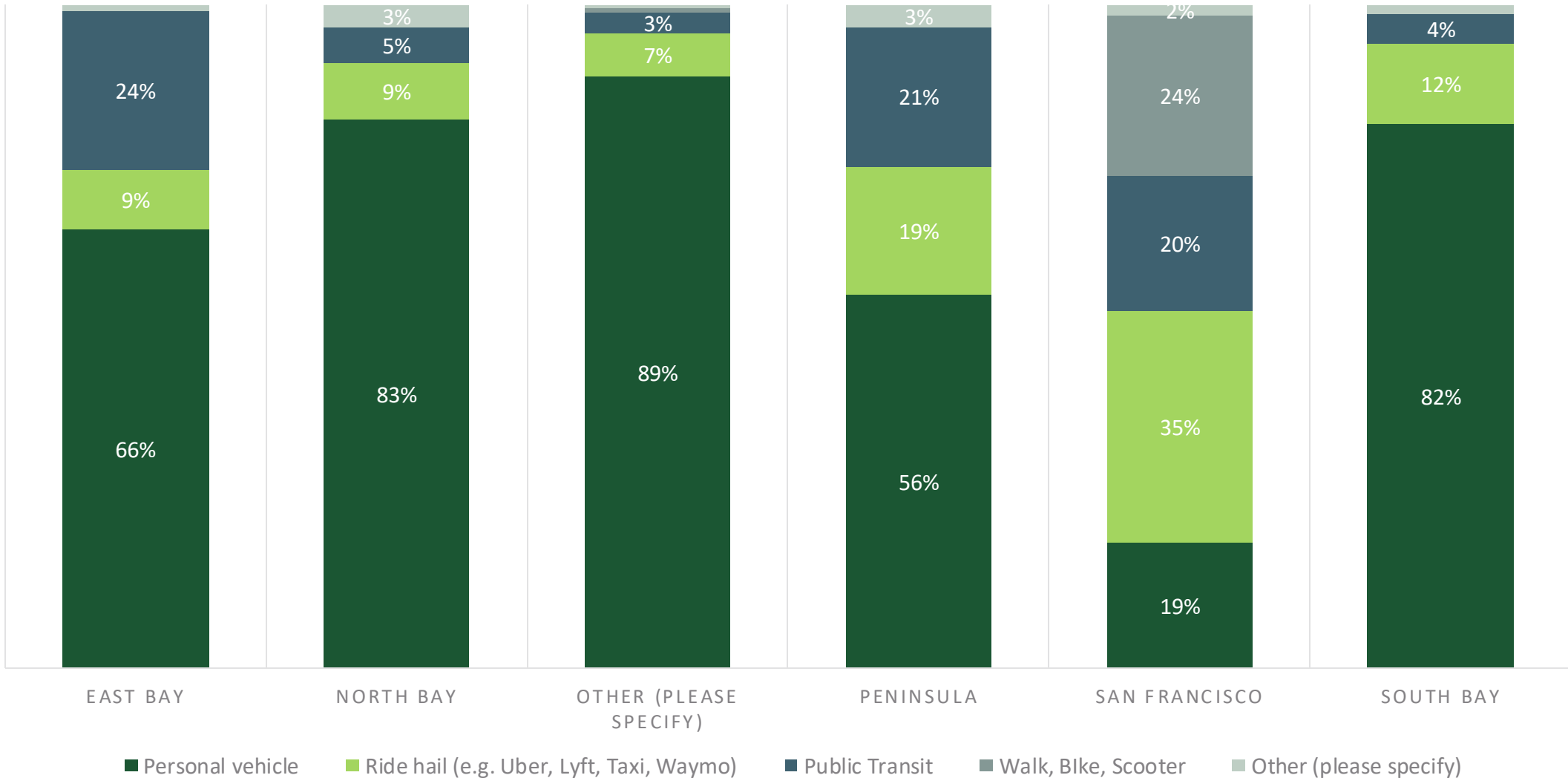


Origin Data



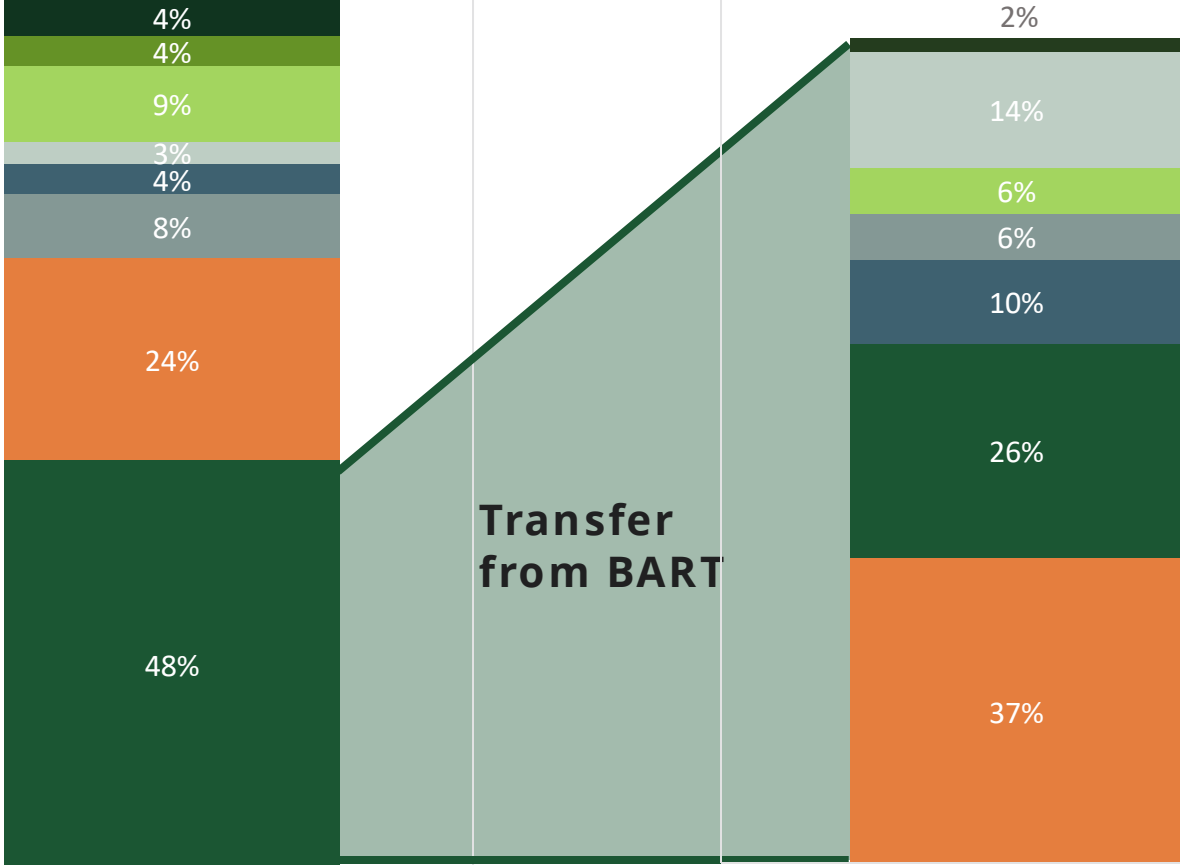
■ San Francisco ■ East Bay ■ North Bay ■ Peninsula ■ South Bay ■ Other (please specify)

Mode Share by Origin



Transit Data

- Others
- San Francisco Bay Ferry
- Caltrain
- Muni - Other
- Muni - 15
- Muni - 22
- Muni - T
- BART



- Other
- Muni - Other
- 78x
- Muni - 22
- Muni - 15
- Just BART
- Muni - T

BART

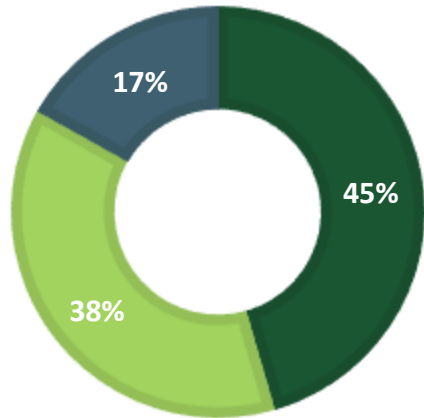
Mode Share Reduction Strategies



Publicizing All-Day Muni

Drove/Used Ride Hail

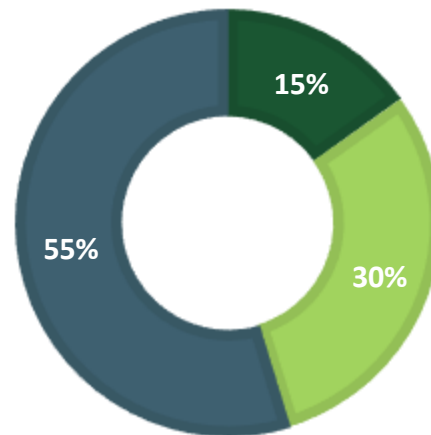
Are you aware that your event ticket includes all day Muni fare?



- No, I am unlikely to change my mode
- No, I may consider taking Muni next time
- Yes

Took Transit

Did you take advantage of your free all day Muni pass included with your ticket?



- No
- Unaware
- Yes

Your Chase Center Ticket is Your All-Day Muni Pass

Just board and ride any time on event day (until 2:00 am)

WHEN BOARDING AT A MUNI METRO STATION



If there is a station agent:

Show your event ticket to the agent. Go through the wide faregates to board.



If there isn't a station agent:

Go through the gate closest to the station agent window. Gate will open automatically.

WHEN BOARDING ON STREET



Hop on board any Muni bus or light rail train. No need to tap to pay.



While you ride, keep your Chase Center event ticket handy in case you are asked for proof of payment.

Conditions:

Your Chase Center event ticket is valid for both bus and light rail, but does not cover the cost of riding Muni's cable car lines. This program applies to any Chase Center ticketed event—Warriors games, concerts, and more—that uses the Chase Center ticketing system. This program does not apply to Thrive Center events.



Other Strategies Under Consideration



PRIVATE CHARTER

Partner with a charter transportation service company to provide an app-based platform for Season Ticket Members to reserve transit to Chase Center



REGIONAL PARK & RIDE SHUTTLE

Operate a fleet of shuttles that serve popular origin/destination points in the region with limited or underserved transit access and high fan densities



INTERIM SHUTTLE FOR MB FERRY

Operate a fleet of shuttles that replicates San Francisco Bay Ferry's future service to/from Mission Bay Ferry landing. Also serves as a marketing tool for future ferry service



STAGGERED ARRIVAL TIME

Publicize offerings in Mission Bay or provide smaller events in Thrive City ahead of ticketed events to encourage early arrival and reduce congestion during peak times

Mission Bay Neighbor Survey

Purpose: How are events at Chase Center impacting neighbors in Mission Bay (including UCSF) and what would they like to see change

Key Questions:

- On days when there was an event at Chase Center, how often were you aware that an event was happening?
- During a typical Chase Center event day, what are the most pressing issue(s)?
- Have you perceived an improvement in the issue(s) you selected in the question above compared to previous years?
- In general, what is the biggest transportation issue in the Mission Bay Neighborhood?
- What do you think would be the most effective means of reducing congestion in Mission Bay?

Response Themes

- Traffic is the most pressing issue on event days
- Lack of high-quality transit is the largest transportation issue in Mission Bay, followed by too much congestion during PM commute hours
- Improving transit service identified as the most effective means of reducing congestion