

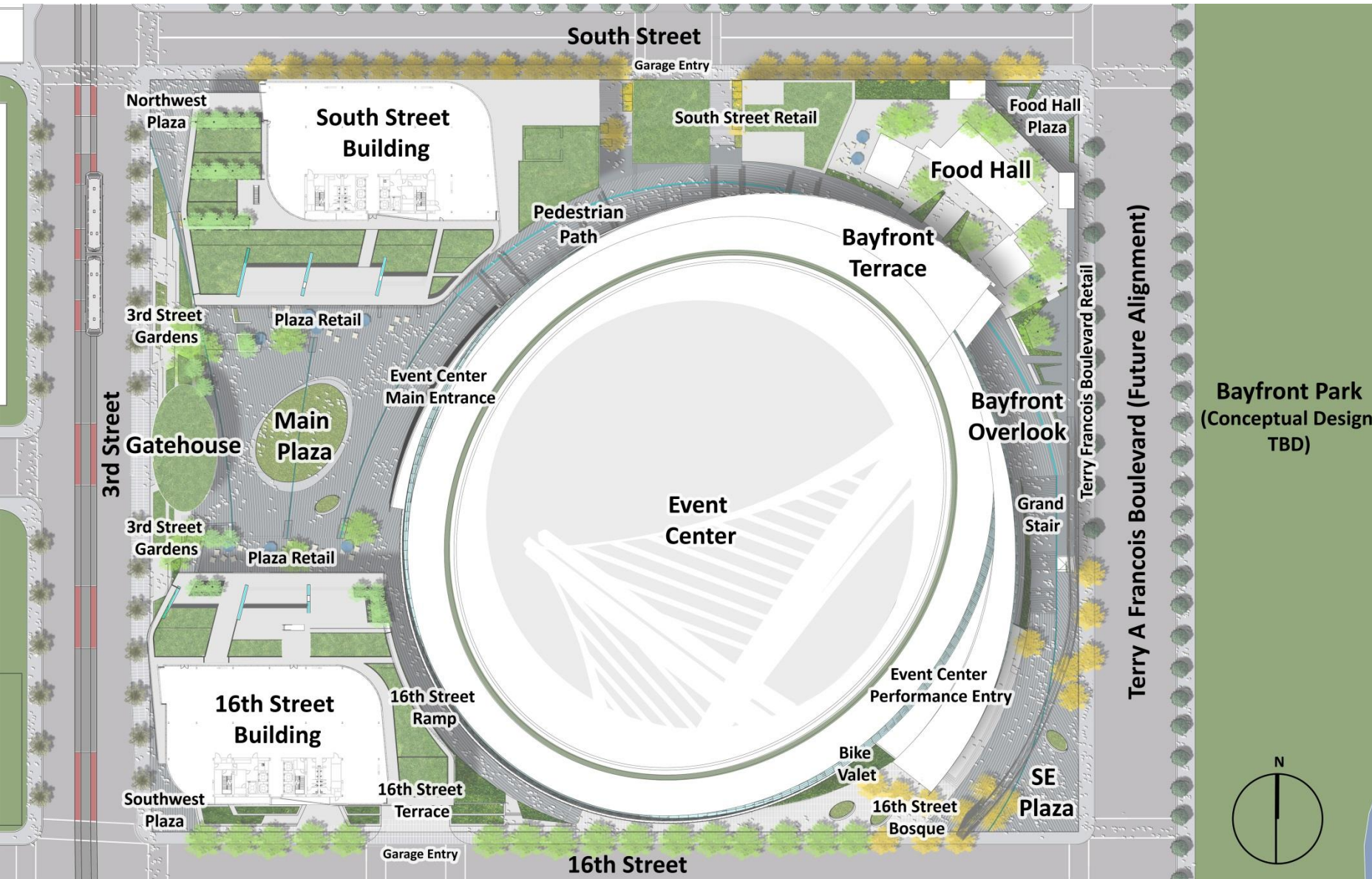


Golden State Warriors Event Center & Mixed-use Development at Mission Bay

SFMTA Board of Directors
November 3, 2015

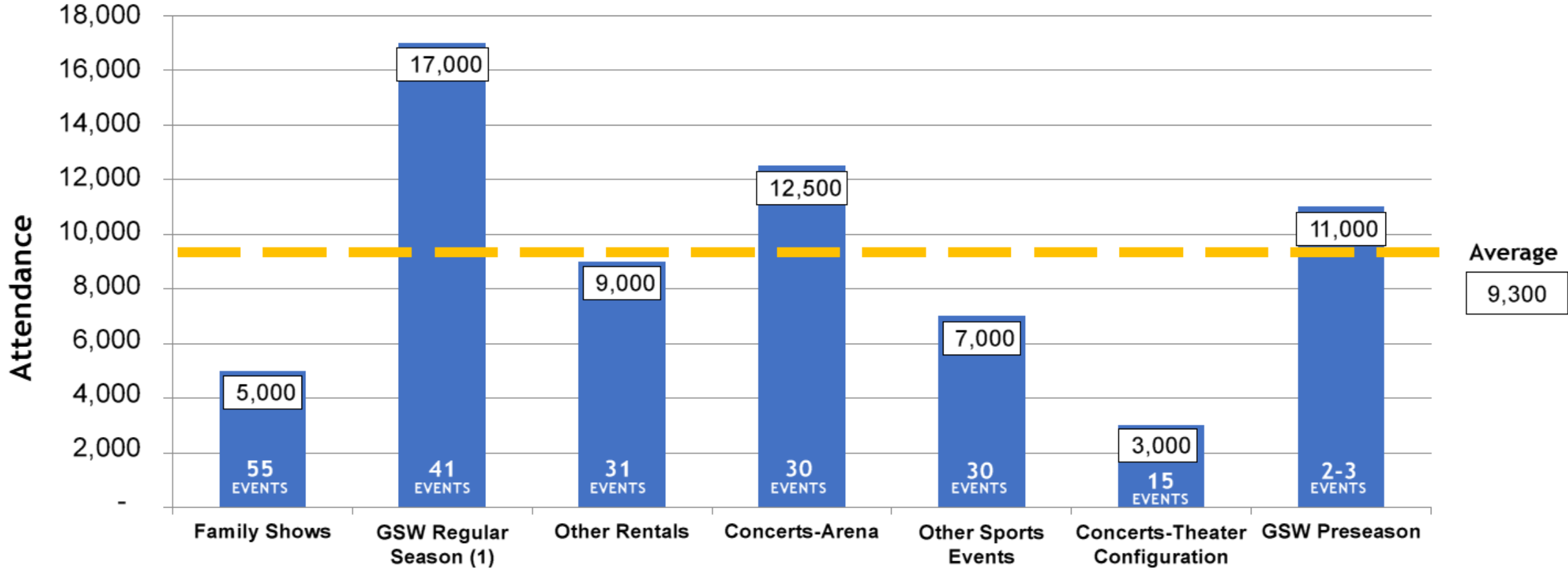


1. Project Description
2. Transportation Management Plan
3. Public Outreach
4. Financial Discussion
5. SFMTAB Action Items



- 11 acre private parcel bounded by 3rd, South, 16th and TFB in Mission Bay South
- 18,064 seat arena, 580,000 gsf office, 125,000 gsf retail
- 950 parking stalls and 13 loading docks under podium + 132 sites at 450 South St
- 3.2 acres of open space on-site

Projected Arena Events Attendance



(1) Attendance levels are lower than sell out capacity due to industry-standard No Show rate. GSW playoff games will range from zero to a maximum of 16 based on GSW performance.

View from Third Street and T-Third Platform



Plaza Entrance from T-Third Platform



Plaza and Arena Entry From T-Third Platform





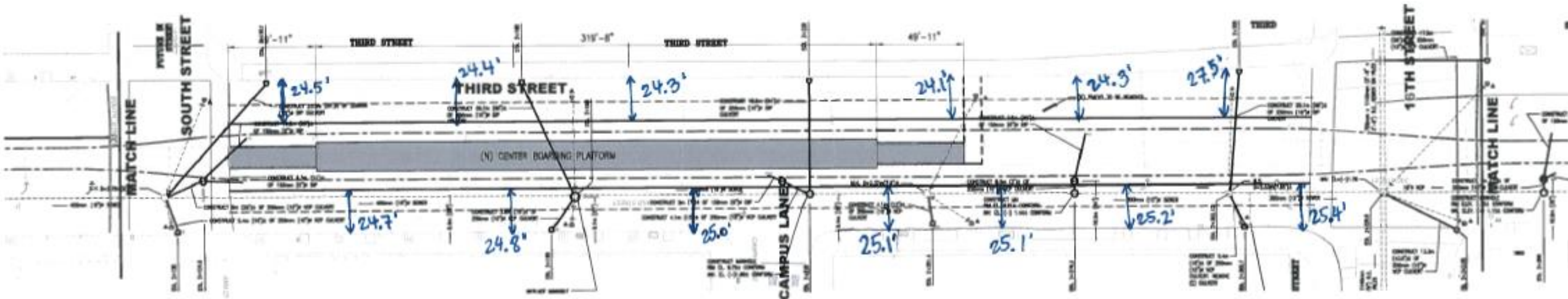
- Major transportation investments 2015-2020
 - Local Street and Bicycle improvements
 - 2017 – Transbay Terminal
 - 2018 – Blue Greenway
 - 2018 –22 Fillmore Transit Priority Project (16th Street)
 - 2019 – Central Subway
 - 2020 – Caltrain Electrification
 - 2020 – Ferry Terminal Expansion



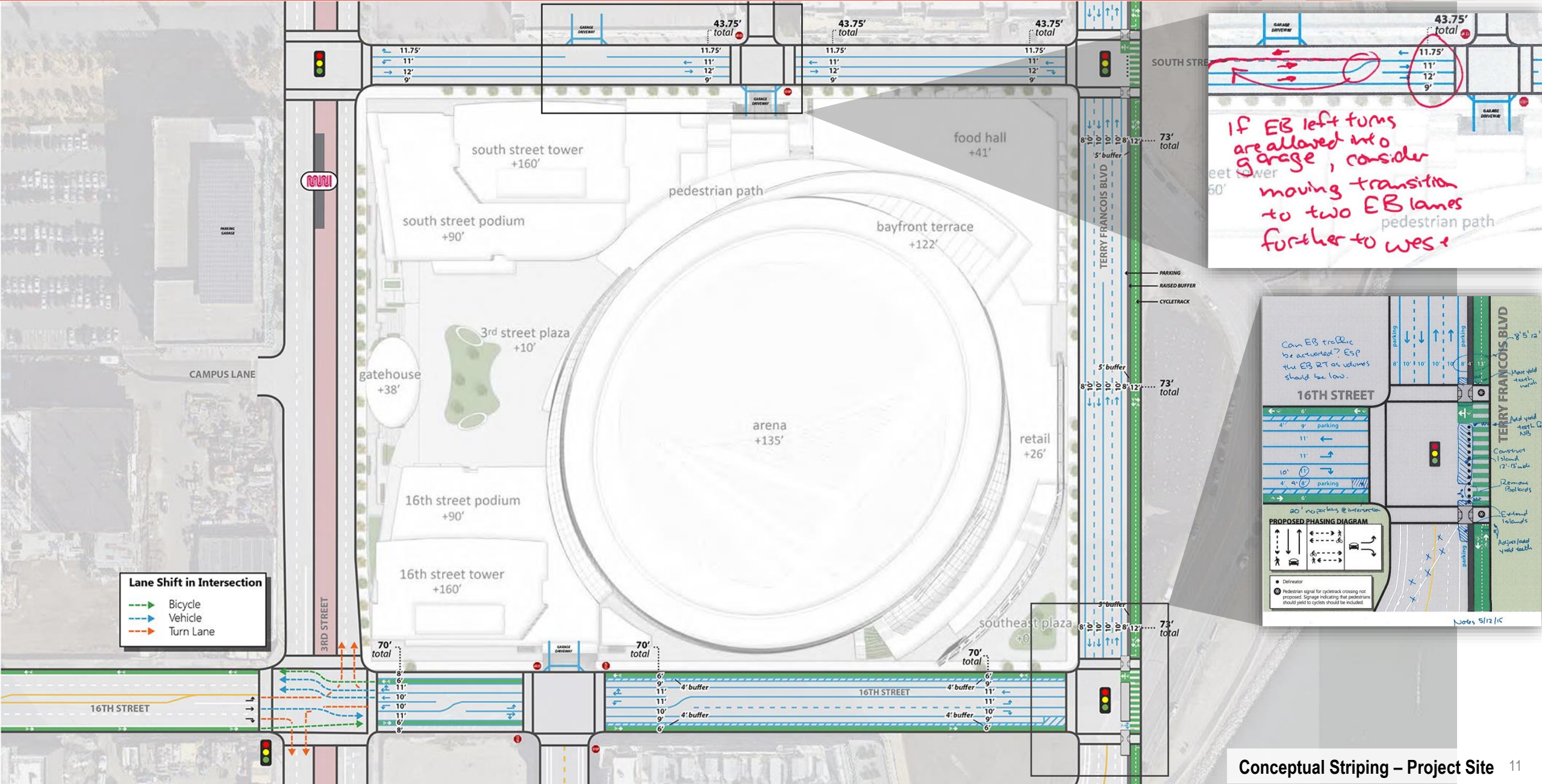


- T-Third decreased headways and longer trains
- Special Event Shuttles
 - 16th Street
 - To Transbay Terminal and Ferry Building
 - Van Ness BRT
 - Augmenting T-Third
 - Muni Metro Embarcadero Shuttle
- Transit Connections
 - Mission Bay Shuttle
 - BART, Caltrain, Water Emergency Transportation Authority, Golden Gate, AC Transit, SamTrans

- 4 new Light Rail Vehicles
- T-Third crossover tracks
- Expanding closest T-Third platform
 - Variant: new center-boarding platform like AT&T Park
- Signage and signalization



Project Site Circulation Design Coordination



Lane Shift in Intersection

- Bicycle
- Vehicle
- Turn Lane

Handwritten note: If EB left turns are allowed into garage, consider moving transition to two EB lanes further to west.

Handwritten note: Can EB traffic be actuated? Esp the EB RT as volumes should be low.

PROPOSED PHASING DIAGRAM

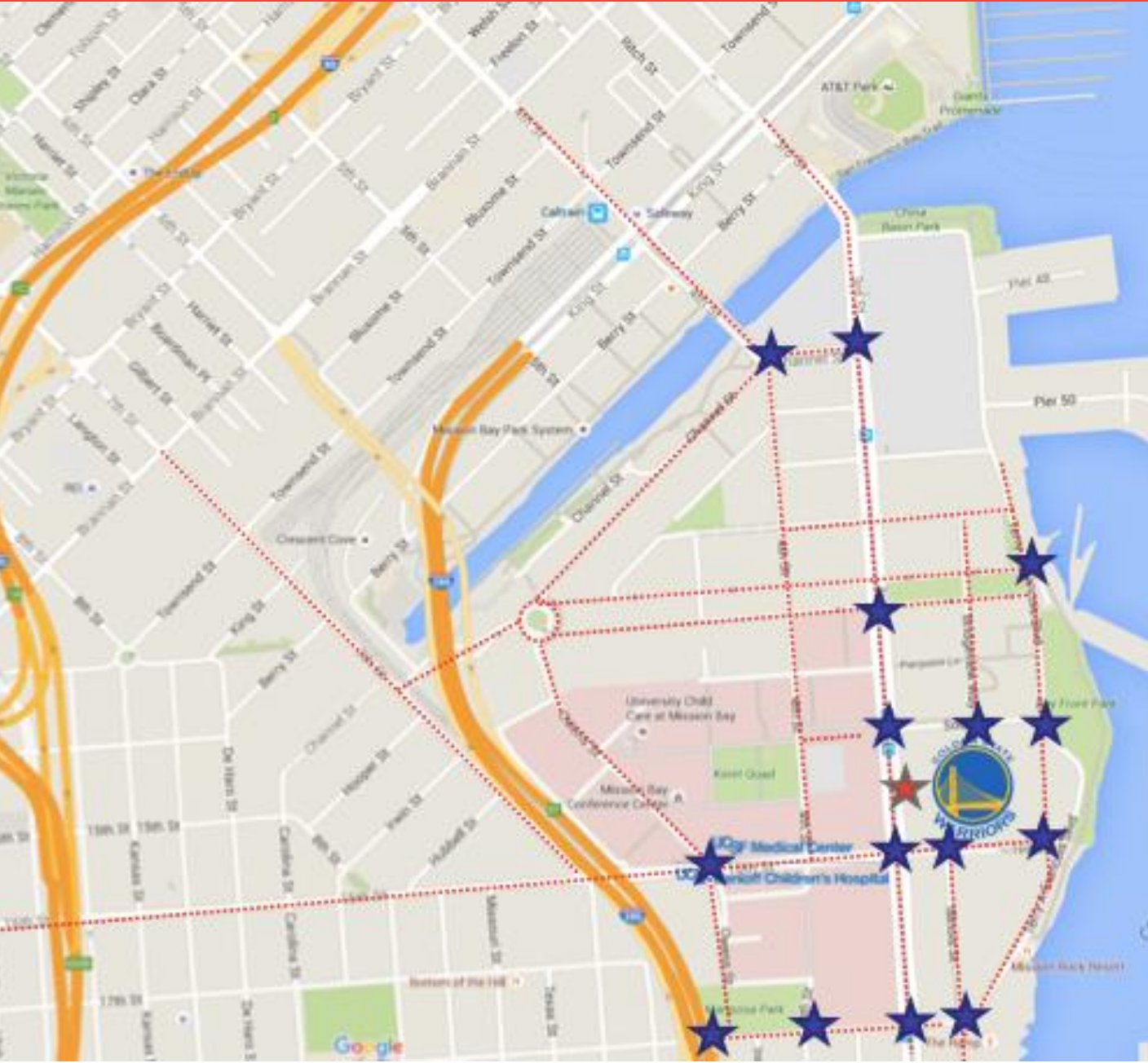
Notes 5/12/16

- 20' no parking @ intersection
- Construct island 12'-13' wide
- Remove bollards
- Extend islands
- Adjust faded yield depths
- Add yield north NB






Peak Event: Post-event Curb Management Plan

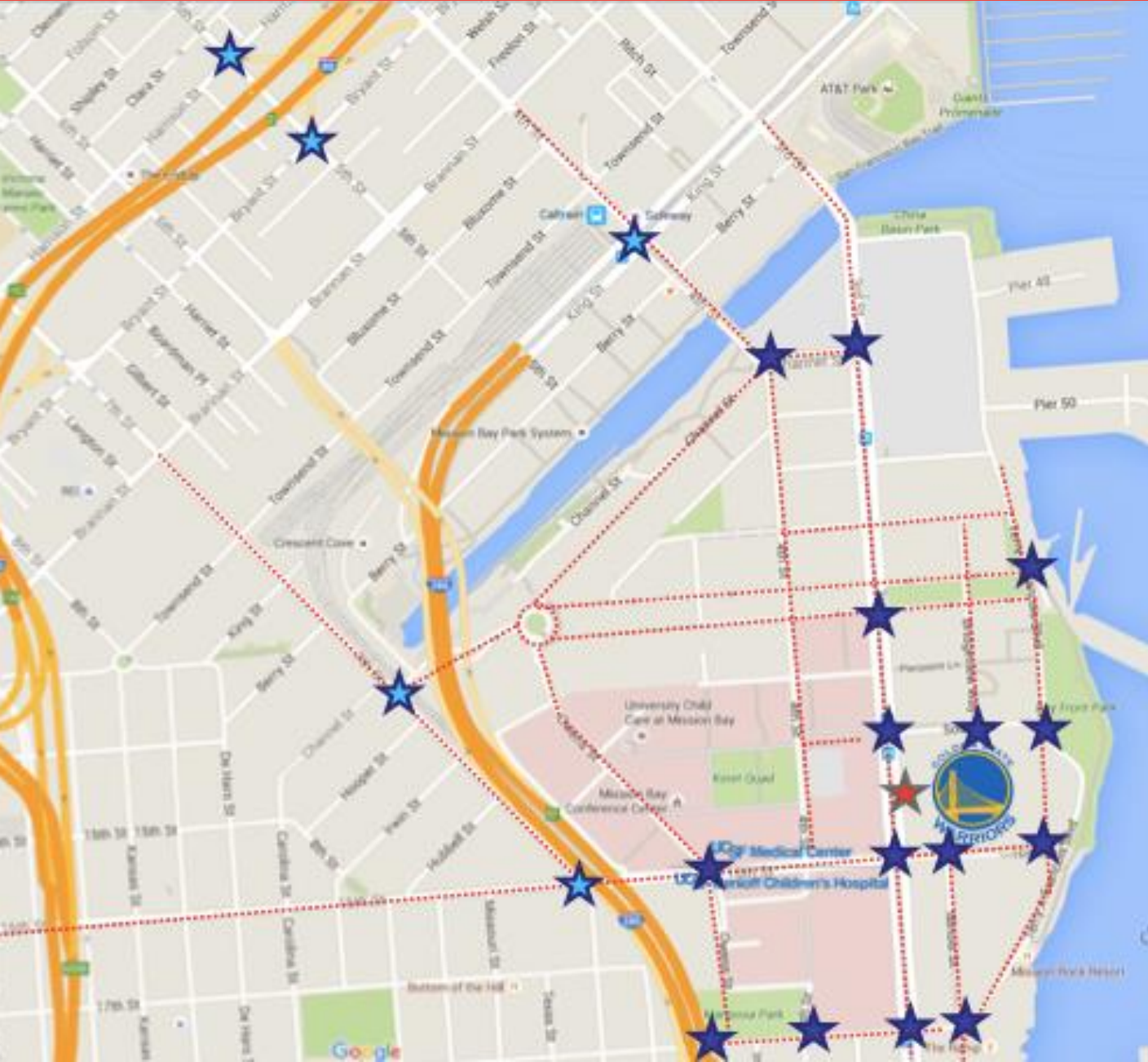


- Project Site
- Garage Exit
- Taxi
- Paratransit Bus
- Lane Closure
- Black Car
- Approximate Storage Length
- MUNI Platform
- TMA Shuttles
- Buses
- Media Trucks
- Passenger Pick-up
- On-Street Metered Parking



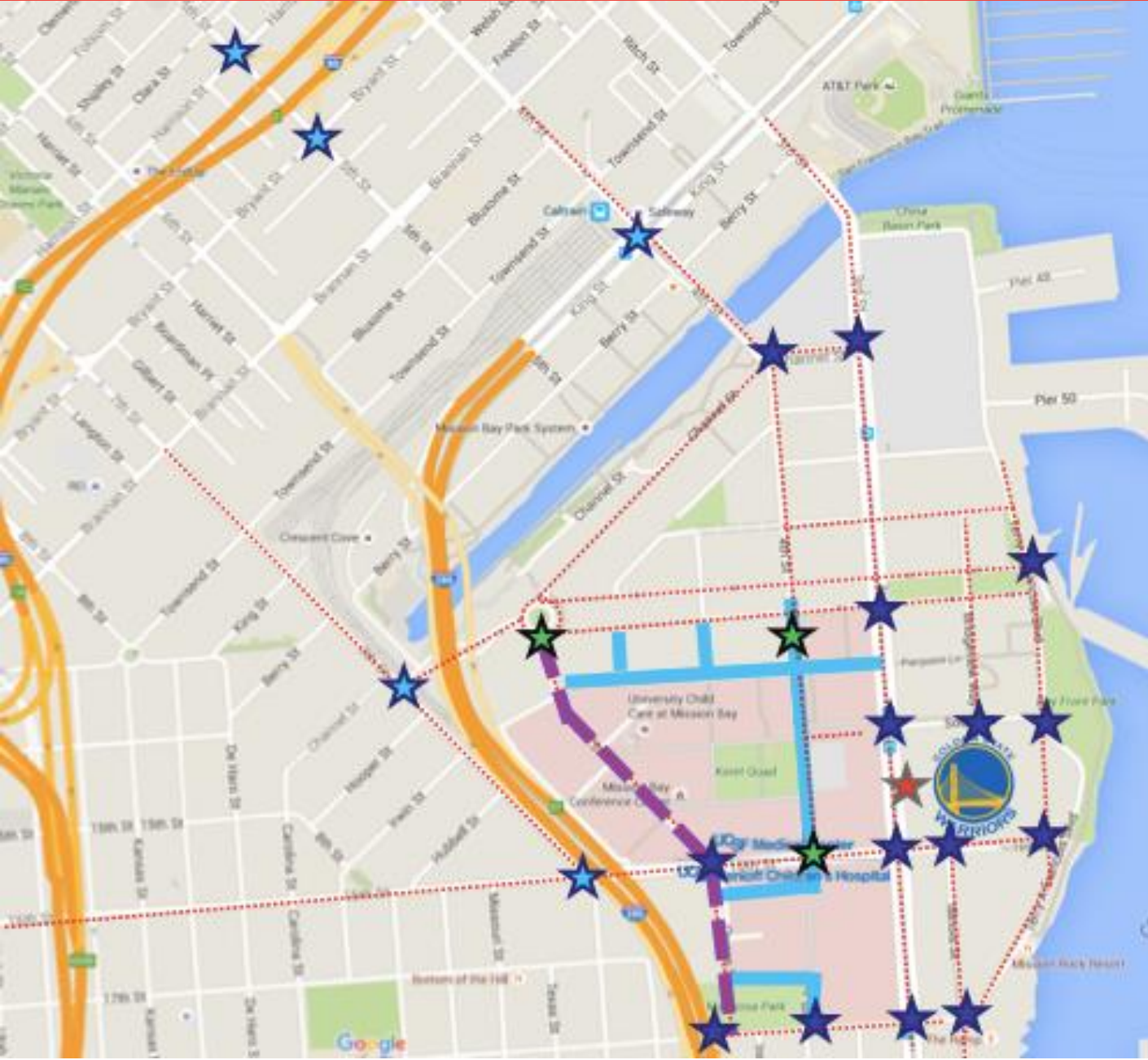
Local/ Hospital Access Plan

-  DSEIR Analyzed
Arena Path of
Travel
-  Local/UCSF
Circulation
-  Owens Street
Local Access
(Arena Traffic w/o
Pre-Paid Local
Parking
Assignments
Discouraged)
-  On-site Mgmt Center
-  PCO (DSEIR location)



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Pre-Paid Local
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- ★ On-site Mgmt Center
- ★ PCO (DSEIR location)
- ★ PCO (New location)



Local/ Hospital Access Plan

- ⋯ DSEIR Analyzed Arena Path of Travel
- Local/UCSF Circulation
- Owens Street Local Access (Arena Traffic w/o Pre-Paid Local Parking Assignments Discouraged)
- ★ On-site Mgmt Ctr
- ★ PCO (DSEIR location)
- ★ PCO (New location)
- ★ PCO (L/HAP)

Transportation Demand Management (TDM)

- Designate TDM coordinator
- Issue real-time advisories
- Install add value machines and/or provide Golden State Warriors (GSW)-branded Clipper Cards on-site
- Sponsor a Bike Share station
- Expand secure and bike valet parking
- Promotional incentives for using alternate modes
- Provide employee flexible schedules and telecommuting options
- Bundle the cost of a round-trip Muni fare into the cost of all ticketed events
- Promoting alternate transportation online, during ticketing

Proposed Southern Parking



- 19th and Illinois
 - Port owned and operated
 - Will replace existing 225 space site at 20th and Illinois and existing curbside parking along Illinois
- Western Pacific
 - Port owned and operated
 - Existing parking/staging
 - Dual events only

- Workshops with Planning Commission and OCII Commission
- Key Stakeholder Outreach including:
 - Mission Bay, Rincon, Potrero, Dogpatch and Eastern Neighborhood groups; UCSF Mission Bay; SF Giants; Biotech Roundtable; SF Bicycle Coalition; WalkSF; Board of Supervisors
- 12 meetings with Mission Bay Community Advisory Committee
 - Unanimous approval 10/8
- DSEIR Comments received fall into the following categories:
 - Building Design and Massing
 - Traffic Congestion and Parking
 - Event Management
 - Construction Impacts



So How Do We Pay For It?

Report

**San Francisco Multi-Purpose
Venue Project
Fiscal Impact Analysis: Revenues**

The Economics of Land Use



Prepared for:
The City and County of San Francisco

Prepared by:
Economic & Planning Systems, Inc.

September 25, 2015

EPS #121081

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MEMORANDUM

To: Office of Community Investment and Infrastructure
the San Francisco Redevelopment Agency
Attn: Christine Maher

From: Keyser Marston Associates, Inc.

Date: September 25, 2015

Subject: Peer Review of "San Francisco Multi-Purpose
Impact Analysis - Revenues" prepared by Economic & Planning Systems, Inc.

Introduction to Peer Review

Affiliate of the Golden State Warriors, LLC, which owns the Warriors National basketball Association ("NBA") team, is constructing a multipurpose event center that will seat approximately 12,500 people for mixed uses, including 522,000 square feet of office space. In total, the Project will consist of approximately 1.2 million square feet. The Project will be located on a 12-acre site currently intended to be developed by Salesforce International. The Project is based on the property from Salesforce in April 2015 for the 2018-19 NBA season.

As part of the permit process, the City is preparing a Fiscal Impact Analysis (FIA) and on-going City services. Economic & Planning Systems, Inc. (EPS) is estimating the magnitude of the Project's impact on the County, from both construction and operation. The FIA includes improvements and services. As part of the revenue projections, the City is undertaking a peer review of the FIA.

The FIA includes parking.

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Capital and Operating Cost Estimates for the Event Center and Mixed Use Development at Mission Bay Blocks 29-32 (the Project) (please see notes)

ESTIMATED COST	5-Year Plan					Total 5-Year Plan
	FY13-14	FY14-15	FY15-16	FY16-17	FY17-18	
PRELIMINARY OPERATING COSTS						
Transit Operating Costs by Event Type						
Annual Transit Costs: Playoff Basketball Games (16)	\$536,670	-	-	-	-	\$536,670
Annual Transit Costs: Basketball Games (43)	\$1,442,300	-	-	-	-	\$1,442,300
Annual Transit Costs: Concerts (30)	\$654,000	-	-	-	-	\$654,000
Annual Transit Costs: Convention, Theater, Shows & Other Sporting Events (131)	\$816,300	-	-	-	-	\$816,300
Total Transit Operating Costs (89 large events plus 131 other events/Year)	\$3,449,270	\$0	\$0	\$0	\$0	\$3,449,270
Enforcement Operating Costs by Event Type						
Annual Enforcement Operating Costs: Playoff Basketball Games (16)	\$226,867	-	-	-	-	\$226,867
Annual Enforcement Operating Costs: Basketball Games (43)	\$11,476	-	-	-	-	\$11,476
Annual Enforcement Operating Costs: Concerts (30)	\$220,000	-	-	-	-	\$220,000
Annual Enforcement Operating Costs: Local Hospital Access Plan (52)	\$489,914	-	-	-	-	\$489,914
Annual Enforcement Operating Costs: Convention, Theater, Shows & Other Sporting Events (131)	\$226,867	-	-	-	-	\$226,867
Total Enforcement Operating Costs (89 large events, 52 LMAP and 131 other events/Year)	\$1,893,833	\$0	\$0	\$0	\$0	\$1,893,833
Mitigation Measure Cost						
Additional PCs for events 12,500 and over (MM TR-2a)	\$226,867	-	-	-	-	\$226,867
Additional PCs during overlapping events (MM TR-11a)	\$11,476	-	-	-	-	\$11,476
Additional Strategies to Reduce Transportation Impacts of Overlapping Events (M-TR-11c)	\$220,000	-	-	-	-	\$220,000
Transit Demand Accommodation (22 Fillmore)	\$489,914	-	-	-	-	\$489,914
Total Mitigation Measure Operating Costs	\$948,257	\$0	\$0	\$0	\$0	\$948,257
Other Operating Cost						
Additional PCs for events 12,500 and over (MM TR-2a)	\$226,867	-	-	-	-	\$226,867
Additional PCs during overlapping events (MM TR-11a)	\$11,476	-	-	-	-	\$11,476
Additional Strategies to Reduce Transportation Impacts of Overlapping Events (M-TR-11c)	\$220,000	-	-	-	-	\$220,000
Transit Demand Accommodation (22 Fillmore)	\$489,914	-	-	-	-	\$489,914
Total Other Operating Costs	\$948,257	\$0	\$0	\$0	\$0	\$948,257
PRELIMINARY OPERATING SOURCES						
Transit Sources Assumptions by Event Type						
Annual Transit Fares: Basketball Games (59)	\$396,947	-	-	-	-	\$396,947
Annual Transit Fares: Concerts (30)	\$148,800	-	-	-	-	\$148,800
Annual Transit Fares: Convention, Theater, Shows & Other Sporting Events (131)	\$322,800	-	-	-	-	\$322,800
Total Annual Transit Fares	\$868,547	\$0	\$0	\$0	\$0	\$868,547
Special Event Parking Sources by Event Type						
Annual Parking Revenues: Basketball Games (59)	\$396,947	-	-	-	-	\$396,947
Annual Parking Revenues: Concerts (30)	\$148,800	-	-	-	-	\$148,800
Annual Parking Revenues: Convention, Theater, Shows & Other Sporting Events (131)	\$322,800	-	-	-	-	\$322,800
Total Annual Incremental Parking Revenues	\$868,547	\$0	\$0	\$0	\$0	\$868,547
Other SFMTA Revenues						
Total Other SFMTA Revenue (See Financial Feasibility Study)	\$411,927	-	-	-	-	\$411,927
General Fund Sources - Mission Bay Transportation Improvement Fund						
Total General Fund Sources (See Financial Feasibility Study)	\$156,243	-	-	-	-	\$156,243
Total Operating Sources	\$1,485,117	\$0	\$0	\$0	\$0	\$1,485,117
OPERATING SOURCES <u>WILL</u> LESS USES						
Total Operating Sources	\$1,485,117	\$0	\$0	\$0	\$0	\$1,485,117
Total Estimated 220 Events/Year for Calculating the Operating Costs and Revenues	\$5,917,028	\$0	\$0	\$0	\$0	\$5,917,028
Costs based on FY2014 and inflated to FY2015 with 3.5% increase annually	\$0	\$0	\$0	\$0	\$0	\$0
The proposed plan includes purchasing 4 additional trains and shifting 2 two cars from another route(s) at the end of the PM commute period. This could increase crowding in other parts of the system.	\$0	\$0	\$0	\$0	\$0	\$0
Enforcement cost for mitigation measure M-TR-2a: a statewide law-enforcement plan for parking facilities service the Event Center and M-TR-2a additional Muni service to accommodate transit demand.	\$0	\$0	\$0	\$0	\$0	\$0
Capital Funding source: 1) TIF is paid at Certificate of Occupancy in FY17-18; 2) Construction related taxes include sales taxes and gross receipts, projections from Controller	\$0	\$0	\$0	\$0	\$0	\$0

Notes:

- * Total estimated 220 events/year for calculating the operating costs and revenue;
- * Costs based on FY2014 and inflated to FY2015 with 3.5% increase annually;
- * The proposed plan includes purchasing 4 additional trains and shifting 2 two cars from another route(s) at the end of the PM commute period. This could increase crowding in other parts of the system;
- * Enforcement cost for mitigation measure M-TR-2a: a statewide law-enforcement plan for parking facilities service the Event Center and M-TR-2a additional Muni service to accommodate transit demand;
- * Capital Funding source: 1) TIF is paid at Certificate of Occupancy in FY17-18; 2) Construction related taxes include sales taxes and gross receipts, projections from Controller
- * General fund sources based on Controller's estimates

Projected Annual Tax Revenues (FY 14 \$)

Annual General Revenue

Property Tax	\$ 912,000
Special Fund Property Tax	\$ 868,000
Sales Tax	\$ 521,000
In Lieu Parking Tax (MTA)	\$ 482,000
Hotel/Motel Tax	\$ 1,667,000
Stadium Admissions Tax	\$ 4,336,000
Utility Users Tax	\$ 254,000
Gross Receipts Tax	\$ 2,473,000
<i>Subtotal</i>	\$ 11,513,000

Annual Other Dedicated

Parking Tax (MTA 80%)	\$ 1,929,000
Special Fund Property Tax	\$ 148,000
Public Safety Sales Tax	\$ 260,000
SFCTA	\$ 260,000
<i>Subtotal</i>	\$ 2,597,000

Annual TOTAL

\$ 14,110,000

City Uses	Total (Millions)
Dedicated & Restricted*	\$2.9
City Operating Costs	\$6.1
Payment for Capital Improvements	\$2.7
Dual Event Fund	\$0.9
<u>Remaining Balance</u>	<u>\$1.5</u>
Annual TOTAL	\$14.1

One-Time Capital Sources and Uses (FY14\$s)

	Sources (Millions)	Uses (Millions)
One-Time Capital Improvements <i>Purchase 4 LRVs, Install Crossover Tracks, Expand the T-Third Platform, Augment Power, Install Signals/CMS/CCTVs and Upgrade TMC Network</i>		(\$55.3)
One-Time Project-Generated Sources <i>TIDF, Property Transfer Tax, Construction- related Taxes*</i>	\$25.4	
Financed from project-generated annual revenue	\$29.9	

- BoS ordinance creating a new fund
 - introduced by Mayor Lee with 10 co-sponsors on 10/6/15
- Funds appropriated annually by BoS to SFMTA to dedicate project-generated revenues to cover City transportation capital and operating costs
 - \$0.9 M Dual Event Reserve is available funds for dual events and a cushion for unforeseen circumstances
- Built-in public review and accountability
- Creates a 5-member MBTIF Advisory Committee supported by SFMTA
 - advise the BoS, the MTA, Public Works (“PW”), the Police Department (“SFPD”), and other decision-makers on the use of monies in the Fund.
- Action must be after EIR certification
 - Calendared for Monday 11/9 in Budget & Finance Committee

	Charter formula to SFMTA	BoS Appropriation to New Fund
SFMTA Annual Operations	\$3.0	\$2.1
Payment for Capital Improvements		\$2.7
Dual Event Reserve		\$0.9
Annual TOTALS	\$3.0	\$5.7



- **Adopting** CEQA findings and Statement of Overriding Consideration in the FSEIR, including Mitigation Monitoring and Reporting Plan (MMRP)
- **Approving** elements of Project under SFMTA jurisdiction
- **Agreeing** to the Expenditure Plan for transportation capital and operating costs
- **Accepting** the proposed terms in the Mission Bay Transportation Improvement Fund Ordinance
- **Authorizing** the Director of Transportation to continue with obtaining otherwise necessary approvals to carry out the actions to implement the Project.

Adam Van de Water

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