

# Waterfront Transportation Assessment Strategies

## Transportation Demand Management (TDM) Piers 30-32 & Seawall Lot 330

Transportation Demand Management (TDM) is a layer of transportation programs and policies that work in concert with the transportation network to promote use of sustainable transportation for all trip types. TDM measures may be included in an agreement between the developer and the City that defines project commitments. When done well, TDM strategies can result in more efficient use of the system (e.g. reduced transit delays as more people use the Clipper Card instead of looking for correct change) and greater use of transit, walking, biking, and shared rides for more trips.

Possible strategies for the proposed Warriors development at Piers 30/32 and Sea Wall Lot 330 include:

### Transit

- Transit incentive: Transit pass included in event tickets, and in hotel bookings, and transit passes for employees and residents
- Real time transit departure information at key locations in the arena (prominently located and large enough to be very visible)
- Ambassadors to direct fans/visitors between arena and transit
- Coordinate with transit services to ensure service still operating post-game/event

### Bicycles

- Free bicycle valet parking for events
- Wayfinding to direct bicycles to hotel, arena and bike parking
- Sponsor new Bike sharing pods to encourage bike trips by residents, hotel guests and event attendees
- Secure bicycle parking for residents, visitors and hotel guests

### Auto Parking

- Limit parking, use pricing to discourage driving to events
- During events, promote satellite parking for those who drive, and provide shuttles and/or augmented local transit between parking and arena
- Preferred parking for carpools (with verification of arrival as a carpool)
- Unbundle parking from residential units, and manage area on-street parking

### Shuttles

- Use shuttles to connect drivers who use satellite parking to waterfront destinations, and include cost of shuttle with event ticket
- Facilitate charter bus programs to encourage large groups to ride to events together
- Facilitate parking for charters and shuttles off-site

### Communications

- Engage in cross-marketing campaigns with local businesses to encourage pre- and post-event activities in the area of arena to help spread out transportation demand
- Promotion of sustainable transportation options on arena and hotel websites
- Use media and/or advertising to encourage that promote ease of access by transit and discourage driving
- Promote sustainable transportation choices to new residents as a value opportunity

### Other

- Participation in a Transportation Management Association
- Auto trips and mode split goals, with monitoring and outcomes tied to additional TDM measures