

**Intro I – ESDC:**

- We are here to present the proposed draft Transportation Demand Management Plan for arena opening, and begin a 30-day comment period.
- This presentation will be available on the ESDC website for your continued review

**Intro II – FCRC:**

- For 12 months, we have been learning, researching, and working with the key agencies that oversee public transportation and traffic.
- Stakeholders: NYCT, LIRR, DOT, ESDC, the Community, Elected Officials, Barclays Center and the Brooklyn Nets.
- Guiding principle is to develop the best possible plan for this site. We have examined the components listed in the FEIS, researched precedents, and gathered quantitative data which allowed us to focus on the development of a draft plan, based on the strengths of this particular location.
- The plan presented today is for your review and comment; it is based on the information we have gathered and the work we have done. We have refined the travel pattern assumptions of patrons based on extensive research and precedents at other similar venues. Once Barclays Center opens, we, along with the relevant agencies, will be monitoring conditions, assessing the plan's effectiveness, and making adjustments as appropriate and necessary. During that period, there will be ongoing conversations and team work with the community, agencies, FCRC, transportation professionals, and arena operators to identify and discuss any transportation conditions that create issues in the community.
- The effectiveness of the plan in meeting specific FEIS goals will be evaluated in early 2013, after arena travel patterns have normalized. This will be carried out through fan travel surveys to establish modal splits, vehicle occupancies, parking locations, and other relevant metrics. In addition, an extensive traffic study will be conducted to establish the effect of arena-generated vehicles on area intersections.

ELEVEN TRAINS. ONE DESTINATION. BARCLAYS CENTER.

to Atlantic Avenue – Barclays Center   to Lafayette Avenue   To Fulton Street   LIRR to Atlantic Terminal



## Draft Transportation Demand Management Plan Presentation Overview

- TDM context and mission
- Overview of current site transportation
- Transit plans
- Parking plans
- Bicycle parking
- Cross-marketing
- Arena operational plans and coordination
- Ongoing assessment

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### The mission is clear

**REDUCE CARS.  
MAXIMIZE TRANSIT.**

- Encourage sustainable transportation choices
- Minimize effect of those who do drive on the community



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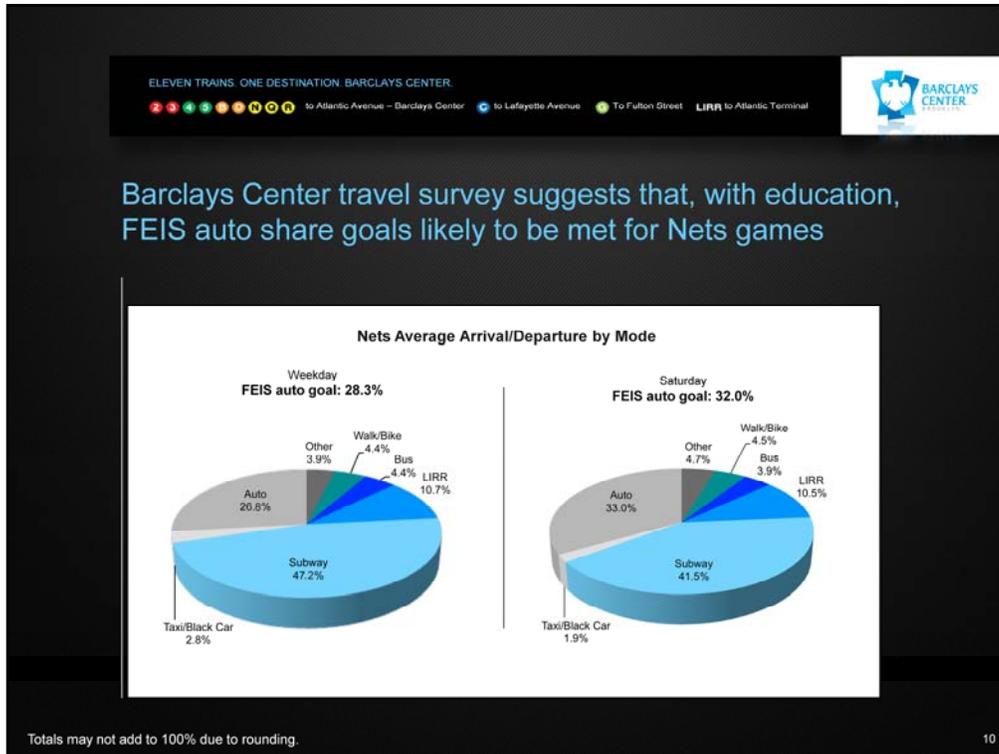
### Our plan capitalizes on transit accessibility

Formulating the draft plan over the past year, SSE, FCRC, arena management and the agencies have worked together to:

- Refine baseline travel patterns
  - FEIS projections, travel surveys, focus groups, etc.
- Analyze ability of transit system with MTA to accommodate arena demand
  - Subway
  - Bus
  - LIRR
- Develop transit service plans with MTA
- Develop transit marketing plans with MTA and arena promoters
- Reduce on-site parking to discourage driving
- Establish a coordinated parking system
- Develop event day operations plans

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- FEIS set goal of lowering the auto mode share to an average of 28.3% on weekdays and 32% on weekends for Nets game patrons
- After sharing information about existing travel choices, the auto mode share for likely Nets game attendees is projected at an average of 26.8% on weekdays and 33.0% on weekends
- Data affirms TDM best practice that informing patrons of abundant and convenient transit available is a critical tool in affecting travel choice



- Barclays Center has already started introducing the arena to the region with arena announcements and ads
- Every marketing piece put out by Barclays Center includes the transit message and discourages driving.
- Arena transportation webpage and other social media promote transit and discourage driving
- In September, countdown to arena opening launches
  - Promotional blitz 30 days before opening
  - Heavy push for transit use in all arena promotions – news, print media, TV, radio
  - Opening of new transit entrance – major event
  - Renaming subway complex to “Atlantic Avenue-Barclays Center” – all new signage, maps

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2 3 4 5 6 7 8 9 10 11 to Atlantic Avenue - Barclays Center    C to Lafayette Avenue    G to Fulton Street    LIRR to Atlantic Terminal



Marketing: Making the transit message ubiquitous



ANDREA BOCELLI  
*in Concert*  
NEW YORK CITY  
OPERA ORCHESTRA  
CONDUCTOR  
EUGENE KOBIN  
Guest Soloist  
KATHARINE JOHNSON  
with  
MIRIAM MOSESON

DECEMBER 5 AT 8:00 PM  
BARCLAYS CENTER

GET IN THE GAME  
IN BROOKLYN

Tickets on sale now  
Go to [barclayscenter.com](http://barclayscenter.com) or [ticketmaster.com](http://ticketmaster.com) to purchase tickets.

BROOKLYN WINTER  
November 11, 2012

M Rutgers  
W Middlebury  
V West Virginia  
P Princeton  
F Fordham

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### All Barclays Center marketing material includes a transit message

- Transportation message promoted through advertising materials such as print ads, website and social outlets
  - Over 100 different marketing pieces currently in circulation
- All emails sent to patrons include transit messaging
- Barclays Center transit marketing efforts to increase substantially in month prior to arena opening

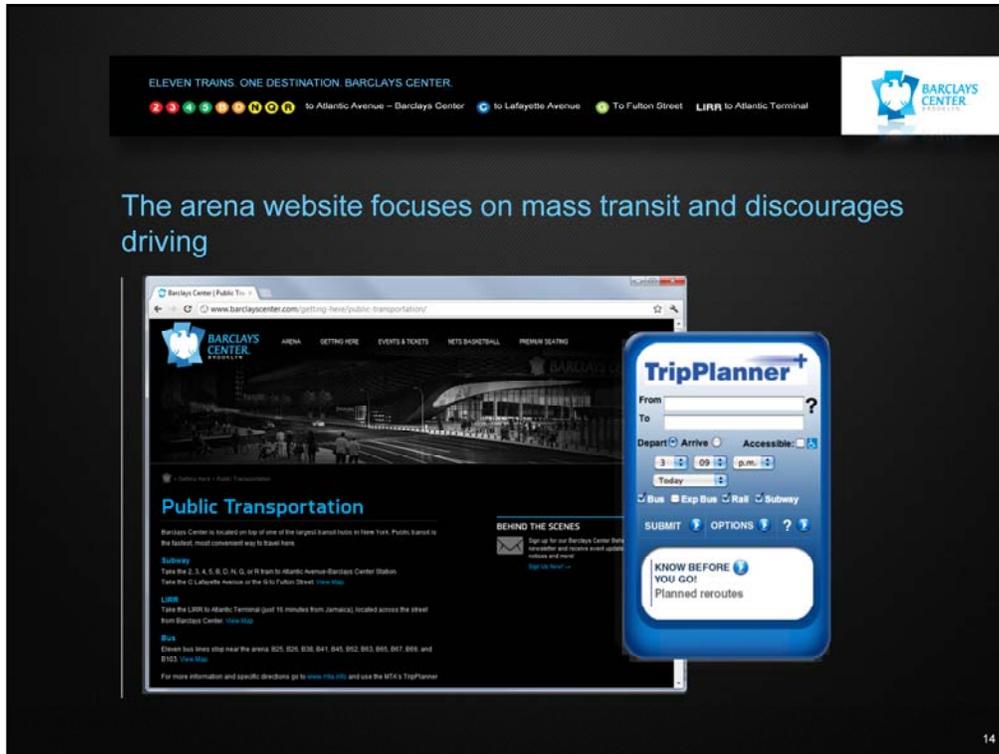
barclayscenter.com

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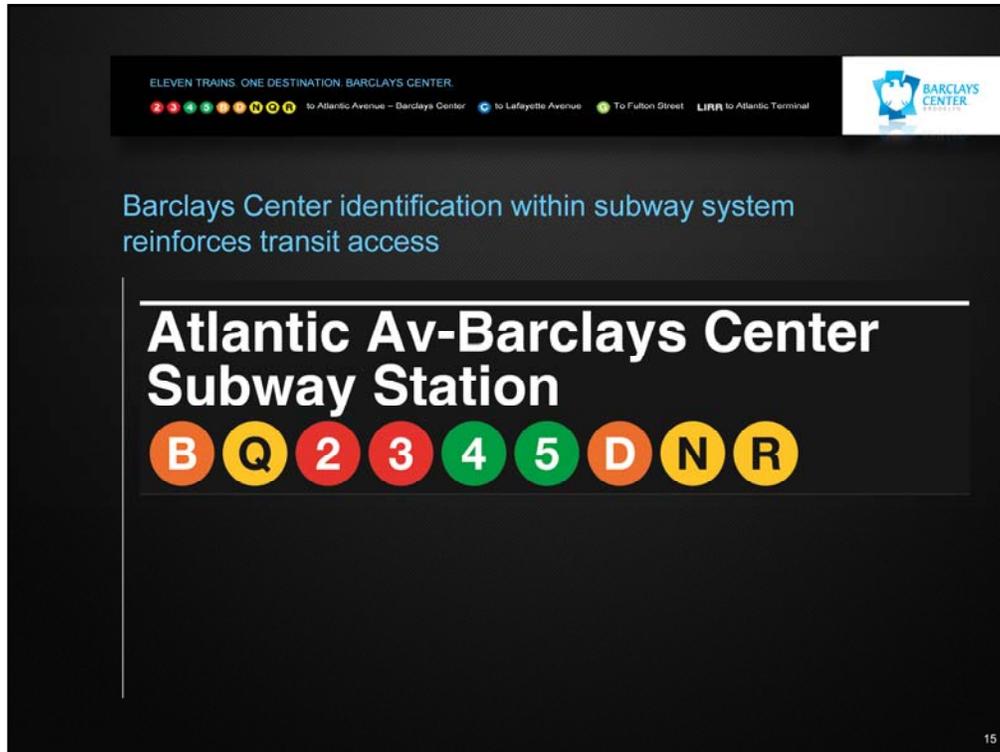
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- Limited parking in the area and convenience of transit emphasized to discourage driving
- Transit directions prominently displayed on arena website
- MTA TripPlanner+ and Current Service Status widgets integrated into arena website



- Subway complex renamed “Atlantic Avenue-Barclays Center”
- Arena name appears on all subway and bus maps (already being implemented)
- New entrance to “Atlantic Avenue – Barclays Center” station directly in front of arena entrance
- Transit entrance opening event will be educational opportunity: to drive the message that transit is the best choice

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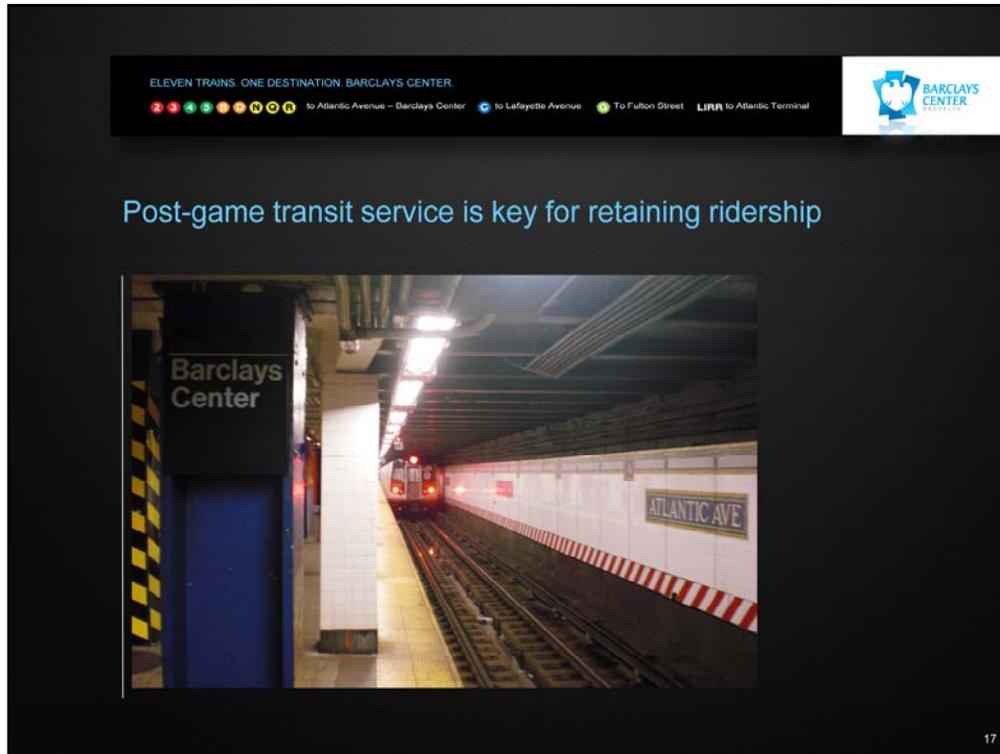


### Cross marketing is planned with the MTA

- Arena ads on trains and in stations highlighting transit access to arena
- MTA's website to promote arena via Take the Train to the Game® campaign, including links to arena schedules and event information
- Coordinate customer service needs and information for all events

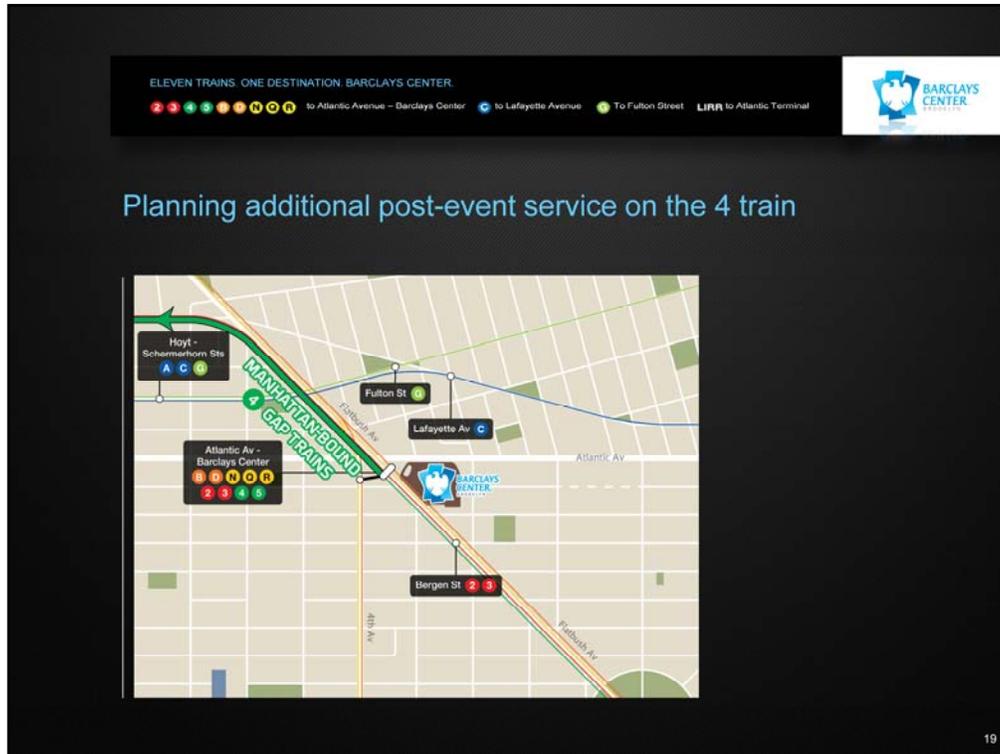


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- Analyzed current and projected volumes for each subway and bus to determine needs
- Arena arrival staggered over a period of 1 – 2 hours; departure period more condensed
- Strategy focused on post-event period





- At the outset the following service enhancements are proposed in the post-event period:
  - Additional Manhattan-bound 4 trains
  - Additional Manhattan-bound Q trains
  - Additional Coney Island-bound Q trains
- This additional service will be provided by using gap trains , where empty trains would be stored on unused portions of track near the subway station and will be called into service as events end.
- Arena and NYCT will maintain communications before and during events to coordinate service plans
- NYCT will observe and evaluate service needs after the arena opens and make adjustments, if necessary

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### Planning additional post-event service on the Q train



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### Planning additional post-event service on the Q train



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Existing bus service is ample  
Extra buses provided in case need arises



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- Based on analysis existing bus service appears to be adequate to maintain service levels for existing ridership and to serve arena patrons
- However, when the arena opens, NYCT will provide some extra buses in the area to be sure that service will be maintained for regular riders
- Arena and NYCT will maintain communications before and during events to coordinate service plans
- NYCT will observe and evaluate service needs after the arena opens and make adjustments, if necessary

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### Long Island Rail Road service connects Barclays Center to Queens, Nassau, and Suffolk counties



- Direct service to Far Rockaway and Hempstead
- Connecting service in Jamaica for other lines

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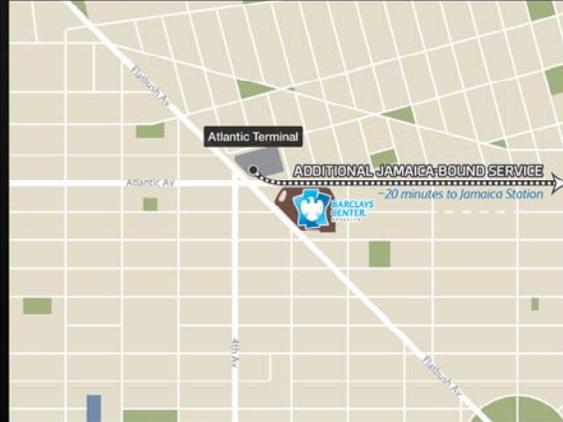
- Existing service levels were examined during the arena post-event times
  - Current service includes four departures during the week between the hours of 10pm to 12am to Jamaica
- At the outset, LIRR will provide additional service through shuttle trains to Jamaica
  - Shuttle times will be scheduled to optimize connections with the trains serving the LIRR lines at Jamaica
- Arena and LIRR will maintain communications before and during events to coordinate service plans
- LIRR will observe and evaluate service needs after the arena opens and make adjustments, if necessary

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### Adding post-event LIRR service to Jamaica



- Four trains currently depart Atlantic Terminal from 10 PM – 12 AM
- Additional trains will be added – timed to meet connecting trains in Jamaica

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### Parking strategy goals:

**Discourage driving**

- Limit on-site parking
- Transit promoted and driving discouraged
- Parking absent from marketing materials
- Lower expectations for drivers to find parking

**Limit circulation for those who insist on driving**

- Intercept drivers before they approach arena
- Drivers directed to multiple facilities to disperse traffic
- Pre-sale of spaces with driving and walking directions



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### Customized system to reduce the effect of those who still drive

- Online parking management system via Click and Park
  - Software integrated with Barclays website
- Pre-sale of parking passes for a reserved space
  - On-site lot
  - Off-site facilities
  - Remote parking
  - HOV spaces



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- Parking management system, via Click and Park for patrons who insist on driving
  - An online reservation system will be in place for a reserved space at a specific facility
- Drivers will be provided with routes to parking facilities that minimize travel in through residential streets
- Software integrated with Barclays website
  - Drivers see list/choice of participating garages and prices
  - Maps and driving directions provided to reduce circulation and route drivers

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On-Site parking spaces reduced by half – 565 total  
(541 for events + 24 for NYPD)



↔ Access/Egress

Main access/egress on Pacific Street, at Carlton and Vanderbilt Aves	Secondary access/egress on Dean St	Secondary egress on Vanderbilt Ave
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- Analysis was conducted to reduce the number of on-site parking spaces from 1,100 to a total of 565 spaces (541 spaces for arena-goers; 24 spaces for NYPD use)
- Dean Street access/egress via one curb cut
- Vanderbilt Avenue egress via one curb cut
- Primarily self-park with 150 space attended area for VIP's
- Encourage divers to pre-pay (via Click and Park) to facilitate entry operations
- Landscaped perimeter along Carlton Avenue, Dean Street, and Vanderbilt Avenue
- Operator proposals are currently being evaluated

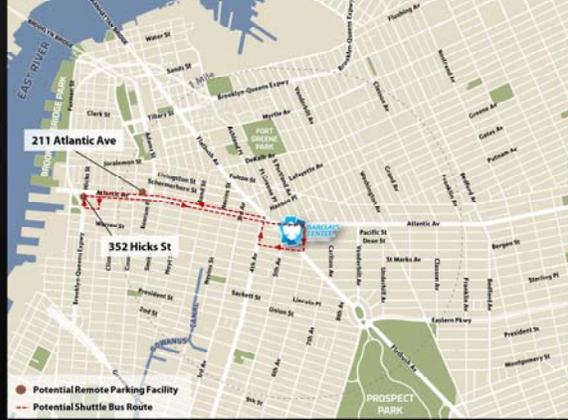


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### Remote parking is located about a mile from the arena



- 612+ spaces available
- Convenient to BQE, Brooklyn-Battery Tunnel, and Brooklyn Bridge
- Shuttles travel primarily along Atlantic Avenue
- Arena block pick-up/drop-off on Atlantic Ave

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- Consolidated FEIS remote parking requirements (Staten Island and Brooklyn) into one program that serves everyone
- Parking price is half the market rate near the arena
- Free shuttle buses to/from arena and
  - Short and convenient shuttle route connecting from remote parking to the arena
- Main route is on Atlantic Avenue, an arterial well served by mass transit which provides parkers options not to be dependant on a shuttle bus to get back to their car
- Currently working with the proposed shuttle operator, arena operations, the garages and DOT and NYCT to establish route, stops, and coordinate operations

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### Arena is accessible via Brooklyn bike lane network



- Local bike network connects to
- Manhattan Bridge (~1.5 mi)
  - Brooklyn Bridge (~1.7 mi)
  - Grand Army Plaza (~0.8 mi)

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### Bicycle parking is available for all arena events

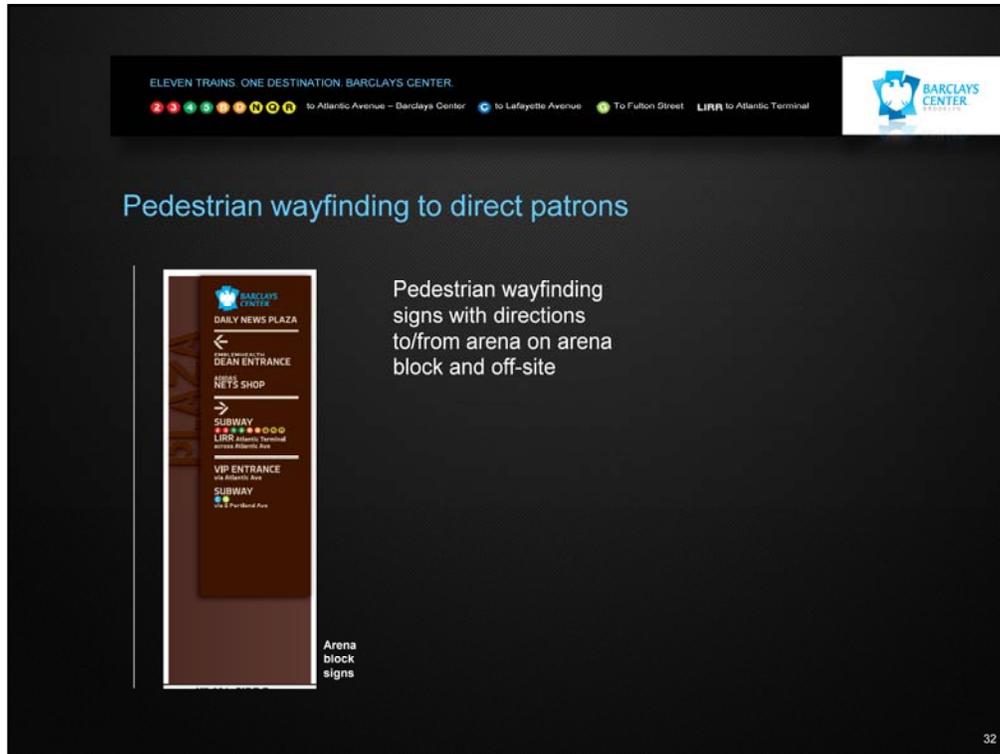


- 400 bike parking spaces
- Security staff present during Nets games and other large events
- Always accessible to public

6<sup>th</sup> Avenue

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- Designed by SHoP Architects to provide a neighborhood amenity as well as an arena TDM measure
- Located in landscaped plaza area at SE corner of Dean and 6th Avenue on arena block
- 400 parking spaces
- Secured during Nets games and other large events
- Open for public use at all times



- Signage on the arena block will direct visitors to building and transit entrances
- Engage with Downtown Brooklyn Partnership to identify and update off-site wayfinding signage locations

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### Vehicle wayfinding to direct patrons



Barclays Center  
Use Exit 27

Barclays Center  
Use Exit 29

Barclays Center

Barclays Center

Potential Vehicle Wayfinding Signs

Vehicular wayfinding signs will be placed on BQE and certain other arterials to direct drivers

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- Working with DOT on appropriate vehicular wayfinding signage to direct vehicles to Tillary Street (Flatbush Avenue) and Atlantic Avenue exits from BQE
- Identify locations for any other signage on arterials

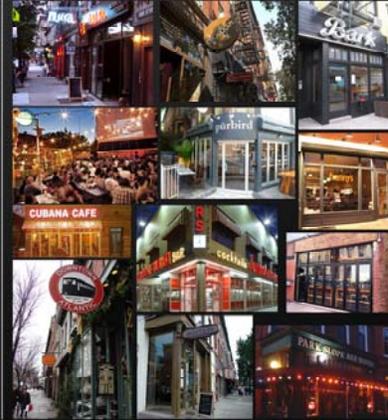
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## Planning cross-marketing strategy with area businesses

- Spread arena arrivals and departures
- Program currently in development
- Coordinate with local cultural organizations and BIDs to promote neighborhood merchants and organizations to arena patrons
  - Video promotions in arena
  - Barclays Center website
  - Barclays Center mobile app
  - Event programs



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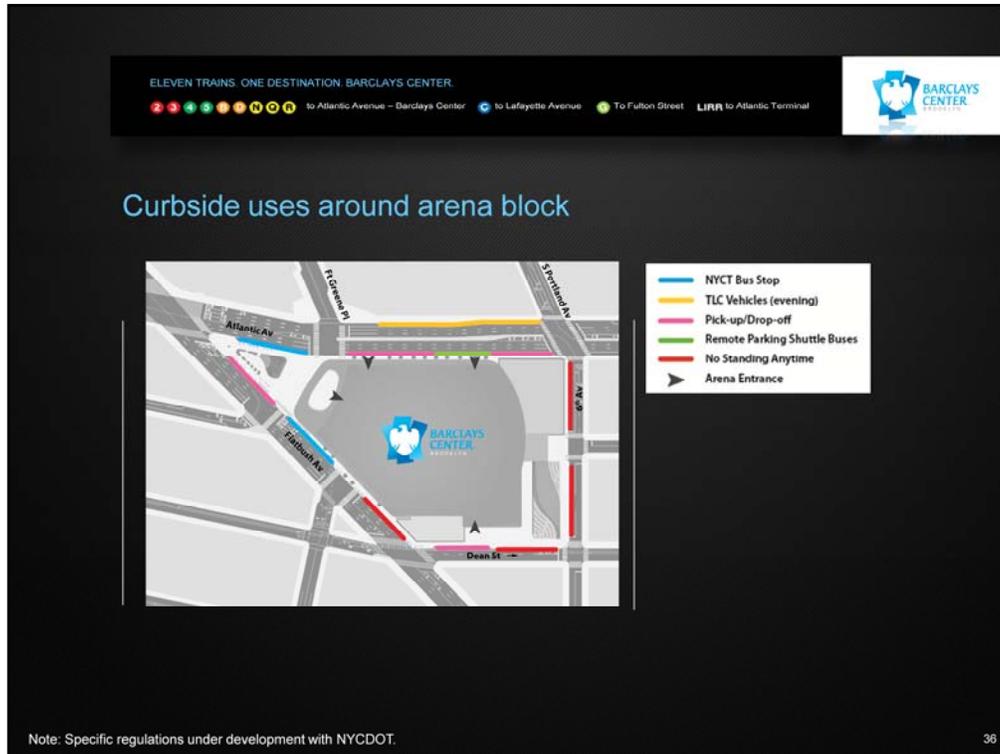
### Event operations to be coordinated with local agencies

- Event coordination between arena, NYPD, NYCDOT, MTA (NYCT, LIRR, MTAPD)
- Traffic control personnel on-site during events
- Real-time sharing of information during events with:
  - NYPD / NYCDOT Joint Traffic Management Center
  - MTA (NYCT and LIRR)
  - Remote parking shuttle operator



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- Event-specific planning with all transportation and security agencies to identify roles and needs for managing traffic and pedestrian access and flow in the community
- Coordination of Arena operations, Paid Detail, TEA's, security management inside and outside the arena with all agencies
- Real time communication before, during and after events



- Curbside regulation plans to accommodate
  - Passenger car lay-bys for loading/unloading
  - Remote parking shuttle bus route and pick-up/drop-off locations
  - Taxi / TLC along Atlantic Avenue in front of Atlantic Center
  - NYCT bus stops

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## TDM work is ongoing and will be monitored after opening

Next steps include:

- 30-day public comment period
  - Comments can be submitted at [www.esd.ny.gov/atlanticyards](http://www.esd.ny.gov/atlanticyards)
- Finalization of TDM elements for arena opening

Following arena opening:

- Effectiveness of transportation plan will be monitored
  - Coordinated with relevant agencies and will be shared with stakeholders
  - Adjustments to plan will be reviewed and implemented as needed
- Comprehensive travel surveys conducted midway through first Nets season (early 2013)
- Post-arena traffic study to evaluate traffic conditions and assess arena impact (Spring 2013)

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ATLANTIC YARDS: DRAFT TRANSPORTATION DEMAND MANAGEMENT PLAN