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.
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
The mission is clear

REDUCE CARS, MAXIMIZE TRANSIT.

- Encourage sustainable transportation choices
- Minimize effect of those who do drive on the community
• The TDM plan’s primary focus is on transit and as such it will build on the substantial existing strengths that already exist at this location
• Therefore, it is important for everyone to be knowledgeable about what is here; it is the base of the TDM plan being presented
• There is broad local access and regional reach
  • Easy access to all five boroughs, Long Island, Westchester, New Jersey, and Connecticut
The Atlantic Avenue -Pacific Street Subway Station is one of the best served in NYC.

Eleven Subway lines: 2,3,4,5,B,Q,D,N,R will bring fans to the new entrance at the Atlantic Avenue-Barclays Center station on the arena block and the C and the G trains are a few blocks away.

For most subway riders, travel to the arena will be a one-seat ride.

There are direct connections to regional transportation hubs such as Penn Station, Grand Central Terminal, and the Port Authority Bus Terminal with travel times of about 20 minutes.

- Easy access to NJ Transit rail and bus, Amtrak, and Metro-North service.
• Long Island Rail Road at Atlantic Terminal is directly across the street from the arena
• Service to/from Jamaica (a ~20 minute ride) connecting to all LIRR lines, except Port Washington, connecting fans from Nassau and Suffolk counties, as well as other parts of Queens and Brooklyn, to the arena
Eleven bus routes serve this location: B25, B26, B38, B41, B45, B52, B63, B65, B67, B69 and B103

These routes serve local trips as well as certain Brooklyn and Queens neighborhoods that do not have direct subway access.
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 projection, 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
• Market research: In early 2012, a statistically reliable survey on the travel intent of likely Barclays Center patrons was conducted (for Nets game and other types of events)

• Results showed that educating patrons about transit and travel choices can significantly affect their decisions about how to get to the arena

• After being presented with existing transportation options, there was an overall shift of +9% to transit, which is equivalent to an almost 20% increase in the number of patrons selecting transit
• 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
Marketing: Making the transit message ubiquitous
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
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
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
• 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
Important NYCT guiding principles:

- Ensure that service for existing transit users is maintained
- Develop appropriate service adjustments to serve Barclays Center event attendees
• 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
Planning additional post-event service on the Q train
Planning additional post-event service on the Q train
• 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
• 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
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
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
• 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
• 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
• Analysis for reducing on-site parking looked at garages within a half mile radius (walking distance)
  • Updated off-street parking capacities and utilization
  • Updated arena parking demand
  • Assessed potential effects on pre-game, peak hour traffic conditions
  • Assessed potential effects on pre-game, peak hour pedestrian conditions
• Findings
  • Sufficient spaces available in off-street facilities near arena to accommodate the cars shifted from on-site
  • No detriment to traffic conditions expected at majority of intersections
  • Certain locations to be monitored during initial events to evaluate conditions
  • No detriment to pedestrian operations expected
• 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 severed 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
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)
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

- 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
• 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
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
• 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 uses around arena block

- 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
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
- 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)