

# Atlantic Yards: Barclays Center Transportation Progress Report



Image Courtesy of SHoP Architects

January 26, 2012

# Progress Report

- **Barclays Center transportation plan goals:**
  - Discourage driving
  - Increase transit usage
- **Successful TDM precedents at other urban venues**
- **To date**
  - Transit and traffic coordination
  - Ongoing research
  - Overall parking management
  - On-site parking plans
- **Schedule**

# Factors that Affect Transit Usage

- **Convenience and reliability of transit service**
- **Frequency of service to / from event**
- **Limited on-site parking**
- **Safety**
- **Fan education / marketing of transit options**
- **Cost of driving and parking**
- **Travel time of transit vs. driving**
- **Cost of transit fare**

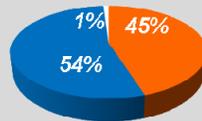
# TDM Precedents

- **NY Mets transit share increased from 24% to 46%**
  - Reduction in parking during CitiField construction
  - Introduction of super express 7 trains after games
  - Increased LIRR service and operational changes
  - Extensive transit marketing campaign

# TDM Precedents: CitiField

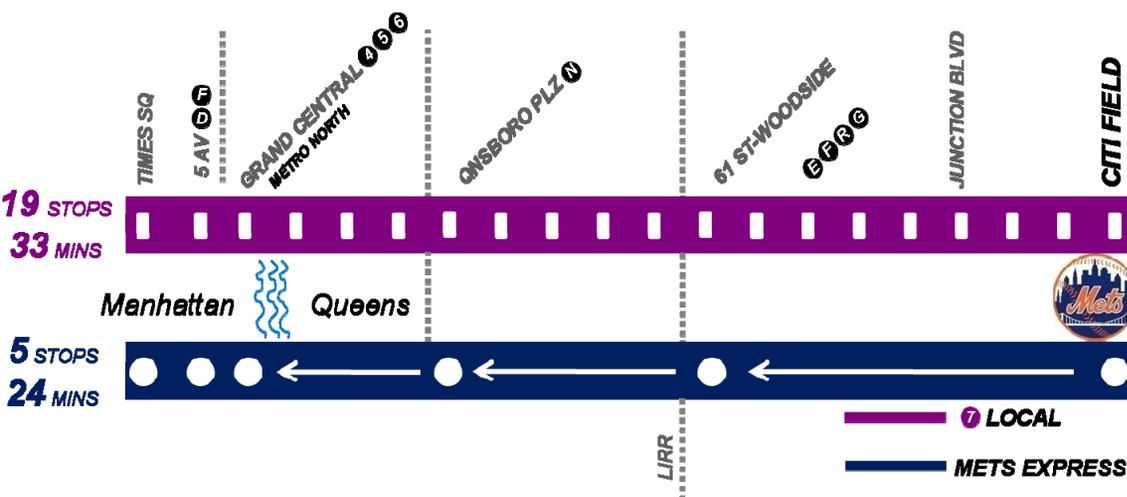


April 2006



April 2007

— Transit  
— Car  
— Ferry



TAKE THE *Mets* EXPRESS



**BEAT THE TRAINS AND TRAFFIC!**  
**TAILGATE ON THE TAXI. STARTING AUGUST 4.**

Skip the headaches and hassle of getting to the game as you enjoy a relaxing ride on the river to Shea Stadium with your fellow Mets fans. Soak up the sun and scenery as you sip on a cool drink aboard New York Water Taxi's Mets Express. Ride in style on our outdoor deck or in our plush air-conditioned cabin and watch SportsNet New York on TV. A cash bar with beer, wine and soda is available to quench your thirst.

**DEPARTING FROM 3 CONVENIENT LOCATIONS:**  
BROOKLYN ARMY TERMINAL (FREE PARKING)  
SOUTH STREET SEAPORT  
EAST 34TH ST  
**ROUND TRIP FARES:**  
ADULTS \$18, CHILDREN \$12



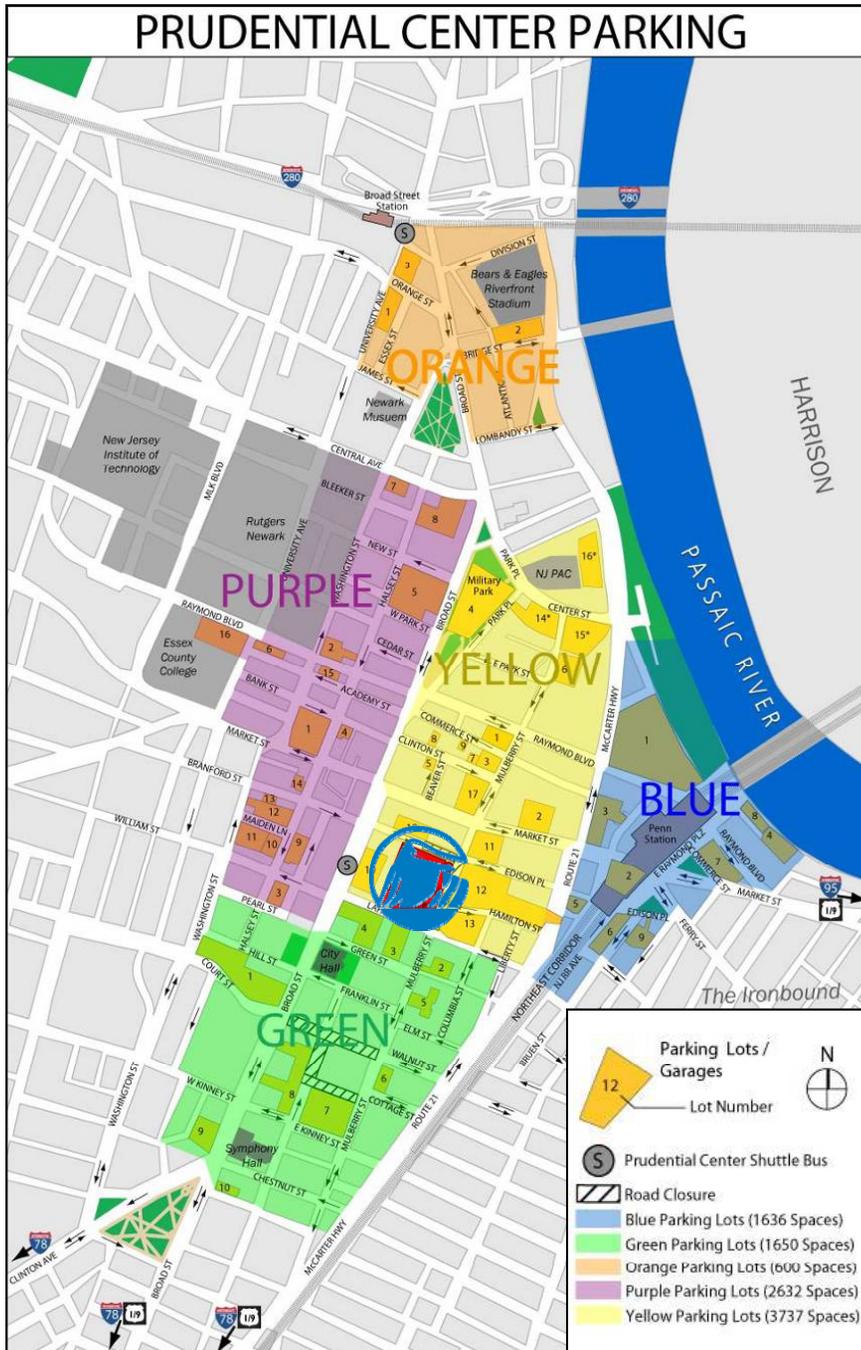
BUY TICKETS ONLINE AT [NYWATERTAXI.COM](http://NYWATERTAXI.COM) OR  
CALL 212.742.1969. GROUP RATES AND CHARTERS AVAILABLE.



# TDM Precedents

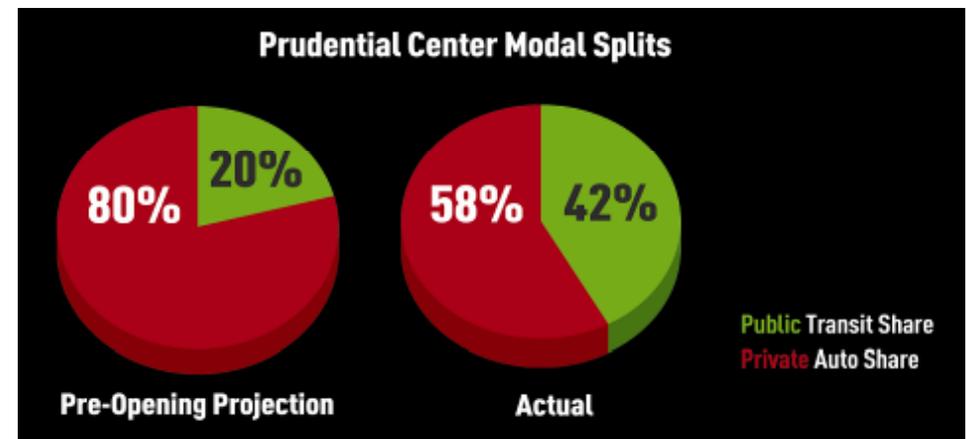
- **NJ Devils transit share increased from 5% to 42% with move to Newark**
  - Extensive transit options near arena: NJ Transit, PATH, Newark Light Rail, local buses
  - Focus on safe streets program to overcome impression that walk from Penn Station Newark to arena was dangerous
  - NJ Transit ambassadors stationed along walking routes
  - Public relations campaign, including press conference, to encourage transit
  - Improvements to pedestrian pathways
  - Real-time transit information displayed in arena

# TDM Precedents: Prudential Center



**"Traffic moved smoothly in almost every direction. It was much better than expected"**

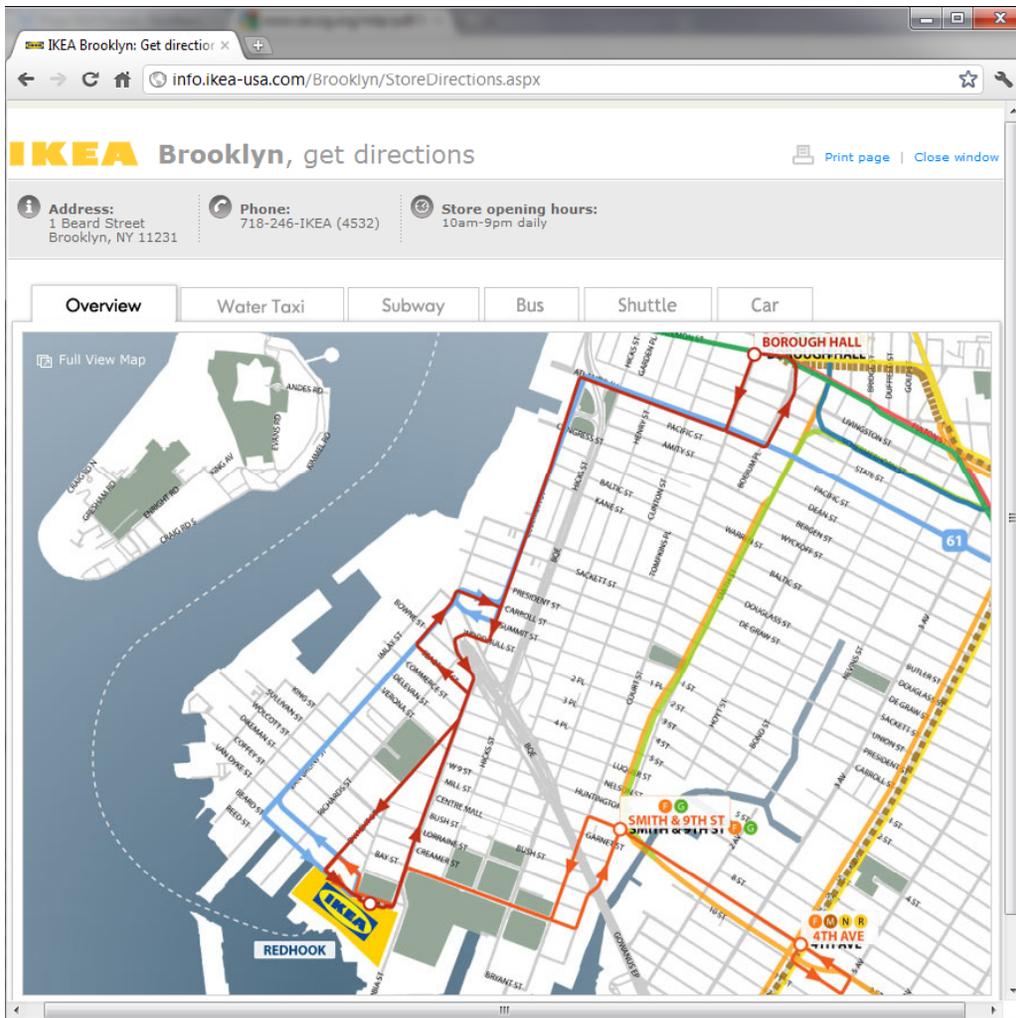
--Stefan Pryor, Deputy Mayor for Economic Development, City of Newark (Newark Star-Ledger, October 26, 2007)



# TDM Precedents

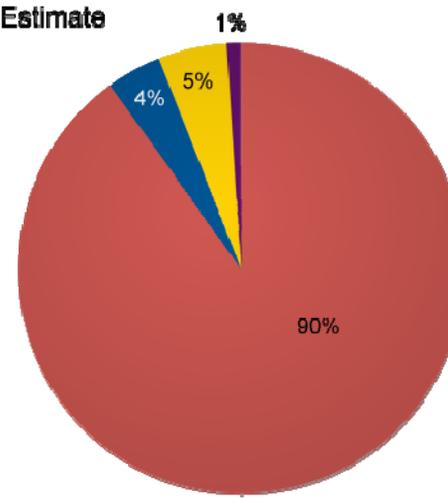
- **San Francisco Giants transit share increased from 3-4% to 34-41% with move to AT&T Park**
  - Extensive communications to fans on shortage of parking and non-auto options
  - High parking cost and limited availability
  - Nearby the ballpark
    - Caltrain commuter rail
    - BART regional rail
    - New ferry service
    - Muni light-rail line
    - Muni local and regional bus terminal
  - Opportunity to purchase transit tickets by mail
  - Extensive cross marketing on transit vehicles

# TDM Precedents: IKEA Red Hook

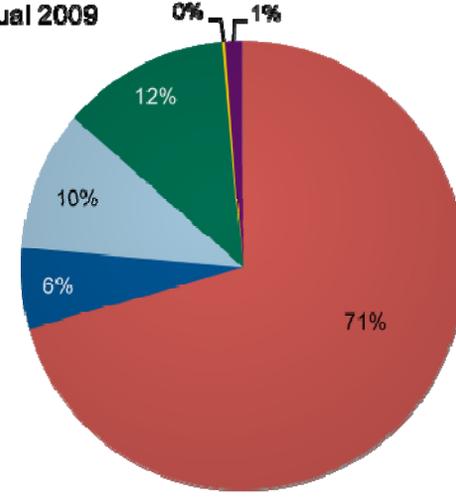


## Modal Split – Peak Hour

EIS Estimate



Actual 2009



■ Auto   
 ■ NYCT Bus   
 ■ IKEA Water Taxi   
 ■ IKEA Shuttle   
 ■ Taxi/FHV   
 ■ Other



# Progress To Date: Transit & Traffic Coordination

- **MTA**
  - NYCT Service Planning for event day subway and bus service
  - LIRR Service Planning for event day railroad service
  - Cross marketing of arena and transit services
- **Department of Transportation**
  - Coordination of parking and traffic management
  - Coordination with Joint Traffic Management Center (JTMC)
    - Coordination of signals along arterials to accommodate arena events
    - Cross-integration of arena site cameras with JTMC video / data feeds
  - Creation of traffic control center in arena
- **New York Police Department**
  - Coordination of event day operations
  - Information sharing to aid resource reallocation
  - Real time communication protocol

# Progress To Date: Ongoing Research

- **Spring 2011: Travel survey of Prudential Center Nets ticket buyers**
  - Season ticket holders
  - General admission
- **Fall 2011: Two transportation market research groups conducted**
  - All Access pass holders
  - Probable general attendees
- **Current: Quantitative survey of potential Barclays Center attendees developed with market research firm**
- **Future / Ongoing: Travel surveys of Barclays Center Nets ticket purchasers as sales commence**

# Progress To Date: Parking

- **Update local area off-street parking data**
- **Explore parking management system with following capabilities:**
  - Pre-sale of printed or electronic parking passes for a reserved space at a specific location
    - Drivers see list / choice of participating garages
    - Maps and driving directions to reduce circulation
  - Software integrated with Barclays website
- **Provide:**
  - Remote parking spaces with shuttle buses
  - On-site parking spaces (HOV proof of 3+ tickets)
  - Layout and operational plan for Block 1129 parking

# Schedule

- **Ongoing**
  - Development of transportation tools
- **May 2012**
  - Public presentation on transportation plan
- **September 2012**
  - Implementation of initial efforts
- **September 2012 – January 2013**
  - Monitoring and adjustments made on ongoing basis