



S A M S C H W A R T Z
E N G I N E E R I N G

May 15, 2012

Jane Marshall
Forest City Ratner Companies
1 MetroTech Center, 23rd Floor
Brooklyn, NY 11201

Dear Jane:

It is my pleasure to transmit to you the Barclays Center Transportation Demand Management (TDM) Plan. This plan builds on the transportation improvements outlined in the Atlantic Yards Final Environmental Impact Statement (FEIS) and takes advantage of features incorporated into the design of the surrounding area including direct connections with the arena and the nine subway lines serving the Atlantic Avenue-Pacific Street subway station (to be renamed Atlantic Avenue-Barclays Center station), the bus laybys, the largest bicycle parking lot in the United States, pedestrian improvements including a new traffic signal at Pacific Street and Flatbush Avenue, and simplification of the intersections of Fourth Avenue with Flatbush Avenue and Atlantic Avenue.

We are pleased with the direction that Forest City Ratner Companies (FCRC) gave us to reduce car traffic to the arena and we have taken that charge to heart. It is the essence of what we do at Sam Schwartz Engineering--facilitating development while minimizing impacts on communities and the environment. You have given us the support needed which included bringing in a market research firm to conduct focus groups and extensively survey likely attendees to update baseline travel assumptions and examine measures most likely to get choice drivers (i.e. fans who have cars but are near convenient transit) to switch to transit. You have further supported our recommendations for reducing parking at the arena site and enhancing already robust transit services.

We are convinced that the measures that FCRC is adopting will maximize use of an array of transport options other than the car. And for those who do drive to the arena the impact on the community will be minimized.

While a full description of the TDM plan is in the attached memorandum, I offer a brief summary of some items included at the outset below:

- Promoting the new direct access from the Atlantic Avenue-Barclays Center station complex to the arena block.
- Renaming the station complex as Atlantic Avenue-Barclays Center to reinforce the transit access to the hundreds of thousands of riders that pass through this station daily and millions who view New York City transit maps.
- Over 150 subway trains stop at or near the arena in the hour prior to the start of most evening events, including the Atlantic Avenue-Barclays Center station complex and the

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two nearby stations (C and G lines) providing more than adequate service. Post-game service will be augmented by New York City Transit (NYCT), who will be staging extra 4 and Q trains near the station to accommodate the flow of fans after events end. This is in addition to the more than 100 trains already running in the hour when most events would end.

- Long Island Rail Road will run special shuttle trains to Jamaica after evening events, effectively doubling post-game service.
- Local bus service will be augmented on event nights by NYCT with “wildcat” buses that are staged nearby to match service needs.
- Public education/marketing campaigns will be launched by the Barclays Center and the Metropolitan Transportation Authority (MTA) to emphasize the ease of access by transit.
- 400 bicycle parking spaces will be provided next to the arena, free of charge to event attendees and accessible to the public.
- Drivers will be encouraged not to drive to the arena; ads and announcements will stress the ease of arriving and leaving via transit.
- Parking at the arena-controlled facility has been reduced by half (to 541 spaces for event-goers) to limit the number of vehicles traveling to the immediate vicinity of the arena.
- High occupancy vehicle (HOV) parking will be reserved and offered at a reduced rate in the arena-controlled facility and other facilities around the arena.
- Reduced-cost, remote parking will be provided just off the Brooklyn-Queens Expressway, along Atlantic Avenue, to intercept drivers before they reach the arena area. Free shuttle buses will be provided to take parkers to and from the arena.
- A transportation control room has been incorporated in the arena to monitor conditions real-time and share information with relevant agencies. The arena operators will be linked to the MTA, New York City Joint Traffic Management Center, New York Police Department, New York City Department of Transportation, and New York State Department of Transportation.

These and other elements of the TDM plan, which are described in the attached memorandum, will be monitored from arena opening and adjusted, as needed, to adapt to real-world conditions. We are proud of this work and expect this to become a blueprint for other major venues.

Best wishes,

Samuel I. Schwartz, P.E.
President & CEO



S A M S C H W A R T Z
E N G I N E E R I N G

Memorandum

To: Jane Marshall, Forest City Ratner Companies
From: Samuel I. Schwartz, PE
Date: May 15, 2012
Re: Proposed Transportation Demand Management Plan for Barclays Center
Project No: 11-01-1380

INTRODUCTION

At the request of Forest City Ratner Companies (FCRC), Sam Schwartz Engineering (SSE) has developed a Transportation Demand Management (TDM) Plan for Barclays Center, currently under construction at the intersection of Flatbush and Atlantic Avenues in Brooklyn, New York. The arena is expected to open on September 28, 2012, and will serve as the home of the National Basketball Association (NBA) Nets and will host over 200 other events (e.g., concerts, boxing, circus, etc.) throughout the year. The arena will have a seating capacity of approximately 18,000 for basketball games; most events will generally have fewer attendees except it is possible that a few concerts may have up to 19,000 attendees.

The TDM plans described in this memorandum are intended to facilitate the movement of event-goers to and from the venue, meet the goals set forth in the Atlantic Yards Land Use Improvement and Civic Project of reducing the number of project-related vehicles in the vicinity of the project site, and minimize the transportation impacts of event-goers on the adjacent community. There are two overall goals of this plan. The first is to minimize the number of vehicles that travel to the arena. The second is to minimize the impact on the surrounding area from the patrons who insist on driving, regardless of the available alternatives.

The overall goals of the TDM plan are based on specific objectives for reducing the vehicular traffic impacts associated with the arena that were identified in the FEIS, which identified several demand management measures intended to reduce overall auto mode share (i.e., the percentage of arena attendees who drive to the arena) from an average¹ of 35.4% (projected in the 2010 Build Condition) to 28.3% for weekday Nets games and from 40% (projected in the 2010 Build Condition) to 32% for Saturday afternoon Nets games. This equates to a 20% reduction in projected peak hour auto trips to the arena. Remote parking facilities were also expected to intercept ~250 autos on the periphery of the study area, further reducing the number of vehicles traveling within ½ mile of the arena.²

Since the completion of the FEIS in 2006, additional research has been conducted to better understand travel behavior of likely arena visitors, assess the operations of transit service at the arena after events, and analyze the effects of reducing on-site parking. Based on this research

¹ Indicates the average between the arrival and departure auto shares.

² Atlantic Yards FEIS, Page 19-35.

and analysis, a refined set of strategies has been developed that is expected to be most effective at meeting the FEIS auto mode share goals for arena attendees. These strategies include extensive marketing and fan education of transit, enhancements of existing transit service, reduction of on-site parking, and other measures that are described in detail in this memorandum.

TDM BEST PRACTICES

At sports venues around the country, various measures have been implemented to achieve the same goals of the Barclays Center TDM plan in reducing the number of vehicle trips to the venue. TDM programs implemented at a number of urban venues with proven success were examined to inform the TDM plan for Barclays Center. While specific measures and their success differ at each particular venue, in general, some combination of reducing parking and both promoting and enhancing transit have been shown to be the most effective way to reduce auto trips. This section summarizes the measures that were implemented at three professional sports venues: Citi Field (New York Mets), Prudential Center (New Jersey Devils), and CenturyLink Field (Seattle SeaHawks).

It should be noted that the descriptions below include measures implemented as part of an initial package of TDM measures at each venue. For each location, operations of the area transportation systems were monitored following implementation of the respective TDM programs, and elements were adjusted to adapt to actual conditions and accommodate needs.

Citi Field: New York Mets

Citi Field is located in Queens, New York and is home to the New York Mets. The stadium, with a capacity of 45,000, opened in 2009 and replaced Shea Stadium. Beginning in 2007, when Citi Field was being constructed in the Shea Stadium parking lot, approximately 3,000 parking spaces of the 12,900 total controlled (paid) spaces serving the stadium were no longer available for use during games. In order to accommodate fan travel to/from the stadium during this construction period, a TDM plan was developed by SSE to mitigate the impacts of the displaced parking and to encourage a larger portion of fans to shift from autos to transit to reach the stadium.

The TDM plan consisted of the following measures:

- Transit marketing campaign promoting the transit improvements (described below), including ads on the Mets website, radio promotions, in-game announcements, and print ads within subway stations.
- Introduction of special super-express service on the #7 subway line in the post-game period that skips 13 stops along the route, greatly reducing the travel time between the stadium and Manhattan.³ This was viewed as critical since some fans, comfortable with taking the subway to the game, expressed apprehension riding the subway post-game, late at night.
- Physical changes to the Mets-Willets Point station to improve pedestrian flow to the subway platforms and to allow a free pass-through area for Long Island Rail Road (LIRR) passengers to avoid crossing a high-volume roadway (Roosevelt Avenue) at-grade.
- Enhanced LIRR service that added trains on the Port Washington line stopping at the Mets-Willets Point station on game days plus the addition of more trains during larger events (such as when games overlapped with the US Tennis Open held nearby).

³ "MTA New York City Transit Introduces 7 Express Service after Mets Home Games" (Press release). MTA New York City Transit, July 11, 2007.

- Introduction of ferry service, provided by NY Water Taxi, between the stadium and points on the East River in Manhattan.
- Auxiliary parking areas to be served by free shuttle buses to/from the stadium to accommodate fans who chose not to take additional transit options.

The measures described above proved to be extremely successful, greatly increasing the share of fans riding transit in just one year. In Summer 2006, prior to the start of construction on Citi Field, an average of 26% of Mets fans traveled to Shea Stadium via transit (subway and LIRR) with the remaining 74% traveling via auto. By April 2007 (after the TDM program was implemented), the transit share increased to 46% (45% using subway and LIRR, and 1% using ferry) while the auto share decreased to 54%. The TDM program was so successful that three parking structures, with a combined capacity of 6,900 spaces, that were described in the Shea Stadium Redevelopment Project Final Environmental Impact Statement (December 17, 2001) to reduce the need to utilize park areas for overflow parking during games, were never constructed.

Prudential Center: New Jersey Devils

The Prudential Center, which opened in October 2007, is located in downtown Newark, New Jersey and has a seating capacity of ~18,000. The arena was built for the New Jersey Devils National Hockey League (NHL) team, who formerly played at the Izod Arena in the New Jersey Meadowlands; Prudential Center also served as the temporary home for the New Jersey Nets from 2010 to 2012. Due to limited transit options and vast amounts of parking, there was a low transit mode share at the Meadowlands (approximately 5%). The Devils did not expect travel patterns of their fans to change significantly when they moved to the Prudential Center, as nearly all were accustomed to driving to the arena for weeknight and weekend games. This conjured up the specter of gridlock in Downtown Newark that had potential to hinder access for fans, residents, and workers in the area. SSE was brought in by the City of Newark and the Prudential Center to ensure mobility around the arena during events.

Based on the initial estimates for rail ridership made by New Jersey (NJ) Transit (17.9% for concerts and 21.1% for Devils games),⁴ the vast majority of fans were expected to drive to the Prudential Center, generating between 5,500 and 7,000 vehicles at each event. The fears were that, particularly on weeknights when arena travel would coincide with the evening commuter rush hour, these additional vehicles could strain limited parking facilities and exacerbate congestion on the local roadway network which already operated at poor levels of service. To address these concerns, a TDM program was developed by SSE.

The goals of the TDM program were to increase transit ridership, improve the pedestrian experience between the arena and transit stations, and develop a comprehensive parking management plan without building new parking facilities. Specific improvements included the following measures:

- Streetscape improvements along the walking routes between the arena and Newark Penn Station (the nearby hub for NJ Transit trains, Newark Light Rail, and PATH trains); including enhancements to lighting, sidewalk conditions, and other elements.
- Allowing for sheltered passage from Newark Penn Station to nearby the arena by keeping Gateway Center's elevated pedestrian concourse open.

⁴ NJ Transit forecasts of Prudential Center attendee rail ridership made in July and August 2007.

- Transit ambassadors stationed at initial arena events to direct fans to and from transit stations and the arena.
- Providing detailed information on transit access to the arena on Prudential Center's website.
- A NJ Transit service and schedule board within the arena showing real time train departure information.
- Updated NJ Transit service schedules coordinated with arena event start and end times.
- A special NJ Transit/Devils Flash Pass available for purchase by fans to serve as a season-long NJ Transit rail ticket, valid for all Devils home games.
- Free shuttle bus providing service between the arena and Broad Street Station for anyone holding a Prudential Center ticket.
- Centrally coordinated event parking program, via Click and Park, where fans could pre-purchase parking passes at facilities convenient to their origin point to limit driver circulation.
- Vehicular routing signage to direct fans along the most direct routes to parking facilities and away from congested areas.

The Prudential Center opening was a huge success for the City of Newark and for the TDM program. Four months after opening (on February 23, 2008), NJ Transit conducted a travel survey that indicated that approximately 42% of people were using transit to travel to the Devils game, nearly double the projected ridership. New Jersey Transit surveys also indicated that people would attend fewer events at the Prudential Center if the transit provided were not as efficient and convenient.⁵

CenturyLink Field: Seattle Seahawks

In August 2002, the Seattle Seahawks stadium (CenturyLink Field) replaced the Kingdome as a new football and soccer stadium with a seating capacity of 67,000. A Transportation Management Program (TMP) was developed as traffic and parking mitigation for the CenturyLink Field Environmental Impact Statement (EIS). The TMP was designed to minimize personal vehicle use to and from the stadium by supporting other transportation modes. A specific goal of the TMP was to minimize the impact of event parking and traffic congestion on adjacent neighborhoods. The TMP, which is designed to adapt to travel patterns and transportation improvements as they occur, has four strategic program groups: Traffic and Parking Demand Reduction, Management of Resultant Vehicle and Pedestrian Demand, Event Management and Public Information, and Implementation and Monitoring. The following elements are included in the TMP:

- Maintaining an on-staff Transportation Manager to coordinate event day parking and transportation needs, including supplemental access control, event support staff to work with on-street traffic control, and community outreach to distribute traffic and parking

⁵ Plottner, Daniel et al. "Changing Travel Patterns of Arena Visitors: Transportation Demand Management for Urban Areas and Stadia," *ITE 2009 Technical Conference and Exhibit. Transportation Operations in Action. Compendium of Technical Papers*. Institute of Transportation Engineers, 2009.

information included in a Transportation Guide, webpage, newsletters, and information kiosks.

- Providing pre- and post-event activities to spread traffic volumes over longer arrival and departure time periods.
- Operating and maintaining a call center to manage and respond to transportation issues on event/game days.
- Providing and marketing supplemental transit service (bus, light rail, ferry, Amtrak) and working with the police department to give buses priority through congested intersections.
- Offering shuttle service to park-and-ride lots.
- Facilitating charter bus packages through the sales department to encourage large groups to travel to and from the stadium on charter buses.
- Providing bicycle racks monitored by security personnel.
- Developing access and egress routing plans to control travel routes, designated by wayfinding signage that direct drivers to the stadium and parking facilities.
- Constructing a grade-separated pedestrian bridge to provide safe and convenient pedestrian access over the railroad tracks adjacent to the stadium.
- Pre-selling off-street parking for event attendee, particularly for season-ticket holders. Parking locations are sold based on attendees' individual post-game destinations to encourage direct access routes away from the downtown area.

Compared to the estimated mode split performance goals included in the project's EIS, which were based on historical travel data from the Kingdome, a review of recent stadium travel patterns show that the mode split goals were surpassed. The project EIS assumed that the TMP program would reduce the auto mode share to 80% at the new CenturyLink Field. However, based on the 2010 performance monitoring surveys, the auto mode share at CenturyLink Field in 2010 was as low as 57.1% and the transit mode share reached 38.9%.⁶ Success of the TMP is attributed to the range of transportation options available.⁷

⁶ "CenturyLink Field Transportation Management Program: Plan Year 2011," City of Seattle & Parking and Access Review Committee, 2011. Page 9, Table 4.

⁷ "Mitigating Traffic Congestion: The Role of Demand-Side Strategies." United States Department of Transportation: Federal Highway Administration, October 2004. Page 67.

UPDATED BARCLAYS CENTER TRAVEL ASSUMPTIONS

To better understand likely travel patterns and mode choices of arena visitors, Clarion Research (a market research firm with extensive experience conducting surveys in a statistically robust manner) was retained to conduct a quantitative travel survey of likely Barclays Center event attendees. The methodology and results of the survey are contained in Appendix A, attached, and summarized below.

Survey Methodology

In early 2012, Clarion Research conducted the Barclays Center Transportation Survey, an online travel intent survey of potential Barclays Center attendees. A random sample of 3,733 individuals in the New York metropolitan area participated in the survey. From those individuals, a random sample of 1,556 respondents indicated that they definitely, probably, or might attend any event at Barclays Center (e.g., concerts, sporting events, circus, etc.), and therefore qualified to complete the full survey; this included 833 individuals who stated they might specifically attend a Nets game. In addition to the random sample of respondents, the survey was sent to subscribers to the *NETS News* (the New Jersey Nets' electronic newsletter); of those subscribers, 670 stated they might specifically attend a Nets game at Barclays Center and completed the survey. In total, 2,226 completed surveys were received from individuals who might attend any event at Barclays Center, of which 1,503 were completed by individuals who might attend Nets games specifically. The high portion of *NETS News* subscribers residing in New Jersey required that the *NETS News* subscriber sample residing in the New York metropolitan area be geographically weighted based on the geographic composition of the New York metropolitan random sample survey responses. In addition, weights were applied to adjust the proportion of the *NETS News* subscribers to reflect the proportion of Nets game attendees this group is likely to represent.

Once respondents indicated the type of events and time (weekday or weekend) they would likely attend at Barclays Center, they were presented with a series of transportation-related questions to establish an updated set of travel assumptions for future arena attendees. These questions sought to determine where likely Barclays Center visitors reside, how they plan to travel to and from the arena on weekdays and weekends, and what strategies would be effective in encouraging transit use to travel to/from the arena. Methodology and results are attached in Appendix A.

Initial Responses

Early in the survey, respondents were shown a brief description of Barclays Center—including its function, that it is located in Brooklyn, NY, and that it will open in September 2012. They were then asked about their familiarity with the Barclays Center location prior to seeing the description. Only 27% of the potential audience said they knew the exact location of the arena prior to the survey, while 62% were aware that it is located somewhere in Brooklyn. Following that, respondents were asked how they anticipated traveling to the arena for events (without being provided transportation access information). 45.4% of the potential audience initially chose public transit (including subway, LIRR, and public bus), 38.6% chose personal car, and 2.2% chose taxi as their likely arrival mode of transportation. The remaining 13.8% of

respondents stated they would likely travel via other modes, such as charter bus, walking, biking, etc.⁸

Impact of Education on Travel Mode

Following the series of initial questions, respondents were presented with information about the exact location of Barclays Center and the transportation options available to reach it. This included a series of maps depicting the existing subway lines and stations in the area, the LIRR stop at Atlantic Terminal, NYCT bus routes in the area, and off-street parking facilities within a ½ mile of the arena. Respondents were then asked again, after being able to consider the available transportation options, how they would likely travel to the arena in the context of a specific event they might attend. In total, 54.4% of respondents then stated that they would travel via public transit (an increase of 9.0 percentage points from the initial responses), 34.1% stated that they would travel via personal car (a decrease of 4.5 percentage points from the initial responses), and 1.5% stated that they would travel via taxi (a decrease of 0.7 percentage points from the initial responses). Additional modes that declined compared to the initial impulses were charter bus, walking, and biking.⁹

The 9.0 percentage point shift to public transit is equivalent to a nearly 20% increase in the number of likely attendees selecting public transit and demonstrates the power that education can have on the transportation decisions that people make. These numbers represent data for all potential arena events, including Nets games and other events.

These results quantify what has been experienced at other venues; namely, that promoting the viability of transit can have a profound effect on the travel choices people make and that marketing of transit is critical to any TDM program. This knowledge is being applied at Barclays Center, where a multitude of measures are being and will be taken to promote transit travel to the arena (details of the Transit Marketing Plan are described in the following section).

Comparison to FEIS Goals

As described in the Introduction, the FEIS set specific goals to measure the success of the arena TDM program; specifically, lowering the auto share of Nets game attendees to an average of 28.3% for weekday games and 32.0% for weekend games. To establish a revised baseline to compare to these FEIS goals, the survey responses of likely Nets game attendees only (1,503 of the survey respondents) were examined. The results indicate that (following exposure to existing transportation options in the vicinity of the arena) an average of 26.8% of fans would travel by personal car to/from weekday Nets games and an average of 33.0% of fans would travel by personal car to/from weekend Nets games.¹⁰ This indicates that the arena is likely to meet the auto share goals stated in the FEIS for Nets games on weekdays and nearly meet these goals on weekends, provided fans are educated about the abundant transit options present at the arena.

Because of the clear effect of better information on travel choice, the proposed TDM program includes a focus on marketing the robust transit service and strongly communicating the message that there is limited parking in the area. In addition, a host of other measures will also be implemented (e.g., transit enhancements, vehicle parking reductions, bike parking, etc.) to

⁸ A detailed breakdown of the responses is shown in Appendix A.

⁹ A detailed breakdown of the responses is shown in Appendix A.

¹⁰ Percentages are an average of arrival and departure personal car shares. Detailed arrival and departure mode split information for likely Nets game attendees is shown in Appendix A.

minimize, to the extent possible, the number of vehicles traveling to the arena (measures to be implemented are described in the following section).

BARCLAYS CENTER TRANSPORTATION DEMAND MANAGEMENT PLAN

The following section describes the components of the Barclays Center TDM plan, how they will be implemented, and how they relate to the demand management strategies included in the Atlantic Yards FEIS.

Transit Marketing Plan

In general, travelers are attracted to transit when the service is convenient, reliable, and safe; current service to Barclays Center offers all these elements. The large number of subway lines stopping in the area provides frequent and reliable service by allowing single-ride connection between the arena and much of the rest of the city. As illustrated by the results of the Barclays Center Transportation Survey and the precedents at other sports venues described earlier in this memorandum, marketing of viable transit options has a great effect on the travel choices that people make. Barclays Center arena is located in an area that is already transit-rich, with the following services:

- Eleven subway lines stop near the arena. This includes the 2, 3, 4, 5, B, Q, D, N, R at Atlantic Avenue-Pacific Street (to be renamed Atlantic Avenue-Barclays Center) directly on the arena block, the C at Lafayette Avenue, and the G at Fulton Street. This means that for a majority of subway riders, the arena is accessible via a one-seat subway ride, not requiring any transfers. Subway service also provides direct connections to regional transportation hubs, such as Penn Station (via the 2 & 3 lines), Grand Central Terminal (via the 4 & 5 lines), and the Port Authority Bus Terminal (via the N, Q, R, 2, 3 & C lines) that will allow travelers on NJ Transit rail and buses, Amtrak, Metro-North, and intercity bus services to reach the arena in a little over 20 minutes.
- LIRR at Atlantic Terminal, directly across the street from the arena, with service to/from Jamaica Station (approximately a 20 minute ride away). This enables travelers from Nassau and Suffolk Counties, as well as parts of Queens and Brooklyn, to conveniently reach the arena without traveling to Penn Station and switching to a subway.
- Eleven bus routes, including the B25, B26, B38, B41, B45, B52, B63, B65, B67, B69, and B103 stop nearby the arena or on the arena block. These buses provide an alternative to subway travel for fans traveling from neighborhoods in Brooklyn (such as DUMBO, Bedford-Stuyvesant, Windsor Terrace), as well as providing convenient access from certain neighborhoods without direct subway connections to the arena, such as Ridgewood, Queens.

The convenience of the transit service at Barclays Center and its consequent attractiveness to fans are evidenced by the Barclays Center Transportation Survey and the significant shift to transit (+9.0%) that likely attendees made when educated about it.

The existing robust transit service will be promoted on Barclays Center marketing materials as the most efficient way to travel to/from the arena. The Barclays Center transit marketing plan will include the items described below, along with other measures:

- highlighting transit travel information on arena and individual event advertising material, which already (as of May 2012) includes over 100 marketing pieces projected to be seen over 70,000,000 million times;

- promoting transit as the most convenient way to travel to the arena with every event ticket pre-sale message sent to Nets All Access and Barclays Center Behind the Scenes members;
- promoting transit as the most convenient way to travel and discouraging driving on the Barclays Center website and via social media;
- integrating the MTA TripPlanner⁺ and Current Service Status widgets into the Barclays Center website so that fans can access up-to-date transit directions;
- re-naming the Atlantic Avenue-Pacific Street subway station to Atlantic Avenue-Barclays Center, which will display the name and location of the station on all MTA subway and Brooklyn bus maps;
- promoting the opening of a new entrance to the Atlantic Avenue-Barclays Center subway station on the arena block, directly in front of the arena entrance;
- posting ads on subway and LIRR cars, as well as in transit stations, highlighting transit access to the arena;
- promoting Barclays Center via the MTA's Take the Train to the Game[®] campaign;
- mailing LIRR promotional materials to Long Island fans along with event tickets; and,

Many of the items listed above have already begun to be implemented (as of May 2012) and will increase as the arena opening approaches. Beginning in September, there will be a promotional blitz in anticipation of arena opening on September 28. This will include a large increase in arena promotions (including a heavy push for transit), official renaming of the Atlantic Avenue-Barclays Center subway complex, a ribbon cutting ceremony for the new subway entrance on the arena block, and various other press events promoting transit as the best way to travel to the arena.

Enhanced Transit Service Plan

Although there is abundant transit currently serving the Barclays Center, the MTA has agreed to initially add service in the post-event period using flexible, real-time responses to conditions, and to continue to add service, as necessary, based on lessons learned during actual events. The service for initial arena events will be monitored closely and adjusted, as needed, to maintain service for existing riders and accommodate Barclays Center visitors using the system. As described in the TDM Best Practices section of this memorandum, adjustments and enhancements to transit services are integral to the success of TDM plans. This is further supported by the findings of the Barclays Center Transportation Survey, in which 63% of respondents who are likely to drive to the arena indicated that they would be much or somewhat more likely to take transit if there were increased service on the subway and/or LIRR (see Appendix A).

Subway Service

For subways, NYCT examined current and projected volumes for each subway line, by direction, to consider measures that would optimize service following events at the arena. Arrivals to the arena for weekday events are served by frequent rush hour transit service and are expected to be staggered over a one to two hour period. Conversely, departures from the

arena after events are served by less frequent, off-peak service and event attendees are expected to depart the arena over a more condensed period. Therefore, NYCT focused on post-event conditions when there is less frequent transit service and when the demand on the transit system generated by the arena would be the greatest.

Based on current subway service levels, projected fan destinations, and station and track configurations, NYCT intends to implement the following service enhancements, at the outset, 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, in which empty trains will stage on unused portions of track near the Atlantic Avenue-Barclays Center station and will be called into service as events break. This enables the additional trains to be timed to be available to accommodate arena visitors leaving the venue and to maintain adequate service for other riders. NYCT and Barclays Center will maintain real-time communications during arena events so that NYCT will know when events are breaking to prepare additional trains for service. NYCT will observe operations at the Atlantic Avenue-Barclays Center station during initial arena events and make adjustments to service, as needed.

Bus Service

For buses, NYCT conducted a similar analysis of post-event service capacities and demand. Based on this analysis, existing bus service will be adequate to serve arena patrons. However, during the initial events at the arena, NYCT will stage extra buses in the area (also called “wildcats”). These extra buses will be positioned in locations that allow them to be introduced quickly onto bus routes near the arena, if needed, and will be aimed at maintaining regular service for non-arena patrons. Similarly, NYCT bus operations and Barclays Center will maintain real-time communications during arena events so that NYCT will know when events are breaking and be prepared to activate additional bus service, if needed. NYCT will observe bus operations near the arena during initial events and make adjustments to service and the staged buses, as needed.

LIRR Service

For the LIRR, existing service levels in the periods when most arena events are expected to end (10 PM to 12 AM) were examined to assess the adequacy of the service to accommodate projected, post-event arena demand. Currently, there are four Jamaica-bound trains that leave Atlantic Terminal between 10 PM and 12 AM. These trains serve either the Far Rockaway or Hempstead lines and riders on other lines need to transfer at Jamaica to reach their destinations. This current service was reviewed to assess how it could be augmented to better serve riders and limit the waiting time of riders at both Atlantic Terminal and Jamaica Station.

To achieve these goals, the LIRR, at the outset, will add additional, scheduled shuttle trains from Atlantic Terminal to Jamaica Station after events, between 10 PM and 12 AM. These shuttle trains (likely to make up to four trips; doubling current service) will be scheduled to maintain regular service leaving the arena and to optimize connections to other LIRR lines at Jamaica Station. The LIRR will observe operations at Atlantic Terminal during initial arena events and make adjustments to service, as needed.

Vehicular Parking Plan

The focus of the parking plan for the arena will be on minimizing, to the extent possible, the number of vehicles traveling to the arena and to minimize the impact on the surrounding area of those who insist on driving. This is achieved by limiting parking at the project site and coordinating routes and travel patterns of drivers. There are several components to the parking plan, as described below.

Reduced On-Site Parking

As evidenced in the TDM Best Practices section of this memorandum, particularly the New York Mets case study, limiting the number of available parking spaces at locations with viable transit options can substantially reduce the number of visitors choosing to drive. If drivers have an expectation that parking will be difficult and time consuming to find at a venue (which will be the message they receive on the Barclays Center website) and there is a convenient and reliable transit service for them to use, more are likely to opt for the latter, which allows them to travel with more certainty that the trip will be timely and convenient.

With that, as part of the arena opening TDM plan, the number of on-site parking spaces for arena attendees will be reduced from 1,100 (planned in the Atlantic Yards FEIS) to 541 (with an additional 24 spaces in the facility reserved for NYPD use) in order to optimize the operations of the facility (to be located on Block 1129), bounded by Pacific Street to the north, Dean Street to the south, Carlton Avenue to the west, and Vanderbilt Avenue to the east.

A study was conducted by SSE to assess the effects of this change which examined capacity and utilization at other off-street parking facilities within ½ mile of the arena, projected arena parking demand to reflect the FEIS 2010 Build with Mitigation Condition, and assessed the potential effects of the parking reduction on pre-game peak hour traffic and pedestrian conditions.¹¹ The analysis found that the on- and off-site facilities near the arena, in total, provide sufficient parking spaces to accommodate the projected demand and that, as a result of reducing the number of on-site spaces, fewer cars would travel on streets adjacent to the arena. Although the traffic analysis determined there would be adequate on- and off-site parking to accommodate arena vehicles, the reduced number of on-site parking spaces would also likely lower driver expectation to find parking, discourage some patrons from driving at all, and would reduce the number of vehicles in the area adjacent to the arena during events.

The main entrances and exits to the on-site facility will be located on Pacific Street, at its intersections with Carlton and Vanderbilt Avenues. These two entrance/exit points will be signalized, which will control the movements of vehicles into the facility before events and meter the flow of vehicles out after events. A secondary entrance/exit will be located on Dean Street, mid-block between Carlton and Vanderbilt Avenues, that will permit eastbound vehicles to enter/exit the facility, and a secondary exit-only drive (permitting right-turns only) will be located on Vanderbilt Avenue, just north of Dean Street. The lot is expected to operate primarily as a self-park facility, which will aid vehicle access in the pre-event period and limit queuing at the entry points. To further facilitate entry operations and avoid queue spillback onto local streets, drivers will be encouraged to reserve parking spaces at Block 1129 through an online parking reservation system (described later in this memorandum).

¹¹ "Barclays Center: On-Site Parking Reduction Analysis." Sam Schwartz Engineering, April 4, 2012.

Utilization of Off-Site Parking Facilities

In addition to the Block 1129 parking facility, there are 20 other public parking facilities located within ½ mile of the arena block. These off-site facilities have sufficient availability to accommodate the expected arena demand in addition to their existing parking demand. They also serve to distribute the parking location of arena vehicles. The dispersion of these spaces through 21 facilities (1 on- and 20 off-site) would reduce the likelihood of any single intersection or roadway segment becoming congested with arena-generated vehicles. Further, drivers would be expected to park in facilities along their route to the arena, reducing the total distance they would have to travel before or after events. To encourage those fans that insist on driving to park most efficiently and minimize impacts in the area, arena management would incorporate as many lots and garages as possible into the online parking reservation system (described later in this memorandum).

High Occupancy Vehicle Parking

Although it is already expected that most fans driving to the arena would travel with at least one other person in their vehicles (the FEIS projected vehicle occupancies of 2.35 for weekday Nets games and 2.75 for weekend Nets games), fans would be further encouraged to carpool through a high occupancy vehicle (HOV) parking promotion.

Vehicles with at least three passengers will be able to pre-purchase a parking space in the on-site facility, as well as spaces in participating off-site facilities, at a discounted rate (the exact discount will be determined based on specific event parking rates). This would encourage those who insist on driving to the arena to travel with at least two passengers in order to reduce the overall number of vehicles generated by events.

This program will be promoted and coordinated via the online parking reservation system (described in detail later in this memorandum), wherein fans will be able pre-purchase parking spaces for arena events. Fans that have purchased three or more tickets to a specific event will be able to enter a special code on the site to receive a discount on a space in the on-site facility or one of the participating off-site facilities. Spaces will be held available by the parking reservation system leading up to event day even, as other non-HOV spaces and lots become sold out. This will allow HOV drivers to have access to several hundred parking spaces in multiple facilities near the arena.

Remote Parking Spaces

Remote parking spaces will be provided in order to intercept some drivers before they approach the arena, further limiting traffic congestion in the arena vicinity. At least 612 spaces will be reserved for remote parking at arena opening, which includes the addition of 112 spaces recommended in the FEIS for a Staten Island Park and Ride to the 500 spaces recommended for remote facilities in Brooklyn (details on this change are described later in this memorandum). Initially, the following two facilities are being explored as the locations of these spaces:

- 211 Atlantic Avenue, between Court Street and Boerum Place (located ~1 mile from the arena)
- 352 Hicks Street, at its intersection with Atlantic Avenue (located ~1.2 miles from the arena)

Both facilities are located at the western end of Atlantic Avenue and will be particularly convenient to drivers traveling via the Brooklyn-Queens Expressway, Brooklyn Bridge, and Brooklyn-Battery Tunnel. In the period before and after arena events, these two facilities will be served by a free shuttle bus service to carry event ticket holders between parking and the venue. The location of the two facilities along Atlantic Avenue allows for this shuttle service to operate along a single route, limiting the number of buses that would be needed to transport patrons and allowing more frequent and direct service to/from the arena. In addition, the shuttle bus would travel primarily on Atlantic Avenue, an arterial roadway that already accommodates NYCT bus service.

To incentivize use of the remote parking, these spaces will be available at a 50 percent discount to spaces at or near the arena. In addition, the remote parking spaces would be promoted and sold to fans via the online parking reservation system (described below).

Online Parking Reservation System

To enable those who insist on driving to pre-purchase a parking space, Barclays Center will establish an online parking space reservation system that will be operated by Click and Park, who will serve as the arena parking management program administrator. Using this system, fans will be able to pre-purchase parking spaces at multiple facilities in advance of an event. The on-site facility will be part of this reservation system and Click and Park will make efforts to incorporate as many as possible of the 20 off-site facilities located within ½ mile of the arena into the system. Click and Park's site will also serve as the portal for fans to gain information about and pre-purchase spaces at the two remote parking facilities and HOV spaces in facilities near the arena.

Visitors to the Barclays Center website who intend to drive to the arena, even after viewing messages on the site encouraging them to take transit, will be able to click on a link to the parking reservation system where they can select the event that they are attending and be presented with a map/list of participating facilities with available spaces and their prices. It is expected that drivers would select facilities primarily based on convenience and/or cost. This should result in a strong preference for drivers to select facilities that are along their route of travel, enabling them to limit the distance they need to drive and avoid congestion near the arena. In addition, as is typical for parking at large events, facilities farther from the arena are likely to be less expensive than those closer, which would provide another incentive for drivers to park in locations further from the venue and along their general arrival routes.

Routes to Parking Facilities

Once a driver purchases a space at a particular facility via the online reservation system, they would be given directions from their stated point of origin to the selected facility. These driving directions will send vehicles along the most direct route to their chosen parking facility, focusing on arterial roadways to the extent practicable. Drivers would also be given walking directions to take them from their designated parking facility to the arena. The Barclays Center team, SSE, and Click and Park would work to develop these directions so they are coordinated with the overall arena traffic and parking management plans, resulting in a more efficient flow of event traffic. Further, Click and Park would be able to notify customers of any particular event-time traffic conditions or incidents and recommend alternate routes to reach their destinations more efficiently.

Pre-reservation of parking spaces at off-site facilities, via the Barclays Center website, would reduce the congestion that could be caused by motorists searching for parking by allowing

drivers who utilize it to begin their trip to the arena with a specific destination and planned route, reducing driver confusion and overall distance traveled. It would further aid arena management by informing them of expected fan travel patterns and allowing them to plan accordingly; this information would be shared with relevant public agencies.

Vehicle Wayfinding Signage

To limit confusion and unnecessary circulation the Barclays Center team will work with the New York City Department of Transportation (NYCDOT) to install vehicular wayfinding signage at certain locations. The signage system will likely be located along the major routes to the arena to direct drivers to preferred exits on the Brooklyn-Queens Expressway (e.g., Exit 27-Atlantic Avenue and Exit 29-Tillary Street), as well as routes leading from the Manhattan and Brooklyn Bridges. This would encourage drivers to use arterial roadways to access the area and deter them from residential streets.

Bicycle Parking Plan

Barclays Center is located near many streets with designated bicycle lanes and routes that connect to destinations in Manhattan, Queens, and Brooklyn. Over the last decade, bicycle riding rates in New York City have quadrupled.¹² The arena intends to capitalize on this trend and encourage bicycling as a way to travel to and from the arena on its website. For those that do bike to events, 400 spaces will be available.

At arena opening, the bike parking spaces will be located on the corner of Dean Street and Sixth Avenue (adjacent to the Dean Street entrance to the arena) and will offer free bike parking to any Barclays Center event ticket holder. During Nets games and other large events, the facility will be monitored by arena security; at other times, the facility will be available for use by the general public for free. Note that this is an interim condition; upon completion of Atlantic Yards Building 3, the 400 bike parking spaces will be moved to an indoor, staffed and secure facility.

Pedestrian Plans

Walking to the arena will be convenient for many people from Prospect Heights, Park Slope, Fort Greene and Downtown Brooklyn. In fact, based on the Barclays Center Transportation Survey, approximately 3.0% of attendees are expected to travel by walking alone; this is in addition to the transit riders, parkers, and cyclists who will complete their trip to the arena by walking.

Pedestrian Roadway Improvements

To facilitate the movement of pedestrians around the project site, several geometric changes to area roadways will have been completed by the time of arena opening. The intersections of Fourth Avenue at Atlantic Avenue and Flatbush Avenue have been simplified with this segment of Fourth Avenue converted to a one-way, southbound roadway. This change reduced the crossing distance across Fourth Avenue by approximately half (to approximately 30 feet) and enabled the pedestrian crossing times to be increased. The intersection of Flatbush Avenue and Pacific Street was signalized, allowing a crosswalk to be installed across Flatbush Avenue at this location directly to the arena block; a curb extension was also installed at the southwest corner of the intersection, shortening the crossing distance across Pacific Street. A curb

¹² The City of New York (press release). "PR-460-11." December 29, 2011.

extension was also installed at the southwest corner of Flatbush Avenue and Dean Street, shortening the crossing distance across Dean Street. Further, raised concrete medians will be installed along certain sections of Atlantic Avenue, creating pedestrian refuges in the center of Atlantic Avenue at Ft. Greene Place, Cumberland Street, and Vanderbilt Avenue.

Pedestrian Wayfinding Signage

In addition, pedestrian wayfinding signage is being installed at locations on the arena block, including a large neighborhood map at the tip of the plaza. This signage will direct pedestrians to transit stations, arena entrances, and other neighborhood destinations.

Cross-Marketing with Area Businesses

By cross-marketing between the arena and local restaurants, bars, and cultural institutions, event attendees can be encouraged to arrive in the area before an event and/or stay in the area after events. This would spread the arrival and departure rates of fans traveling to and from the arena in order to limit the number of arena-generated trips on the local transportation system in the peak hours before and after events.

To that end, arena representatives are currently engaging with the local cultural and business community to develop specific elements to promote area establishments. This includes discussions with numerous organizations, such as the Downtown Brooklyn Arts Alliance and various business improvement districts (BIDs) surrounding the arena. Arena representatives are continuing this engagement through conversations with local merchants as well. Drawing on feedback from these discussions, a local neighborhood promotional strategy will be developed utilizing several types of media that will include video promotions on in-arena television monitors, the arena website, the arena mobile phone application, and event programs. The details of this program are currently under development and will be in place by arena opening.

Event Operations and Coordination Plan

Coordination between the arena, NYCDOT, NYCT, LIRR, MTA Police Department, New York Police Department (NYPD), and traffic control personnel is an essential component of the TDM plan before, during, and after events at the arena.

To further this coordination, Barclays Center will have an on-site transportation control room that will function as a hub for the arena operators to share information with relevant agencies. Prior to events, the arena will share event profiles with expected attendance, anticipated patron origin, event break time, etc...with agencies to enable them to better prepare for event-day operations. This communication will assist the development of event-day strategies which will include decisions related to security coordination, the need for and deployment of Paid Detail contracted by Barclays Center, the decision to use and deploy Traffic Enforcement Agents (TEAs) and Pedestrian Managers, and their locations as appropriate. During events, arena staff will share relevant information in real-time; of particular importance will be notification about event break time so that relevant agencies can be prepared for the flow of fans out of the arena (notifying NYCT of when to prepare subway gap trains for service, for example).

This sharing of information will also allow the arena to notify NYCDOT of any incidents adjacent to the arena block and allow NYCDOT, NYCT, LIRR and NYPD to provide the arena with relevant information about traffic and transit conditions that can be shared with event attendees before departing the venue.

To specifically facilitate the movement of vehicles and pedestrians (including transit riders) through area intersections during event times, TEAs and Pedestrian Managers will be posted at critical locations. The specific locations where they are posted will be coordinated by arena management with the NYPD, NYCDOT, and MTA representatives and will be adjusted following initial events at the arena, as needed.

ASSESSMENT OF FEIS DEMAND MANAGEMENT MEASURES

As described previously, the Atlantic Yards FEIS recommended several specific demand management measures intended to achieve the goals of reducing the auto share of Nets game attendees to an average of 28.3% for weekday games and to 32% for Saturday afternoon games and intercepting a portion of arena-generated vehicles at remote parking facilities.¹³ The TDM plan developed by SSE that will be implemented at the time of arena opening makes certain adjustments to the plan described in the FEIS. This section describes the status of the measures recommended in the FEIS.

Remote Parking

The FEIS recommended providing at least 500 remote parking spaces during Nets games in facilities in Brooklyn (more than ½ mile from the arena) in order to intercept a portion of drivers before they approach the area surrounding the arena. These spaces were to be offered at a 50% discount to the cost of parking spaces at or near the arena and two potential locations were identified in the FEIS: MetroTech Center and Long Island College Hospital (352 Hicks Street). Fans who park at these facilities would be transported by free shuttle buses to and from the arena.¹⁴

In the TDM plan, at least 612 spaces are expected to be available to fans at two parking facilities: 352 Hicks Street and a facility located at 211 Atlantic Avenue (Click and Park is currently negotiating the use of these facilities with the relevant operators). Both are located more than ½ mile from the arena, along the western end of Atlantic Avenue—proximate to the Brooklyn-Queens Expressway, Brooklyn Bridge, and Brooklyn-Battery Tunnel—and will be serviced by free shuttle buses to and from the arena. These spaces will be available for attendees of Nets games and other large events at the arena.

As no single facility has enough availability during the expected event times to accommodate the required number of spaces, two facilities will be used to meet these requirements. Although the FEIS identified MetroTech Center as one of the potential remote parking locations, 211 Atlantic Avenue was chosen as the second remote parking facility because of its proximity to 352 Hicks Street and its location along Atlantic Avenue. These locations would be accessible to drivers who may have otherwise used spaces at MetroTech (likely those drivers traveling via the Brooklyn and Manhattan Bridges) and the program is more likely to be successful if two facilities close to each other are used. Two nearby facilities can be served by a single shuttle bus route, rather than the two routes that would be needed if MetroTech were incorporated in the program; this allows for more frequent and convenient service to fans and fewer buses on roadways. Further, the location of both facilities will allow the shuttle bus service to travel primarily on Atlantic Avenue (an arterial roadway), which will facilitate the movement of the buses and allow for convenient pick-up/drop-off operations on the arena block. The route is also currently served by a public bus (the B63), which would enable fans who wish to leave an event early or late to get back to their vehicles without needing to use the shuttle buses.

Staten Island Park and Ride Bus Service

The FEIS recommended providing additional remote parking spaces in Staten Island, at two facilities: the Outerbridge Park and Ride and Father Capodanno Park and Ride. These spaces were to accommodate fans traveling from New Jersey and Staten Island and would transport

¹³ Atlantic Yards FEIS, Page 19-35.

¹⁴ Atlantic Yards FEIS, Page 19-15.

them to the arena via free shuttle buses. The shuttle buses would have a capacity of approximately 264 persons, which would correlate to 112 vehicles (assuming the lower FEIS estimated vehicle occupancy of 2.35).^{15,16}

In order to attract event attendees to park in a remote facility, far away from their destination, they would likely need an incentive in the form of either reduced travel time or increased convenience. Drivers who would have utilized the remote parking in Staten Island would have had to transfer to a shuttle bus to complete their trip to Barclays Center. This shuttle bus would travel the same roadways that the driver would have taken to the arena, had they continued their trip in their own vehicle, and the passengers would have to wait at the park and ride facility before an event and at the arena after an event for the bus to depart, increasing the overall travel time.

The long-distance between Staten Island and the arena, and the lack of other transportation options to travel between the two, mean that fans using those facilities would be limited to traveling to and from the arena during the times the shuttle was operating. It would not be possible for a visitor to arrive or leave early or late, as there are no other transportation alternatives available. This type of remote parking location is not likely to draw as many fans as ones being provided closer to the arena, that are accessible in various ways besides shuttle buses.

Therefore, the TDM plan provides the ~112 spaces recommended for Staten Island in the Brooklyn remote parking facilities (described previously in this memorandum). These spaces would still be located outside of the immediate arena area but would be in a location that offers more flexible travel options and would, therefore, be more likely to attract drivers. The remote parking facilities that are being provided in Brooklyn will be located along the travel path that most drivers from Staten Island and New Jersey would likely take to reach the arena (proximate to the Brooklyn-Queens Expressway eastbound exit at Atlantic Avenue), meaning that those drivers who the Staten Island Park and Ride facilities were intended to serve could still be served by the locations in Brooklyn. People leaving the games early could take a NYCT bus or walk the mile or so to the remote parking facilities. These options would not be available in Staten Island.

HOV Parking

The FEIS recommended that 600 of the 1,100 parking spaces provided on-site for Nets game attendees be reserved for HOV vehicles (with three or more persons).¹⁷ However, the number of spaces in the interim, on-site facility has since been reduced to 541 for arena patrons, 150 of which will be attended VIP spaces. This would mean that the 600 spaces cannot be provided for HOV parking on-site at arena opening. Therefore, the arena will work with Click and Park (the arena parking system coordinator) to design and implement the HOV parking plan described previously in this memorandum. This plan will encourage patrons to travel with three or more people in their cars if they are driving to the arena by holding a number of spaces at the on-site facility and certain off-site facilities up to and including event days and by offering those spaces to HOV drivers at a discounted rate. The goal is to have HOV parking available at multiple parking facilities in the area. If successful, this program could have the potential to offer HOV spaces at more locations and could meet or exceed the 600 space requirement from the FEIS.

¹⁵ Atlantic Yards FEIS, Page 19-14.

¹⁶ Atlantic Yards FEIS, Table 12-10, Page 12-31.

¹⁷ Atlantic Yards FEIS, Page 19-15.

Bicycle Parking

The FEIS recommended that any holder of a Nets game ticket be permitted to park a bicycle for free at the arena in a secure, indoor facility. This facility was intended to be provided in the base of Building 3 on Sixth Avenue.¹⁸

At the time of arena opening, Building 3 will not be completed; therefore, the recommended 400 bicycle parking spaces will be provided in an interim, outdoor lot at the corner of Sixth Avenue and Dean Street, adjacent to the Dean Street entrance to the arena. This lot will provide free bicycle parking to any Barclays Center event ticketholder and will be monitored by security personnel during events. Upon completion of Atlantic Yards Building 3, the 400-space facility will be provided in a secure, indoor space.

Cross-marketing with Area Businesses

The FEIS recommended cross-marketing between the arena and area businesses as a means to spread the arrivals and departures of arena attendees.¹⁹ The arena team is currently coordinating elements of this program with the local cultural and business community that will promote restaurants, bars, and cultural institutions in the area around the arena. More information on this plan is included previously in this memorandum.

Transit Service Improvements

The FEIS recommended coordinating with NYCT to determine needed subway service increases following events at the arena.²⁰

The project team has coordinated extensively with NYCT and the LIRR to develop event-time service enhancements that include multiple subway, LIRR, and bus improvements. These enhancements include additional service on subways, buses, and the LIRR in the post-event period to accommodate arena fans and maintain service for regular riders. The specific improvements to be implemented by NYCT and LIRR are described previously in this memorandum.

Free Round-Trip MetroCards to Those Who Would Otherwise Drive

The FEIS recommended providing free round-trip MetroCards (currently valued at \$4.50) to Nets game attendees who would otherwise drive to the arena. This strategy is not included in the proposed TDM plan because free subway fare is not expected to be a significant enough incentive to shift drivers to transit. This element of the program is not recommended because of the reasons described below.

First, it is not possible to distribute MetroCards and ensure that they could only be used for arena event trips. We have met with the MTA and the agency does not currently have the technology to incorporate transit fare directly into an event ticket, nor is it possible to activate or deactivate a MetroCard at specific times (e.g., in the hours prior to and following event times) or to program it for use only at an arena subway station. Were the program to be implemented, the round-trip fare would have to be dispersed to fans via standard MetroCards with \$4.50 pre-loaded onto them. Should this occur, it would not be possible to guarantee that the MetroCards

¹⁸ Atlantic Yards FEIS, Page 19-15.

¹⁹ Atlantic Yards FEIS, Page 19-15.

²⁰ Atlantic Yards FEIS, Page 19-16.

could only be used by event-ticket holders and a substantial portion of them are likely to be used for non-arena transit trips, which would not meet the goals of the program.

This is supported by the fact that 73% of Barclays Center Transportation Survey respondents who reported regularly purchasing unlimited ride MetroCards (and would therefore not benefit from free subway fare) also responded on the survey that a free round-trip MetroCard would make them more likely to take transit (see Appendix A). Free subway fare would be of no value to those who already purchase unlimited ride cards and, although a majority responded that it would make them more likely to take transit, it is not likely that the fares would, in fact, be utilized by the event ticket-holder.

Second, considering the robust transit options available at Barclays Center, fans who still choose to drive are likely motivated by factors other than cost. Conservatively assuming that each vehicle has at least two occupants, the cost of round-trip subway fare would be \$9. The cost of parking at the arena is expected to be approximately \$30 based on the cost of parking at Madison Square Garden.²¹ Putting aside the expense of fuel and vehicle wear and tear, this means that inveterate drivers are already willing to pay more than three times the cost of taking the subway, or an additional \$21 (\$10.50 per person), to drive their own vehicle to the arena. It is unlikely that saving an additional \$9 (\$4.50 per person) in transportation costs, via a free MetroCard, would be a substantial enough incentive shift many drivers to transit.

The assumption that those who choose to drive base their decisions on factors other than cost is supported by the Barclays Center Transportation Survey (see Appendix A). In the survey, 65% of respondents who stated they would likely drive to the arena chose convenience/ease as the most important factor in deciding their travel mode. Of all survey respondents, a majority (56%) also ranked convenience/ease as the most important factor of their decision making.

Third, based on the results of the Barclays Center Transportation Survey, it is likely that the arena will meet the FEIS auto share goals for Nets games by educating fans about the robust transit and limited parking in the area around the arena. The goal of the other elements of the TDM plan are to maintain and/or improve upon this expected auto share through enhancements to existing transit services, reducing on-site parking, and promoting biking and walking to the arena.

²¹ Due to the limited availability of on-street parking near Barclays Center, most drivers are expected to park in off-street facilities. It is expected that market-rate parking fees would be comparable to rates at parking rates near Madison Square Garden, where facilities within a ¼ mile charge an average, event rate of \$29.87.

POST-OPENING MONITORING

Once the arena opens on September 28, 2012, SSE, on behalf of Barclays Center, will be observing transportation conditions and assess the effectiveness of the TDM plan and make adjustments and modifications, as necessary. The monitoring program will consist of the following elements:

- **Observations of Transportation Conditions:** Barclays Center, FCRC, agencies of jurisdiction (e.g., Empire State Development, NYCDOT, NYCT, LIRR, NYPD, etc.), and transportation professionals will observe roadway, transit, and sidewalk conditions from the time that the arena opens, and share observations and any relevant recommendations for adjustments to the transportation system. Specifically, data will be gathered on event ticket sales, attendees' origins, transit ridership volumes (via NYCT and LIRR), remote parking facility usage (via Click and Park and shuttle bus operators), and distribution of vehicles amongst area parking facilities (via Click and Park). Certain intersections surrounding the arena block and locations where concentrations of arena-generated vehicles are expected will also be observed. These observations will begin at arena opening but will become more relevant after the first two months of operations, once the Nets season has begun and arena travel patterns have normalized. Relevant transportation agencies are also expected to monitor and study conditions of their particular areas of jurisdiction upon arena opening.
- **Travel Surveys:** Midway through the first Nets season (early 2013), comprehensive travel surveys of event attendees will be conducted to assess fan travel patterns. These surveys will collect data on origin, destination, travel mode, vehicle occupancy, and parking location of Nets game attendees. The results will be used to further assess the adequacy of the TDM program and will be compared to the Atlantic Yards FEIS goals for auto mode share.
- **Post-Opening Traffic Study:** In early 2013, a post-opening traffic study will be conducted to evaluate traffic conditions and assess the effects of arena-generated traffic on area intersections. This study will include detailed analysis during event times of 56 intersections in the vicinity of the arena, installation of 51 automatic traffic recorder machines, and travel time runs along arterial roadways. Baseline conditions will be collected in Spring 2012 prior to the arena opening.

Adjustments to the TDM plan will be instituted on an as needed basis and will be informed by the results of the monitoring program described above. All analysis and any recommended adjustments will be developed in conjunction with relevant agencies.

CONCLUSION

In conclusion, we have undertaken a year-long effort to maximize use of modes other than the private automobile by Barclays Center visitors. We have conducted focus groups and have interviewed more than 2,200 likely attendees to arena events. We have demonstrated, through a comprehensive survey, that the FEIS goals of no more than an average auto share of 28.3% on weekdays and 32.0% on weekends is achievable. We have been and continue to work closely with NYCT and LIRR to maximize service availability during events. Barclays Center has agreed to an extensive transit marketing program aimed at getting fans to the arena by transit and MTA divisions have agreed to do the same. A series of checks and balances will be in place from Day 1 to evaluate the effectiveness of the TDM program. Fine tuning or alternative measures will be considered at that time, should targets not be reached, but we approach the arena opening with the confidence that a potent TDM program will be in place from the onset.

As noted above, certain of the measures described in this memorandum differ from the demand management measures identified in the FEIS. For that reason, SSE recommends that the measures described herein be proposed to ESD for its consideration.

APPENDIX A

BARCLAYS CENTER TRANSPORTATION SURVEY

BARCLAYS CENTER TRANSPORTATION RESEARCH

EXECUTIVE SUMMARY: QUANTITATIVE RESEARCH

CONFIDENTIAL DRAFT APPENDIX A

May, 2012

Research Conducted by:



ClarionResearch

1776 Broadway
New York, NY 10019

212-664-1100

QUANTITATIVE RESEARCH OBJECTIVES

Clarion Research was engaged by Barclays Events Center to conduct market research of the greater New York metropolitan area to provide Barclays Events Center with statistically reliable information on likely event goers and their anticipated travel decisions. Clarion Research was asked to conduct this research of both likely NETS game attenders, and likely non-NETS game Barclays Center attenders (those likely to attend events other than NETS games, such as concerts, family shows, etc.)

Specifically, Clarion Research was asked to confirm, in a statistically robust manner, where in the NY Metro area Barclays Center attenders reside, to determine how Barclays Center attenders plan to travel to and from Barclays Center, and to determine how this decision might differ by event type and for weekday vs. weekend events. In addition, Clarion Research was asked to assess the potential effectiveness of several initiatives in promoting and increasing the use of public transit to Barclays Center events.

SAMPLING CONSIDERATIONS

One of the key factors in generating research results that are statistically reliable is the sample size from which data is gathered. As sample sizes increase, results become more statistically reliable; the greater the sample size, the smaller the margin of error. While sample sizes of 200 to 500 are often used to understand likely consumer behavior, Barclays Events Center elected to use a much larger sample size to ensure a very small margin of error in the overall data collected and to permit analysis of relevant subgroups with considerable reliability. To meet this objective, Clarion Research established a minimum target sample size of 1,500 completed surveys with likely Barclays Center NETS game attenders; which at the 95% confidence level, has a margin of error of +/- 2.5%. Most subgroups analyzed have analytic bases of over 500, and therefore have a margin of error of +/- 4.4% or less¹.

Apart from a robust sample size, a key factor in ensuring realistic results is proper sampling protocol. This proper sampling protocol relates to geographic and demographic criteria such as age, sex, and race. For example, the results of a survey conducted only among current New Jersey *NETS News* subscribers would be biased towards the anticipated travel plans of those residing in New Jersey, as a majority of the current subscribers reside in New Jersey. Since Barclays Center is in Brooklyn, it is anticipated that a larger portion of the future customer base will be from Brooklyn and a smaller portion will be from New Jersey. Therefore, to determine the likely travel patterns of likely Barclays Center attenders, Clarion advised starting with a random sample frame that accurately reflects (via the US Census) the population of the New York metropolitan area from which Barclays Center might draw customers. This random sample frame then can serve as the basis for determining the geographic and demographic characteristics of event attenders.

At the same time, *NETS News* subscribers are an authentic source of likely NETS game attenders, and should not be disregarded. Therefore, the information from the random

¹ One subgroup (answered about non-NETS events and inclined towards weekend attendance) has a base of 106, and a margin of error of +/- 9.5%.

sampling frame was used to adjust the geographic composition of the *NETS News* subscriber sample through the application of weights.

DATA COLLECTION METHODOLOGY

Clarion Research undertook a three step process to collect data and complete the research. Fieldwork was conducted from January 17 to February 5, 2012.

Step 1: To determine the correct geographic and demographic composition of likely NETS and non-NETS Barclays Center event attendees within the metropolitan area, Clarion Research completed a Screener with a random sample² of 3,733 individuals in the greater New York metropolitan area, asking whether the respondent was likely to attend any event, and specifically whether the respondent was likely to attend a NETS game, within the first 12 months of the opening of Barclays Center. Information from this phase was used to generate weights that were then applied to completed interviews (Steps 2 and 3). An unweighted sample size of 3,733 yields a margin of error, at the 95% confidence level, of +/-1.6%.

To qualify for inclusion in the geographic screening phase, respondents were required to:

- Live in 32 counties of interest³ in the New York metropolitan area
- Be 18+ years of age

The geographic screening phase was conducted with a goal of receiving responses from respondents in a ratio that mirrors US Census data for the New York metropolitan area⁴.

To qualify for the next portion of the survey focused on the respondent's anticipated transportation choices, the respondent must have answered that he or she definitely, probably or might attend an event at Barclays Center within the first twelve months of its opening (after seeing a description of the arena).

² The random sample portion of the survey was conducted through the use of several online panels. Multiple panels were used to generate the targeted sample frame. A phone survey was considered, but as the percent of the population that either has listed themselves on the Do Not Call list or no longer has a home landline grows, the use of online panels has increasingly become a preferable method for conducting surveys, both because online surveys can reach a portion of the population that is no longer reachable by phone, and because their relatively low cost allows for larger sample sizes.

³ CT: Fairfield County, Litchfield County, New Haven County

NJ: Bergen County, Essex County, Hudson County, Hunterdon County, Mercer County, Middlesex County, Monmouth County, Morris County, Ocean County, Passaic County, Somerset County, Sussex County, Union County, Warren County

NY: Bronx County, Dutchess County, Kings County, Nassau County, New York County, Orange County, Putnam County, Queens County, Richmond County, Rockland County, Suffolk County, Sullivan County, Ulster County, Westchester County

PA: Pike County

⁴ As the target sample size was so large, collecting responses in a ratio that reflects the geographic and demographic US Census composition of the NY metropolitan area was extremely difficult. Standard industry practice in this situation is to weight responses to ensure the results are reflective of the target area. Consistent with industry practice, the responses of the 3,733 individuals who completed the geographic screener were weighted to reflect the geographic and demographic characteristics of the NY metropolitan population. In this research report, this weighting is notated as W1.

Step 2: Having determined the geographic and demographic characteristics of likely Barclays Center customers in Step 1, respondents from the random sample who indicated that they definitely, probably or might attend 1+ events at Barclays Center within the first twelve months were asked to complete the balance of the survey, which focused on the respondent’s expected plans for traveling to and from events at Barclays Center. A random sample of 1,556 New York metropolitan area respondents completed the balance of the survey. An unweighted sample size of 1,556 yields a margin of error, at the 95% confidence level, of +/-2.5%⁵. These 1,556 respondents were weighted to reflect the correct geography, age, sex, and race as determined in Step 1.

If a respondent indicated he or she might attend a NETS game, the respondent was asked about his or her anticipated transportation choices to and from either a weekday NETS game or a weekend NETS game. If a respondent indicated he or she likely would not attend a NETS game, but would likely attend another non-NETS Barclays Center event, the respondent was asked about his or her transportation choice to and from one of the other types of events he or she was likely to attend. In this manner, each respondent was only asked about his or her transportation choices to one specific type of event.

Step 3: The random sample of 1,556 respondents from Step 2 included 833 who might specifically attend a NETS game. To increase that analytic base, while also including a sample of those with a known affinity towards the NETS both in and out of the region, Clarion Research augmented the Step 2 sample with members of the New Jersey *NETS News* subscriber list. These subscribers were invited via a direct email from the NETS. The *NETS News* sample utilized the same survey instrument, content and flow as the online panel sample, and therefore considerable data from the two components can be combined. The only modification to the survey distributed to subscribers of *NETS News* was that it only asked respondents about their anticipated transportation choices for traveling to and from NETS games, and not about any non-NETS game events. 670 *NETS News* subscriber responses were received, augmenting the 833 from the random sample (Step 2) and increasing the total number of NETS game-specific transportation responses to 1,503. As mentioned previously, a majority of current *NETS News* subscribers reside in New Jersey. Therefore, naturally, a large percentage of the responses received were from individuals residing in New Jersey. To counter the potential of this to skew the data, the 670 responses from the *NETS News* subscribers were weighted based on the geographic composition identified in Step 1, plus the proportion of NETS game attenders this group is likely to represent.

⁵ Margin of error percentages for other base sizes* in this report can be approximated via the following table:

For Sample Size (n):	75	100	150	200	300	400	500	600	700	800	900	1000	1500	2000
And Rating of 50%														
+/- Margin of Error at														
95% Confidence:	11.3%	9.8%	8.0%	6.9%	5.7%	4.9%	4.4%	4.0%	3.7%	3.5%	3.3%	3.1%	2.5%	2.2%

* Please note: since the data reported here were weighted, the actual “statistical base” is somewhat smaller, and the margin of error therefore **somewhat larger** than would be the case for the unweighted base. However, offsetting this, the margin of error for a particular individual percentage will **usually be smaller** than the maximum margin of error quoted above for the pertinent sample size. The quoted maximum margin of error only applies when the observed percentage is 50%. The margin of error shrinks as the percentage approaches the extremes of 0% or 100%.

SURVEY COMPLETIONS

The resulting key analytic base sizes are as follows:

	<u>TOTAL SAMPLE</u>	<u>NY METRO RANDOM SAMPLE</u>	<u>NETS LIST SUBS</u>
GEOGRAPHIC SCREENER			
18+ year old NY Metro area residents	3,733	3,733	NA
Definitely or Probably would attend an event at Barclays Center ⁶	1,608	1,608	NA
Definitely or Probably would attend a NETS game ⁷	656	656	NA

COMPLETED INTERVIEWS

Would attend 1+ event at Barclays Center in year one ⁸	2,226	1,556	670
Would attend 1+ NETS games	1,503	833	670
Answered weekend context specifically	937	539	398
Answered weekday context specifically	566	294	272
Would attend 1+ non-NETS event ⁹	723	723	NA
Weekend inclined	527	527	NA
Weekday inclined	106	106	NA
Inclination not determined	90	90	NA

Comparing Percentages

Within this report, some specific percentages have been tested for statistical significance, to determine whether we can be confident that apparent numerical differences are in fact likely to be true differences in the real world. Where specific statistical testing has been performed between percentages, the testing is mentioned on the pertinent page, along with an explanation of how to read the resulting notations. Statistical significance between percentages have been tested at the 90% confidence level (two-tailed test), unless otherwise noted, using precise statistical bases. Since weighting was done, “statistical bases” rather than unweighted bases were used in statistical tests.

⁶ Used for determining the geographic and demographic composition of likely Barclays Center attenders.

⁷ Used for determining the geographic composition of likely NETS game attenders.

⁸ Any event (NETS or non-NETS).

⁹ Non-NETS events only – would not attend NETS game.

KEY FINDINGS

Knowledge of Barclays Center location and familiarity with transportation options are moderate.

About two thirds (62%) of the potential audience know that the venue is located in Brooklyn, though only about a quarter know its exact location (27%).

About half are highly familiar with the public transit options (52%), and less than half are highly familiar with the driving/parking options (42%).

Prior to receiving information on transportation access, likely attenders are slightly more inclined to arrive via Public Transit than by Personal Car.

Prior to being shown information about transportation options, respondents were asked their initial impulse on how they expect to arrive at Barclays Center. 45.4% of likely attenders say they will probably be arriving in the vicinity of Barclays Center via Public Transit – mainly the subway. 38.6% of likely attenders say they will probably be arriving in the vicinity of Barclays Center via Personal Car.

Information makes an impact.

After survey respondents were asked their initial thoughts on how they might travel to Barclays Center, respondents were provided with concise information related to the four major transportation options (Subway, MTA Bus, LIRR and Parking in the vicinity of Barclays Center), so that they would be better able to make more informed choices with respect to their likely transport modes.

The transportation information generally had a positive impact on the likelihood to take each of the modes; among those who were initially inclined towards those modes to begin with, but also among those who were initially inclined towards other modes. This is especially the case for information on Public Transit. For subway information, 76% of those initially inclined towards the subway said it made them more likely, while only 1% said it would discourage them. Encouragingly, 55% of those who were initially inclined towards another mode said the subway information made them more likely to take the subway, while only 5% said it would discourage them from the subway.

For LIRR information, 79% of those initially inclined towards the LIRR said it made them more likely, while only 1% said it would discourage them; and 33% of those who were initially inclined towards another mode said it made them more likely to take the LIRR, while only 7% said it would discourage them from the LIRR.

For MTA Bus information, 65% of those initially inclined towards the bus said it made them more likely, while only 2% said it would discourage them; and 29% of those who were initially inclined towards another mode said it made them more likely to take the bus, while only 10% said it would discourage them from the bus.

However, for Parking, while 50% of those initially inclined to drive said the information made them more likely to drive, the information had a deleterious impact on some: 17% of those initially inclined to drive indicated that the parking information would discourage them from driving. Likewise, among those not initially inclined to drive, while 31% said it had a positive impact on their likelihood to drive, nearly as many (22%) said it would discourage them from driving.

Knowing more information clearly made an impact on modal choice.

After respondents were shown Barclays Center transportation access information, they were again asked to give their expected transportation arrival mode – independent of their responses to any previous questions. Notably, responses indicate a marked shift towards Public Transit and away from Personal Car, with 54.4% now expecting to arrive at Barclays Center via Public Transit (mainly the subway) - an increase of 9 percentage points over initial thoughts before being shown information. Fewer now mention Personal Cars (34.1%).

Transportation choice varies by type/day of event and trip origin.

For NETS games as well as non-NETS events, Public Transit is more likely to be used on weekdays. For weekday NETS games, 63.5% say they expect to arrive via Public Transit, versus 56.3% for weekend games. This difference is even greater for non-NETS events (63.6% Public Transit on weekdays, 46.5% Public Transit on weekends).

Conversely, Personal Cars are more likely to be used on weekends. For weekend NETS games, 32.5% say they expect to arrive via Personal Car, versus 26.2% for weekday games. The difference is greater for non-NETS events (41.1% Personal Car on weekends, 25.8% Personal Car on weekdays).

It is important to note that likely arrival mode differs depending on whether attenders will be starting out from home or work. Overall, those starting from work are much more oriented towards Public Transit (71.7%) than are those starting from home (52.3%) or other locations (43.3%).

Importantly, most expect to arrive in the vicinity of Barclays Center an hour or more before event start (59%). Public Transit is expected to be used more than Personal Cars across all arrival time periods. Those expecting to arrive near event start time (less than one hour before start) are more skewed towards Public Transit (58.3%), suggesting that the modal split will lean slightly more heavily towards Public Transit if only those arriving near game time are considered.

Respondents indicate their transportation choice could be influenced.

Attendees were asked about their first choice mode of arrival. However, some of these attendees are less committed than others to that mode. Specifically, some of those whose first choice is an Individual Motor Vehicle (personal car, taxi, limousine, motorcycle) have at least some propensity towards Public Transit (51%), while 45% whose first choice is Public Transit have some propensity towards using an Individual Motor Vehicle instead. Therefore, initiatives could be helpful in promoting Public Transit use for key “Propensity Groups” – those whose first choice is Public Transit but who are “vulnerable” to Individual Motor Vehicle, as well as Individual Motor Vehicle takers.

Multiple options exist for encouraging Public Transit Use.

Eight initiatives to encourage Public Transit were tested among key propensity groups. The eight initiatives generally fall into two categories - service enhancements or giveaways - and can encourage many who are not now fully committed to Public Transit to take Public Transit to the arena. Fully two thirds of those asked indicate that Enhanced Public Transit (increased service on subway/bus/LIRR and/or assurance of safety) would make them much or somewhat more likely to take Public Transit. A similar proportion would be influenced by Giveaways of some kind (Free Round Trip MetroCard, \$5 Concessions Voucher, Limited Edition Souvenir). Those who are leaning towards Public Transit but not wedded to it, and those who are leaning towards driving but open to Public Transit, are especially apt to be influenced by the initiatives.

Ultimately, the five service enhancements tested, as a whole, impact roughly the same number of people as do the giveaways as a whole.

CONFIDENTIAL DRAFT

Barclays Center Transportation Survey



Image Courtesy of SHoP Architects

May 2012



ClarionResearch

Background

- **Clarion Research conducted market research among likely Barclays Center event attendees, covering both Nets Games and other events.**
- **A quantitative survey was conducted to measure current travel predilections and understand what factors and incentives might be effective in encouraging Public Transit use.**
- **This presentation covers relevant findings from the survey.**
- **Particular attention is paid to data relevant to Nets games given that FEIS analyses and TDM goals are based on Nets games, but other events also considered.**



Quantitative Survey Objectives

Confirm - in a statistically robust manner:

- 1. Where in the NY metro area will Barclays Center attendees reside?**
- 2. How do Barclays Center attendees plan to travel to/from the arena?**
 - How does this differ by event type, and for weekday vs. weekend events?**
- 3. What are effective and efficient means to promote/increase Public Transit to events/games?**

Quantitative Survey Methodology Overview

NY Metro Screener

- 3,733 NY Metro General Population consumers responded to an online screening survey, to provide the basis to understand probability of attending Barclays Center events by geography.
- Of those, 1,608 with some likelihood of attending a Barclays Center event during its inaugural year were identified and 656 had high likelihood of attending a NETS game (definitely/probably).

NY Metro Survey

- Of the 1,608 who qualified in the NY Metro General Population Screener, 1,556 went on to complete the full Barclays Center survey where they were asked:
 - What types of events might they attend? (833 people indicated 1+ Nets games)
 - How will they travel to/from the arena? From what point of origin?
 - What information or offers could influence their transportation choices?

NETS Fan Survey

- Using the *NETS News* email subscriber list, 670 NETS fans who expect to attend Brooklyn NETS games at Barclays Center completed the same survey.
- The survey responses from these 670 NETS subscribers have been merged with the NY Metro General Population Attenders sample, after being weighted to reflect geography and their likely proportion of the NETS game audience.
 - Between the NETS subscribers and the 833 in the General Population who indicated 1+ NETS games, 1,503 specifically answered in the context of NETS games.

- Total survey sample was 2,226 (1,556 NY Metro General population, plus 670 NETS Fans)
- Average survey length was about 15 minutes.
- Fieldwork was conducted from January 17 to February 5, 2012.



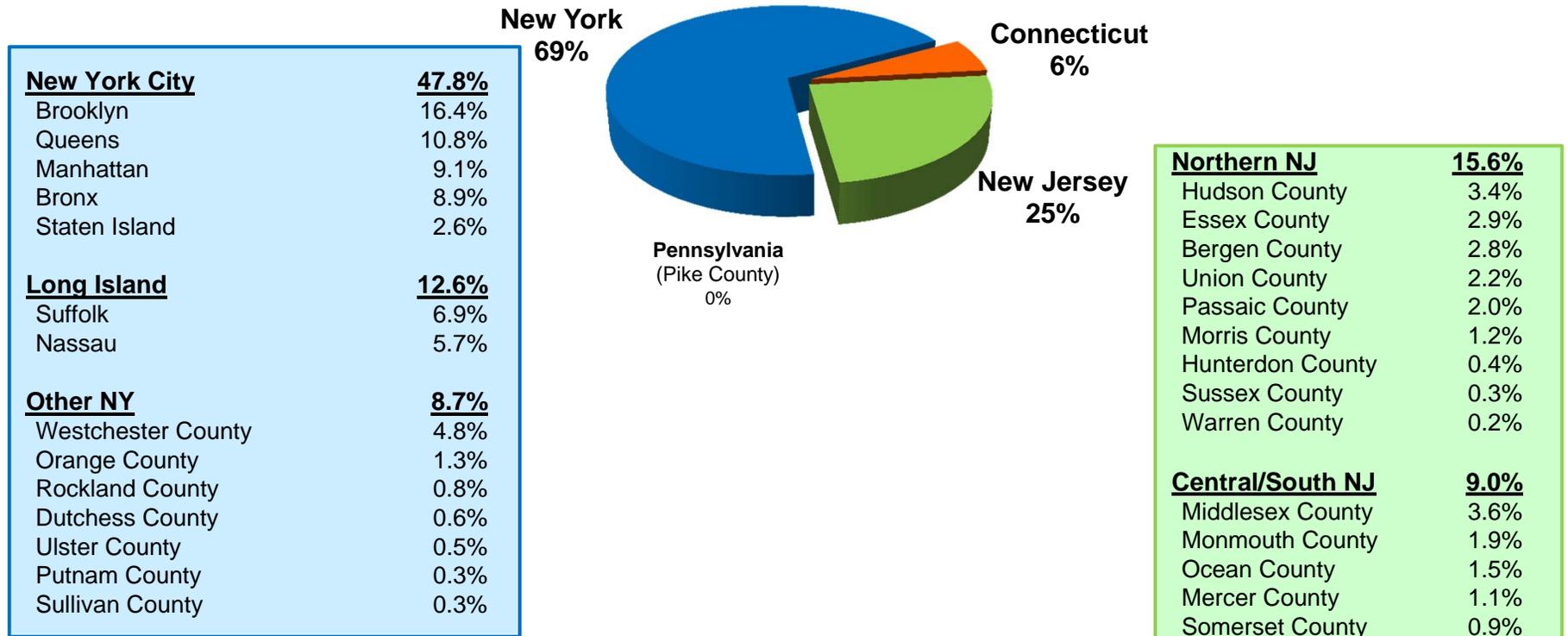
Findings



Not surprisingly, most of those in the general population of the NY metro area who will definitely or probably attend an event at Barclays Center live in New York State, with nearly half in New York City (47.8%) , and with 16.4% specifically in Brooklyn.

Where Likely Barclays Center Attenders Reside: Among NY Metro General Population

Base: NY Metro General Population Who Would Definitely/Probably Attend An Event At Barclays Center In Year One (1,608)^{W1}



W1 = sample of total NY metro survey screener who indicated they would definitely or probably attend a Barclays Center event, regardless of whether they went on to complete the survey.

Census weights applied to screener data. Base shown is unweighted base.

Note: County percentages may not add to exact regional totals due to rounding.

S1. Where do you reside? (LIST OF STATES)

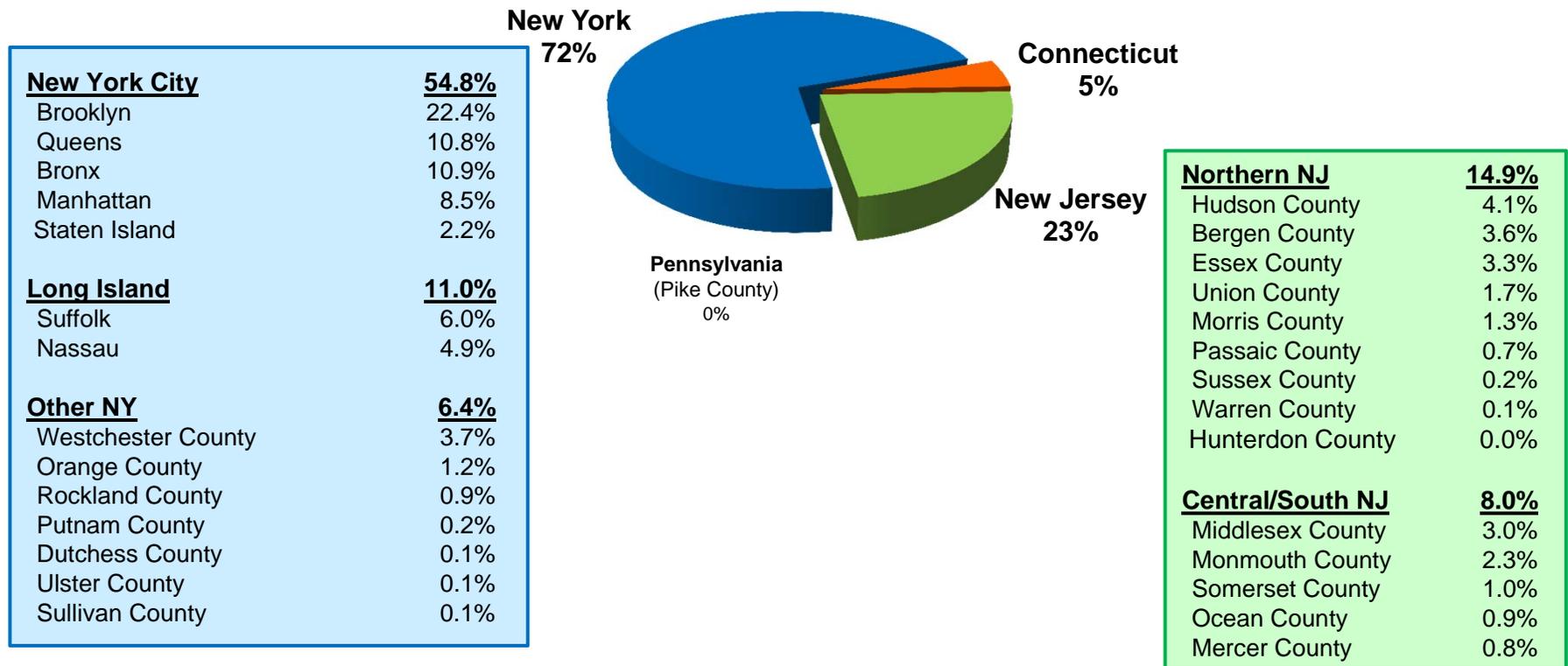
S2. In what county do you reside? (LIST OF COUNTIES)



Likely future NETS game attenders are also most often from New York.

Where Likely NETS Game Attenders Reside Among NY Metro General Population

Base: NY Metro General Population Who Would Definitely/Probably Attend A Nets
Game At Barclays Center In Year One (656)^{W1}



W1 = NY Metro sample of total screened who indicated they would definitely or probably attend a NETS game, regardless of whether they went on to complete the survey. This does not include those who indicated they might or might not go, even if they subsequently indicated they might attend 1+ NETS game. Census weights applied to screener data. Base shown is unweighted base.

Note: County percentages may not add to exact regional totals due to rounding.

S1. Where do you reside?

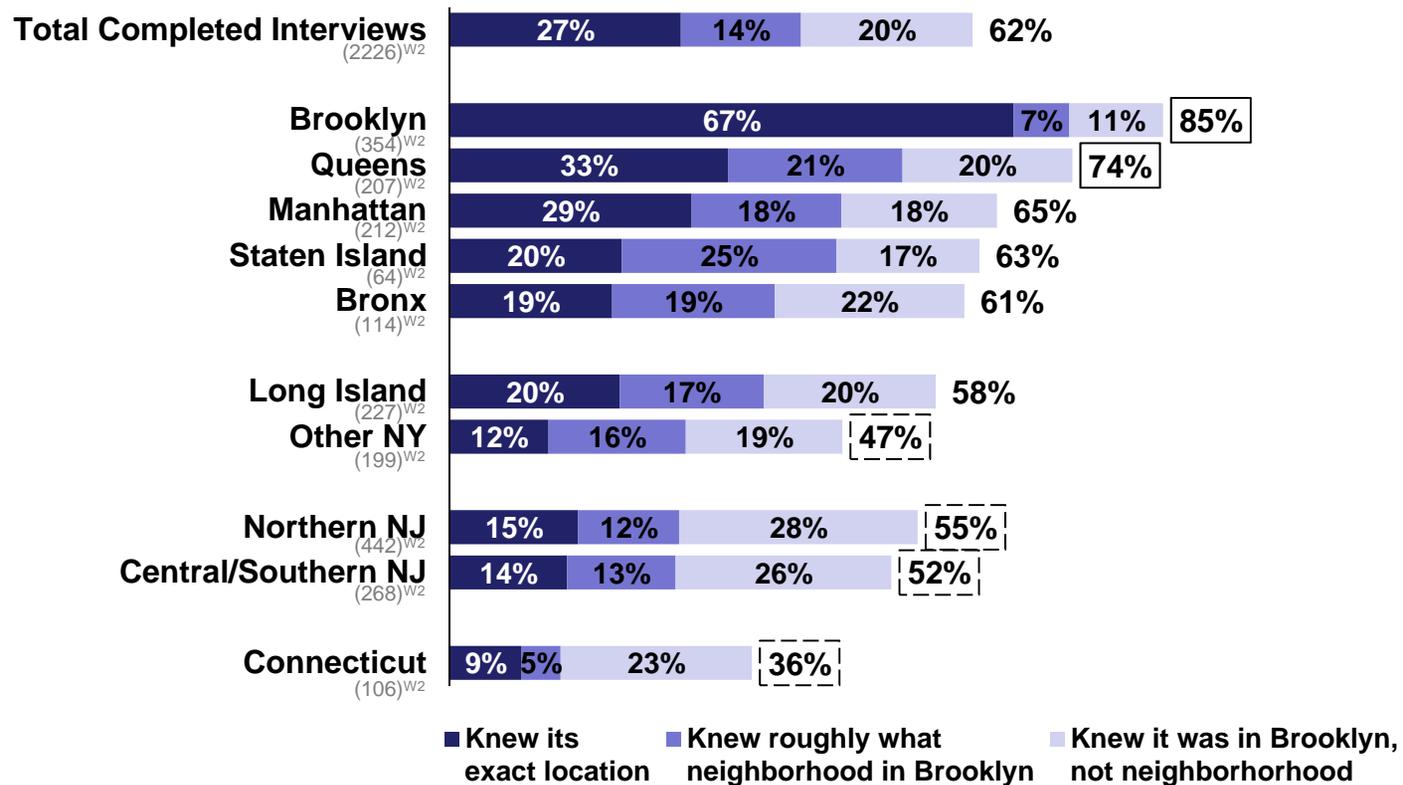
S2. In what county do you reside?



About two thirds (62%) of the potential Barclays Center Audience had some knowledge prior to this survey that the venue itself was located somewhere in Brooklyn; although only about a quarter know its exact location (27%). Brooklyn residents likely to go are most knowledgeable about location, while Connecticut residents likely to go are least knowledgeable.

Knowledge of Barclays Center Location Prior to Survey

Base: Completed Interviews With Those Likely To Go, Varies by Line^{W2}



W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual segment percentages may not add to totals shown due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

Q2b. Which of the following best describes how much you knew, before this survey, about the location of Barclays Center, even if you had not heard its name?

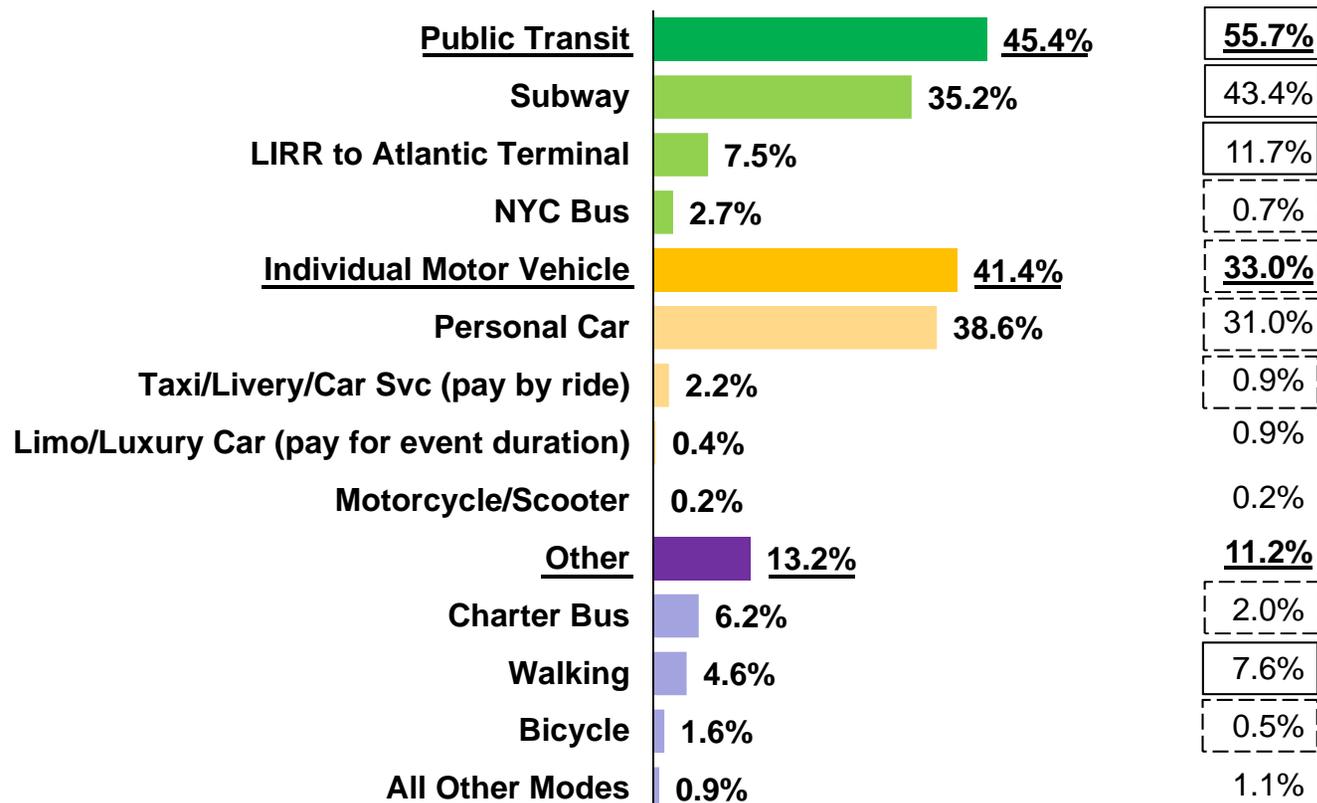


Prior to receiving information about available transportation options, 45.4% of likely attenders say they will probably be arriving in the vicinity of Barclays Center via Public Transit – mainly the subway. Nearly as many mention Individual Motor Vehicles (41.4%), mainly personal cars (38.6%). Notably, NETS Subscribers are more inclined towards Public Transit.

Initial Impulse: Expected Barclays Center Arrival Mode (BEFORE Being Shown Transportation Access Info)

Base: Completed Interviews With Those Likely To Go (2,226)^{W2}

**NETS
Subscribers**
(670)^{W2}



W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.

Note 2: NETS Subscribers tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

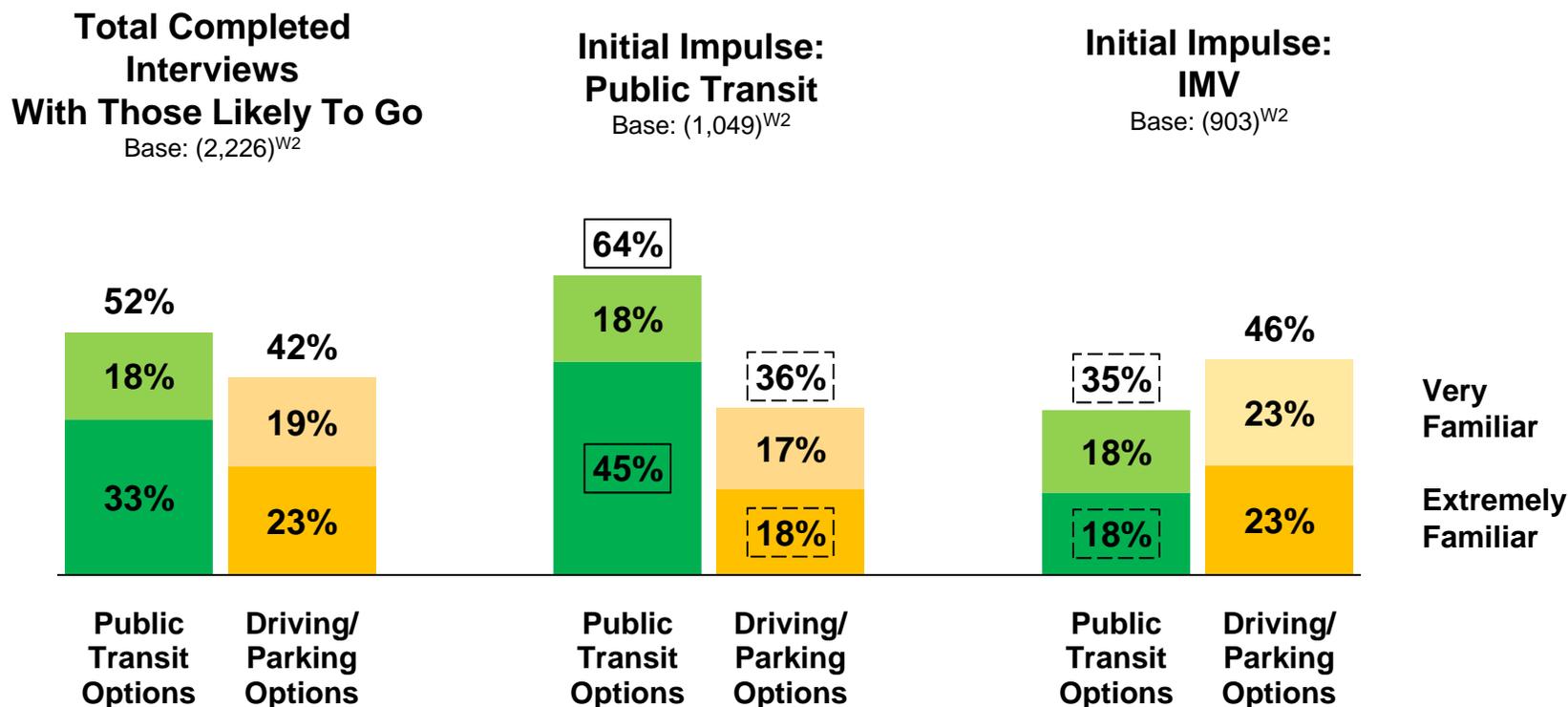
Q4a. What is your best guess right now as to how you will most likely arrive in the vicinity of Barclays Center?



Familiarity with the available transportation options is moderate. Familiarity is slightly greater for Public Transit than for Driving/Parking options. Nevertheless, only about half are familiar with Public Transit options. Not surprisingly, people whose Initial Impulse is to take Public Transit are more familiar with Public Transit options, while people whose Initial Impulse is to take an Individual Motor Vehicle (IMV) are considerably less familiar with the Public Transit options. Notably, familiarity is moderately higher for NETS Subscribers than for the entire target audience, especially among those whose initial impulse is Public Transit.

Familiarity With Barclays Center Transportation Options

Base: Completed Interviews With Those Likely To Go, Varies by Column^{W2}



Extremely/Very Among NETS Subscribers:	Public Transit Options	Driving/Parking Options	Public Transit Options	Driving/Parking Options	Public Transit Options	Driving/Parking Options
	(670) ^{W2}	(670) ^{W2}	(365) ^{W2}	(365) ^{W2}	(238) ^{W2}	(238) ^{W2}
	63%	49%	72%	46%	38%	45%

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual segment percentages may not add to totals shown due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher than comparable figure for Total, dashed boxes indicate significantly lower. Q5. How familiar are you right now with the following transportation options to/from Barclays Center, now that you know it is in Brooklyn?



Educating the Public:

**Information Impacts
Transportation Choice**



Information On Four Transit Modes Shown to Respondents (Order Rotated)

Subway Information

SUBWAY ACCESS TO BARCLAYS CENTER

Barclays Center is located at the intersection of Atlantic & Flatbush Avenues in Brooklyn, and is accessible via eleven New York City subway lines:

Nine lines link directly to the plaza in front of the main arena entrance... 2, 3, 4, 5, B, D, N, R, Q

Two lines stop within a few blocks of the arena... C, G

Subway Map (optional link)



LIRR Information

LONG ISLAND RAIL ROAD ACCESS TO BARCLAYS CENTER

Barclays Center is across the street from the Long Island Rail Road's Atlantic Terminal in Brooklyn (at the intersection of Atlantic & Flatbush Avenues).

Some LIRR trains travel to Atlantic Terminal directly, and there is a connection in Jamaica for many other LIRR trains.

LIRR Map (optional link)



Bus Information

BUS ACCESS TO BARCLAYS CENTER

Barclays Center is located at the intersection of Atlantic & Flatbush Avenues in Brooklyn.

Eleven New York City bus lines run near the arena...
B25, B26, B38, B41, B45, B52, B63, B65, B67 B69, B103

Bus Map (optional link)



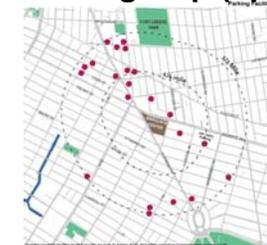
Parking Information

PARKING IN THE VICINITY OF BARCLAYS CENTER

Barclays Center is located at the intersections of Atlantic & Flatbush Avenues in Brooklyn.

Drivers can pay to park at a number of existing garages in the vicinity of Barclays Center. One new parking facility will be constructed 1-2 blocks east of the venue that will give priority to High Occupancy Vehicles (3+ people per vehicle) and VIP cars. On-street parking is extremely limited in the area.

Parking Map (optional link)



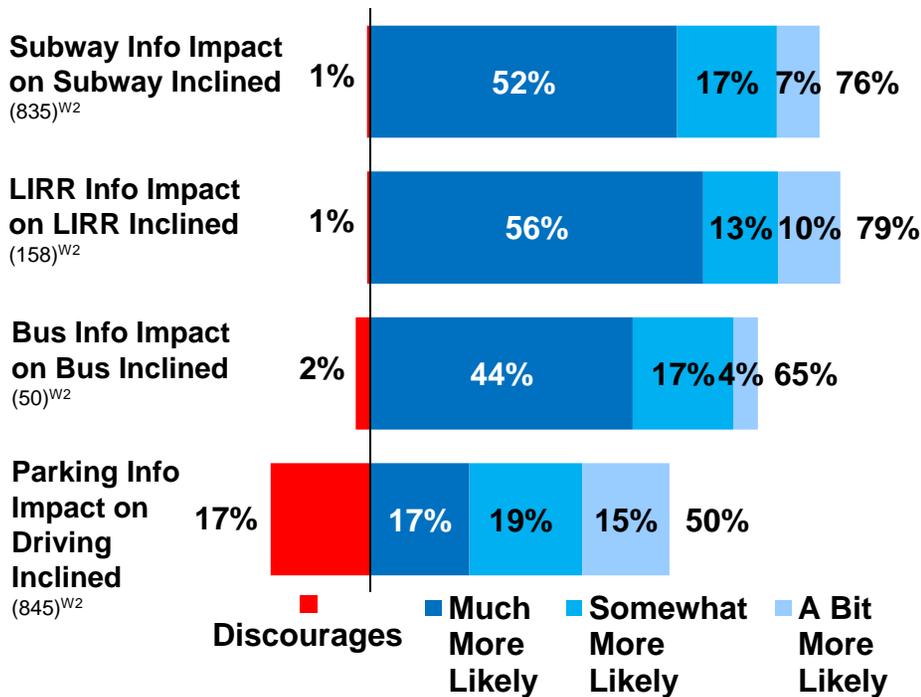
Barclays Center transportation information has a very positive impact on those initially inclined towards Public Transit. However, parking information has a somewhat negative impact among those initially inclined towards Personal Car/Motorcycle.

Looking at those not initially inclined towards public transit (subway, LIRR, bus), information generally increases likelihood to take each mode – and rarely discourages. However, among those not initially inclined to drive, parking information is almost as likely to discourage as it is to encourage driving.

Impact of Information on Likelihood to Take Mode¹

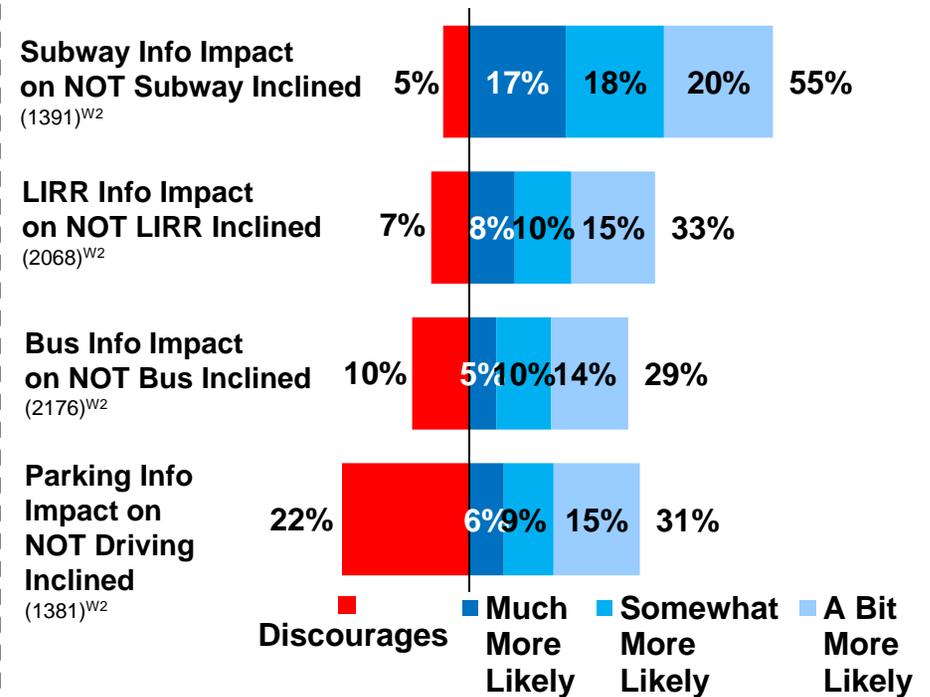
Among Those Inclined Towards Mode

Base: Completed Interviews With Those Likely To Go, Varies By Mode^{w2}



Among Those NOT Inclined Towards Mode

Base: Completed Interviews With Those Likely To Go, Varies By Mode^{w2}



¹ Percent who indicated "No Impact" not shown

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual segment percentages may not add to totals shown due to rounding.

Q6b-Q9b. How does this information impact your likelihood to take [EVENT] to/from Barclays Center?



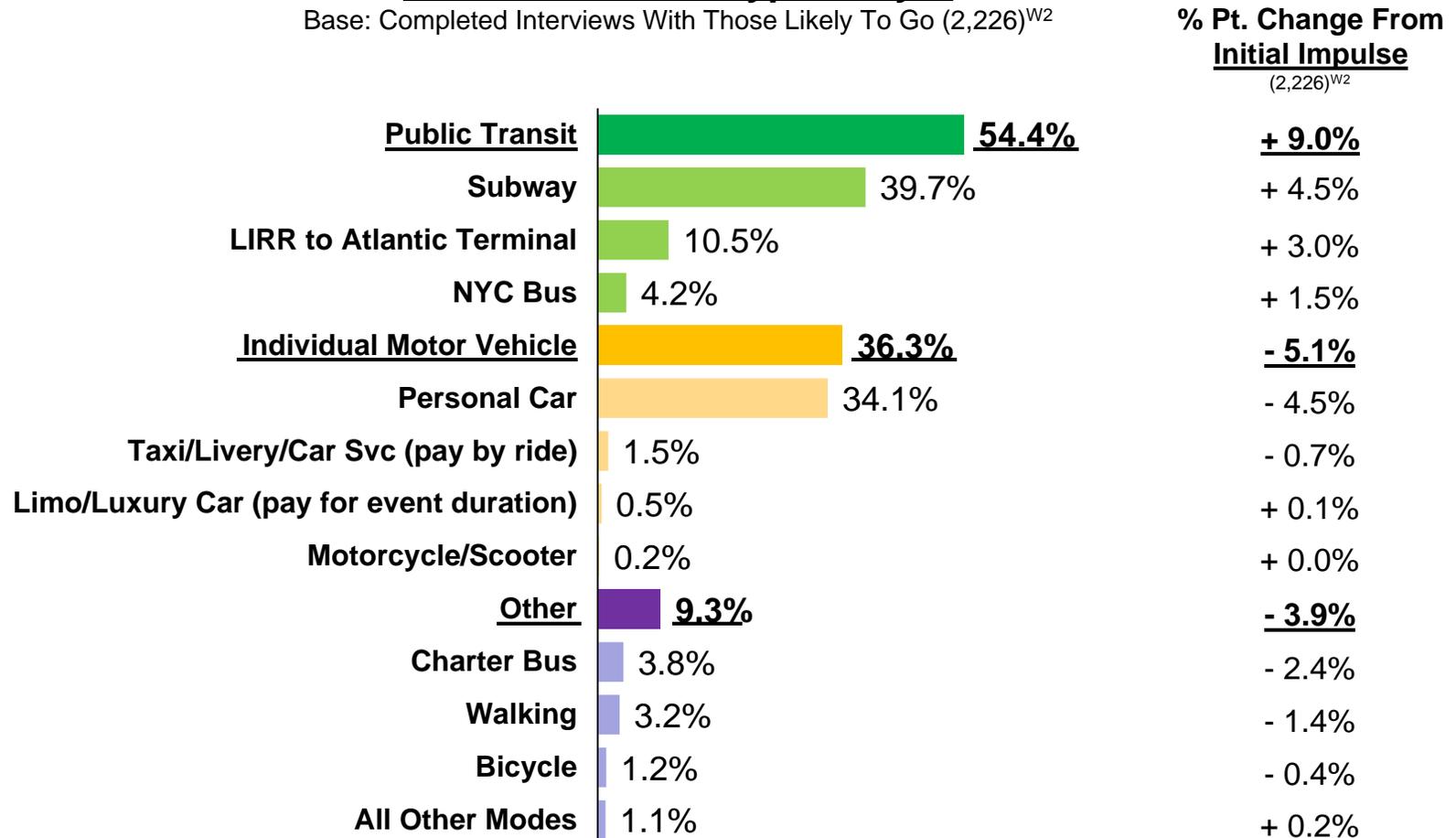
Overview of Getting There: Estimating Mode of Arrival



After being shown Barclays Center transportation access information, there is a notable shift towards Public Transit and away from Personal Car. There is also a shift away from some of the other less widely used modes, such as Charter Bus, walking and Bicycle.

Overview: Expected Barclays Center Arrival Mode Across All Event Types/Days*

Base: Completed Interviews With Those Likely To Go (2,226)^{W2}



***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.

V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?



Not surprisingly, modal split for arrival differs depending on whether they will be starting out from home or work.

Expected Barclays Center Arrival Mode: By Point of Trip Origin*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}

	Total Completes	Point of Trip Origin		
		Start At Home	Start At Work	Start At Other
Base:	(2226) ^{W2}	(1820) ^{W2}	(342) ^{W2}	(64) ^{W2}
<u>Public Transit</u>	54.4%	52.3%	71.7%	43.3%
Subway	39.7%	36.6%	64.6%	27.5%
LIRR to Atlantic Terminal	10.5%	11.2%	6.1%	8.0%
NYC Bus	4.2%	4.6%	0.9%	7.8%
<u>Individual Motor Vehicle</u>	36.3%	38.5%	20.5%	38.1%
Personal Car	34.1%	36.3%	17.8%	38.1%
Taxi/Livery/Car Svc (pay by ride)	1.5%	1.4%	2.5%	0.0%
Limo/Luxury Car (pay for event duration)	0.5%	0.6%	0.1%	0.0%
Motorcycle/Scooter	0.2%	0.2%	0.1%	0.0%
<u>Other</u>	9.3%	9.2%	7.8%	18.6%
Charter Bus	3.8%	3.9%	1.6%	10.4%
Walking	3.2%	2.8%	5.1%	8.2%
Bicycle	1.2%	1.3%	0.9%	0.0%
All Other Modes	1.1%	1.2%	0.2%	0.0%

***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Numbers may not add to exactly 100% due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

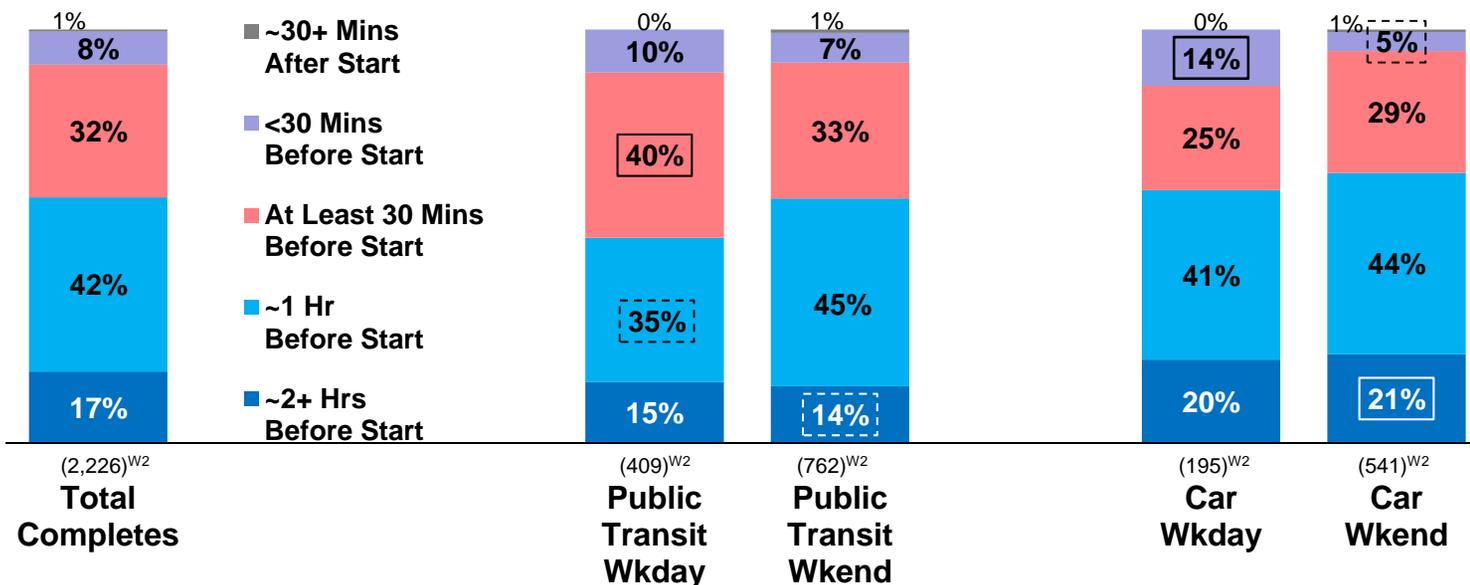
V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?



Importantly, most expect to arrive in the vicinity of Barclays Center an hour or more before event start.

Approximate Arrival Time: Vicinity of Barclays Center*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}



***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual segment percentages may not add to exactly 100% due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

V10a. For a typical [EVENT], roughly when do you think you'll aim to arrive in the general vicinity of Barclays Center? Response Choices: "2 or more hours before starting time", "1 hour before starting time", "At least 30 minutes before starting time", "Close to starting time – less than 30 minutes before/after event starts", "More than 30 minutes after starting time".



Public Transit is expected to be used more than Personal Cars across all arrival time periods. Those expecting to arrive near event start time (less than one hour before start) are more skewed towards Public Transit (58.3%), suggesting that the modal split will lean slightly more heavily towards Public Transit if only those arriving near game time are considered.

Expected Barclays Center Arrival Mode By Approximate Arrival Time To Vicinity of Barclays Center*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}

	Total Completes (2226) ^{W2}	<30 Mins Before Start (Or Later) (231) ^{W2}	At Least 30 Mins Before Start (702) ^{W2}	~1 Hour Before Start (950) ^{W2}	~2+ Hours Before Start (343) ^{W2}	All <1 Hr Before Start (Or Later) (933) ^{W2}	All 1+ Hrs Before Start (1293) ^{W2}
Public Transit	54.4%	57.1%	58.7%	54.2%	45.7%	58.3%	51.7%
Subway	39.7%	49.7%	47.1%	36.7%	28.7%	47.6%	34.4%
LIRR to Atlantic Terminal	10.5%	4.4%	9.4%	12.3%	11.1%	8.3%	11.9%
NYC Bus	4.2%	3.0%	2.3%	5.2%	5.9%	2.4%	5.4%
Individual Motor Vehicle	36.3%	29.7%	33.4%	36.9%	43.6%	32.6%	38.8%
Personal Car	34.1%	25.8%	32.5%	34.8%	39.8%	31.1%	36.2%
Taxi/Livery/Car Srvc (pay by ride)	1.5%	0.7%	0.9%	1.5%	3.1%	0.8%	2.0%
Limo/Luxury Car (pay for event duration)	0.5%	2.3%	0.0%	0.5%	0.7%	0.5%	0.5%
Motorcycle/Scooter	0.2%	1.0%	0.0%	0.2%	0.0%	0.2%	0.1%
Other	9.3%	13.2%	8.0%	8.9%	10.7%	9.1%	9.4%
Charter Bus	3.8%	1.1%	1.8%	4.2%	7.6%	1.7%	5.2%
Walking	3.2%	8.1%	3.2%	3.0%	1.3%	4.2%	2.5%
Bicycle	1.2%	2.6%	1.5%	0.8%	1.2%	1.7%	0.9%
All Other Modes	1.1%	1.4%	1.5%	0.9%	0.7%	1.5%	0.8%

***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Numbers may not add to exactly 100% due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?

V10a. For a typical [EVENT], roughly when do you think you'll aim to arrive in the general vicinity of Barclays Center? Response Choices: "2 or more hours before starting time",

"1 hour before starting time", "At least 30 minutes before starting time", "Close to starting time – less than 30 minutes before/after event starts", "More than 30 minutes after starting time".



Getting There: Mode of Arrival Breakdown

By Type and Day Of Event

Expected mode of arrival differs by weekend vs. weekday events for both NETS games and Non-NETS Events. Specifically, Public Transit is more likely to be used on weekdays than on weekends. On weekends, particularly for Non-NETS events, Personal Cars will be more widely used than they will be on weekdays. But even on weekends for Non-Nets events, Public Transit use is higher than Personal Car use.

Expected Barclays Center Arrival Mode Breakdown By Type and Day Of Event*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}

	Total Completes (2226) ^{W2}	NETS Events		Non-NETS Events	
		Weekday (566) ^{W2}	Weekend (937) ^{W2}	Weekday (106) ^{W2}	Weekend (527) ^{W2}
Public Transit	54.4%	63.5%	56.3%	63.6%	46.5%
Subway	39.7%	50.5%	41.3%	51.0%	31.5%
LIRR to Atlantic Terminal	10.5%	8.3%	10.3%	9.4%	11.1%
NYC Bus	4.2%	4.7%	4.7%	3.2%	3.8%
Individual Motor Vehicle	36.3%	29.2%	34.0%	28.5%	43.3%
Personal Car	34.1%	26.2%	32.5%	25.8%	41.1%
Taxi/Livery/Car Srvc (pay by ride)	1.5%	1.9%	1.1%	1.9%	1.6%
Limo/Luxury Car (pay for event duration)	0.5%	0.3%	0.4%	0.9%	0.4%
Motorcycle/Scooter	0.2%	0.7%	0.0%	0.0%	0.1%
Other	9.3%	7.3%	9.7%	7.9%	10.3%
Charter Bus	3.8%	2.0%	3.9%	1.5%	5.3%
Walking	3.2%	3.0%	4.2%	2.8%	3.0%
Bicycle	1.2%	1.2%	0.5%	3.2%	1.1%
All Other Modes	1.1%	1.1%	1.0%	0.5%	0.9%

**EIS NETS Target:
27.8% & 32.0%**

**EIS NETS Target
For Number in
Car: 2.35 & 2.75**

Breakdown of Vehicle Occupants Among Those Arriving By Personal Car					
Base:	(774) ^{W2}	(162) ^{W2}	(319) ^{W2}	(33) ^{W2}	(222) ^{W2}
Average Number of People in Car	3.12	2.66	3.05	3.09	3.33
Average Number of Kids Resp. For in Car	0.44	0.19	0.47	0.32	0.50

***AFTER Being Shown Transportation Access Info** ^ Caution: Small Base W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base. Note 1: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding. Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower. Note 3: For NETS events, "weekday" specifically rated NETS weekday games; "weekend" specifically rated NETS weekend games. For Non-NETS weekday/weekend, inferred based on response to "most likely to attend weekday vs. weekend?" question (Q1c). Note 4: EIS NETS Target calculated from auto share goals described in the Atlantic Yards Arena and Redevelopment Project Final Environmental Impact Statement (2006), page 19-35. V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?/V4e. How many people do you think will typically be with you in the vehicle you take to a typical [EVENT]?/V8. Thinking about others who might be with you on your trip to Barclays Center for a typical [EVENT], how many Children under 18 will you be directly responsible for?

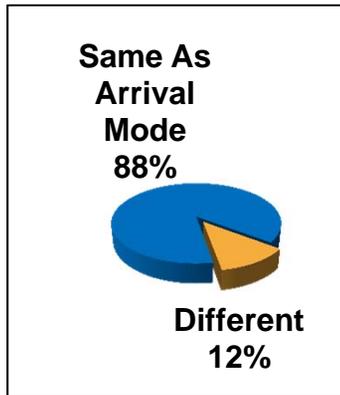
Leaving: Mode of Departure Breakdown



Overall, most say they will leave the Barclays Center event the same way that they arrived. Therefore, it is not surprising that Public Transit is expected to be the most widely used departure mode. However, there is a slight decline in departure by Public Transit, and a concurrent slight increase in departure via Personal Car.

Expected Barclays Center Departure Mode Across All Event Types & Days*

Base: Completed Interviews With Those Likely To Go (2,226)^{W2}



		<u>Arrival Mode</u>	<u>% Pt. Difference</u>
Public Transit	52.6%	54.4%	-1.8%
Subway	38.3%	39.7%	-1.4%
LIRR to Atlantic Terminal	11.1%	10.5%	+0.6%
NYC Bus	3.2%	4.2%	-1.0%
Individual Motor Vehicle	38.4%	36.3%	+2.1%
Personal Car	35.4%	34.1%	+1.3%
Taxi/Livery/Car Svc (pay by ride)	2.2%	1.5%	+0.7%
Limo/Luxury Car (pay for event duration)	0.6%	0.5%	+0.1%
Motorcycle/Scooter	0.1%	0.2%	-0.1%
Other	9.1%	9.3%	-0.2%
Charter Bus	3.8%	3.8%	+0.0%
Walking	2.9%	3.2%	-0.3%
Bicycle	1.3%	1.2%	+0.1%
All Other Modes	1.0%	1.1%	-0.1%

*AFTER Being Shown Transportation Access Info

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.

V11. And how will you most likely be leaving from the vicinity of Barclays Center after a typical [EVENT]?



The intended departure mode remains predominantly Public Transit across event type/day, except for Non-NETS Weekend Events.

Expected Barclays Center Departure Mode Breakdown By Type and Day Of Event*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}

	Total Completes (2226) ^{W2}	NETS Events		Non-NETS Events	
		Weekday (566) ^{W2}	Weekend (937) ^{W2}	Weekday (106) ^{W2}	Weekend (527) ^{W2}
Base:					
<u>Public Transit</u>	52.6%	61.0%	55.5%	61.9%	43.5%
Subway	38.3%	43.9%	41.7%	48.1%	30.7%
LIRR to Atlantic Terminal	11.1%	13.0%	10.6%	9.6%	10.0%
NYC Bus	3.2%	4.0%	3.1%	4.2%	2.8%
<u>Individual Motor Vehicle</u>	38.4%	31.2%	35.7%	30.9%	46.1%
Personal Car	35.4%	27.3%	33.5%	28.1%	43.2%
Taxi/Livery/Car Svc (pay by ride)	2.2%	3.1%	1.8%	1.9%	2.1%
Limo/Luxury Car (pay for event duration)	0.6%	0.3%	0.5%	0.9%	0.7%
Motorcycle/Scooter	0.1%	0.5%	0.0%	0.0%	0.1%
<u>Other</u>	9.1%	7.9%	8.8%	7.2%	10.4%
Charter Bus	3.8%	2.4%	3.9%	1.5%	5.3%
Walking	2.9%	3.4%	3.3%	2.1%	3.1%
Bicycle	1.3%	1.2%	0.9%	3.2%	0.9%
All Other Modes	1.0%	1.0%	0.7%	0.5%	1.1%

**EIS NETS Target:
28.7% & 32.0%**



***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.

Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.

Note 3: EIS NETS Target calculated from auto share goals described in the Atlantic Yards Arena and Redevelopment Project Final Environmental Impact Statement (2006), page 19-35. V11. And how will you most likely be leaving from the vicinity of Barclays Center after a typical [EVENT]?



Arriving vs. Leaving: Averages



Averaging arrival and departure modes (in accordance with the methodology used in the FEIS), the majority of likely Barclays Center attendees expect to use Public Transit.

**Expected Barclays Center Travel Mode:
Average of Arrival/Departure
Across All Event Types & Days***

Base: Completed Interviews With Those Likely To Go (2,226)^{W2}

		<u>Arrival Mode</u>	<u>Departure Mode</u>
<u>Public Transit</u>	53.5%	54.4%	52.6%
Subway	39.0%	39.7%	38.3%
LIRR to Atlantic Terminal	10.8%	10.5%	11.1%
NYC Bus	3.7%	4.2%	3.2%
<u>Individual Motor Vehicle</u>	37.3%	36.3%	38.4%
Personal Car	34.8%	34.1%	35.4%
Taxi/Livery/Car Svc (pay by ride)	1.8%	1.5%	2.2%
Limo/Luxury Car (pay for event duration)	0.6%	0.5%	0.6%
Motorcycle/Scooter	0.1%	0.2%	0.1%
<u>Other</u>	9.2%	9.3%	9.1%
Charter Bus	3.8%	3.8%	3.8%
Walking	3.1%	3.2%	2.9%
Bicycle	1.2%	1.2%	1.3%
All Other Modes	1.0%	1.1%	1.0%

***AFTER Being Shown Transportation Access Info**

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.

V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?

V11. And how will you most likely be leaving from the vicinity of Barclays Center after a typical [EVENT]?



Average expected arrival/departure modes differ by weekend vs. weekday events for both NETS games and Non-NETS Events. Specifically, Public Transit is more likely to be used on weekdays than on weekends. On weekends, particularly for Non-NETS events, Personal Cars will be more widely used than they will be on weekdays.

Expected Barclays Center Travel Mode: Average of Arrival/Departure Breakdown By Type and Day Of Event*

Base: Completed Interviews With Those Likely To Go, Varies By Column^{W2}

	Total Completes (2226) ^{W2}	NETS Events		Non-NETS Events	
		Weekday (566) ^{W2}	Weekend (937) ^{W2}	Weekday (106) ^{W2}	Weekend (527) ^{W2}
Public Transit	53.5%	62.2%	55.9%	62.8%	45.0%
Subway	39.0%	47.2%	41.5%	49.5%	31.1%
LIRR to Atlantic Terminal	10.8%	10.7%	10.5%	9.5%	10.6%
NYC Bus	3.7%	4.3%	3.9%	3.7%	3.3%
Individual Motor Vehicle	37.3%	30.2%	34.8%	29.7%	44.7%
Personal Car	34.8%	26.7%	33.0%	26.9%	42.2%
Taxi/Livery/Car Svc (pay by ride)	1.8%	2.5%	1.4%	1.9%	1.9%
Limo/Luxury Car (pay for event duration)	0.6%	0.3%	0.4%	0.9%	0.6%
Motorcycle/Scooter	0.1%	0.6%	0.0%	0.0%	0.1%
Other	9.2%	7.6%	9.2%	7.5%	10.3%
Charter Bus	3.8%	2.2%	3.9%	1.5%	5.3%
Walking	3.1%	3.2%	3.8%	2.4%	3.0%
Bicycle	1.2%	1.2%	0.7%	3.2%	1.0%
All Other Modes	1.0%	1.0%	0.9%	0.5%	1.0%

**EIS NETS Target:
28.3% & 32.0%**



***AFTER Being Shown Transportation Access Info** W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.
 Note 1: Individual modes may not add to broader categories and entire table may not add to exactly 100% due to rounding.
 Note 2: Subgroups tested for statistical significance vs. Total at the 90% confidence level. Solid boxes indicate significantly higher, dashed boxes indicate significantly lower.
 Note 3: EIS NETS Target as described in the Atlantic Yards Arena and Redevelopment Project Final Environmental Impact Statement (2006), page 19-35.
 V3. And taking into consideration the information on transportation options, how will you most likely be arriving in the vicinity of Barclays Center for a typical [EVENT]?
 V11. And how will you most likely be leaving from the vicinity of Barclays Center after a typical [EVENT]?

Initiatives to Motivate Public Transit Use

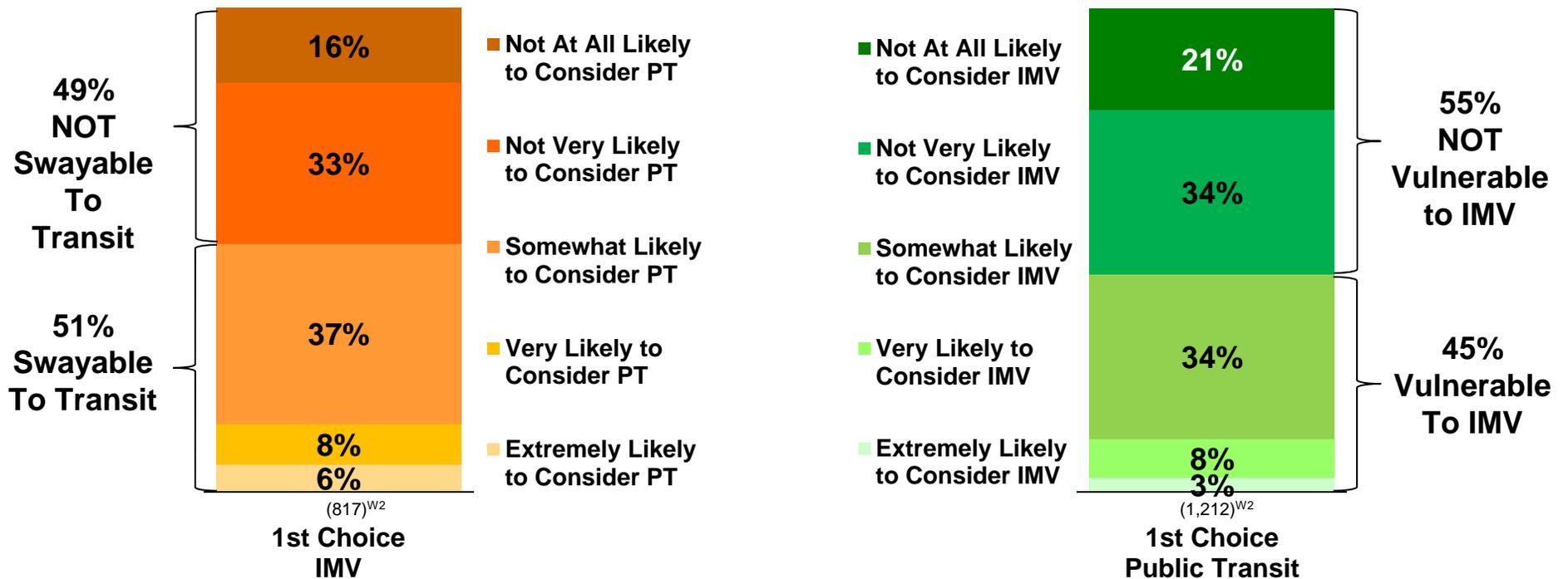


Attendees were asked about and able to answer about their first choice mode of arrival. However, some of these attendees are less committed than others to that mode. Specifically, some of those who would take an Individual Motor Vehicle are at least somewhat likely to consider Public Transit, and vice versa.

This means there is **opportunity to sway** some Individual Motor Vehicle attendees towards Public Transit, and there is also the possibility of **vulnerability to lose** some Public Transit takers to Individual Motor Vehicles.

Degree of Potential For Switching Between Individual Motor Vehicle (IMV) & Public Transit*

Base: Anticipate Arriving by Each Mode^{W2}



*AFTER Being Shown Transportation Access Info

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual segment percentages may not add to totals shown due to rounding.

V4f. How likely are you to consider arriving by public transit instead of a car or other individual motor vehicle for a typical [EVENT]?

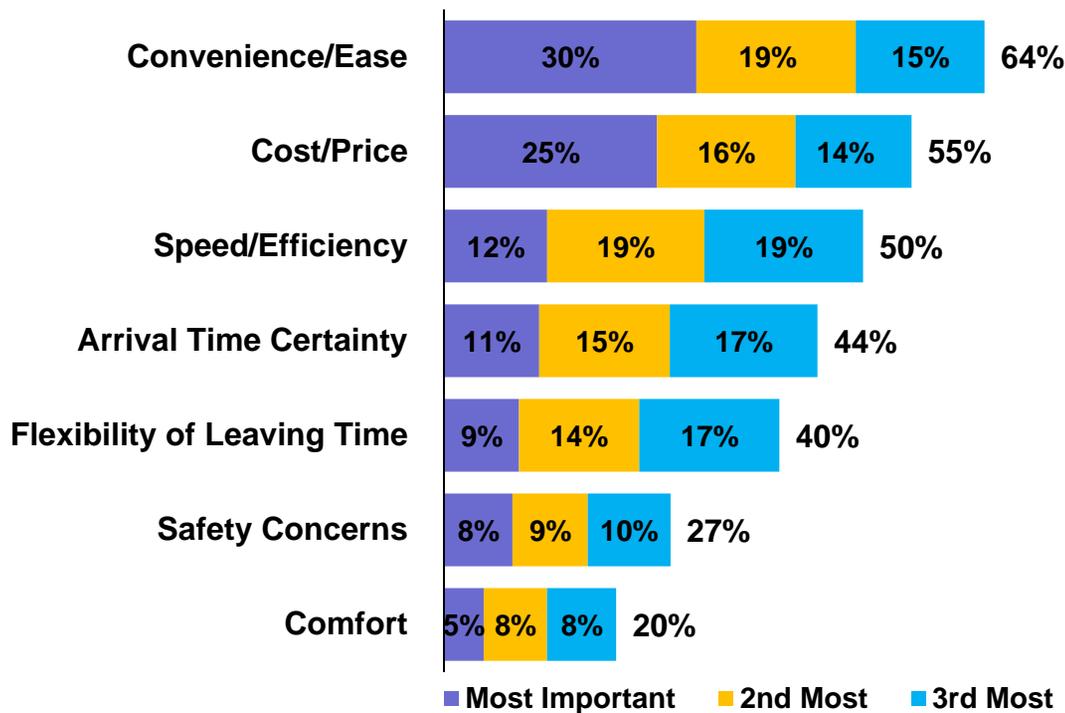
V9a. How likely are you to consider taking an individual motor vehicle (such as a car, taxi, limousine, or motorcycle) instead of taking public transit?



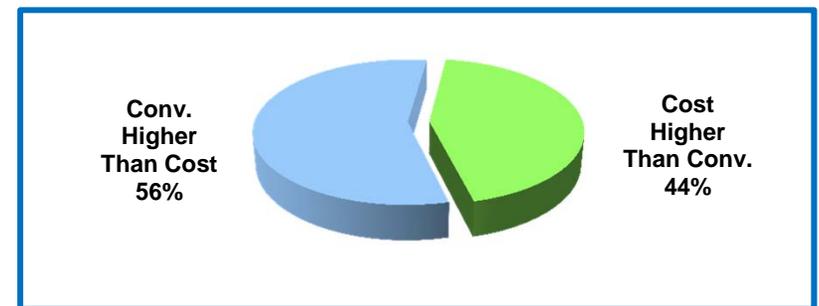
Convenience/Ease and Cost/Price top the list of factors that impact transportation mode choice. In a head-to-head comparison of Cost-to-Convenience, 56% put Convenience in front, and 44% put Cost in front. Interestingly, Cost edges out Convenience among those who are swayable to Public Transit.

Top Three Importance Factors for Barclays Center Transportation Decision-Making

Base: Completed Interviews Asked (2,163)^{W2}



Ranking Convenience vs. Cost



However:

- Convenience is especially important for IMV who are NOT swayable to Public Transit (65% Conv. Higher, 35% Cost Higher).
- Cost edges out Convenience among IMV who ARE swayable to Public Transit (52% Cost Higher, 48% Conv. Higher).

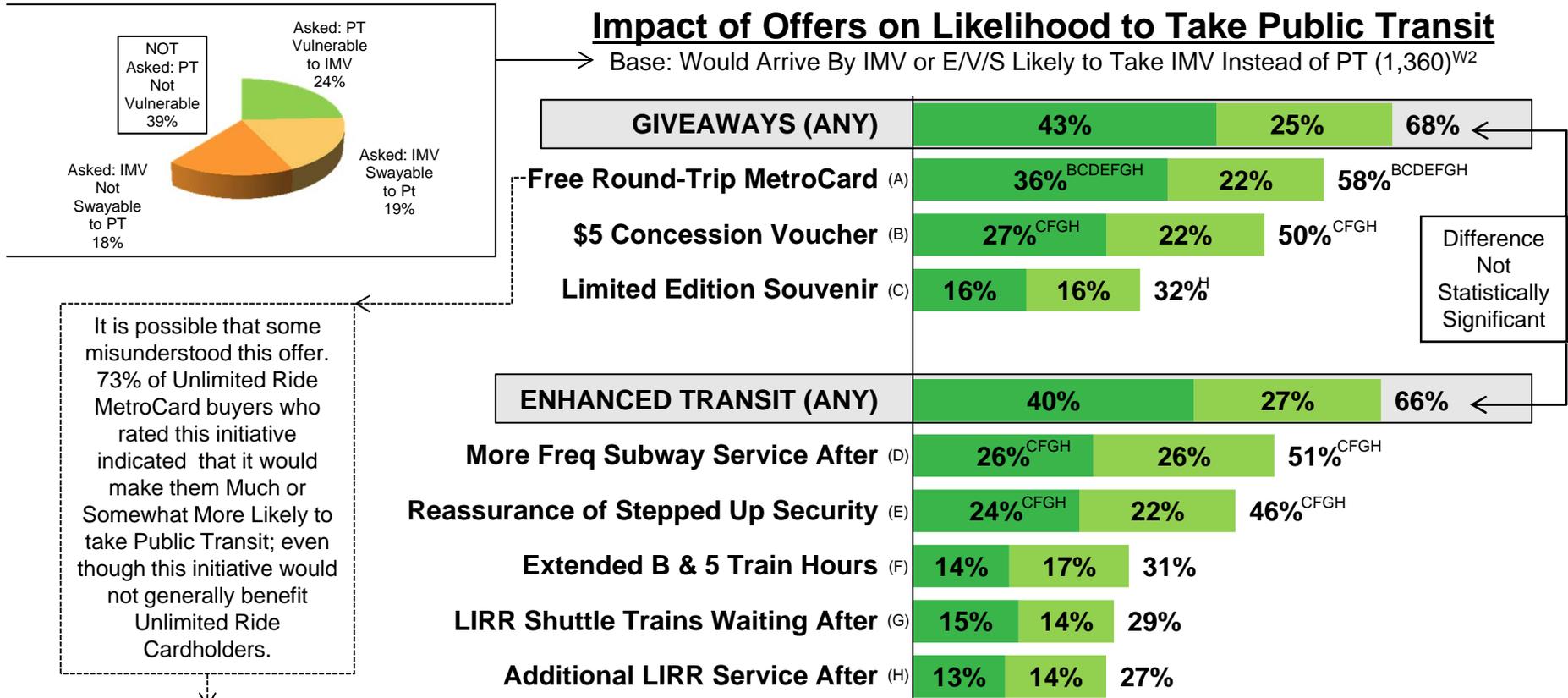
W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Individual segment percentages may not add to totals shown due to rounding.

Q4c. Please rank the factors that will play a role in your decision about what final form of transportation you would use to get to and from Barclays Center.

Eight initiatives to encourage Public Transit use were tested among the propensity groups for whom such use could be encouraged: those whose first choice is an Individual Motor Vehicle (both “swayables” and “non swayables”), and those who chose Public Transit first but would be vulnerable to travel by Individual Motor Vehicle.

All of the initiatives have some potential to encourage Public Transit Use. If all three “Giveaways” were to be implemented, this would impact roughly the same proportion of attenders as would the implementation of all five “Enhanced Transit” initiatives.



W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual segment percentages may not add to totals shown due to rounding.

Note 2: Offers tested for statistical significance against each other. Tests done for “Much More Likely” and “Much/Somewhat More Likely” total only. Letters indicate offers that are significantly lower. T1a. Below are some ideas that are under consideration as ways to encourage public transit use. For each one, please indicate the degree to which this idea would encourage you, personally, to take public transit to the vicinity of Barclays Center.



Among all three transportation subgroups asked (IMV Swayable, IMV Not Swayable, Public Transit Vulnerable), Enhanced Public Transit initiatives as a whole impact roughly the same number of people as the Giveaways as a whole.

Not surprisingly, those who indicate they are not very swayable to Public Transit are least impacted by any of the initiatives.

Much or Somewhat More Likely to Take Public Transit with Giveaways vs. Enhanced Public Transit

Base: Would Arrive By IMV or E/V/S Likely to Take IMV Instead of PT (1,360)^{W2}

		Total Completes (1360) ^{W2}	Pub Trans Vul. To IMV (543) ^{W2}	IMV Sway. To Pub Trans (388) ^{W2}	IMV Not Sway. To Pub Trans (429) ^{W2}
Base:					
<u>GIVEAWAYS (ANY)</u>		68%	87%	70%	40%
A	Free Round-Trip MetroCard	58% ^{BCDEFGH}	75% ^{CEFGH}	59% ^{CFGH}	34% ^{BCDEFGH}
B	\$5 Concession Voucher	50% ^{CFGH}	66% ^{CFGH}	54% ^{CFGH}	23% ^{CFGH}
C	Limited Edition Souvenir	32% ^H	43%	34%	16% ^F
<u>ENHANCED TRANSIT (ANY)</u>		66%	86%	70%	35%
D	More Freq Subway Ser	51% ^{CFGH}	69% ^{CEFGH}	56% ^{CFGH}	22% ^{FGH}
E	Reassurance of Stepped Up Security	46% ^{CFGH}	59% ^{CFGH}	50% ^{CFGH}	23% ^{CFGH}
F	Extended B & 5 Train Hours	31%	44% ^H	33%	9%
G	LIRR Shuttle Trains Waiting After	29%	38%	31%	14% ^F
H	Additional LIRR Service After	27%	36%	31%	11%

Difference between "Giveaway (Any)" and "Enhanced Transit (Any)" are not statistically significant within any subgroup.

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note: Offers tested for statistical significance against each other within each column. Tests done for "Much More Likely" and "Much/Somewhat More Likely" total only. Letters indicate offers that are significantly lower.

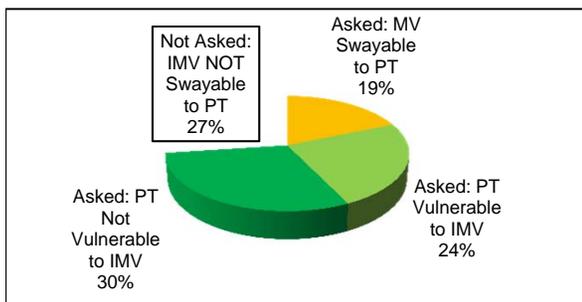
T1a. Below are some ideas that are under consideration as ways to encourage public transit use. For each one, please indicate the degree to which this idea would encourage you, personally, to take public transit to the vicinity of Barclays Center.



Initiatives to Improve Traffic Conditions



Each of these initiatives to improve traffic conditions could make driving more likely.



Impact of Initiatives on Likelihood to Drive

Base: Would Arrive By PT or Extremely/Very/Somewhat Likely to Take PT Instead of IMV (1,600)^{W2}

				Propensity Group:		
	IMV Swayable to PT (388) ^{W2}	PT Vulnerable to IMV (543) ^{W2}	PT NOT Vulnerable to IMV (669) ^{W2}	IMV Swayable to PT (388) ^{W2}	PT Vulnerable to IMV (543) ^{W2}	PT NOT Vulnerable to IMV (669) ^{W2}
ANTI-CONGESTION MEASURES (ANY)	34%	24%	58%	82%	69%	35%
Ability to pre-purchase a parking space online for a wide variety of parking locations to have a guaranteed space (A)	22%	22%	44%	71%	49%	23%
Closer and/or discounted parking for vehicles with 3+ passengers (B)	21%	22%	42%	65%	51%	22%
Availability of less expensive parking in a remote lot with a free shuttle bus to the arena (C)	20%	22%	42%	64%	49%	24%
	Much More Likely	Somewhat More Likely				

W2 = NY Metro Sample plus Nets Subscriber Sample. Census weights and fan weights applied. Base shown is unweighted base.

Note 1: Individual segment percentages may not add to totals shown due to rounding.

Note 2: Individual offers tested for statistical significance against each other. Tests done for "Much More Likely" and "Much/Somewhat More Likely" total only. Letters indicate offers that are significantly lower, however no significant differences emerged between individual concepts.

T2b. If all of these offers were available, what impact would that have on your likelihood to drive instead of take public transit?



Conclusions

Education is Critical

- **As of February, a sizable portion of the public did not know exactly where the arena is, or what convenient transportation choices are available for accessing the arena.**
- **Likely Barclay Center attenders are slightly more inclined to arrive via Public Transit than by Personal Car, before being provided with information on transportation access.**
- **When people are provided with information on transportation options (subway, bus, LIRR and parking), the inclination to select public transit increases:**
 - Public Transit mode share choice increased by 9% points with information alone.
 - After providing transportation access information, the modal split comes close to the FEIS goals – in some cases exceeding the goals:
 - Weekday Nets Game arrival auto share: 26.2% (27.8% weekday FEIS goal)
 - Weekend Nets Game arrival auto share: 32.5% (32.0% Saturday FEIS goal)

IMV Users: Behavior, Inclinations Towards Public Transit

- **Drivers expect to arrive earlier than transit users – Drivers are more likely to arrive 1 + hrs before game.**
- **Drivers anticipate slightly higher vehicle occupancy rates than EIS targets.**
- **Some drivers are potentially swayable to Public Transit.**
 - Individuals whose initial impulse was to take IMVs were less familiar with public transit options than were those who were inclined towards Public Transit.
 - After education about transit and parking options, a majority of respondents who still anticipated travel by IMV consider themselves swayable to Public Transit.
 - For swayable drivers Cost/Price tops the list of important factors in transportation choice – slightly edging out Convenience/Ease.



Initiatives to Encourage Transit

- **The eight initiatives tested can encourage many who are not now fully committed to Public Transit to take Public Transit to the arena.**
 - Fully two thirds of those asked indicate that Enhanced Public Transit (increased service on subway/bus/LIRR and/or assurance of safety) would make them much or somewhat more likely to take Public Transit.
 - A similar proportion would be influenced by Giveaways of some kind (Free Round Trip MetroCard, \$5 Concessions Voucher, Limited Edition Souvenir).
- **Those who are leaning towards Public Transit but not wedded to it and those who are leaning towards driving but open to Public Transit, are especially apt to be influenced by the initiatives.**



Appendix

Details on Methodology



Methodology: NY Metro Screener

NY Metro Screener

- 3,733 NY Metro General Population consumers responded to an online screening survey, to provide the basis to understand probability of attending Barclays Center events by geography.
- Of those, 1,608 with some likelihood of attending a Barclays Center event during its inaugural year were identified and 656 had high likelihood of attending a NETS game (definitely/probably).

Details on Methodology:

- Respondents were sourced from online panels, and were invited to participate in the survey via email.
 - Respondents were targeted for NY Metro area, as well as age/sex/race.
- The online screening queried respondents on geographic residence, age/sex/race, and likelihood to attend Barclays Center events (first 12 months).
- Qualification for the main survey consisted of:
 - 18+ years old
 - Reside in NY Metro area - 32 counties of interest*
 - Probability of attending a Barclays Center event, first 12 months

* Qualifying NY Metro Counties:

- Connecticut: Fairfield, Litchfield, New Haven.
- New Jersey: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren.
- New York: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester
- Pennsylvania: Pike.



Methodology: Barclays Center Survey

NY Metro Survey

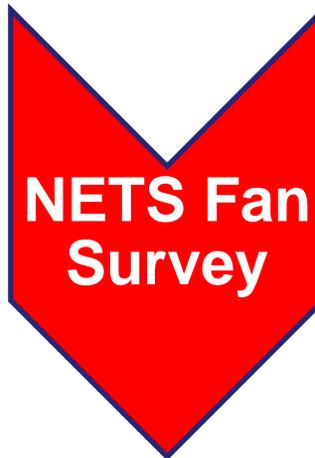
- Of the 1,608 who qualified in the NY Metro General Population Screener, 1,556 went on to complete the full Barclays Center survey where they were asked:
 - What types of events might they attend? (833 people indicated 1+ Nets games)
 - How will they travel to/from the arena? From what point of origin?
 - What information or offers could influence their transportation choices?

Details on Methodology:

- Qualifying respondents were asked question batteries on:
 - Expected Barclays Center attendance – event type, frequency, etc.
 - Familiarity with transportation options; early thoughts on arrival mode
 - Exposure to transportation access information; impact on likelihood to arrive via various modes
 - Expected event-day travel plans - after viewing transportation access info - ingoing trip/departure trip
 - NOTE: context for type of event and weekday/weekend was applied:
 - Context was “typical NETS game” if likely to attend NETS game
 - Context was “typical weekday NETS game” or “typical weekend NETS game” depending on self-reported expected weekday/weekend attendance (if equal share, weekday/weekend was randomly selected)
 - Respondent rated other events (College Basketball, Tennis, etc.) if likely to attend only Non-NETS events (if 1+ Non-NETS event, other event was randomly selected)
 - Weekday/weekend context was not applied to Non-NETS events.
 - Impact of potential public transit initiatives on likelihood to consider public transit
 - Appeal/consideration of potential parking-related initiatives
 - Standard demographic question batteries
- All respondents received an incentive for participating.



Methodology: NETS Fan Survey



- Using the NETS News email subscriber list, 670 NETS fans who expect to attend Brooklyn NETS games at Barclays Center completed the same survey.
- The survey responses from these 670 NETS subscribers have been merged with the NY Metro General Population Attenders sample, after being weighted to reflect geography and their likely proportion of the NETS game audience.
- Between the NETS subscribers and the 833 in the General Population who indicated 1+ NETS games, 1,503 specifically answered in the context of NETS games.

Details on Methodology:

- **NETS News Subscribers** were invited via email by NETS Basketball, and participated through a link to the online survey.
- To qualify for the main survey, NETS Subscribers had to express probability to attend NETS games at Barclays Center.
- No geographic restrictions were imposed on NETS Subscribers.
- All NETS Subscribers who fully completed the online survey had the option to enter a sweepstakes to receive NETS tickets/merchandise from NETS Basketball.



Research Notes

Data Weighting

- Data presented in this report has been weighted for the following:
 - Weight 1 (notated as ^{W1} in this report) was applied to the 3,733 NY Metro Screener responders, to ensure that they reflect 2010 US Census data for:
 - Geography (by NY Metro county)
 - And, Age, Sex and Race
 - Weight 2 (notated as ^{W2} in this report) was applied to completed interviews as follows:
 - The 1,556 completes from the NY Metro sample were weighted to reflect the correct Geography, Age, Sex and Race as determined for Weight 1, and
 - The 670 NETs subscribers who completed the survey were weighted to reflect the geography of NETS game attenders as determined by the NY Metro Sample plus the likely proportion of game attenders this group is likely to represent.



Statistical Reliability

Margin Of Error

- The maximum margin of error varies by the base size. At the 95% confidence level, the margin of error for key base sizes* are:
 - Total NY Metro General Population Screened (Base = 3,733 unweighted): +/- 1.6%
 - Total completed interviews with those likely to attend Barclays Center events (Base = 2,226 unweighted): +/- 2.1%
 - Total completed interviews with those asked about NETS games specifically (Base = 1,503 unweighted): +/- 2.5%
- Margin of error percentages for other base sizes* in this report can be approximated via the following table:

For Sample Size (n):	75	100	150	200	300	400	500	600	700	800	900	1000	1500	2000
And Rating of 50%														
+/- Margin of Error at														
95% Confidence:	11.3%	9.8%	8.0%	6.9%	5.7%	4.9%	4.4%	4.0%	3.7%	3.5%	3.3%	3.1%	2.5%	2.2%

* Please note: since the data reported here were weighted, the actual “statistical base” is somewhat smaller, and the margin of error therefore **somewhat larger** than would be the case for the unweighted base. However, offsetting this, the margin of error for a particular individual percentage will **usually be smaller** than the maximum margin of error quoted above for the pertinent sample size. The quoted maximum margin of error only applies when the observed percentage is 50%. The margin of error shrinks as the percentage approaches the extremes of 0% or 100%.

Comparing percentages

- Some specific percentages have been tested for statistical significance, to determine whether we can be confident that apparent numerical differences are in fact likely to be true differences in the real world. Where specific statistical testing has been performed between percentages, the testing is mentioned on the pertinent page, along with an explanation of how to read the resulting notations. Statistical significance between percentages have been tested at the 90% confidence level (two-tailed test), unless otherwise noted, using precise statistical bases. Since weighting was done, “statistical bases” rather than unweighted bases were used in statistical tests.