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Executive Summary

After twenty-one years of operation, the Husky Stadium Expansion Parking Plan and Transportation Management Program (TMP) continued to fulfill its primary goal of accommodating sellout crowds while reducing parking impacts in nearby residential areas. Transportation travel mode targets have been met and surpassed in 2008.

This report outlines the findings of the 2008 TMP monitoring efforts. In 2008, data was collected by conducting a random intercept survey of game attendees as they entered the gates at Husky Stadium on October 18th. Of the 1,473 surveys attempted, 300 were refused and 14 had data collection errors. In total 1,159 usable responses were received, representing 78.7% of attempted surveys. Reported game attendance for October 18th was 63,996. Results are estimated within a confidence interval of +/- 2.07% at a 95% confidence level.

Key findings according to usable data:

- Game attendees traveled to the stadium using these modes:
  - 49.5% carpooled (traveled in autos with more than one person) in 2008, compared to 37.9% in 2007. 5.4% drove alone, compared to 2.5% in 2007. The average auto occupancy in 2008 was 2.90 persons per car, which was higher than 2.70 persons per car in 2007.
  - 21.7% arrived by transit or charter bus, down from 32.5% in 2007.
  - 18.4% walked to the game, down from 22.3% in 2007.
  - 2.4% arrived by boat, up from 1.5% in 2007.
  - 1.1% arrived by bicycle, up from 0.2% in 2007.

- The change in mode split following the implementation of the TMP is greater than anticipated in the 1986 TMP plan.

  Projected mode shares compare to actual 2008 mode shares as follows:
  - Projected auto use was 72% vs. actual auto use of 55%.
  - Projected transit and charter bus use was 16% vs. actual transit and charter bus use of 22%.
  - Projected pedestrian share was 8.1% vs. the actual 18.4%.
  - Projected boat use was 3.9% vs. actual boat use of 2.4%.

- Roughly 2,250 vehicles parked in surrounding neighborhood parking impact areas in 2008, an increase from 1,774 vehicles in 2007.
**Introduction**

The University of Washington hosted seven football games at Husky Stadium during the 2008 season, listed in Table 1:

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Reported Game Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 6, 2008</td>
<td>Brigham Young University (BYU)</td>
<td>64,611</td>
</tr>
<tr>
<td>September 13, 2008</td>
<td>Oklahoma</td>
<td>67,716</td>
</tr>
<tr>
<td>September 27, 2008</td>
<td>Stanford</td>
<td>61,968</td>
</tr>
<tr>
<td>October 18, 2008</td>
<td>Oregon State</td>
<td>63,996</td>
</tr>
<tr>
<td>October 25, 2008</td>
<td>Notre Dame</td>
<td>70,437</td>
</tr>
<tr>
<td>November 8, 2008</td>
<td>Arizona State</td>
<td>57,013</td>
</tr>
<tr>
<td>November 15, 2008</td>
<td>University of California, Los Angeles (UCLA)</td>
<td>59,738</td>
</tr>
<tr>
<td><strong>Season Average</strong></td>
<td></td>
<td><strong>63,640</strong></td>
</tr>
</tbody>
</table>

= Survey Date

During the 2008 season, the Husky Stadium Expansion Parking Plan and Transportation Management Program (TMP) was executed to provide transportation options to football fans and to discourage single occupant vehicle traffic to the stadium. Alternative modes of transportation were fostered and encouraged, including:

- Carpools
- Transit and charter buses
- Walking
- Boats
- Bicycles

The purpose of this document is to monitor the effectiveness of the TMP during the 2008 season. To monitor TMP effectiveness, the University uses several indicators:

- Travel mode choice
- Average auto occupancy
- Parking location choice
- Neighborhood parking impacts

This report explains the TMP efforts in 2008, detailing the methodology used to collect the data related to performance indicators, and discusses the results. It illustrates travel mode choice in 2008 and draws comparisons to previous years. Finally, it describes the neighborhood parking impact areas and draws conclusions about the TMP in 2008.
Background

In 1987, Husky Stadium was enlarged to accommodate 72,200 spectators. The TMP was first implemented in 1987 to mitigate the additional impacts of traffic on the surrounding community. Due to the nature of football games, large numbers of people travel to and from Husky Stadium over short periods of time. The TMP is in place to reduce the number and impact of vehicles in the area before and after football games and to reduce parking impacts on surrounding neighborhoods. The University of Washington is responsible for encouraging football attendees to either carpool or use alternate modes of transportation, such as mass transit or bicycling. The City of Seattle is responsible for traffic management and parking enforcement in residential parking zones.

Seattle City Council Resolution 27435, relative to the TMP, requires the University and the City of Seattle to collect data during each football season. The data is then used to monitor the performance of the TMP. Data collected in 1986 is a baseline for comparing impacts after the stadium expansion in 1987. This document summarizes the data collected for the 2008 season and compares them to the past information.

TMP Elements

Carpool Incentives
The TMP uses a pricing system to provide incentives for carpooling. During the 2008 season, parking on campus cost $15.00 for vehicles with three or more persons, $25.00 for vehicles with less than three persons, $50.00 for buses, motor homes and campers. In addition to financial incentives to carpool, the TMP uses marketing information to encourage carpooling. The 2008 “Get to The Game” Website highlighted the Event Ridematch feature provided by RideshareOnline. This regional ride matching service, designed by King County Metro, allows game attendees to find others going to the game with which they might share a ride.

Transit

Free Regular Service
One of the goals of the TMP is to encourage football game attendees to ride public transit to the stadium. All ticket-holders may ride King County Metro buses and Sound Transit Express route 554 for free to the stadium by showing their game ticket to the driver.

Free Park & Ride Service
King County Metro provided special game day bus service in 2008 from eight Park & Ride lots in the region, shown in Figure 2. To use the Park & Ride service, fans park for free at the Park & Ride lots and show their game tickets to bus drivers in order to ride free on King County Metro buses to Husky Stadium. Buses begin boarding at the lots two hours prior to kickoff, and leave every 20 minutes. Following the games, fans board the buses at special locations, as shown in Figure 1, to return to the designated lots.

On average, King County Metro provided 177 inbound and 140 outbound Park and Ride bus trips each game. An average of 9,241 and 9,034 passengers rode to and from Husky Stadium, respectively, on the Park & Ride Service on each game of the season.
Figure 1. Park & Ride Lot Locations

Figure 2. Park & Ride Post-game Boarding Locations
**Free Husky Special Service**

King County Metro operated five special bus routes to Husky Stadium during each game in 2008. Service was provided from downtown Seattle, Ballard, and Lake City. On average, King County Metro provided 27 inbound and 29 outbound bus trips each game on all Husky Special Service routes. This service was on average able to bring 1,300 fans to the game and take 1,879 safely home.

![Figure 2. Husky Special Transit Service](image-url)
**Boat Shuttles**
In 2008, guests could anchor their private vessels in Union Bay and a boat shuttle service would assist them in getting to Husky Stadium. The shuttle service took fans to the Husky Stadium boat dock for free and after the game would return them to their boats for a fee of $5 per person.

**Boat Moorage**
For private vessels, boat moorage was available on a season or single game basis in 2008. The price of the permit was dependent on the length of the vessel. Single game permits were available through the Tyee Office with purchase required by the Thursday before each home game.

**Charter Boats and Buses**
Several Seattle restaurants, hotels, and clubs featured activities that included a chartered bus or boat ride to Husky Stadium during a home football game.

**Bicycles**
UW Commuter Services continued to provide bicycle parking space by placing 12 additional bicycle racks near the stadium entrances during football season. Bicycling was also promoted on the “Get to The Game” website.

**Restricted Parking Zone**
In some surrounding neighborhoods, Special Event Restricted Parking Zones (RPZ) limited game day parking to neighborhood residents. Seattle’s parking enforcement officers give $44 citations to non-residents who park in the restricted zones.

**Marketing**
UW Commuter Services provides extensive transportation information to Inter-Collegiate Athletics (ICA) for them to post on the official Husky Football website. Their web site address for transportation options is: www.gohuskies.com/gettothegame. The web site focused on providing information to help game attendees use one of the modes encouraged in the TMP (walking, biking, carpooling, and taking the bus). Contact information was provided, as well as information about parking and post-game traffic routing. In addition to the website, Commuter Services produced a post card that is mailed to season ticket holders and individuals who requested information. In 2008, more than 16,000 post cards were printed and mailed to these fans directing them to the website for further information regarding their transportation options to the stadium.

**Data Collection**
Data collection consisted of a survey of game attendees conducted by UW Commuter Services at one football game in the season, as well as bus ridership data collected by King County Metro, campus parking and charter bus data collected by UW Commuter Services, and boat passenger and game attendance data collected by UW Intercollegiate Athletics.

**Survey Process**
On October 18th, 2008, UW Commuter Services conducted a survey of football game attendees as they passed through the gates at Husky Stadium. The weather was surprisingly comfortable for the season.
Although it was a bit chilly in the morning, the sun came out and the temperature was in the low 60’s during the survey. Twenty-eight surveyors in teams of two were distributed to the seven stadium gates, proportional to the number of game attendees estimated to enter through each gate. The teams attempted 1,473 surveys and obtained 1,159 usable responses, equating to a higher-than-expected response rate of 78.7%.

Surveyors were instructed to ask the following questions, in this order:

**Q1** Did you drive or ride in a car driven to the game today?
If respondent answered ‘yes’ to Q1:

- **Q1-a** How many passengers, including you, came to the game in that vehicle?
- **Q1-b** Please point to your approximate parking location on this map.

Respondent was shown a map of the area, with campus, retail areas, and the neighborhoods in the Special Event Parking Zone each identified by a different color background, see Figure 4.

If respondent answered ‘no’ to Q1:

**Q2** By which transportation mode did you come to the game today?

Regardless of response to Q1:

**Q3** What is your home zip code?
Figure 3. Map Used to Indicate Parking Locations
Data Collection Outcomes

1,473 surveys were attempted, with 1,159 usable responses; a response rate of 78.7% was achieved. With a total population of 63,996 fans (reported paid attendance for the game), the results are within a confidence interval of +/− 2.07% at 95% confidence, which is considered an acceptable confidence level.

The population was defined as game attendees who pass through the gates, and the sample was taken from only this population. This population did not include game workers who did not pass through the gates, although these workers account for approximately 800 trips to the game. It is not known which proportion of game workers travel by which mode.

Like most surveys, this survey was subject to a non-response error as a result of people who refused to take the survey. Transportation surveys also suffer from social desirability bias. For example, respondents can have a tendency to say that they carpooled when in fact they drove solo in order to portray themselves favorably to the surveyors. While not much can be done to suppress social desirability biases, it is expected that the proportion of this bias remains constant over time and therefore the data still gives accurate information about relative changes in traveler behavior.

Results

Travel Mode Choice

Approximately half of all attendees traveled to the game by car, including 49.5% in a carpool and 5.4% in a single-occupant vehicle (SOV). Taking the bus and walking were the next most popular travel modes. Table 2 demonstrates the proportion of guests and their mode of travel to the game. Figure 5 illustrates the mode split as shown in Table 2.

Table 2. Travel Mode Choice 2008

<table>
<thead>
<tr>
<th>Mode</th>
<th>Responses</th>
<th>Percentage of Responses</th>
<th>Share of Attendance (on surveyed day)</th>
<th>Share of Attendance (season average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool</td>
<td>574</td>
<td>49.5%</td>
<td>31,678</td>
<td>31,501</td>
</tr>
<tr>
<td>Bus</td>
<td>251</td>
<td>21.7%</td>
<td>13,887</td>
<td>13,810</td>
</tr>
<tr>
<td>Walk</td>
<td>213</td>
<td>18.4%</td>
<td>11,775</td>
<td>11,710</td>
</tr>
<tr>
<td>Boat</td>
<td>28</td>
<td>2.4%</td>
<td>1,536</td>
<td>1,527</td>
</tr>
<tr>
<td>SOV</td>
<td>63</td>
<td>5.4%</td>
<td>3,456</td>
<td>3,437</td>
</tr>
<tr>
<td>Bike</td>
<td>13</td>
<td>1.1%</td>
<td>704</td>
<td>700</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
<td>1.5%</td>
<td>960</td>
<td>955</td>
</tr>
<tr>
<td>Total</td>
<td>1,159</td>
<td>100%</td>
<td>63,996</td>
<td>63,640</td>
</tr>
</tbody>
</table>

* Estimates based on paid attendance for the 2008 football seasons as reported by Intercollegiate Athletics (ICA)

As in previous years, game attendance is based on reported paid attendance, not actual attendance. If paid attendance exceeds actual attendance, the estimated number of people traveling by each mode would be overestimated. Actual attendance is unknown.
Table 3 provides a historical comparison of travel mode choice over the six years of the intercept survey. These statistics indicate that bus ridership to Husky Stadium declined by one third since 2007, from 32.5% to 21.7%. However, the bus mode share in 2008 is consistent with 2006 data. Carpooling also showed significant changes from 2007. Carpool mode share increased by 31% from 37.9% to 49.5%, while the share of those driving in single occupant vehicles more than doubled.

Table 3. Travel Mode Choice, 2003 - 2008

<table>
<thead>
<tr>
<th>Mode</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool</td>
<td>45.4%</td>
<td>52.1%</td>
<td>46.3%</td>
<td>47.6%</td>
<td>37.9%</td>
<td>49.5%</td>
</tr>
<tr>
<td>Bus</td>
<td>31.7%</td>
<td>29.9%</td>
<td>27.8%</td>
<td>23.0%</td>
<td>32.5%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Walk</td>
<td>13.2%</td>
<td>8.2%</td>
<td>13.5%</td>
<td>18.0%</td>
<td>22.3%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Boat</td>
<td>5.2%</td>
<td>4.0%</td>
<td>6.1%</td>
<td>4.4%</td>
<td>1.5%</td>
<td>2.4%</td>
</tr>
<tr>
<td>SOV</td>
<td>1.8%</td>
<td>3.9%</td>
<td>4.3%</td>
<td>4.2%</td>
<td>2.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Bike</td>
<td>1.6%</td>
<td>0.7%</td>
<td>0.7%</td>
<td>1.0%</td>
<td>0.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Other</td>
<td>1.0%</td>
<td>1.2%</td>
<td>1.4%</td>
<td>1.8%</td>
<td>3.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Auto Occupancy and Parking

The vast majority of people who traveled to the game by car came via carpool. Approximately 10% of those who came in an automobile drove alone. Auto occupancy is summarized in Table 4.

Table 4. Auto Occupancy

<table>
<thead>
<tr>
<th>Auto Occupancy</th>
<th>Percent of Attendees Who Arrived in Autos</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9.9%</td>
</tr>
<tr>
<td>2</td>
<td>45.8%</td>
</tr>
<tr>
<td>3</td>
<td>15.1%</td>
</tr>
<tr>
<td>4</td>
<td>17.1%</td>
</tr>
<tr>
<td>5+</td>
<td>12.1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The average auto occupancy of those arriving by car was 2.90. On the surveyed game day, approximately 35,173 people arrived in 12,124 vehicles. These vehicles were parked in one of four areas:

- campus parking lots
- retail areas (University Way area and University Village)
- neighborhoods within the TMP parking impact area
- areas outside the TMP parking impact area

Based on average occupancies by parking area, the number of cars parked in each of the four areas are estimated and listed in Table 5.

Table 5. Average Occupancy of Parked Autos

<table>
<thead>
<tr>
<th>Parking Area</th>
<th>Total Occupancy* (rounded to nearest one)</th>
<th>Average Occupancy</th>
<th>Autos* (rounded to nearest one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – Campus</td>
<td>20,513</td>
<td>2.96</td>
<td>6,939</td>
</tr>
<tr>
<td>B – Retail</td>
<td>2,764</td>
<td>3.02</td>
<td>915</td>
</tr>
<tr>
<td>C – Neighborhood</td>
<td>6,234</td>
<td>2.77</td>
<td>2,250</td>
</tr>
<tr>
<td>D – Out of Area</td>
<td>2,669</td>
<td>2.75</td>
<td>972</td>
</tr>
<tr>
<td>E – Didn’t know</td>
<td>724</td>
<td>2.37</td>
<td>305</td>
</tr>
<tr>
<td>X – Dropped Off</td>
<td>2,269</td>
<td>3.05</td>
<td>743</td>
</tr>
<tr>
<td>Total</td>
<td>35,173</td>
<td>2.90</td>
<td>12,124</td>
</tr>
</tbody>
</table>

In Figure 4 on page 11, TMP neighborhood parking impact areas are illustrated in blue, campus is shown in yellow, retail areas are indicated by orange, and neighborhoods outside of the TMP parking impact area are white.

Approximately 58.3% of attendees who arrived in autos parked on campus in approximately 6,939 vehicles. While the total number of cars parking on campus is 1,870 more than in 2007, the proportion of campus parking remains relatively unchanged at around 60%. Average occupancy for autos parked on campus remained at approximately three persons per vehicle.
Game day parking location choices are illustrated in Figure 6 below.

![Figure 5. Parking Area Choice for Game Attendees Arriving by Auto](image)

Surrounding areas were impacted by parking. About 42% of autos were parked off campus or in unidentified areas. About 2,250 autos parked within the neighborhoods identified as parking impact areas, and about 972 autos parked in neighborhoods outside the impact areas. Approximately, 915 autos parked in retail areas.

<table>
<thead>
<tr>
<th>Parking Area Choice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus</td>
<td>58%</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>18%</td>
</tr>
<tr>
<td>Retail</td>
<td>8%</td>
</tr>
<tr>
<td>Out of Area</td>
<td>8%</td>
</tr>
<tr>
<td>Dropped Off</td>
<td>6%</td>
</tr>
<tr>
<td>Didn’t know</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

**UW Commuter Services Estimate of Vehicles Parked on Campus:**
Over the 2008 Husky football season, the average number of vehicles parked on campus on a game day, as counted by Parking Services, was 6,199. This is inclusive of all vehicles parked on campus regardless of purpose.

**Buses**
Over 20% of respondents (21.7%) arrived by transit or charter bus. This represents about 13,887 people who arrived by bus on the surveyed game day and almost 13,810 people on a typical game day throughout the 2008 season. One reason why there might have been lower bus ridership in 2008 as compared to 2007 is the public uncertainty of King County Metro Husky service. Due to changes in federal charter regulations, continued operation of the historic football service provided by King County Metro was uncertain until shortly before the first home game. As a result, less marketing and communication were done to make fans aware of the transit option and encourage them to use it. Rather than risk taking a bus that might not have arrived, some attendees may have decided to carpool instead.
Bus ridership varies for “Band Day” when marching bands from area high schools perform during one game each season. The bands travel to the stadium on charter buses. Band Day was held on September 27th during the Stanford game. Approximately 3,000 participants arrived in 66 buses and 8 support trucks.

**UW Commuter Services and King County Metro Estimates of Bus Ridership:**

Data on bus ridership to Husky football games are collected in the following ways:

- Parking lot attendants count charter bus passengers.
- King County Metro employees count Park & Ride bus passengers as they board the buses.
- King County Metro counts regular transit and Husky Special riders when they leave buses at the stadium. A significant number of passengers may leave the buses before they reach the stadium and then walk several blocks to reach the ticket gates. These passengers are not counted. Passengers going to the game who take routes that stop elsewhere in the University District are also not counted.

During the 2008 football season, these counting methods yielded an average of 511 people on charter buses and 10,995 people on transit buses, for a total average of 11,506 people who arrived at a typical game by bus. On the surveyed day, these counting methods yielded the total number of transit bus and charter bus riders of 11,963, a mode share of 18.7% of total attendance for that day.

**Table 6. Average number of King County Metro Bus Trips and Passengers**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Pregame Trips</td>
<td>239</td>
<td>232</td>
<td>220</td>
<td>233</td>
<td>231</td>
<td>214</td>
<td>210</td>
<td>226</td>
</tr>
<tr>
<td>Pregame Passengers</td>
<td>12,803</td>
<td>12,846</td>
<td>11,273</td>
<td>11,310</td>
<td>11,936</td>
<td>7,893</td>
<td>8,907</td>
<td>10,995</td>
</tr>
<tr>
<td>Average number of pregame passengers per trip</td>
<td>54</td>
<td>55</td>
<td>51</td>
<td>49</td>
<td>52</td>
<td>37</td>
<td>42</td>
<td>48.65</td>
</tr>
<tr>
<td>Total Postgame Trips</td>
<td>172</td>
<td>184</td>
<td>163</td>
<td>164</td>
<td>161</td>
<td>154</td>
<td>152</td>
<td>164</td>
</tr>
<tr>
<td>Postgame Passengers</td>
<td>12,795</td>
<td>11,978</td>
<td>11,234</td>
<td>10,225</td>
<td>11,731</td>
<td>7,577</td>
<td>8,694</td>
<td>10,605</td>
</tr>
<tr>
<td>Average number of postgame passengers per trip</td>
<td>74</td>
<td>65</td>
<td>69</td>
<td>62</td>
<td>73</td>
<td>49</td>
<td>57</td>
<td>64.66</td>
</tr>
</tbody>
</table>

*Highlighted Column Indicates date of 2008 survey*

**Walking**

Approximately 11,761 (18.4%) fans walked to the stadium, down from 22.3% in 2007. Commuter Services hypothesizes that students are the most likely group to walk due to their residences being in close proximity
to the stadium. Overall turn out at football games was lower in 2008 than in 2007. Others who walk may include residents of nearby neighborhoods and people who use the Burke Gilman Trail as their route to the stadium.

**Boats**

It is estimated that 1,546 people (2.4%) arrived by boat, a significant increase from 1.5% in 2007. This increase could be due to the nice weather during the day of the survey. Most home games during the 2008 football season experienced unusually fine weather. In addition the increase could correspond with a decrease in “other” responses which fell 1.8 percentage points. Furthermore, it should be noted that despite the growth since 2007, the boat mode share was low compared to surveys prior to 2007.

**UW Intercollegiate Athletics Boat Passenger Estimate:**

ICA counts the number of boats and estimates the number of passengers based on boat size at each Husky football game. Charter boat companies provide ICA with actual passenger counts from the charter boats. ICA uses boat shuttle ticket sales to count the number of passengers in boats anchored off shore.

For the 2008 season this information was unavailable due to staffing changes in ICA. These changes have been since completed and it is expected that ICA will continue to collect this information for the 2009 football season.

During the 2007 season, ICA estimation methods yielded an average of approximately 5,007 people arriving at Husky Stadium in 260 boats, representing 4% of game attendees. It would be fair to hypothesize that the 2007 ICA numbers are fairly representative of the 2008 season despite the difference in survey results. Between 2005 and 2007 ICA has consistently estimated boat travel to represent roughly 4% of game attendees’ primary mode of transportation. If this trend continued in 2008, this would result in approximately 2,560 people arriving at Husky Stadium by boat.

In the 2007 Husky TMP report, it was noted that ICA’s estimation was significantly higher than the results from the survey and that the survey had underestimated the boat travel mode share. Since 2004, ICA’s estimates have generally been confirmed by the Husky TMP survey. The 2007 survey showed significant decline in the boat mode share while ICA’s estimation remained consistent since 2005. Since ICA’s statistics were not available in 2008, it is unclear if significant difference in boat travel estimates remain between the two methods. If the 2009 season shows continued divergence of results there may need to be changes to the methodologies or additional analysis of the data and its sources.

**Bicycles**

It is estimated that 718 people (1.12%) arrived by bicycle. This number increased considerably compared to 100 in 2007, in large part due to additional training given to surveyors. Data from 2008 is consistent with statistics from years prior to 2007.

**Other**

Approximately 955 people (1.5%) arrived by other travel modes. These other modes could include motorcycle, taxi, and limousine. The large decrease in “other” responses (from 3.3% in 2007) may be due to better accounting of fans arriving by “bike” or “boat” as a result of additional training given to surveyors.
In previous reports, Commuter Services has collected data on traffic leaving parking areas for each game. In 2008 this data was not available, Commuter Services is considering the value of this information and whether or not it should be included in future reports.
Pre-Expansion Comparison

Figures 7, 8, and 9 illustrate historical comparisons for bus passengers, attendees arriving by automobile, and vehicles parked on campus, respectively. The figures show comparisons between the current year, 1984 (before stadium expansion), and post-expansion projections (from the 1986 Stadium Expansion Plan TMP, based on a sellout crowd of 72,200). Data for 2008 are from the intercept survey conducted at the October 18th game. The comparisons show that the desired modal shifts surpass the expectations of the 1986 Stadium Expansion Parking Plan TMP.

Figure 6. Historical Comparison: Bus Passengers
Figure 7. Historical Comparison: Arriving by Automobile

Figure 8. Historical Comparison: Vehicles Parked on Campus
Neighborhood Parking Impact Areas

Figure 4 on page 11 shows the neighborhood parking impact areas (in blue) that are defined in City Council Resolution 27435. Portions of these parking impact areas have Special Event RPZs (Residential Parking Zone) for football game days. On the surveyed day of October 18, an estimated 6,234 people parked in the neighborhood parking impact areas in 2,250 autos, compared to 4,395 people in 1,774 vehicles in 2007. Game attendees parked an additional 972 vehicles in neighborhoods outside of the parking impact areas, compared to 691 vehicles in 2007. The increase in neighborhood parking might have been contributed to by increased parking fees on campus, which averaged 41.5% over 2007 rates. In addition, there was significant uncertainty regarding game day bus transportation due to changes in federal regulations, which may have encouraged more fans to drive in general and seek parking in all areas.

The 1986 Stadium Expansion Parking Plan and Transportation Management Program cites the need for the City of Seattle to increase enforcement and monitoring in neighborhood parking impact areas during Husky games. Normally the Seattle Department of Transportation (SDOT) provides a summary of parking citations issued in neighborhood parking impact areas during the football season. Due to staffing changes at UW Commuter Services, this data was no longer available at the time it was requested. Looking at data received for the 2007 season, citations increased from 2006 without an increase in on campus parking fees. It is likely that citations also increased in 2008, due to more vehicles parked in the neighborhoods.
Conclusions

The TMP continues to successfully encourage fans to travel to games by modes other than driving alone. Over one fifth of all game attendees arrived at the stadium in transit and charter buses. Nearly twenty percent of fans walked to the stadium. Also, carpool parking price incentives appear to be successful, resulting in higher average auto occupancy in campus parking lots compared to most other parking areas. It is estimated that approximately 2,250 autos parked in residential neighborhoods identified as parking impact areas, compared to 8,170 autos parked in parking impact areas in 1984.