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Executive Summary

In 2010 the Husky Stadium Expansion Parking Plan and Transportation Management Program (TMP) continued to meet its primary goal of accommodating sellout crowds while reducing parking impacts in nearby residential areas. Transportation mode targets were met and surpassed in 2010.

This report outlines the findings of the 2010 TMP monitoring efforts. In 2010, data was collected through an intercept survey of game attendees as they entered the gates at Husky Stadium on October 30th, 2010. Of the 769 surveys attempted, 168 were refused and 24 contained data collection errors. In total 577 usable responses were received, representing 75.0% of attempted surveys. Paid game attendance on October 30th was 69,020; actual game attendance on October 30th was 52,764. Results are estimated within a confidence interval of +/- 4.06% at a 95% confidence level.

Key findings according to usable data:

- Game attendees traveled to the stadium using these modes:
  - 48.9% carpooled (traveled in automobiles with more than one person), compared to 45.0% in 2009. Just 2.9% drove alone, compared to 3.88% in 2009. Average automobile occupancy was 3.04 persons per car, which was slightly lower than the 3.09 persons per car in 2009.
  - 30.2% arrived by transit or charter bus, up from 25.1% in 2009.
  - 12.5% walked to the game, down from 17.7% in 2009.
  - 5.0% arrived by boat, up slightly from 4.8% in 2009.
  - 0.0% arrived by bicycle, down slightly from 0.9% in 2009.

- The change in mode split following TMP implementation exceeds projections in the 1986 TMP. Projected mode shares compare to actual 2010 mode shares as follows:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Projected Share (%)</th>
<th>Actual Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile</td>
<td>72.0</td>
<td>51.8</td>
</tr>
<tr>
<td>Bus</td>
<td>16.0</td>
<td>30.2</td>
</tr>
<tr>
<td>Walk</td>
<td>8.1</td>
<td>12.5</td>
</tr>
<tr>
<td>Boat</td>
<td>3.9</td>
<td>5.0</td>
</tr>
</tbody>
</table>

- Based on paid attendance, an estimated 2,482 vehicles parked in surrounding neighborhood parking impact areas in 2010, an increase from 2,154 vehicles in 2009. Based on actual game attendance, the number of vehicles parked in the impact areas in 2010 was 1,897.

\(^1\) 2010 marks the first season that actual game attendance was monitored in addition to paid game attendance (based on sales). Throughout the 2010 Husky Report, numbers will be reported for paid game attendance – to provide consistency with previous years – as well as for actual attendance. The latter will serve as a baseline for future TMP monitoring.
Background

In 1987, Husky Stadium was expanded 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 monitor and reduce the number and impact of automobiles 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 non-automobile transportation options, such as walking, 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 requires the University and the City of Seattle to collect data during each football season, which is then used to monitor the performance of the TMP. Data collected in 1986 serves as a baseline for comparing impacts after the stadium expansion in 1987. This document summarizes the data collected for the 2010 season and compares them to past seasons.
Introduction

The University of Washington hosted six football games at Husky Stadium during the 2010 season, listed in Table 1.

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Paid Attendance</th>
<th>Actual Attendance</th>
<th>Kickoff Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/11/10</td>
<td>Syracuse</td>
<td>62,418</td>
<td>57,736</td>
<td>4:00 PM</td>
</tr>
<tr>
<td>9/18/10</td>
<td>Nebraska</td>
<td>72,876</td>
<td>71,369</td>
<td>12:30 PM</td>
</tr>
<tr>
<td>10/9/10</td>
<td>Arizona State</td>
<td>65,685</td>
<td>56,059</td>
<td>7:00 PM</td>
</tr>
<tr>
<td>10/16/10</td>
<td>Oregon State</td>
<td>65,235</td>
<td>60,426</td>
<td>7:15 PM</td>
</tr>
<tr>
<td>10/30/10</td>
<td>Stanford</td>
<td>69,020</td>
<td>52,764</td>
<td>4:00 PM</td>
</tr>
<tr>
<td>11/18/10</td>
<td>UCLA</td>
<td>62,347</td>
<td>49,962</td>
<td>5:00 PM</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>66,264</strong></td>
<td><strong>58,053</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

= Survey Date

Table 1: Husky Football Games, 2010

During the 2010 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 (SOV) trips to the stadium. Non-SOV modes, including carpooling, transit and charter buses, walking, boating, and bicycling, were encouraged.

The purpose of this document is to monitor the effectiveness of the TMP during the 2010 season using the following indicators:

- Mode choice
- Average automobile occupancy
- Parking location choice
- Neighborhood parking impacts

This report explains the TMP efforts in 2010, details the methodology used to collect the data related to performance indicators, and discusses the results. It illustrates mode choice in 2010 and draws comparisons to previous years. Finally, it describes impacts on neighborhood parking areas and draws conclusions about the TMP’s effectiveness in 2010.
TMP Elements

Carpool Incentives
The TMP uses a pricing system to incentivize carpooling. During the 2010 season, game day parking on campus cost $25 for vehicles with three or more persons, $30 for vehicles with less than three persons, and $100 for motor homes, vehicles with trailers, and charter buses.

Transit

Free Regular Service
One of the goals of the TMP is to encourage football game attendees to ride public transit to the stadium. During the 2010 season, all ticket-holders were allowed to ride to and from the stadium for free on King County Metro buses by showing their game ticket to the driver.

Free Park & Ride Service
In 2010, King County Metro provided special Saturday game day bus service from eight regional Park & Ride lots, shown in Figure 1. Fans were allowed to park at the Park & Ride lots for free, and could ride on King County Metro buses for free by showing their game tickets to bus drivers. Buses began boarding at the lots two hours prior to kickoff, with 20-minute headways. Following the games, fans boarded the buses at specified locations to return to the designated lots, as shown in Figure 2.

On average, King County Metro provided 178 inbound and 146 outbound Park & Ride bus trips each Saturday game. Metro reported an average of 11,247 and 11,813 passengers riding to and from Husky Stadium, respectively, on the Park & Ride Service on each Saturday game of the season. This represents a 20% and 23% increase in inbound and outbound Park & Ride passengers, respectively, over the 9,396 and 9,592 recorded in 2009.
Figure 1: Park & Ride Lot Locations, 2010

Figure 2: Park & Ride Post-Game Boarding Locations, 2010
Free Husky Special Service

King County Metro operated five special bus routes to Husky Stadium during each Saturday game in 2010. Service was provided from downtown Seattle, Ballard, and Lake City. On average, King County Metro reported providing 27 inbound and 34 outbound bus trips each Saturday game on all Husky Special Service routes, bringing an average of 1,682 passengers to the Husky Stadium and taking 2,241 safely home. This represents a 29% increase in inbound and a 19% increase in outbound passengers over the 1,300 and 1,879, respectively, observed in 2009.

Figure 3: Husky Special Transit Service, 2010
**Boats**

**Boat Shuttles**
In 2010, 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 returned them to their boats after the game for a fee of $6 per person (children under 12 free).

**Boat Moorage**
For private vessels, boat moorage was available on a season or single game basis in 2010. Table 2 outlines the 2010 moorage rates. The deadline for purchasing full season permits was July 1, 2010; single game permits were available through the Tyee Office with purchase required one week prior to each home game.

<table>
<thead>
<tr>
<th>Length (ft)</th>
<th>Season Rate ($)</th>
<th>Per Game Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20</td>
<td>220</td>
<td>35</td>
</tr>
<tr>
<td>21-30</td>
<td>325</td>
<td>50</td>
</tr>
<tr>
<td>31-40</td>
<td>400</td>
<td>65</td>
</tr>
<tr>
<td>41-60</td>
<td>700</td>
<td>110</td>
</tr>
<tr>
<td>61-100+</td>
<td>800</td>
<td>125</td>
</tr>
</tbody>
</table>

Table 2: Boat Moorage Rates, 2010

**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 provided bicycle parking assistance by placing 3 additional bicycle racks with capacity for 39 bicycles near the stadium entrances during football season. Several racks displaced by the Sound Transit U-Link Station construction supplemented these additional racks. 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 issue $48 citations to non-residents who park in the restricted zones.

**Marketing**
UW Commuter Services provided extensive transportation information to Intercollegiate Athletics (ICA) to post on the official Husky Football website, www.gohuskies.com/gettothegame. The website focused on providing information to assist game attendees in using one of the modes encouraged in the TMP. The website provided contact information as well as information about busing, boating, walking, biking, and parking.
Thursday Evening Game

On Thursday, November 18th, the University of Washington hosted a nationally televised Thursday evening Husky Football home game with a 5:00 PM kickoff time. Due to the extraordinary circumstances surrounding a weekday home game, additional steps were taken beyond the traditional TMP elements in order to ensure that University, neighborhood, City, and State transportation facilities functioned efficiently, and that game attendees could safely and comfortably travel to and from Husky Stadium:

- UW Commuter Services, UW Medical Center, Interim President Wise, Vice President Kornberg, and Provost Lidstrom distributed messages to UW students, staff, faculty, and other people traveling to campus on the 18th encouraging them to consider altering their schedule or arriving by non-SOV modes;

- Commuter Services developed a November 18th-specific website outlining transportation options and anticipated impacts:
  http://www.washington.edu/facilities/transportation/commuterservices/nov18-campus;

- UW Commuter Services circulated a University-wide pledge asking students, staff, and faculty to consider a different schedule or non-SOV transportation mode on the 18th, and pledges were entered into prize drawings;

- Parking lots closest to Husky Stadium were closed to regular permit holders, who were reassigned to overflow lots in other parts of campus to accommodate Husky Football parking;

- Husky Card holders were allowed to ride free on all Metro buses free of cost, with or without a U-PASS, and Metro also operated additional outbound special service to Downtown Seattle. Metro did not provide inbound Husky Special Service in addition to their regularly scheduled service; however, SH Worldwide was contracted to provide additional inbound and outbound charter bus service in their stead.
Data Collection

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

Survey Methodology

On Saturday, October 30th, 2010, UW Commuter Services conducted a survey of football game attendees as they passed through the gates at Husky Stadium. The kickoff time was 4:00 PM and surveys began at 2:00 PM. The weather on the survey day was cold and rainy (.4 inches) with highs in the low fifties and lows in the high thirties. Forty-three surveyors in teams of two (one volunteer counted bicycles) were distributed to the eight stadium gates, proportional to the number of game attendees estimated to enter through each gate. The teams attempted 769 surveys and obtained 577 usable responses, equating to a higher-than-expected response rate of 75.0%.

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 4: Map Used to Indicate Parking Locations
Of the 769 attempted surveys, 577 yielded usable responses, for a response rate of 75.0%. With a paid attendance of 69,020 fans (52,764 actual attendance), the results are within a confidence interval of +/- 4.06% at 95% confidence (paid and actual), 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. The travel behavior of game workers is not known.

Like most surveys, this one was subject to 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 alone in order to portray themselves favorably to the surveyors. Little can be done to suppress social desirability biases; however, 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.

**Survey Results**

**Mode Choice**

Approximately half of all attendees traveled to the game by car, including 48.9% by carpool and 2.9% by SOV. Taking the bus and walking were the next most popular travel modes. Table 3 and Figure 5 show attendee mode share.

<table>
<thead>
<tr>
<th>Mode</th>
<th># Responses</th>
<th>% Responses</th>
<th>Paid Attendance</th>
<th>Actual Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Survey</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Day Average</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Season Average</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Day Average</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Season Average</td>
<td></td>
</tr>
<tr>
<td>Carpool</td>
<td>282</td>
<td>48.9</td>
<td>33,732</td>
<td>25,788</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>32,385</td>
<td>28,372</td>
</tr>
<tr>
<td>Bus</td>
<td>174</td>
<td>30.2</td>
<td>20,814</td>
<td>15,912</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>19,982</td>
<td>17,506</td>
</tr>
<tr>
<td>Walk</td>
<td>72</td>
<td>12.5</td>
<td>8,613</td>
<td>6,584</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8,269</td>
<td>7,244</td>
</tr>
<tr>
<td>Boat</td>
<td>29</td>
<td>5.0</td>
<td>3,469</td>
<td>2,652</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3,330</td>
<td>2,918</td>
</tr>
<tr>
<td>SOV</td>
<td>17</td>
<td>2.9</td>
<td>2,034</td>
<td>1,555</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,952</td>
<td>1,710</td>
</tr>
<tr>
<td>Bike</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>0.5</td>
<td>359</td>
<td>274</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>345</td>
<td>302</td>
</tr>
</tbody>
</table>

Table 3: Survey Response and Projected Mode Share, 2010
Table 4 provides a historical comparison of travel mode choice over the eight years of the intercept survey. Bus ridership to Husky Stadium increased more than five percentage points compared to 2009, from 25.1% to 30.2%. As with bus use, carpooling also showed substantial growth in 2010, increasing nearly four percentage points compared to 2009, from 45.0% to 48.9%. Walking and bicycling declined from 2009, likely due to the inclement weather on the survey day. Drive alone trips also declined, from 3.9% in 2009 to 2.9% in 2010.

<table>
<thead>
<tr>
<th>Mode</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</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>
<td>45.0</td>
<td>48.9</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>
<td>25.1</td>
<td>30.2</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>
<td>17.7</td>
<td>12.5</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>
<td>4.8</td>
<td>5.0</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>
<td>3.9</td>
<td>2.9</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>
<td>0.9</td>
<td>0.0</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>
<td>2.8</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Table 4: Travel Mode Choice, 2003 - 2010
Automobile Occupancy and Parking

The vast majority of people who traveled to the game by car came via carpool; only 5.7% of those who came in an automobile drove alone. Automobile occupancy is summarized in Table 5.

<table>
<thead>
<tr>
<th>Automobile Occupancy</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5.7</td>
</tr>
<tr>
<td>2</td>
<td>41.5</td>
</tr>
<tr>
<td>3</td>
<td>17.7</td>
</tr>
<tr>
<td>4</td>
<td>22.1</td>
</tr>
<tr>
<td>5+</td>
<td>13.0</td>
</tr>
</tbody>
</table>

Table 5: Automobile Occupancy and Share, 2010

On the survey game day, approximately 35,766 people arrived in 11,778 vehicles, for an average automobile occupancy of 3.04 (based on actual attendance, 27,342 people arrived in 9,004 vehicles). These vehicles parked in one of four areas:

- Campus parking lots
- Retail areas (University Way corridor 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 6.

<table>
<thead>
<tr>
<th>Parking Area</th>
<th>Paid Attendance Passengers</th>
<th>Automobiles Passengers</th>
<th>Actual Attendance Passengers</th>
<th>Automobiles Passengers</th>
<th>Average Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus</td>
<td>23,043</td>
<td>7,169</td>
<td>17,616</td>
<td>5,480</td>
<td>3.21</td>
</tr>
<tr>
<td>Retail</td>
<td>1,654</td>
<td>630</td>
<td>1,265</td>
<td>482</td>
<td>2.63</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>6,499</td>
<td>2,482</td>
<td>4,969</td>
<td>1,897</td>
<td>2.62</td>
</tr>
<tr>
<td>Out of Area</td>
<td>1,851</td>
<td>670</td>
<td>1,415</td>
<td>512</td>
<td>2.76</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1,536</td>
<td>473</td>
<td>1,174</td>
<td>361</td>
<td>3.25</td>
</tr>
<tr>
<td>Drop Off</td>
<td>1,182</td>
<td>355</td>
<td>903</td>
<td>271</td>
<td>3.33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35,766</strong></td>
<td><strong>11,778</strong></td>
<td><strong>27,342</strong></td>
<td><strong>9,004</strong></td>
<td><strong>3.04</strong></td>
</tr>
</tbody>
</table>

Table 6: Average Occupancy of Parked Automobiles, October 30th, 2010

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 64.4% of attendees who arrived by car (23,043 based on paid attendance and 17,616 based on actual attendance) parked on campus in approximately 7,169 automobiles (5,480 based on actual attendance). The share of attendees arriving by automobile and number of cars estimated to have parked on campus increased sharply compared to 2009,
when 54.7% of attendees who arrived by car reported parking on campus in approximately 5,632 vehicles (52.6% of total cars); average occupancy for cars parked on campus remained flat in 2010.

Game day parking location choices are illustrated in Figure 6.

**Figure 6: Distribution of Automobiles in Different Parking Areas, 2010**

Surrounding areas were impacted by parking. Approximately 36.1% of cars parked off campus or in unidentified areas, and approximately 3.0% of cars dropped off 1,182 passengers (903 passengers based on actual attendance). About 2,482 cars parked within neighborhoods identified as parking impact areas (1,897 based on actual attendance), and about 670 cars parked in neighborhoods outside the impact areas (512 based on actual attendance). Approximately 630 parked in retail areas (482 based on actual attendance).

**UW Commuter Services Estimate of Vehicles Parked on Campus:**
Over the 2010 Husky football season, Commuter Services counted an average of 4,648 vehicles parked on campus west of Montlake Blvd during game days. Vehicle counts for UW parking lots east of Montlake Blvd were not available.

**Buses**
Thirty percent of respondents arrived by charter or transit bus. This represents approximately 20,814 people on the survey game day and 19,982 people on a typical game day throughout the 2010 season (15,912 and 17,506 people, respectively, based on actual attendance). Possible explanations for the increase in bus ridership in 2010 as compared to 2009 (12,204 season average) include greater certainty regarding King County Metro’s Husky
service, the increased cost of parking on game days, inclement weather, and construction at the Sound Transit U-Link Station adjacent to Husky Stadium.

Bus ridership varies for “Band Day,” when marching bands from area high schools perform during one game each season, traveling to the stadium on charter buses. In 2010, Band Day was held on October 9th during the Arizona State game. Approximately 3,000 participants arrived in 66 buses and 8 support trucks.

### UW Commuter Services and King County Metro Bus Ridership Estimates:

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 employees count 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 2010 football season, these counting methods yielded an average of 350 people on charter buses and 13,360 transit bus passengers, not including counts in lots east of Montlake Blvd, for a season average of 13,710 bus passengers and a 20.7% mode share (23.6% based on actual attendance). On the survey day, 11,852 transit bus passengers and 276 charter bus passengers, for a total bus ridership of 12,128, represented a 17.6% mode share (23.0% based on actual attendance). Table 7 shows King County Metro bus trips and passengers for games throughout the 2010 season.

<table>
<thead>
<tr>
<th>Game</th>
<th>Pregame</th>
<th>Postgame</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Trips</td>
<td>Passengers</td>
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<td>11,852</td>
</tr>
<tr>
<td>Average</td>
<td>235</td>
<td>13,660</td>
</tr>
</tbody>
</table>

= Survey date

### Walking

Approximately 12.5% of fans (8,613 based on paid and 6,584 based on actual attendance) walked to the stadium on game day, down from 17.7% in 2009. The decline in pedestrian
mode share is likely due to the inclement weather on the survey date, and may partially explain the large increases in bus and carpool use.

**Boats**

Based on game day survey data, 5.0% of people arrived by boat on the survey game day (3,469 based on paid and 2,652 based on actual attendance), a slight increase from 4.8% in 2009. This is consistent with previously observed boat mode shares.

**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.

During the 2010 season, ICA’s counts and estimation methods yielded an average of approximately 2,358 people arriving at Husky Stadium, representing 3.6% and 4.1% of game attendees based on paid and actual attendance, respectively. This is consistent with past ICA estimates.

Compared to the survey estimate, ICA’s numbers yield a slightly lower boat mode share. In 2010, ICA conducted a detailed inventory and accounting of boats and passengers, so it’s likely that their estimates are accurate; however, it is possible that ICA’s boat occupancy factors for moored boats (3, 4, 6, 8, and 10 passengers for 0-20’, 21-30’, 31-40’, 41-60’, and 61-100’ boats, respectively) underestimate actual occupancy. It may also be the case that the survey over-represented attendees arriving by boat. Nearly half of all surveyed attendees arriving by boat entered through South Gate, which had a much lower refusal rate than every other gate (5.2% compared to a 23.6% average for all other gates). If attendees arriving by boat were over-represented at South Gate and attendees entering through South Gate were much more likely to respond to the survey, then projections based on survey data may overestimate attendees arriving by boat.

**Bicycles**

Zero survey respondents arrived by bicycle. In addition to survey responses, Commuter Services also conducted a count of bikes parked around Husky Stadium on the survey game day. The count found a total of 108 bicycles parked around the stadium, representing just 0.2% of total game attendance. Given the very small number of attendees who arrived by bicycle, it is unsurprising that they were not represented in the survey data. The 2010 bicycle mode share and counts are the lowest in the TMP’s history, which is likely a reflection of inclement weather on the survey day. Other active transportation modes experienced similar declines.

**Other**

In 2010, approximately 0.5% of attendees (359 people based on paid and 274 based on actual attendance) arrived by ‘Other’ travel modes, down slightly from 2.8% in 2009. These ‘Other’ modes may include motorcycle, taxi, and limousine.
Thursday Evening Game
Efforts to shift people traveling to the campus for the game and other reasons away from driving to the Thursday evening Husky Football game were extremely successful. Over 4,500 students, staff, and faculty – 1,245 of whom typically drive alone – pledged to walk, bike, take transit, or carpool to classes, work, and the game. Commuter Services counted 2,677 automobiles parked in campus lots, not including lots east of Montlake Blvd, the fewest of any home game during the 2010 season. Metro Transit provided 40 outbound trips to Safeco/Qwest Field to 1,823 passengers, on top of regularly scheduled trips on Routes 44, 43, and 48 (passenger counts for these were not conducted). In addition, SH Worldwide provided 287 inbound and 148 outbound trips along typical Park & Ride routes, with a total ridership of approximately 9,200 passengers.
Pre-Expansion Comparison

Figure 7 compares actual 2010 bus and automobile mode shares and vehicles parked on campus with a 1984 baseline and post-expansion projections (from the 1986 Stadium Expansion PlanTMP, based on a sellout crowd of 72,200) using survey game day data. The actuals exceed the expectations of the 1986 Stadium Expansion Parking Plan TMP in all categories.

Figure 7: Comparison of Baseline, Actual, and Projected Travel Behavior
Neighborhood Parking Impact Areas

Figure 4 shows the neighborhood parking impact areas (in blue) 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 October 30th survey day, an estimated 6,499 people parked in the neighborhood parking impact areas in 2,482 automobiles (4,969 people in 1,897 automobiles based on actual attendance), compared to 6,462 people in 2,154 automobiles in 2009. 1,851 game attendees parked 670 automobiles (1,415 attendees in 512 automobiles based on actual attendance) in neighborhoods outside of the parking impact areas, compared to 2,431 and 909 in 2009. Due to the decline in automobile occupancy for cars in the neighborhood parking impact area (2.62 passengers/car in 2010 compared to 3.00 passengers/car in 2009), the number of cars parking in that area increased sharply (+328) while the number of passengers remained relatively flat (+37). The increase in automobiles in the neighborhood parking impact areas is likely due in large part to the inclement weather. The heavy rain and cold weather may have encouraged attendees to seek parking in impact areas rather than outer neighborhoods due to the former’s proximity to Husky Stadium.

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. The Seattle Police Department provided a summary of parking citations issued in neighborhood parking impact areas during all seven games for the 2010 season. On average, 126 citations were issued per game, an increase from 120 average citations per game in 2009. While there was an overall increase in citations in 2010, citations for automobiles parking in RPZs actually declined substantially, from an average of 109 per game in 2009 to 96 in 2010.
Conclusions

The TMP continues to successfully encourage fans to travel to games by modes other than driving alone. Nearly one third of game attendees arrived at the stadium in transit and charter buses and over 12% of attendees walked to the game. Less than 3% of attendees drove alone and nearly 50% carpooled to the game. Carpool parking price incentives appear to be successful, resulting in higher average auto occupancy in campus parking lots compared to most other parking areas. Approximately 2,482 automobiles (1,897 based on actual attendance) parked in residential neighborhoods identified as parking impact areas, compared to 8,170 in 1984.