MEMORANDUM

To: Stadium Oversight Committee (SOC)

From: Nelson\Nygaard Consulting Associates

Date: June 6, 2019

Subject: 2019 CTMP Update - Monitoring Plan (DRAFT)

INTRODUCTION

The 2019 Comprehensive Transportation Management Plan (CTMP) Update[1] was approved by City Council and went into effect on May 23, 2019. The 2019 CTMP Update includes 21 measures to improve game day travel for fans, and prevent or lessen transportation and parking impacts on surrounding neighborhoods.

The 2019 CTMP Update is a "living" document that will require monitoring and evaluation from season to season, and even game to game. The CTMP includes two specific measures (G.1 and G.2) to augment and enhance ongoing monitoring and reporting of the plan.

This memorandum proposes a plan to monitor game day transportation at Providence Park for the 2019 season. It proposes a set of performance measures to be tracked, the process to acquire data, the methods to organize and analyze it, and the data reporting methods.

MONITORING PLAN OBJECTIVES

The monitoring plan will track key performance measures to: 1) better understand the diverse and nuanced travel habits of fans on game days; and 2) identify progress towards the CTMP goals and/or areas for additional improvement.

The proposed monitoring plan prioritizes performance measures that will:

- Allow key stakeholders and partners to collect high priority data **easily and quickly**
- Provide information to the SOC that is most **relevant** and can best lead to **actionable** steps
- **Consistently demonstrate** the impacts of mitigation strategies and **trends over time**

[1] https://efiles.portlandoregon.gov/Record/12914249/

PROPOSED PERFORMANCE MEASURES

Figure 1 lists a number of proposed performance measures. Key notes about the proposed measures include:

- Some measures are recommended for *collection* during or after each game, whereas others would be collected on a seasonal basis. As described below, *reporting* would happen on a monthly and/or seasonal basis.
- The percent of fans who use each mode to travel *to the game* is included as a performance measure for each mode. This data will be reported as the *arrival mode*. However, the new fan travel survey (see discussion below) will also collect data on the *departure mode* for additional information on travel habits.
- The "baseline" value for many measures is currently unknown, or were identified in the 2019 CTMP Update based on limited data. Data collection during the 2019 season will allow those values to be recalibrated.
- The "future targets" are goals established for each of the measures and will be set to track progress. The targets will be refined and/or identified with input by the SOC upon collection of data.
- In some cases it will be helpful to compare between game days and typical non-game days. Data for these measures may be collected for up to two non-game days each year.
- **The feasibility of each performance measure depends on city agencies and third parties conducting targeted data collection and sharing key datasets. Some desired data, or granularity of data, may not be available due to non-disclosure agreements (NDA), other agreements, privacy concerns, or other reasons.**

Figure 1 Proposed Performance Measures

Category	Performance Measure	Source	Frequency of data collection	Frequency of data reporting	Baseline	Future Target	Potential data limitations
Attendance	Game day attendance	Timbers	Game day	Monthly	-	-	-
Marketing	# of transportation-related social media posts and e-mails	Timbers	Seasonal	Seasonal	-	TBD	-
	# of visits to the Timbers transportation page	Timbers	Seasonal	Seasonal	-	TBD	-
	Response rate to fan travel survey	Timbers	Seasonal	Seasonal	-	TBD	-
Transit	% of fans who arrive by transit (by service)	Travel survey	Seasonal	Seasonal	31%[A]	31%	-
	MAX platform clearing time (in minutes)	TriMet	Game day	Monthly	-	TBD	-
	Approximate load levels of departing MAX trains	TriMet	Game day	Monthly	-	TDB	-
	# of transit passes sold to season ticket holders	Timbers	Seasonal	Seasonal	-	TBD	-

Category	Performance Measure	Source	Frequency of data collection	Frequency of data reporting	Baseline	Future Target	Potential data limitations
Parking	% of fans who arrive by car and park	Travel survey	Seasonal	Seasonal	53%[A]	49%	-
	% of parking fans who park off-street vs. on-street	Travel survey	Seasonal	Seasonal	63%[A]	67%	-
	Average fans per vehicle	Travel survey	Seasonal	Seasonal	2.5	TDB	-
	SmartPark / PSU / Legacy occupancy, by location[C]	PBOT / PSU / Legacy	Game day	Monthly	-	TBD	-
	# of SmartPark vouchers redeemed, by game and location	PBOT	Game day	Seasonal	1,835	TBD	-
	# of parking citations issued per game within Event District (during Event District pricing hours) [C]	PBOT	Seasonal	Seasonal	-	TBD	-
Ride-hailing + Taxi	% of fans who arrive by ride-hail + taxi	Travel survey	Seasonal	Seasonal	7%[A]	8%	-
	Average fans per vehicle	Travel survey	Seasonal	Seasonal	2.5[A]	TBD	-
	% of all pick-up/drop-offs within ¼ mile of stadium that are at designated pick-up/drop-off zones (when zones are in effect)	PBOT	Game day[B]	Monthly	-	TBD	PBOT has a NDA with ride-hail operators.
Pedestrians	% of fans who arrive on foot	Travel survey	Seasonal	Seasonal	7%[A]	7%	-
Bikes and Scooters	% of fans who arrive by bike or e-scooter	Travel survey	Seasonal	Seasonal	3%[A]	4%	-
	# of parked bikes and e-scooters at designated game day parking locations	Timbers	Game day	Monthly	-	TBD	-
	BIKETOWN starts/ends within 1/8th mile (by time of day, from 1 hour before to 1 hour after game time) [C]	PBOT	Game day[B]	Monthly	-	TBD	PBOT has data agreement with providers.
	E-scooter starts/ends within 1/8th mile (by time of day, from 1 hour before to 1 hour after game time) [C]	PBOT	Game day[B]	Monthly	-	TBD	

Notes:
A. Baseline value will be updated with new data to be collected during 2019 season.
B. Game day data is preferred. If data cannot be collected by game, monthly or annual data collection could be used.
C. Data may be requested for up to two non-game days.

DATA METHODS AND SOURCES

To ensure effective data sharing, Nelson\Nygaard will provide **a data template in excel** to each participating stakeholder/partner. The template will specify the specific dates and data values to gather. It is assumed that partners will fill out the template and return to Nelson\Nygaard within the proposed schedule (Figure 2).

Mode splits

A new and revised online fan travel survey will be sent out twice per season to a selection of season ticket holders and single game attendees. Key notes on the travel survey include:

- The survey will capture travel behavior on both a weekday and weekend game in both "good" and "bad" weather conditions (weather permitting).
- The survey will ask respondents to base their answers on a single game they recently attended, and give them an option to select that game.
- The survey will be short to ensure a higher response rate, but ask questions that provide the SOC with important information about travel habits and mode choice.
- The Timbers/Thorns will work with Nelson\Nygaard to provide incentives as needed to encourage higher response rates.
- Nelson\Nygaard will analyze the survey responses and include the findings in a Seasonal Report.
- **A draft survey will be shared with the SOC in June and a finalized survey will be ready in July. The survey will be deployed in August and September (Figure 2).**

Transit data

After each game, it is assumed TriMet supervisors will observe and record the clearing time on the MAX platforms at the Providence Park MAX Station. They will also note general loads (i.e. crush, full, partial, or empty) for each departing MAX train. The data for each game will be shared with Nelson\Nygaard on a monthly basis.

After each season it is assumed the Timbers will report the number of season ticket holders that purchased a discounted TriMet season pass during the year.

Parking data

The Portland Bureau of Transportation (PBOT) manages the city's SmartPark public parking garages and enforces on-street parking in Goose Hollow and the Northwest District.

It is assumed that PBOT will share occupancy data from the three SmartPark garages closest to Providence Park[2] for each game day by time of day. SmartPark occupancy data and parking citation data for two non-game days may be requested as a comparison to game days. It is assumed that PBOT will also share the number of SmartPark vouchers redeemed for each game day by SmartPark garage.

Nelson\Nygaard will also track parking occupancy on game days at PSU and Legacy Health parking facilities. It is assumed that PSU and Legacy will share occupancy data from the appropriate facilities closest to Providence Park for each game day by time of day.

[2] 10th & Yamhill, 4th & Yamhill, and 3rd & Alder

For on-street parking, it is assumed that PBOT will share the number of parking citations issued for each game day within the Event District during the hours when Event District pricing is in effect. PBOT will also be asked to indicate on which game days there was no enforcement.

Ride-hail + Taxi data

It is assumed that PBOT and/or operators will provide the percent of all ride-hail and taxi pick-ups and drop-offs within ¼ mile (1,320 feet) of a Providence Park gate/entrance on game days *that occur at the designated pick-up/drop-off zones*.

Data will only be reported for pick-ups and drop-offs on game days that occur at times when the designated zones are in effect. If data cannot be provided for each game day individually, PBOT will aggregate and summarize the data by month.

NOTE: Due to NDAs with TNC operators, this data, or granularity of data, may not be available.

Bicycle/e-scooter data

It is assumed that Providence Park and/or contracted staff will conduct counts at designated temporary bike parking and designated e-scooter parking spaces to identify the number of bicycles and e-scooters parked on-site during home games. Counts should be conducted *after* the start of a game, but *more than 30 minutes before* the end of a game.

It is assumed that PBOT will summarize and share the number of BIKETOWN and e-scooter trips that start or end within approximately 1/8th mile (660 feet) of a Providence Park gate/entrance on game days. BIKETOWN and e-scooter trips for two non-game days may be requested as a comparison to game days.

NOTE: Due to data agreements with operators, e-scooter and/or BIKETOWN data, or granularity of data, may not be available.

Marketing

It is assumed that the Timbers will track of the number of transportation-related social media posts and e-mails it distributes. Additionally, they will keep track of the number of page hits to the Timbers' transportation page throughout the year.

DATA REPORTING

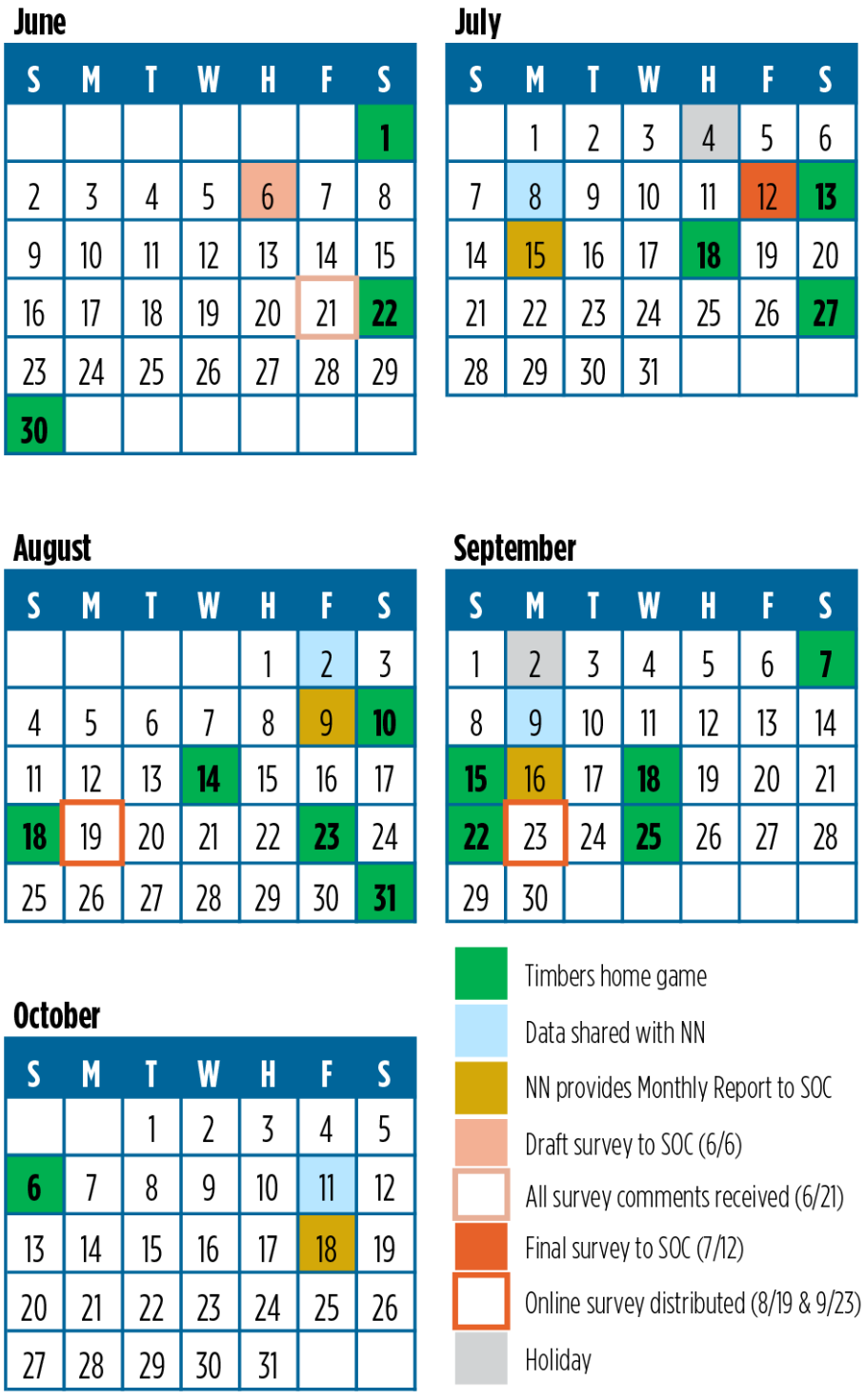
The data collected after each game and/or season will be compiled into two reports:

- **Monthly Reports:** Reports summarizing data from all Timbers home games at Providence Park during the previous month. Reports will summarize the game day measures only. For measures that cannot be collected or reported for each game day, a single monthly value will be reported. Reports will be shared with the SOC approximately two weeks after the last game of each month.
- **Seasonal Report:** Report summarizing data from all Timbers home games at Providence Park during the season, including postseason, if applicable. The Seasonal Reports will include data reported in the Monthly Reports, as well as data that is collected on a seasonal basis. A draft report will be shared with the SOC six to eight weeks after the last home game of the season.

Data reporting timeline

It is assumed that monitoring partners will provide game day and monthly data (in the excel template provided) to Nelson\Nygaard within five business days after the last game of each month. Nelson\Nygaard will compile, organize, and analyze the data and summarize the findings in a monthly report to be shared with the SOC five business days later (i.e. 10 business days after the last game of each month). A proposed reporting schedule is shown in **Figure 2**.

Figure 2 **Proposed Monitoring Plan Schedule**[3]



[3] Subject to revision and postseason schedule.