From:	lubaw@lcwconsulting.com
To:	Julie Kirschbaum; Jeffrey Flynn; Scott.Jefferis@sfmta.com
Cc:	Wise, Viktoriya (CPC); Bollinger, Brett (CPC); Jose Farran
Subject:	GSW - Transit Analysis Update and Data Needs
Date:	Monday, October 27, 2014 1:14:05 PM
Attachments:	Mission Bay Shuttle survey crosstabs for 2012 and 2013 v4.pdf ATT00001.htm GSW Existing Muni Ridership and Capacity 10-22-14.xlsx ATT00002.htm

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Hi Julie, Jeff and Scott

We wanted to follow up with you regarding the GSW transportation analysis, and schedule a meeting to go over the following items discussed in detail below:

1. Project description changes
2. Travel demand updates
3. Transit Service Plan information needs
4. Existing and future ridership and capacity needs

The link to the doodle poll is: https://doodle.com/i775y59izkcti6nw

Please respond as soon as you can so that we can keep the transit analysis moving forward.

1. Project Description - The project sponsor will be revising the project description a little bit to add some additional office square footage and change the proportion/type of retail. The land use has not been finalized, and we are waiting confirmation from the project sponsor. We anticipate this to happen within this next week. We will keep you posted about this.

2. Travel Demand - Once the sponsor finalizes the land use program, we will be updating the travel demand estimates we previously provided to you to account for the revised program. Also, based on recent travel surveys conducted by the Mission Bay TMA for office employees (summary and comparison to SF Guidelines attached), we will be revising the office work mode split and origin/destination. A table with the survey data is attached. Based on this recent data the overall office worker transit mode split would change from 20 percent transit to about 62 percent transit.

Based on the land use and mode split changes, the number of transit trips generated by the project would increase from what you used in the transit plan, with the greatest difference being during the weekday PM peak hour.

3. Transit Service Plan
Could you please provide us with the currently proposed transit service plan that was developed for a basketball game.

As you know, our analysis includes multiple analysis scenarios that reflect conditions without and with a basketball game and without and with a conference event. The without basketball game and conference event includes the travel demand with the roughly 600,000 gsf of office, retail and restaurant uses. Our analysis also includes without and with a concurrent Giants game at AT&T park. For some of these scenarios, there may be no change from existing conditions, but we want to confirm this with you.

Once we provide you with the updated travel demand, we will need the transit service plan information within two weeks.

Without Giants Game
1. Weekday PM (peak hour of 4 to 6 PM peak period) with no event on GSW site
2. Weekday PM (peak hour of 4 to 6 PM peak period) with convention event
3. Saturday Evening (peak hour of 7 to 9 PM period) with no event on GSW site

4. Weekday PM (peak hour of 4 to 6 PM peak period) with basketball game
5. Weekday Evening (peak hour of 6 to 8 PM period) with basketball game
6. Weekday Late Evening (peak hour of 9 to 11 PM period) with basketball game
7. Saturday Evening (peak hour of 7 to 9 PM period) with basketball game

With Giants Game
8. Weekday PM (peak hour of 4 to 6 PM peak period) with basketball game and Giants game
9. Weekday Evening (peak hour of 6 to 8 PM period) with basketball game and Giants game
10. Weekday Late Evening (peak hour of 9 to 11 PM period) with basketball game and Giants game
11. Saturday Evening (peak hour of 7 to 9 PM period) with basketball game and Giants game

Also, although we are not analyzing concerts, we will need to qualitatively discuss if there would be any additional service for smaller events. We don't need this information right away.

4. Existing and Future Transit Ridership and Capacity -
Per our email request in late August, we will need the *Existing* weekday and weekend ridership and capacity data for the Muni routes that serve the project site. We would like to obtain this data prior to the updated transit service plans within the next two weeks.

Per our discussions subsequent to the August email, we will need this information for the 10 Townsend, T Third, and 22 Fillmore, for the following time periods. The attached spreadsheet summarizes the transit data request.

Without Giants Game
- Weekday PM (peak hour of 4 to 6 PM peak period)
- Weekday Evening (peak hour of 6 to 8 PM period)
- Weekday Late Evening (peak hour of 9 to 11 PM period)
- Saturday Evening (peak hour of 7 to 9 PM period)

With Giants Game
- Weekday PM (peak hour of 4 to 6 PM peak period)
- Weekday Evening (peak hour of 6 to 8 PM period)
- Weekday Late Evening (peak hour of 9 to 11 PM period)
- Saturday Evening (peak hour of 7 to 9 PM period)

Also, because our impact analysis will assume a number of changes to the transit service, we will need to develop with you the "future" ridership and capacity for these routes, the Central Subway, the "55", and the new project shuttles for both

the Existing plus Project and 2040 Cumulative analysis. We can determine the best approach to developing this information at our meeting.

If you should have any questions, please call me.

Thank you,
Luba