From: Wise, Viktoriya (CPC)
To: Bollinger, Brett (CPC)
Cc: Kern, Chris (CPC)
Subject: FW: GSW - Arrival distribution
Date: Tuesday, January 13, 2015 9:24:16 AM
Attachments: image001.png
image002.png
image003.png
image004.png
image005.png

I was just reading the below email and note that the Kings game were assumed to start at 7 pm (not 7:30). This is an important distinction and I think helps with the argument that we should keep the numbers as is. In comparing the data with the Kings and other venues, we should focus on understanding the time distribution (i.e., arriving half-hour before the game, hour before the game, 1.5 hours before the game, etc.) percentages. Looking at the tables and comparing percent of people arriving between 5:30 and 6 pm and so on only makes sense if the games start at the same time.

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From: Paul Mitchell [mailto:PMitchell@esassoc.com]
Sent: Monday, January 12, 2015 3:01 PM
To: lubaw@lcwconsulting.com; Bollinger, Brett (CPC); Wise, Viktoriya (CPC); Jose Farran
Cc: Joyce; Brian Boxer
Subject: RE: GSW - Arrival distribution

Luba:

I just sent everyone in this email the Sacramento Kings RTC document via ESA DeliverIt. Also, Brian Boxer sent the information below regarding arrival/departure patterns for the Kings ESC EIR to Jose last Wednesday.

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The following is extracted from pages 4.10-43 and 4.10-44 of the Sacramento ESC EIR:

Arrival / Departure Patterns

Following is an evaluation of expected arrival/departure patterns for each event type (see Appendix D for technical data).

- **Weekday Evening Kings Game** – Table 4.10-8 displays the observed percentages of vehicles entering the Sleep Train Arena parking lot (via all four entrances) for a 7 pm weekday Kings game on April 5, 2012. As shown, 67.4 percent of all attendees arrived between 6 and 7 PM. This table also shows data provided by ICON Venue Group for a number of other NBA arenas. Although the data show that 53.8 percent entered the arena during the one-hour prior to the game start, it is likely that many of the 37 percent that arrived at or after tipoff initially arrived to the site during the one-hour prior (and were searching for parking or visiting an adjacent retail/restaurant. Therefore, to be reasonably conservative, 67.4 percent of evening Kings game attendees are assumed to enter the study area during the pre-event peak hour.

- **Morning Civic Event** – Based on data from previous studies and professional judgment, two-thirds (66.7 percent) of civic event attendees are expected to arrive during the AM peak hour. This is reasonably conservative when compared to other of conference centers that assume 50 percent or less of arrivals occur during the AM peak hour.

- **Afternoon Event** – Based on data from previous studies and professional judgment, three-quarters (75 percent) of special/family event attendees are assumed to depart during the PM peak hour. This input is substantiated by 2010 traffic counts collected at a Los Lobos concert at the Mondavi Performing Arts Center on the UC Davis campus. That study found that 74 percent of all concert attendees departed the event within the one-hour after the event ended.

TABLE 4.10-8
PRE-EVENT ATTENDEE ARRIVAL PATTERNS

Time	Percent Entering Sleep Train Arena Parking Lot for 7 pm Game [1]	Percent Entering Building for Other NBA Venues [2]
5-6 pm	14%	9.2%
6-6:30 pm	22.7%	21.5%
6:30-7 pm	44.7%	32.3%
7-8 pm	18.6%	37.0%

1. Fehr & Peers conducted counts from 5 to 8 pm at all entrances to a Kings home game (versus Clippers) at Sleep Train Arena on Friday, April 5, 2012. Game had attendance of 12,600.
2. Based on data provided by Icon Venue Group.

SOURCE: Fehr & Peers, 2013.

According to the Sacramento Kings, about 850 of the 1,200 ESC Kings game event employees would arrive two hours prior to the start of the event (i.e., prior to the pre-event peak hour) and remain on-site for some time after the event concludes.[1] For analysis purposes, 100 inbound employee trips are conservatively assumed during the pre-event peak hour.

During weekday evening Kings games, other event management, all-day, and cleaning staff would arrive/depart during various parts of the day. Data from the

April 5, 2012 Kings game were reviewed and showed 190 outbound trips departing Sleep Train Arena from 6 to 7 PM. This may have included departing day employees, deliveries, and even some drop-offs. To account for these types of activities, 200 outbound employee trips are estimated for the pre-event peak hour.

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From: lubaw@lcwconsulting.com [mailto:lubaw@lcwconsulting.com]
Sent: Monday, January 12, 2015 10:04 AM
To: Brett Bollinger; Viktoriya Wise; Joyce; Paul Mitchell
Cc: Jose Farran
Subject: GSW - Arrival distribution

Hi all
The numbers that GSW Warriors provided are the actual Oracle arena arrivals numbers, but Clarke was happy that they were higher than the other NBA aggregated venues that Kate had provided late on Friday (Although it is likely that the aggregated venues do not include lots of downtown arenas - plus SF is different anyway).
There is some question about what exactly was used in the Kings arena, and Clarke is following up with Brian with that. Also, Clarke will ask Brian on how the AECOM comment on the EIR was responded to.

Changing the distribution now would add more than a week to the schedule, depending.

I mentioned that one way or another we need to address this issue this Wednesday, and that we need direction from EP. We feel that it is appropriate that the percentage arriving during the 4 to 6 PM peak period at the SF site is greater than at the existing arena. What percentage, not sure.

Paul, can you get the Kings EIR RTC document to us? And maybe have someone find the AECOM comment?

Thanks,
Luba

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[1] See Chapter 2, Project Description, Table 2-5.