

of the planning and operations of event bus service and related activities.

II. SERVICE DEMAND

Four levels of event patronage have been identified. Transit service which accommodates expected passenger demand will correspond. See Tables 1 through 4 which describe the elements of each service level.

A. Determining Level of Service

Tables 1-4 show four levels of bus service. Each table corresponds to the number of available parking spaces on-site. Calculations in the tables assume that each bus trip will carry 60 passengers, all passengers will be carried in a 60 minute period and 2.75 people will arrive in each car. Approximately 70% of the buses Tri-Met will deploy have two doors and a maximum capacity of approximately 75 people. Approximately 30% will have three doors and capacity of 100 people. In addition to event patrons using the event bus system and parking on-site, up to 17% will arrive at the site by regular transit service or by having parked and walked. Table 5 is a summary of parking availability at various times in the construction project.

COLISEUM EVENT SERVICE LEVEL - DURING CONSTRUCTION OF NEW ARENA

TABLE 1. TOTAL ON SITE PARKING = 680 SPACES = 1870 PEOPLE

	Event Attendance	Shuttle Patrons	Shuttle Buses	Bus Routes	Trips per hour	Frequency (minutes)	Parking Lots (Identify w/Code)	No. of Shuttle Parking Spaces
Level I	2300-3000	720	3	A	12	5	Lloyd Tower	261
Level Ia	3000-3600	1200	3 - 5	A	20	3	Lloyd Tower	261-436
Level II	3600-5000	2400	10	A+B	40	3	Lloyd + Old Town	872
Level III	5000-7600	4500	15	A+B+C	60	3	Lloyd+Old+Metro	1663

TABLE 2. TOTAL ON SITE PARKING = 988 SPACES = 2717 PEOPLE

	Event Attendance	Shuttle Patrons	Shuttle Buses	Bus Routes	Trips per hour	Frequency (minutes)	Parking Lots (Identify w/Code)	No. of Shuttle Parking Spaces
Level I	3100-4100	720	3	A	12	5	Lloyd Tower	261
Level Ia	4100-4700	1200	3 - 5	A	20	3	Lloyd Tower	261-436
Level II	4700-6100	2400	10	A+B	40	3	Lloyd + Old Town	872
Level III	6100-8500	4500	15	A+B+C	60	3	Lloyd+Old+Metro	1663

TABLE 3. TOTAL ON SITE PARKING = 1650 SPACES = 4537 PEOPLE

	Event Attendance	Shuttle Patrons	Shuttle Buses	Bus Routes	Trips per hour	Frequency (minutes)	Parking Lots (Identify w/Code)	No. of Shuttle Parking Spaces
Level I	5400-6200	720	3	A	12	5	Lloyd Tower	261
Level Ia	6200-6800	1200	3 - 5	A	20	3	Lloyd Tower	261-436
Level II	6800-8200	2400	10	A+B	40	3	Lloyd + Old Town	872
Level III	8200-10600	4500	15	A+B+C	60	3	Lloyd+Old+Metro	1663

TABLE 4. TOTAL ON SITE PARKING = 2150 SPACES = 5912 PEOPLE

	Event Attendance	Shuttle Patrons	Shuttle Buses	Bus Routes	Trips per hour	Frequency (minutes)	Parking Lots (Identify w/Code)	No. of Shuttle Parking Spaces
Level I	7000-7800	720	3	A	12	5	Lloyd Tower	261
Level Ia	7800-8400	1200	3 - 5	A	20	3	Lloyd Tower	261-436
Level II	8400-9800	2400	10	A+B	40	3	Lloyd + Old Town	872
Level III	9800-12300	4500	15	A+B+C	60	3	Lloyd+Old+Metro	1663

The anticipated attendance of each event and available on-site parking will determine the number of buses and which off-site parking lots that will be opened. OAC will work with event promoters in advance to determine the expected attendance for each event. OAC will work with Tri-Met and the TMT to determine an appropriate level of service for the event.

Table 5. On-site Parking During Construction

Month of Construct.	Total Parking Spaces	Month of Construct.	Total Parking Spaces
1	988	18	680
2	988	19	680
3	988	20	365
4	988	21	365
5	988	22	2150
6	988	23	2150
7	988	24	2150
8	988	25	2150
9	988	26	2150
10	988	27	2150
11	680	28	2150
12	680	29	2150
13	680	30	2150
14	680	31	2834
15	680		
16	680		
17	680		

Buses will be required for all Trail Blazers and Winter Hawks games and for Coliseum events with a projected attendance of 3,000 persons or more. Approximately 202 events will occur per year which will require bus service. Table 6 shows the frequency of each attendance level. Each year this table will be updated.

Table 6. Projected Event Attendance Occurrences

Event attendance	Number of occurrences projected for 1994
2300 - 3100	6
3101 - 3600	22
3601 - 4100	36
4101 - 4700	16
4701 - 5000	3
5001 - 6100	42
6101 - 7600	12
7601 - 8200	8
8201 - 9800	2
9801 - 10600	9
10600 +	46
Total events requiring event service	202

B. Accessibility

The event bus system should be 100% accessible to people who can not climb the steps of a bus. Up to 70% of the buses scheduled for use on the system will be lift equipped. Buses without lifts will be used because they carry 25% more passengers. Lift equipped vans will be available for each event route as necessary. Van drivers would be accessible via radio communication with Tri-Met supervisors or dispatchers and called into use as necessary.

C. Parking Availability

During construction there will be 680 to 2150 on-site parking spaces. Off-site, there are approximately 3500 spaces available in a nine block area near Lloyd Center served by two bus lines. In the Old Town District a parking garage of at least 400 spaces is available. Plenty of off-site parking exists to meet demand.

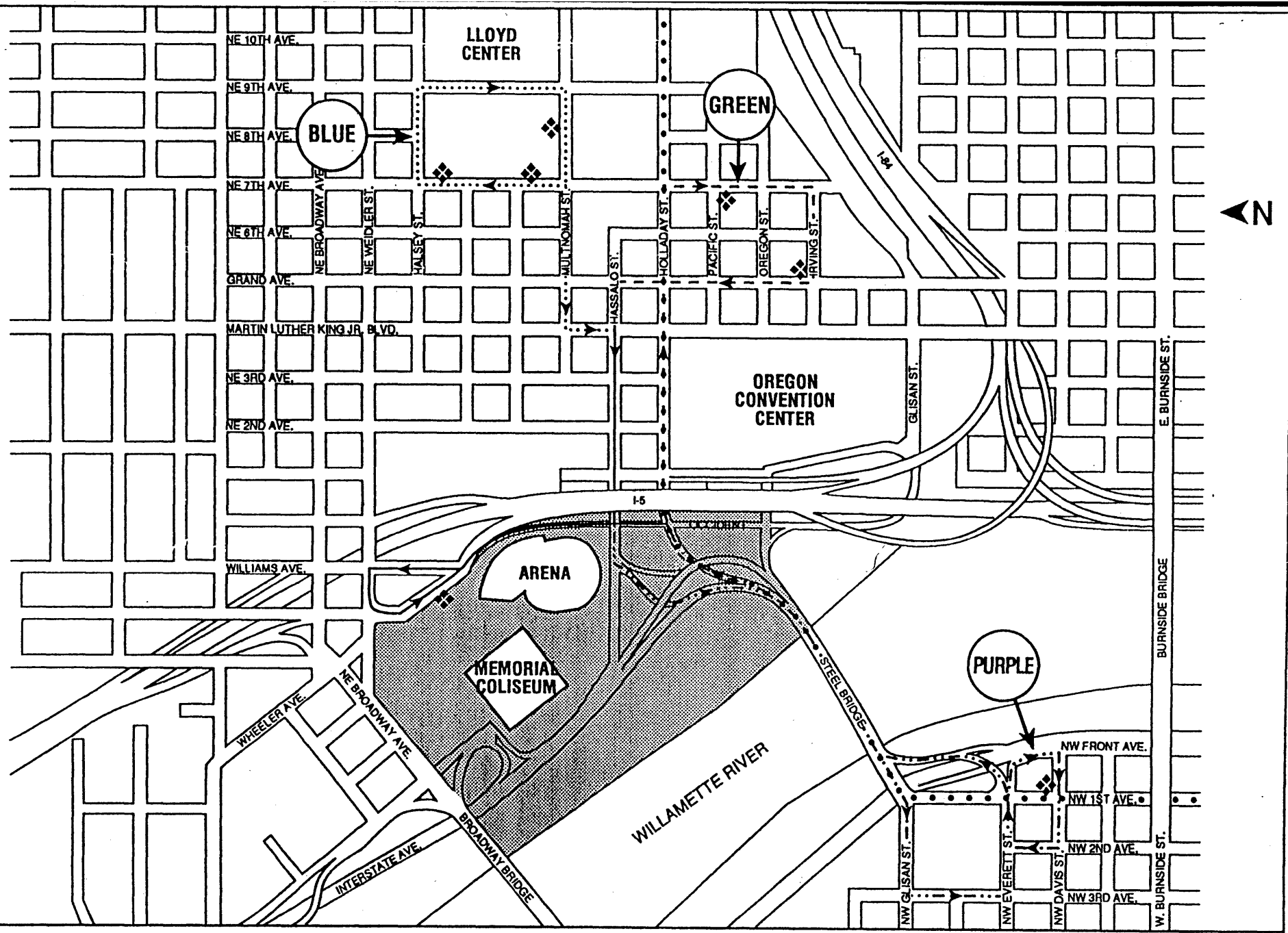
III. BUS OPERATIONS

The shuttle buses will route through the Lloyd and Old Town Districts stopping at designated shuttle lots. A temporary roadway, along the re-aligned Williams Avenue, will be used by shuttle buses enroute to the front of the Coliseum. This roadway is accessible to emergency vehicles, daytime construction traffic and shuttle buses only.

A. Route Design

Three bus lines will serve the Coliseum and surrounding off-site parking lots. Each one is designated with a color, has a specific route and serves particular parking lots. It is recognized that road and other construction projects may require alterations to the routes. Both parties must mutually agree on any reroutes, permanent or temporary. Map 1 shows the routes.

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MAP KEY	
	Blue Route
	Purple Route
	Green Route
	Shared Route
	Construction Area
	Shuttle Stops
	MAX Route

**Oregon
Arena
Project**

Shuttle Routing Plan - Construction

35158

The Blue Line serves the Lloyd Tower Area and is the priority route which serves six lots with capacity of 2,100 spaces. The Blue Line operates whenever service is required.

From the Coliseum, the Blue Line travels south on Williams, left on Hassalo, left of 3rd, right on Multnomah, left of 7th, right on Halsey, right on 9th, right on Multnomah, left on 3rd, right on Hassalo, right Williams, left on Weidler, right Wheeler and stops at pullout in front of the Coliseum.

The Purple Line operates with the Blue Line for level II service. The Purple Line serves the Old Town/China Town which has 800 spaces.

From the Coliseum, the Purple Line travels south on Williams, right on Hassalo, enters Steel Bridge ramp, over bridge, west on Glisan, left on 3th, left on Everett, right on Front, right on Davis, right on 3rd, right on Everett, across Steel Bridge, north on Williams, left Weidler, left Wheeler and stop at pullout in front of Coliseum.

The Green Line may be included in level II service and definitely in level III. It serves four lots with 800 parking spaces near Metro offices. From the Coliseum the Green Line travels south on Williams, left on Hassalo, right on Occident (through the Transit Center), left on Holladay, right on 7th, right on Irving, right on Grand, left on Hassalo, right on Williams, left on Weidler, right on Wheeler, and stops at pullout in front of Coliseum.

B. Drop off point at Coliseum

Travelling north along Williams Avenue, all buses will use the public right of way in front of the Inn at the Coliseum motel, which is a westbound lane along Weidler. Turning left onto southbound Wheeler, the buses will drop-off and pick-up at a new layover area created in front of the Coliseum. Police officers will control southbound auto traffic along Wheeler to allow shuttle buses quick access to left turn across three lanes, enroute to the layover zone.

When the Arena opens, all buses will drop off and pick up at the adjacent Transit Center which is near entrances to the Arena and Coliseum. Tri-Met will designate bus stops for each colored route. Traffic control officers may be necessary in or near the Transit Center during times of peak operations.

C. Stops

Bus stops will be predetermined, consistent and clearly marked with signage and graphics. They will be conveniently located for customers emerging from parking lots and safe for bus stopping. Ideally, each stop should have a name or number for convenient customer identification. Event buses will stop only at event designated stops.

D. Scheduling

In order to meet demand, buses will operate every 3 to 5 minutes commencing 60 to 90 minutes prior to events and continuing 60 minutes after. After events, buses will be staged at the boarding area in front of the Coliseum and on Weidler and Williams if necessary. A

minimum of two (2) buses will continue to run during the event to allow access for patrons arriving late or leaving early.

E. Event Times

Trail Blazers games will typically begin at 7:30pm on weeknights and a varying times on weekends. Attempts will be made to schedule Winter Hawks games to begin at 7:30pm on weeknights also. Other events requiring level III bus service should be scheduled to begin not before 7:30pm on weeknights.

F. Operational Restrictions

A full deployment of bus service for Coliseum events is not possible during weekday peak commuting hours. Those hours are weekdays between: 6:30AM and 9:30AM and; 3:30PM and 6:00PM.

For advanced bus scheduling and confirmed operator availability, it will be necessary to produce a calendar of events and their expected attendance on a quarterly basis. For unexpected events, Tri-Met must be notified of the need for service no later than 72 hours in advance of when buses would be called into service.

In the rare cases when Tri-Met can not provide service, OAC has the right to employ a private bus service provider.

IV. EVENT BUS TICKETS

Tri-Met bus operators or fare inspectors will monitor event fares or collect regular transit fares on board event buses as necessary and agreed upon by both parties. OAC will distribute event bus tickets which they develop. OAC may collect or monitor event bus tickets outside of the transit vehicle. OAC hosts are welcome on board event buses for purposes other than ticket monitoring.

Tri-Met vehicles are open for any patron to board. Individuals not holding an OAC event bus ticket must pay a regular Tri-Met fare.

V. SERVICE FLEXIBILITY/PLAN REVISIONS

Over time, Tri-Met, OAC and the Traffic Management Team will refine bus and MAX service operations to meet changing needs.

VI. REGIONAL BUS AND MAX SERVICE/PARK AND RIDE

It may become necessary or desirable to use park and ride facilities around the region as staging locations for event patrons. The costs and benefits of this possibility will be monitored over time by both parties.

The use of MAX as a major shuttle carrier is not feasible during construction due to undesirable pedestrian access between the Coliseum MAX Station and the Coliseum.

Exhibit B

**MARKETING PLAN
OREGON ARENA BUS SERVICE
4-6-93**

I. OVERVIEW

The purpose of this Plan is to outline joint marketing opportunities of transit and shuttle bus service for Tri-Met and the Oregon Arena Corporation. Shuttle bus service will operate between the Oregon Arena Complex and off-site parking during construction, and after the Arena is open. This plan includes goals, objectives and strategies which will assure customer awareness and use of transit. As customer awareness of service and ridership changes, the Marketing Plan may be modified, by mutual agreement of Tri-Met and OAC, to better suit actual requirements, demand, operating parameters and other changing conditions.

The primary goal of jointly marketing transit and shuttle service to the Oregon Arena Complex is to build ridership for both the event shuttle service and regular transit service to the Arena site. Strategies for accomplishing this include: distributing information regarding event shuttle service, identifying parking lot locations, and marketing the convenience of regular and event shuttle Tri-Met service. This marketing effort will encourage patrons to leave their cars at home, or park in off-site lots and take the shuttle buses, thus changing the traditional habits of event attendees.

II. PROJECT COMMUNICATIONS

A partnership of the Oregon Arena Corporation, the Trailblazers, Tri-Met and their agents

will accomplish this plan. Each party may independently hire and involve private contractors to advise on and produce promotional materials or programs.

A Project Communication Team will be made up of staff from each organization and appropriate consultants. The Project Communication Team will meet regularly to plan, implement and evaluate public information strategies.

This Team will develop a working agreement on how and by whom messages are developed, copy is written, designs are produced and decisions are finalized. All materials regarding transit and the Oregon Arena Complex will be agreed upon by both Tri-Met and the OAC.

One person from each organization will be identified as the spokesperson for all transit information in case of emergencies, or for media inquiries.

III. ADVERTISING OPPORTUNITIES

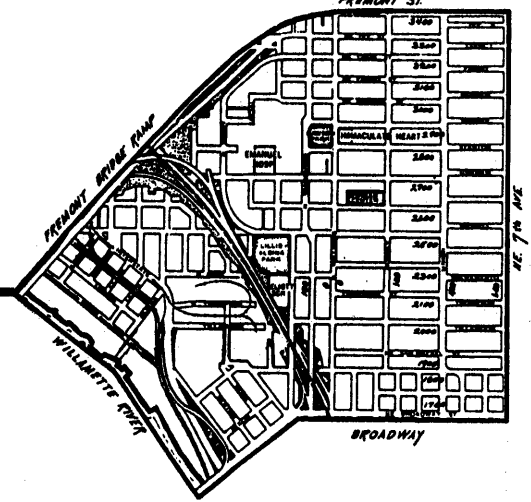
A variety of marketing and advertising tools may be utilized to promote transit and shuttle services. Those tools may include:

- Radio - On traffic networks, Blazers broadcasts, and event-related stations.
- Television - During Blazers games and in Arena information spots (video screens, TV monitors,, electronic reader boards, etc.)
- Print Advertising - For construction communication, Blazers pocket schedules, event promotions, special brochures, posters.

- Ticket Distribution - Transit and parking options at TicketMaster locations are identified at ticket point of sale.
- On-Bus Advertising - Both interior and exterior locations (optional - depends on advertising deal).
- Direct Mail/Handouts - During construction and after Arena is open with distribution to season ticket-holders, convention attendees, etc.
- On-Site Visibility - Through signage, customer service, Arena event exposure.
- Special Promotions - During Blazers games.
- Telephone Information - Construction hotline and as needed.
- Special Events - Joint planning of public/press events such as ground breakings, mid-way marks, grand openings.
- Promotional Incentives - "Tri-Met Night" at home games or "Emergency Ride Home" programs are possibilities.
- Customer Service Initiatives - Training by Tri-Met as needed for OAC event services staff and promotion at bus shelters.
- Signage - Directing patrons to shuttle parking/bus stop and Tri-Met station.

The Project Communications Team would manage a work program which details each of the above tools.

ELIOT NEIGHBORHOOD ASSOCIATION



June 23, 1993

Portland City Council
c/o Council Clerk
1220 SW 5th
Portland, OR 97204

Dear City Council Members:

The Eliot Neighborhood Association (ENDA) Board has voted to support the language in the Oregon Arena Transportation Management Plan and the accompanying Resolution regarding current and future transportation impacts of Coliseum, Arena, and Convention Center operations on the Eliot Neighborhood.

The plan and resolution recognizes that some of the impacts are known and some will only emerge over time, that identification of impact indicators need to be developed, and that timely mitigation of impacts will occur.

ENDA's expectations are that ENDA, the Trail Blazers, the Oregon Arena Corporation, and the City of Portland will work together to mitigate known and emerging impacts through the Neighborhood/Business Advisory Committee and the Transportation Management Team so that Eliot neighborhood's livability is maintained and enhanced.

We want to thank the Trail Blazers (particularly Marshal Glickman) and the Oregon Arena Corporation (particularly Paul Zumwalt) for being willing to meet with an ENDA committee over the last year concerning Coliseum and Arena impacts on Eliot, and being receptive to our concerns. We also greatly appreciated the neighborhood security patrols funded by the Trail Blazers during the last basketball season. In addition, Kevin Kohnstamm's ability to hear ENDA's concerns and to draft language at the last moment that was agreeable to all parties is something to be truly valued by the city.

Finally, although ENDA has some uneasiness about some loose ends, about having covered all the bases, and about emergent impacts, we are hopeful that the oversight process in the plan is a sufficient vehicle for ongoing problem resolution.

Sincerely,

Steven D. Rogers
Steven D. Rogers
ENDA Chair
533 NE Brazee
Portland, OR 97212
281-1799

Adopt the Traffic Management/Site Operations Plan for the Oregon Arena Project. (Resolution)

WHEREAS, Trail Blazers Inc and Oregon Arena Corporation, (OAC) in partnership with the City of Portland, have proposed construction of the Oregon Arena Project adjacent to the Memorial Coliseum; and

WHEREAS, the Oregon Arena Project will have significant transportation impacts, particularly on the Lloyd District and Eliot Neighborhood; and

WHEREAS, safe, convenient and efficient transportation options are key to the success of the Oregon Arena Project; and

WHEREAS, the City and OAC have developed a Traffic Management/Site Operations Plan for the Oregon Arena Project; and

WHEREAS, the Traffic Management/Site Operations Plan includes: a comprehensive shuttle system that utilizes existing parking inventory within the Lloyd District; a commitment from the OAC to aggressively promote transit and other forms of alternative transportation; and the use of advanced traffic control technology to improve circulation; and

WHEREAS, the Traffic Management/Site Operations Plan is a basis for transportation management that will require flexibility as traffic issues change periodically in the 30- to 60-year life of the arena; and

WHEREAS, an Arena Neighborhood/Business Advisory Committee has been established to provide continual input to the Oregon Arena Project Traffic Management Team.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Portland, a municipal corporation of the State of Oregon, supports the Traffic Management/Site Operations Plan and will, in conjunction with Oregon Arena Corporation, implement and enforce the Plan in order to mitigate adverse transportation impacts on the Lloyd District and Eliot neighborhood.

Passed by the Council, JUN 23 1993

Mayor Vera Katz
BM:ts arena.bm/res.4
June 18, 1993

BARBARA CLARK
Auditor of the City of Portland
By *[Signature]* Deputy

RESOLUTION NO. 35158

Title

Adopt the Traffic Management/Site Operations Plan for the Oregon Arena Project.
(Resolution)

INTRODUCED BY	DATE FILED:
Mayor Vera Katz	Barbara Clark Auditor of the City of Portland
NOTED BY COMMISSIONER	
Affairs	By: <u>Cory Kershner</u> Deputy
Finance and Administration <i>Vera Katz</i>	For Meeting of: _____
Safety	
Utilities	
Works <i>CBZ</i>	ACTION TAKEN:
BUREAU APPROVAL	
Bureau: Portland Development Commission	
Prepared by Date BManlove:ts 6/18/93	
Budget Impact Review: <input type="checkbox"/> Completed <input checked="" type="checkbox"/> Not Required	
Bureau Head: <i>Douglas E. Butler</i> Acting Executive Director	

AGENDA		FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
			YEAS	NAYS
Consent	Regular <input checked="" type="checkbox"/>	Blumenauer	Blumenauer	✓
NOTED BY		Hales	Hales	✓
City Attorney		Kafoury	Kafoury	✓
City Auditor		Lindberg	Lindberg	✓
City Engineer		Katz	Katz	✓