

To: Operations and Scheduling Committee

Date: December 30, 2015

From: Rashidi Barnes, Sr. Manager of Transportation Reviewed by:

Subject: Proposed Running of the Route 9 on February 6, 2016

Background:

Super Bowl 50 will be the biggest Super Bowl the NFL has ever celebrated. The game on February 7, 2016 – Super Bowl Sunday – will be hosted in Levi's® Stadium in Santa Clara. The 50th Super Bowl will kick off the first week of February 2016, with a weeklong series of public events held throughout the region. These events will include the NFL Experience and the Super Bowl City, both being held in San Francisco's Moscone Center and the Embarcadero area. With an estimated one million additional people coming to San Francisco for the Super Bowl, public transit, biking and walking will be the best ways to get in and around the city.

Summary of Issues:

County Connection is working closely with our regional transit partners and the Super Bowl 50 Host Committee to ensure that commuters, visitors and locals can get where they need to go safely and as easily as possible during the weeklong Super Bowl activities. For the week in question, all hotels within the Walnut Creek, Pleasant Hill and Concord areas are reserved. That is an excess of 2,220 rooms with an average room capacity of 2.5 persons commuting back and forth to San Francisco via BART or the highways. Within the event areas of San Francisco, autos and parking will be limited downtown to accommodate only transit routes and emergency vehicles, consequently making public transit a tangible transportation option. However, the potential increase in riders is only expected during mid-day and night service times. This coincides with the hours of operation for both the NFL Experience and Super Bowl City. Both sites will be open between 10 am and 10 pm daily, and will then close prior to kick off on Sunday, February 7th.

On a normal work day, local BART parking lots reach maximum capacity before 7 am, forcing overflow parking to be made in surrounding residential areas and even sometimes illegally in hazardous zones. In anticipation of this issue, Staff is working closely with the local hotels to provide last mile connection information (bus schedules), via County Connection, to and from BART. Further marketing of County Connection's transit plans will also need to be promoted through our social media sites, such as Twitter and Facebook. Our goal is to provide as much information in advance, not only to help the visiting fan, but to also ensure that those who live and work in our service area can still get to where they are going with minimal disruptions.

Of the ten (10) major local hotels surveyed in October 2015, all rooms had been sold for the Super Bowl week. Of the hotels surveyed, all but four (4) have large enough shuttles to be able to provide adequate on-demand service (Hilton and Clarion hotels of Concord) or are in walking distance of a BART station (Renaissance and Embassy Suites of Walnut Creek). The remaining six (6) hotels are located along County Connection bus lines that travel to BART stations (Attachment 1) with high frequency during the weekday.

Staff anticipates an increase in ridership during the mid-day, night and weekend (Saturday) service. To prepare for the influx of passengers during the mid-day and night service hours, enhanced monitoring will be performed, and road supervisors will request a chase bus if needed to pick up passenger overflow. Because five (5) of the surveyed hotels are along the Route 9, maintaining a weekday schedule for Saturday (February 6, 2015) will allow us to meet the expected demand.

Route	Frequency		Span of Service	
	Peak	Off Peak		
9	30 min	60 min	06:00 - 22:43	
316	1:20 min	75 min	08:45 - 19:39	
320	45 min	45 min	09:45 - 18:59	

The NFL expects that one million people will visit Super Bowl City and/or the NFL Experience with a majority of the trips being taken on Saturday. Both events will be open to the public until 20:00 on Saturday, making the Route 9 the best available option to meet the potential service demand. Routes 316 and/or the 320 complete their services too early to accommodate returning passengers.

On Super Bowl Sunday all events will be closed by game kickoff, which will drastically reduce the need for any additional service. Only CalTrain, ACE and VTA's light rail trains and buses will be the only public transit options into the stadium area. Because of the limited public transit access, most visitors from our area will travel by personal vehicle to and from the stadium on Sunday per NFL security rules.

Financial Impacts and Assignment Process:

County Connection's marginal operation cost is \$100.00 per hour. Running the Route 9 on Saturday for a total platform time of approximately 45 hours will cost County Connection approximately \$4,500.00. Operator assignments will be filled through a volunteer process based on seniority and weekly available drive time.

Recommendation:

The following recommendations are only applicable if staffing is available and normal operational needs are not impacted. Staff recommends that the following actions be approved to meet future service needs for the week of January 31 – February 6, 2016:

- Allow for the use of chase buses during mid-day and evening service hours, if needed
- Run the Route 9 weekday service schedule on Saturday, February 6, 2016 only
- Launch a marketing campaign that provides County Connection transit details that can be linked to the NFL Host Committee, MTC and SFMTA Super Bowl specific websites

Attachments:

Attachment 1 – Local Hotel Contact notes

ATTACHMENT 1

Local Hotel List	Capacity (rooms)	Shuttle Service	CCCTA Route	Expectations	Contact
(925) 934-2000					
Walnut Creek Marriott 2355 N Main St, Walnut Creek	340	6-8 pass	9, 98X	Has a shuttle but will bring it up at next meeting...currently no plans for SB. There are 340 rooms. Expecting 3/4 people per room. There is not service on the weekend	April De La O Front Office Manger april.delao@marrittwc.com
(925) 938-8700					
Renaissance Clubsport Walnut Creek Hotel 2805 Jones Rd, Walnut Creek	175	N/A		Walking Distance to BART	
(925) 934-2500					
Embassy Suites Walnut Creek 1345 Treat Boulevard	249	N/A		Walking Distance to BART	
(925) 934-3343					
HYATT House Pleasant Hill 2611 Contra Costa Blvd	142	11 pass	9, 316	Service for the van is 730 -930am and 330pm -630pm - 3 per room of avg. Route 316 is 2 blocks away on the weekend	Eric LaPlante Assist. GM eric.LaPlante@hyatt.com
(925) 691-1444					
Courtyard by Marriott Pleasant Hill 2250 Contra Costa Blvd	135	No shuttle	9, 16, 18, 316	Looking for any help that CCCTA can offer. Location of hotel is not close to a station (BPHIL). Expects 2-3 people per room. Route 316 is 1 block away on the weekend	Tracie Collins Assist. GM tracie.collins@marriott.com
(925) 689-1010					
Residence Inn by Marriott Pleasant Hill 700 Ellinwood Way,	126	No Shuttle	9	No service on the weekend	
(925) 827-2000					
Hilton Concord 1970 Diamond Blvd, Concord,	329	22 pass	91X, 19, 320	Doesn't think that he will need help because of his two 22 passenger cutaways. Knows all of the other hotels and main contacts if needed	
(925) 566-8820					
Clarion Hotel 1050 Burnett Ave, Concord,	327	22 pass	91 X and 320	No special plans outside of utilizing their current van	dave.legaule@interstatehotels.com
(925) 923-3332					
Holiday Inn Express 2730 North Main St	164 2-3 people avg	M-F shuttle Van 6-7 pass	9	Nothing on the weekends or after 4 pm on the weekdays. 6-8 passengers. Any kind of assistance would be great. reduce headway time. No weekend service	Luis Valdivia Ops Man lvaldivia@hiwalnut.com

1987 Rooms

Missing is the Crown Plaza on Concord Ave near Buchanan Field Airport.
Closest stop is the 320 on Diamond and Burnett