

Oakland Roots and Soul SC Interim Sports Facility

Draft Transportation Management Plan

Prepared for:
Oakland Pro Soccer, LLC

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1. Introduction

This introduction provides a project overview and description of the Transportation Management Plan (TMP) purpose, goals, and objectives within the City of Alameda context. It then lists organizations and agencies with a stake in the project, naming their respective roles and responsibilities, and discusses overall TMP implementation strategy including coordination between stakeholders.

1.1 TMP Purpose, Goals, and Objectives

The TMP outlines improvements and operational strategies to optimize access during large public events while minimizing disruption to nearby land uses and communities. It considers travel by attendees, workers, and other visitors, with the goal of ensuring safe, efficient access and encouraging carpooling and transit to reduce vehicle impacts on the site and surrounding neighborhoods.

The TMP is a living document that will be updated periodically by the Oakland Pro Soccer, LLC, in consultation with the City of Alameda and key stakeholders identified in **Table 1-1**. Revisions will be subject to City review and approval, with regular updates expected as the project advances and agency and private-party agreements are finalized. This 2026 TMP is a draft plan, with many agreements and operational details still under discussion. The TMP will continue to be refined as the Oakland Pro Soccer, LLC and City better understand the facility travel patterns and how to manage access, goods movement, sustainable transportation options, and the attendee experience.

This TMP also meets the requirements of the City of Alameda Ordinance No. 3309.¹ This ordinance requires any development that will result in a net increase of 110 vehicle trips per day onto the public street network to implement a TDM program designed to reduce the number of vehicle trips generated by the project.

1.1.1 Design Objectives

The transportation-related design objectives of the venue must align with the TMP goals and objectives. The key transportation-oriented objectives for the venue design are as follows.

1.1.1.1 Guest Safety

- Design clear and distinct pick-up and drop-off locations for each travel mode such that zones are primarily single-purpose and potential conflict areas are minimized.
- Create pedestrian crossings that provide a safer crossing experience for pedestrians, while minimizing the use of traffic control officer (TCO) supervision.
- Minimize potential conflicts between pedestrians/bicyclists and drivers at driveways and parking facility entries and exits.
- Locate drop-off and pick-up locations near each other to create a consistent and intuitive experience during pre- and post-event operations and create efficient paths of travel for patrons.

¹ City of Alameda. *Ordinance No. 3309*.
(https://library.municode.com/ca/alameda/ordinances/code_of_ordinances?nodeId=1123763)

1.1.1.2 Location and Information Efficiencies

- Locate guest arrival areas near a single entrance to augment wayfinding and support the efficient movement of people to and into the facility.
- Make transit information available to aid in the efficiency and improve the attractiveness of patron arrivals and departures via BART.
- Locate secure bike parking in sight of the venue entrance and provide secure parking for those who ride bikes.
- Locate event shuttle stops to provide a centralized efficient operation for people traveling to and from the facility.

1.1.1.3 Good Neighbor Policies

- Provide adequate pedestrian queuing areas at the venue to minimize the number of pedestrians potentially impacting adjacent areas used for parking, shuttles, ridesourcing, and walking to access transit.
- Promote pre- and post-event routes emphasizing the use of Ron Cowan Parkway for vehicles to access regional facilities.
- Integrate the site seamlessly with the surrounding areas for parking, transit, shuttles, and ridesourcing to create an accessible and welcoming environment.

1.2 Document Context

The TMP builds on the technical content outlined in the “Traffic Impact Analysis,” (TIA), which includes detailed information regarding potential transportation impacts and recommendations outside the purview of CEQA.

Refer to the TIA for the following background information:

1. Project Description (Project vicinity map, site plan)
2. Project Travel Characteristics (Attendee mode share, average vehicle occupancy forecasts, vehicle trip generation, trip distribution)
3. Intersection Operations Analysis (Vehicle Level of Service calculations)
4. Conclusions and Summary of Recommendations

1.3 Key Stakeholders

Overall management of the TMP will be overseen by the Oakland Pro Soccer, LLC and the City of Alameda. The Oakland Pro Soccer, LLC will have responsibility for implementation of the Plan, and the City of Alameda will provide feedback and direction to the Oakland Pro Soccer, LLC to modify the TMP as needed, based on the results of ongoing monitoring.

Table 1-1 describes the roles and responsibilities for key agencies and entities involved in implementing the TMP. It is expected this table will change over time based on which agencies and organizations are required to play a role in the TMP. This table is comprehensive, but it is expected that agencies and organizations will be revised over time based on the venue’s operational needs.

This draft document does not identify the specific entity which will carry out certain actions because contractual, logistical, and other details have not been finalized.

Table 1-1. Key Stakeholders, Roles, and Responsibilities

Key Stakeholders	Roles and Responsibilities
Oakland Pro Soccer, LLC (Oakland Roots and Soul SC)	Oakland Pro Soccer, LLC are the project sponsor and are responsible for implementing the TMP.
City of Alameda Public Works Department	The City of Alameda has jurisdiction over the City's public right-of-way (ROW), traffic operations, and on-street parking. It manages all surface transportation infrastructure and systems in the City, including roads, sidewalks, bicycle lanes, parking, and traffic control. Recommendations related to physical or operational changes to the ROW and/or traffic operations or circulation must be reviewed and approved by the City of Alameda Public Works Department.
City of Alameda Planning Division	The Planning Division manages permit review and approval across the City. It works with developers and enforces conditions of approval as part of the permit review and approval process. The Planning Division will review the TMP and any subsequent updates thereto to ensure they meet the intent of the project and minimize the transportation impacts of facility operations to the maximum extent feasible.
City of Alameda Police Department	Alameda Police Department is responsible for public safety and security, emergency response, implementation of traffic control plans, incident management, and coordination with the Alameda Fire Department, as needed.
City of Alameda Fire Department	Alameda Fire Department provides emergency medical service, fire and rescue response, and fire prevention to the residents, visitors, and workers within Alameda.
Caltrans	Caltrans is California's Department of Transportation and has jurisdiction over the freeways that provide regional vehicle access to the facility.
California Highway Patrol (CHP)	CHP has patrol jurisdiction over all California highways. They can assist with highway closure and construction alerts, highway crime alerts in the event of an emergency in the middle of a soccer game, and escort detail for high dignitaries.
Bay Area Rapid Transit (BART)	BART is a rapid transit system that serves the San Francisco Bay Area. It operates five routes with 48 stations in four counties, including the Coliseum Station.

1.4 Implementation Strategies

Traffic controls proposed in the TMP will require coordination with several of the agencies described previously in this chapter. **Table 1-2** summarizes the opportunities for collaboration between the Oakland Pro Soccer, LLC, public agencies, and transit providers during games.

Table 1-2. Proposed Control and Service Coordination Summary

Control or Service	Entity for Oakland Pro Soccer, LLC to Engage	Coordination
Variable Message Signs (VMS)	Caltrans, City of Alameda	Location, installation, and operation of temporary VMS alerting drivers of traffic conditions and temporary post-event lane closures.
Traffic management by personnel pre- and post-game	City of Alameda	Real-time communication between the event command post, field supervisor, variable message sign operators, emergency services personnel, and Traffic Control Officers (TCOs) or other personnel on the street.
Pre- and/or Post-event Shuttles	Private shuttle services	Provide shuttle bus service connecting the Coliseum BART station and remote parking facilities to the Project. Coordinate real-time communication between the Oakland Pro Soccer, LLC and shuttle bus service provider during events so shuttle buses can be put into service at appropriate time.
Bicycle parking during games	Community Groups	Coordinate with Bike East Bay, and other service providers to provide secure and/or valet bicycle parking and/or additional temporary secure corral parking during events to accommodate demands.
Emergency response and emergency vehicle routing	Alameda Police Department, Alameda Fire Department	Provide real-time emergency response coordinated through the event command post, as well as TCO support as needed, to ensure emergency vehicle and responder access to and around the site.

2. Travel Management Strategies

Oakland Pro Soccer, LLC will work with the City of Alameda to pursue reasonable TMP strategies that reduce project-related transportation impacts by prioritizing transit, walking, and biking, and by encouraging carpooling through attendee incentives and information, consistent with the requirements of the City of Alameda Ordinance No. 3309.

The strategies in this chapter are primarily policies and programs that inform attendees about transportation options and encourage transit and carpool use. Oakland Pro Soccer, LLC will coordinate with the City of Alameda to determine which strategies best support the TMP goals. The strategies below provide a menu of travel demand management options for attendees and employees.

Transportation management strategies should be tailored to event size, with a broader set of options available for larger events of up to 8,000 attendees. For smaller events, such as those with fewer than 3,000 attendees, some strategies may not be warranted. For example, Soul games may be able to accommodate parking demand near the site off Harbor Bay Parkway without shuttle service.

2.1 Attendee Strategies

Attendee travel management focuses on encouraging travel options that safely and efficiently move the most people. In practice, this means encouraging walking, biking, shared mobility, and transit, while discouraging private auto use and ridesourcing or taxis. It also includes providing information and incentives to promote non-automobile modes of transportation and manage very high demand for all transportation services during large events. Given the site context, including the transportation network adjacent to the site, these strategies focus on supporting options to get to the site that do not require single occupancy vehicles, to the extent feasible.

2.1.1 Attendee Automobile Reduction Strategies

1. Coordinate with parking owners on management of the off-site parking such as discounted parking fees for 4+ person carpools, a parking reservation system, and shuttle connections between the remote parking and the venue.
2. Price nearby parking appropriately with pricing incentives for carpooling to incentivize attendees to carpool or use transit.
3. Provide a parking map, showing routes to the facility and the designated parking lots using the Hegenberger corridor, on the Oakland Pro Soccer, LLC website, mobile applications, and in event literature and advertisements, when appropriate.
4. If remote parking is provided, clearly communicate all parking locations, preferred routes, and prices to attendees.

2.1.2 Attendee Bicycle and Micromobility Strategies

1. Provide one or more free, secure, and/or valet bicycle parking facilities to accommodate at least five percent of the event attendees. Provide flexible secure bicycle storage such that its size can be adjusted to meet demand.

2. Provide a bicycle map, showing routes to the facility, on the Oakland Pro Soccer, LLC website, mobile applications, and in event literature and advertisements, when appropriate.

2.1.3 Attendee Public Transit Strategies

1. Provide easy access to shuttles between the venue and the Coliseum BART station.
2. Develop wayfinding guidance and pedestrian amenities connecting the site to the Coliseum BART station as well as to the passenger loading areas for ridesource/taxi and shuttle use to provide a safe and comfortable experience for attendees using these services.
3. Coordinate with BART to ensure adequate resources are provided at the Coliseum BART station to manage passenger flows through the stations during soccer games.
4. Provide transit ambassadors to direct attendees to and from the BART station, and the ridesource and shuttle passenger areas.
5. Provide incentives to encourage sustainable travel, especially for playoff games and non-season ticket holders.
6. Determine the feasibility of providing BART transit subsidies and/or bundling the cost of a round-trip transit fare into the cost of ticketed games.
7. Encourage attendees at the point of ticket purchase to use sustainable modes via communications on the Internet and through the ticket vendor.
8. Provide additional communication of transit options and wayfinding during playoff games including through social media and digital advertisement for non-season pass holders who may be infrequent visitors to the facility.

2.1.4 Attendee Communication Strategies

1. Design a “Getting There” page for the venue website listing multimodal travel options and comparisons before showing preferred driving routes or available parking.
2. Promote transit access to the facility by providing interactive trip-planning tools; transit maps with recommended stops/stations for accessing the site and best routes to the facility; walking directions from transit stations/stops; and information about shuttles (including stop locations) if provided.
3. Make available additional communication of transit options and wayfinding during playoff games for non-season pass holders.
4. Integrate transportation information that promotes transit first, allows for pre-purchase of parking, provides ridesourcing tips and information, and designates suggested paths of travel that best avoid congested areas and nearby residential streets into the “Getting There” web page.

2.1.5 Additional Attendee Strategies

1. Coordinate transportation management with on-site operations and security.
2. Identify potential opportunities to provide on-site amenities (such as food, beverage, and entertainment options) to encourage event attendees to stay on-site for longer post-game periods to disperse arrivals and departures from the facility.

2.2 Employee Strategies

The facility is expected to have up to 300 non-attendees (staff members, vendors and on-field athletes and officials) at game day events. The travel management strategies proposed to reduce single-occupant vehicle (SOV) trips by employees are described below.

2.2.1 Employee Automobile Reduction Strategies

1. Consider all attendee strategies in Section 2.1.
2. Provide an orientation for all new hires as to the different commute resources available and provide them with information on how to arrive by transit, how to form carpools, where to store bicycles, etc.
3. Provide ongoing information to employees and designate a position to serve as an ongoing resource for employees who have questions/concerns about their commute to work.
4. Enroll in ride-matching program through www.511.org.

2.2.2 Employee Bicycle Strategies

1. Consider all strategies in Section 2.1.2.
2. Provide secure bicycle parking for employees (in addition to the bicycle parking available to attendees).
3. Provide convenient outdoor space for micromobility, if available, including dockless bikes and scooters.
4. Encourage employees to enroll in the free-to-employers Guaranteed Ride Home program through the Alameda County Guaranteed Ride Home program (<http://grh.alamedactc.org/>).
5. Seek partnerships with non-ridesourcing shared mobility services, bikeshare, and scooter share, and, at a minimum, provide employees with information about these services.

2.2.3 Employee Public Transit Strategies

1. Consider all strategies in Section 2.1.3.
2. Participate in and promote pre-tax commuter benefits, a federal program that allows employees to reduce their commuting costs using tax-free dollars to pay commuting expenses.

3. Multimodal Access and Circulation Strategies

The following section describes transportation conditions with attention to multimodal safety and circulation. In addition, it identifies strategies to incentivize traveling to and from the venue by sustainable modes of transportation including biking, walking, rolling, and riding transit.

3.1 Pedestrian Access and Circulation

The venue is served by pedestrian infrastructure on public streets, though sidewalks on private roads are more limited. Sidewalks are available along most arterial and collector streets, but gaps remain on private streets. In areas without sidewalks, landscape buffers may accommodate pedestrian overflow during periods of high activity, such as after events. Pedestrian facilities in the Project vicinity include sidewalks and signalized crossings, which are shown on **Figure 1** and described below.

Existing pedestrian facilities serving the Project site include:

Sidewalks

- The Bay Trail circling Bay Farm Island, located on the north side of Harbor Bay Parkway east of N/S Loop Road and on the south side of Harbor Bay Parkway west of N/S Loop Road.
- Sidewalks along the south side of Harbor Bay Parkway opposite the Bay Trail, separated from vehicle traffic by a landscape buffer.
- Sidewalks on some segments of private access roads, such as the east side of Road B and S Loop Road from Harbor Bay Parkway to the driveway accessing the event center.

Crossings

- The signalized Harbor Bay Parkway/B Street/S Loop Road intersection provides pedestrian crossings across all approaches of the intersection. Pedestrian crosswalks are striped with longitudinal bar markings. The intersection provides curb ramps with truncated domes at each corner. Pedestrian signal heads with countdown timers are provided for the marked crosswalks.
- The signalized Harbor Bay Parkway/N/S Loop Road intersection provides pedestrian crossings across all approaches of the intersection. Pedestrian crossings are striped with yellow school-area perpendicular bar markings. The intersection provides truncated domes at each corner and pedestrian signal heads with countdown timers for marked crosswalks. As previously mentioned, vehicle conflicts with pedestrians crossing S Loop Road could be reduced by closing a portion of S Loop Road.

The public entrance to the facility would be at the northwest corner of the site, through the driveway off S Loop Road. For security reasons, attendees would not be able to enter the facility at other locations. In tandem with a traffic control officer, Oakland Pro Soccer, LLC proposes to close the segment of S Loop Road, just south of Harbor Bay Parkway and adjacent to the Project, to most vehicle traffic, which would reduce vehicle conflicts with pedestrians at this location.

Pedestrians would walk along a driveway off S Loop Road, approximately 275 feet south of Harbor Bay Parkway, to enter the venue. In areas where sidewalk gaps or discontinuities occur, pedestrians may traverse parking areas, drive aisles, or roadway edges, which could increase exposure to

vehicular traffic and reduce the predictability of pedestrian movements. Oakland Pro Soccer, LLC plans to identify temporary features, such as lighting, wayfinding, wider space for walking, and/or barriers to better separate walking space from motor vehicle space.

3.2 Bicycle Access and Circulation

Bicycle facilities in the Project vicinity include bicycle trail and path options to reach the site from the east and west, which are shown on **Figure 2** and described below.

Existing bicycle facilities in the facility vicinity include:

- The Bay Trail circling Bay Farm Island, located on the north side of Harbor Bay Parkway east of N/S Loop Road and on the south side of Harbor Bay Parkway west of N/S Loop Road².
- Bike path along Ron Cowan Parkway³.

Signalized intersections along Harbor Bay Parkway provide marked crosswalks, which support bicyclists accessing the venue from the above regional bike facilities.

Currently, no short-term bicycle parking is provided along the venue frontage. As part of their TDM strategy, Oakland Pro Soccer, LLC proposes to provide valet bike parking in secure corrals on gamedays for attendees and staff at the northwest corner of the site to accommodate bicycle parking for at least five percent of attendees. After parking their bikes at the corral, bike riders would walk along the pedestrian route on a private roadway to access the venue entrance. The bicycle corrals would be free, secure bicycle parking spaces in staffed temporary outdoor bike parking facilities on event days. Oakland Pro Soccer, LLC would monitor bicycle parking usage and if needed, increase the size of the bicycle parking facility.

3.3 Transit Access and Circulation

Transit service providers in the Project vicinity include AC Transit, Amtrak, San Francisco Bay Ferry, and BART, which are described below. The Project would also operate a gameday shuttle, which is described at the end of this subsection.

AC Transit services Bay Farm Island through Route 31 and W, along Robert Davey Jr Drive and Mecartney Road. However, as the nearest bus stop is over a mile walk from the Project site, it is not likely that attendees would ride the bus to the venue.

Amtrak operates Capitol Corridor service through the Oakland Coliseum/Airport Amtrak Station, approximately 0.75 miles walk from the Coliseum BART station. Amtrak's Capitol Corridor service is a regional rail service that operates between San Jose and Sacramento. Weekday service at the Coliseum operates between 6:00 AM and 7:00 PM, and weekend service operates between 8:00 AM and 9:00 PM. Thus, the scheduled Amtrak service is not conducive to the soccer game start and end times.

San Francisco Bay Ferry operates ferry service between Harbor Bay Terminal and Downtown San Francisco. The Harbor Bay Ferry Terminal is about 1.7 mile walk from the Project site and the service

² https://www.activealameda.org/files/sharedassets/transport/v/1/2022_11_17-alameda-atp_final.pdf

³ <https://experience.arcgis.com/experience/32e8f63fd0bc435f88d73a605c3866cc/?org=oakgis>

operates between 7:00 AM and 8:00 PM on weekdays only. Thus, ferry service is not likely to be used for soccer games.

It is expected that most attendees and employees traveling by transit to the facility would travel to the Coliseum BART station and then ride the gameday shuttle to the Project site. BART ridership is estimated to result in approximately 400 BART riders. Considering that BART served larger events at the existing Coliseum Arena and facility, the BART riders generated by the Project are not anticipated to exceed station capacity.

3.3.1 Game Day Shuttle

For larger events, the Project would operate shuttles on game days before and after the event primarily to connect BART and remote parking lots to the venue and provide ADA access.

Oakland Pro Soccer, LLC would refine operations plans for the gameday shuttles once the size and location of remote parking lots are determined. Additionally, Oakland Pro Soccer, LLC would monitor gameday shuttle usage and adjust service parameters, such as number of shuttles, hours of operations, and shuttle sizes, as needed.

4. Personal Automobile Element and Parking Management Plan

Although attendees will be encouraged to travel to and from the facility using non-vehicle modes, many will still choose to arrive by personal automobile. Parking for the facility will be provided throughout the Harbor Bay business park and in remote lots.

4.1 Existing Roadway Network

The transportation network surrounding the site is shaped by Bay Farm Island's street network, which generally consists of a mix of arterials (e.g., Harbor Bay Parkway and Island Drive), collector roadways, and low-speed local streets serving office and light industrial uses. These corridors are typically designed with moderate widths, curb-and-gutter sections, and signalized intersections at major crossings. They are designed to accommodate vehicle traffic, including daily commute trips between local streets and regional facilities. The public street infrastructure is generally consistent with the City of Alameda Standard Plans, and the Project would not make any permanent modifications to the existing transportation network and would not adversely affect the installation of future pedestrian and bicycle facilities.

The roadway characteristics, particularly relatively wide travel lanes, frequent curb cuts, and longer block lengths, may result in higher vehicle travel speeds and increased turning movements. It is expected that most event attendees would drive to the site and park at one of the designated parking lots. Most of the event parking is expected to be located at the parking lots north of Harbor Bay Parkway or east of S Loop Road and would require attendees to cross either Harbor Bay Parkway or S Loop Road to walk between their car and the Project site.

Figure 3 shows expected automobile access for the facility, including driveway access points in nearby parking lots.

4.2 Parking Management

The facility would have nearby parking supplies for the players, coaches, and visiting team, as well as ADA parking. The parking supply would be accessed from S Loop Road and access onto the site from Harbor Bay Parkway. About 60 percent of the attendees traveling by car are anticipated to arrive during the peak hour before an event and so parking access will be designed accordingly.

The parking provided near the site in the Harbor Bay Business Park is expected to accommodate most of the parking demand, with other remote parking discussions in progress. Because of barriers to accessing neighborhood parking through Harbor Bay Parkway, parking on neighborhood streets is less likely. Should parking at the Harbor Bay Business Park prove to be insufficient to handle event parking demands, Oakland Pro Soccer, LLC would coordinate with nearby property owners to provide additional remote parking and, depending on location, additional shuttle services to transport attendees between the remote parking, which would likely be at the Coliseum BART station, along Hegenberger Road, or at the Oakland Airport, and the venue.

Prior to the start of events at the venue, Harbor Bay Parkway west of N/S Loop Road and Maitland Drive west of Harbor Bay Parkway would be closed to non-local traffic to discourage attendees from traveling through or parking on the nearby residential streets.

4.3 Accessible Passenger Loading

Accessible passenger loading considers the needs of passengers with mobility impairments and other issues that affect safe travel to and from the facility. Considerations for accessible access include necessary space for the loading and unloading of wheelchairs, the potential for longer duration of loading, proximity to entrances, and visibility of passengers accessing loading facilities.

Loading spaces will consider all ADA and City requirements for accessible loading, and ADA-compliant parking and/or loading will be available for the facility. To facilitate travel into the venue, well-marked pedestrian connections near the ADA-compliant parking are critical to allow the safe travel of all users. Passenger loading for event shuttles and ridesourcing will be located off-site, which could be challenging for people with mobility impairments. Oakland Pro Soccer, LLC will evaluate passenger loading services that may be required for off-site mobility impaired individuals to ensure equal access. Additionally, Oakland Pro Soccer, LLC, will have carts available for people parked in nearby lots that request additional help with accessing the venue.

5. Ridesourcing and Taxi Element

This chapter discusses plans to manage taxis and ridesourcing, also referred to as transportation network companies or TNCs (e.g., Lyft and Uber) for trips to and from events. While many of these strategies are focused on ridesourcing, some apply to taxis. Like other chapters, these management strategies will be evaluated and updated as needed.

5.1 Strategies and Best Practices

Strategies will be utilized to manage ridesourcing and taxi congestion and curb space demands during pre- and post-event conditions. The primary outcomes sought from this management include the following:

- Shifting ridesourcing and taxi operations away from major traffic corridors by establishing clear staging locations and ingress/ egress routes
- Reducing the likelihood that improper pick-ups and drop-offs will block travel lanes, transit stops/lanes, bike lanes, or crosswalks
- Encouraging the use of transit and carpool modes of transportation

The ridesourcing and taxi strategies listed below will be combined with demand management strategies to ensure the area near the facility is not unreasonably burdened with vehicles before and after events. Oakland Pro Soccer, LLC will make good faith attempts to enter into agreements with ridesourcing companies to employ the following primary ridesourcing and taxi management strategies:

- **Pick-Up/Drop-Off Restrictions:** If required, use a mix of traffic and / or parking control officers or other personnel acceptable to the City, physical barriers, and, if possible, management agreements with ridesourcing operators, to keep ridesourcing vehicles from picking up or dropping off passengers on Harbor Bay Parkway in vehicle traffic or at nearby properties not affiliated with Oakland Pro Soccer, LLC.
- **Designated Pick-up/Drop-off Area:** Oakland Pro Soccer, LLC will designate a pick-up/drop-off area to manage ridesourcing and improve predictability compared to operations without a designated area.

6. Pre- and Post-Event Management

An integrated approach for managing all arrivals (pedestrians, bicyclists, transit riders, and drivers/passengers) is necessary within the facility vicinity. This chapter presents recommended management activities. People using different modes of transportation will be competing for the right of way, which will require active management before and after events at the site to encourage smooth operations.

Event operations management and controls are expected to scale up for all events since the maximum seating capacity will be 8,000 people, which represents the maximum number of attendees. The management strategies describe using personnel (i.e., traffic and/or parking control officers or other personnel acceptable to the City) for managing and directing traffic. **Figure 4** illustrates pre- and post-event management strategies.

6.1 Event Management

The venue is expected to host up to 24 events per year with up to 8,000 attendees. To accommodate vehicle traffic flows safely and efficiently, the following elements are recommended:

- **Prioritize Pedestrians on S Loop Road.** Temporarily close the segment of S Loop Road adjacent to the venue entrance and just south of Harbor Bay Parkway to most automobile traffic, which would improve the pedestrian crossing between the parking lots west of S Loop Road and the facility entrance. To facilitate efficient loading and unloading, shuttle drivers may cross this barrier.
- **Manage Traffic using Traffic Control Officers.** Locate traffic control officers at the Harbor Bay Parkway/S Loop Road/B Street intersection to control traffic and direct pedestrians across Harbor Bay Parkway. Although the intersection is signalized with pedestrian signal heads, traffic control officers would be provided to direct the high volume of pedestrians before and after games to use the signalized crossing and discourage red-light pedestrian crossings. Additional traffic control officers would be provided at the Harbor Bay Parkway/S Loop Road/N Loop Road intersection, and as shown in **Figure 4**.
- **Reduce Potential for Cut-Through Traffic in nearby Residential Neighborhoods.** Implement the following:
 - Place permanent “Local Traffic Only” signs at the following locations (these signs will discourage navigation apps from directing drivers to use local streets):
 - Harbor Bay Parkway west of N/S Loop Road
 - Island Drive south of Doolittle Drive
 - Maitland Drive east of Island Drive
 - Maitland Drive west of Harbor Bay Parkway
 - Prohibit access to Maitland Drive from Harbor Bay Parkway by placing traffic cones and posting a traffic control officer to limit parking and cut-through traffic on neighborhood streets.
 - Place variable message boards with messaging “Event traffic 6pm–10pm, use alternate routes” along Ron Cowan Parkway from SR 61.
 - After events, encourage traffic to use eastbound Ron Cowan Parkway instead of Harbor Bay Parkway–Doolittle Drive to reach I-880 by limiting the signal green time for the eastbound

left movement at the Harbor Bay Parkway/Ron Cowan Parkway intersection. Attendees would likely shift travel behavior based on queue times.

- **Dedicate Space for Ridesource and Shuttle (un)loading.** Designate a segment of S Loop Road south of the Project site for passenger loading for ridesourcing (i.e., Uber/Lyft) and shuttles, which would provide a walking path with minimal vehicle conflicts between the passenger loading area and the site. Ridesource passenger loading in other areas would be geofenced and prohibited.
- **Consolidate Public Access Points.** Provide only one public entrance to the venue, which would be near the northwest corner of the site and accessed through a driveway off S Loop Road. Attendees would not be able to enter or exit the facility at any other locations. As a result, all attendees would use S Loop Road, which, in combination with the other strategies described below, would direct pedestrians to the preferred walking paths between the off-site parking facilities and minimize the potential for mid-block pedestrian crossings.
- **Provide Options for People with Disabilities and Mobility Challenges.** Identify shuttle options for loading and unloading via accessible waiting areas and onto accessible vehicles. Provide on-call options for people using mobility devices and proactively communicate options. Locate pick-up and drop-off near facilities that meet the Americans with Disabilities Act (ADA) Standards for Accessible Design and provide accessible routing to the venue.
- **Manage Vehicle Demand through Parking Strategies.** Provide free shuttles connecting to remote parking, free and/or convenient parking for carpools of 4 occupants or more, and pre-purchase/assigned parking lot for most attendees.

Transportation ambassadors or security representatives are recommended at the following locations:

- At the ridesourcing, taxi and shuttle passenger (un)loading areas.
- At the vehicular entrances to, and within, the parking lots serving attendees who decide to drive, park, and walk to the venue from parking lots in Harbor Bay Business Park.
- At the entrance to direct attendees through the security / ticket area.

Additional strategies detailed in the traffic study related to vehicle traffic operations include:

- Signal timing modifications or traffic control officer directing traffic flows at the Harbor Bay Parkway/Road B/S Loop Road intersection. Due to high demand in post-events, this intersection will be congested and a bottleneck location after games end. The City of Alameda may consider temporarily updating signal timings and/or staffing the location with a traffic control officer to manage vehicle flows and pedestrian activity. Pedestrian safety should be prioritized to support pedestrians crossing Harbor Bay Parkway to access parking lots north of Harbor Bay Parkway. This may be achieved through a separate pedestrian only phase(i.e., "pedestrian scramble"). Traffic should be directed providing the maximum amount of green time for the heaviest movements, such as the eastbound through movement.

7. Emergency Vehicle Access and Circulation

Primary emergency vehicle access will be provided via the vehicle entrances on S Loop Road. Alameda Fire Station No. 4, located on Mecartney Road, is the nearest fire station that would serve the facility. The fire station is about two miles from the site with a travel time of under seven minutes. Even with the fire station proximity, the Alameda Fire Department would be provided with the following general transportation features to serve the venue:

- A designated space for dispatching emergency services personnel within the facility. This could be a room for EMT personnel or a similar facility.
- A designated parking space for an emergency service vehicle such as an ambulance.
- A clear path to the venue through all non-motorized areas.
- Emergency vehicle access coordinated with Alameda Fire Department.

Collaboration with the Alameda Fire Department is ongoing, and this document will be updated to reflect the discussions. An incident command staging area may be provided to provide multiple emergency vehicles with clear in/out access to reduce response times. Oakland Pro Soccer, LLC will communicate with the Alameda Fire Department for changes to operational needs.

8. Communication Plan

Communication before, during, and after events at the facility can improve the visitor experience and encourage people to walk, bike, and take transit to and from the site by increasing awareness of the transportation options in the area.

8.1 Outreach

Outreach can provide useful trip planning information to attendees and employees to minimize confusion and the risk of conflicts. Advanced information on transportation choices for accessing the facility, as well as alerting attendees to the location and purpose of temporary controls and measures, will allow everyone accessing the site to adequately respond to the transportation environment in the area during events and make an informed decision about their mode of travel. The following is an outreach strategy to accompany events.

Ticket purchase confirmation should include the following information:

- Parking for the facility will be managed by Oakland Pro Soccer, LLC, and will prioritize pre-purchase reservation to minimize vehicle circulation and delay accessing the parking areas. All attendees will receive a statement explaining that parking will be extremely limited in the area and available near the venue by reservation. Attendees will also receive an explanation of transit resources, and detailed information about options for getting to the facility, including the following:
 - List of transit options available, including links to trip planning tools, schedules, fare information, and forms of payment (i.e., Clipper card brochure).
 - Links to web-based trip planning tools and resources (by transit, walking, bicycling, shared mobility, driving, and parking).
 - Information on how to use transit (fare and payment information), best stops and stations for accessing the facility, and walking routes to the venue.
 - Instructions on how to use shuttles from the BART station or elsewhere, if provided.
 - Information on bicycle access and free secure bicycle parking services.
 - Directions to general pick-up/drop-off locations for ridesourcing services.
 - Information on parking availability and pricing, and procedures for pre-purchasing parking.
- For attendees who purchase parking with their ticket:
 - Directions to the facility from different origins and instructions describing the best path to access parking without cutting through the local neighborhood.

8.2 Wayfinding

Wayfinding can support easy, safe walking and bicycling trips, and reduce the risk of conflicts for all modes by directing people away from potential conflict points. The following is a wayfinding strategy to accompany events.

8.2.1 Pre- and Post-Event Wayfinding

- Temporary wayfinding that will direct visitors to the venue from parking, shuttles, ridesource/taxi (un)loading, and bicycle parking.
- Temporary signage to direct bicyclists to the outdoor bicycle parking.
- Temporary signage to direct vehicles toward the venue's designated parking lots.
- Temporary variable message signs, if needed, may be used to alert vehicles about roadways designated for event traffic and direct ridesourcing vehicles to S Loop Road.
- Temporary signage at the facility exit to help people leave the site toward key destinations such as parking lot, shuttles, and ridesource areas, as applicable.
- Temporary signage outside bicycle parking directing bicyclists to key routes leaving the area.
- Temporary signage to direct drivers toward suggested post-event routes.

9. Monitoring, Refinement, and Performance Standards

Oakland Pro Soccer, LLC will monitor and refine the TMP as needed in conjunction with the City of Alameda until transportation patterns are established and annually thereafter. The TMP will be continually refined by improving existing measures and introducing new strategies as needed. All proposed and approved changes to the TMP will be reported to the City of Alameda and referenced in an Annual Report.

9.1 Monitoring Methods

Methods that will be employed to monitor TMP strategies include the following:

1. Coordination Meetings – Oakland Pro Soccer, LLC staff will meet quarterly with the City’s designated representative, other key City staff, and other transportation service providers to evaluate the TMP strategies. These meetings will occur quarterly until transportation conditions are stable, and then annually thereafter, to coordinate transportation efforts and adjust, remove, or add measures to refine the TMP.
2. Inaugural Event(s) Monitoring – a designated team of Oakland Pro Soccer, LLC staff and City staff will establish and implement the TMP, monitor pre-event and post-event conditions until transportation patterns are established, debrief, and collaboratively adjust the TMP as needed. The full complement of data collection to measure whether the standards listed in this chapter have been met may not be collected during inaugural events until transportation patterns are established.
3. Subsequent Event Monitoring – a designated team of Oakland Pro Soccer, LLC staff and City staff will continue to monitor quarterly until transportation patterns are established, and then annually thereafter to monitor pre-event and post-event conditions.
4. Annual Event Attendee Surveys – travel surveys of attendees will be conducted at one weekday evening soccer game and one weekend evening soccer game at the site. The surveys will include questions regarding pre-event origin and post-event destination, arrival and departure times, arrival and departure modes, use of transportation management measures, transit providers, parking or pick-up/drop-off location, and number of vehicle occupants. The survey will be developed in coordination with the City of Alameda. Alternatively, and with approval from the City, Oakland Pro Soccer, LLC may conduct on-line surveys.
5. Annual Employee Surveys – travel surveys will be given to people working at the facility on event days to identify the same travel information for employees, as well as to determine their awareness of alternative modes and travel demand management programs available to them.
6. Parking Strategies – data will be collected on parking utilization and auto occupancy and the effectiveness of on-site parking management strategies.

9.2 Monitoring Documentation

The results of the monitoring process will be documented as follows:

1. TMP Event Monitoring Memoranda – a memorandum will be prepared within three months of the event that documents the results of the inaugural event monitoring (method #2 above) and associated adjustments and improvements to the TMP.
2. Annual Monitoring Report – a report will be submitted to the City of Alameda annually, beginning one year following the project opening and continuing for the life of the Project. The Annual Monitoring Report will summarize the current implementation and compliance status at the time of the report for all implemented measures. The Annual Monitoring Report will also document how effectively the TMP is meeting the monitoring objectives described above as well as each performance standard described below, while also proposing changes, adjustments, and improvements to the TMP as needed.

Oakland Soccer, LLC, through implementation of the TMP monitoring, will monitor the following:

1. Traffic Enforcement Compliance: Drivers, bicyclists, and pedestrians comply with event day management, reducing conflicts between modes.
2. Ridesourcing Vehicles and Shuttles: Ridesourcing vehicles and shuttles use designated areas for pick-up and drop-off of passengers on event days.
3. Local On-Street Parking: On-street parking is reasonably available on residential streets within a half-mile of the site during the event.

10. Attachments

- Figure 1. Pedestrian Routes to the Facility
- Figure 2. Bicycle Routes to the Facility
- Figure 3. Expected Automobile Access to the Facility
- Figure 4. Pre- and Post-Event Management Strategies

Figure 1. Pedestrian Routes to the Facility



Figure 2. Bicycle Routes to the Facility



Figure 3. Expected Automobile Access to the Facility

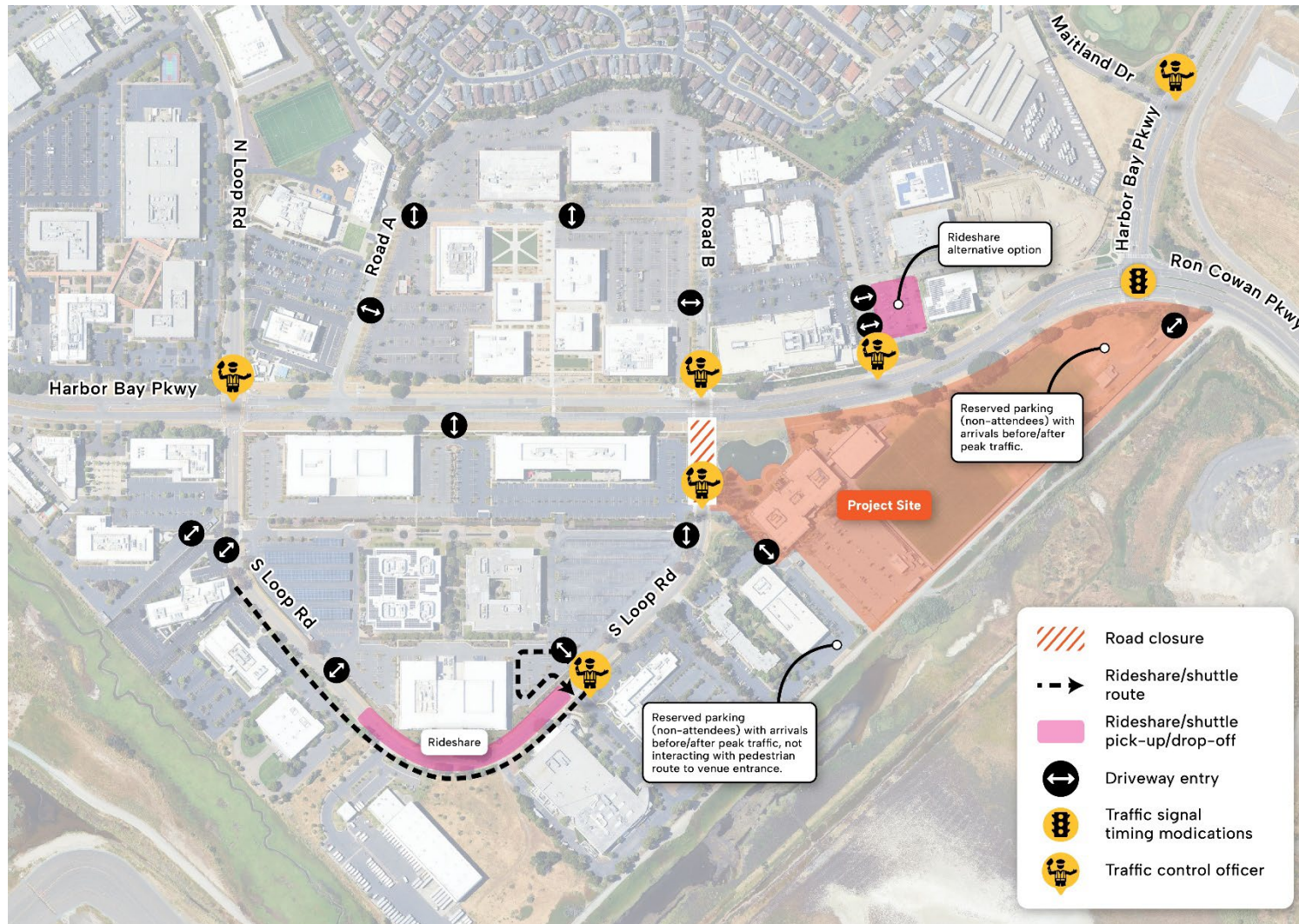


Figure 4. Pre- and Post-Event Management Strategies

