

# **22<sup>nd</sup> District Agricultural Association**

## Del Mar Fairgrounds TDM Actions Summary Report (Permit Application 6-13-010)

August 2013





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Prepared for:  
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# TDM Actions Summary Report

Section 3.2.C.6 of the California Coastal Commission's ("CCC") Consent Cease and Desist Order No. CCC-12-CD-02 and Restoration Order No. CCC-12-RO-02 ("Consent Orders") require the 22nd District Agricultural Association ("22<sup>nd</sup> DAA") to "submit a transportation demand management plan that includes incentives to reduce vehicle miles traveled to and from the Del Mar Fairgrounds and encourages non-automobile circulation, addresses off-site parking and shuttle programs, and includes transportation demand measures such as bicycle facilities, employee transit subsidies, discounted carpool parking, etc."

The Transportation Demand Management Plan<sup>1</sup> was submitted to the CCC on September 6, 2012 as part of CDP Application No. 6-12-067. A Parking Assessment<sup>2</sup>, discussing and analyzing the eventual phase-out of parking in the South Overflow Lot ("SOL"), was also submitted as part of the CDP application in compliance with the Consent Orders.

On July 15, 2013, CCC staff requested that the 22<sup>nd</sup> DAA prepare a summary of the TDM Plan recommendations that it is committed to implementing to comply with the Consent Orders and address future parking impacts. This TDM Actions Summary Report ("Report") is submitted to the CCC in response to that request. The Report also provides information regarding the 22<sup>nd</sup> DAA's off-site parking program, and its plans for handling the eventual loss of the SOL. The Report is based on information from the TDM Plan, the Parking Assessment, and additional information provided by the 22<sup>nd</sup> DAA.

## Commitments to TDM Implementation

The 22<sup>nd</sup> DAA is committed to implementing the TDM actions in Table 1 (page 4) for the Fair, Races and Off-Season, to reduce vehicle trips and parking demand associated with Fairground events, thereby improving and maintaining mobility and access to coastal recreational resources in nearby areas. The actions are organized by transportation mode within each Fairground season.

## Off-Site Parking Program

The TDM Plan identified four off-site parking locations currently used during the San Diego County Fair. A free shuttle system is used to transport patrons to the Fairground from the off-site locations. The four sites include:

- Horse Park (3,000 spaces) – 1.5 miles from the Fairgrounds
- Mira Costa College (940 spaces) – 4 mile from the Fairgrounds
- Torrey Pines High School (810 spaces) – 4 miles from the Fairgrounds
- Canyon Crest Academy (1,200 spaces) – 5 miles from the Fairgrounds.

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<sup>1</sup> Transportation Demand Management Plan for the Del Mar Fairgrounds, Transportation Management Services, August, 2012

<sup>2</sup> Parking Assessment, Linscott, Law & Greenspan Engineers, August 2012

Three of the sites (Horse Park, Mira Costa College, and Torrey Pines High School) are permanent while the fourth, Canyon Crest Academy is used only when parking at Torrey Pines High School reaches capacity.

The daily parking demand for each of the three permanent sites was analyzed in the Parking Assessment using historical data from the 2006-2012 period. The total peak parking demand for the three sites was determined to be about 80% of capacity. However, demand is not uniform among the three sites. Demand for the Torrey Pines site can reach 100% on particularly busy weekend day. When this occurs, the Canyon Crest Academy site, which provides 1,200 spaces, is opened to provide additional capacity.

As described in the Parking Assessment, Cathedral Catholic High School which could provide approximately 970 parking spaces should be considered as an additional overflow lot. Both Canyon Crest Academy and Cathedral Catholic High School are located on the same roadway as Torrey Pines High School and can be easily integrated into the shuttle service that is already provided for Torrey Pines High School.

The shuttle system transported nearly 231,084 patrons and employees from off-site parking locations during the 2013 Fair season. The 22<sup>nd</sup> DAA estimates that users of off-site parking eliminated approximately 66,000 vehicle trips during the 2012 Fair season (assuming 3.5 occupants/vehicle).

## **Loss of SOL Parking**

The Parking Assessment identifies four potential improvements to negate the loss of the SOL parking:

1. Additional Off-Site Parking
2. Seasonal Rail Platform
3. On-site Parking Lot Modifications
4. Advanced Parking Management Strategies

As explained in further detail in the Parking Assessment, any of the above improvements except the advanced parking management strategies would individually negate the loss of the SOL parking.

The 22<sup>nd</sup> DAA believes that continued operation and modest expansion of the off-site parking system is the most logical strategy to negate the loss of the SOL parking. This program alone should be adequate until the seasonal rail platform becomes available.

The recommended on-site parking lot modifications have been tested and found unsatisfactory for Fairground operations. The 22<sup>nd</sup> DAA plans on implementing a revised version of the recommended modifications. The planned modifications would deviate from the recommended modifications but would still achieve greater parking capacity.

Advanced management strategies such as parking wayfinding and guidance systems are already being used to facilitate fairground parking and the off-site parking program. The off-site parking program has been highly effective in reducing trips into the Fairgrounds. While usage has been increasing steadily, additional capacity is available for expansion as needed. Off-site parking sites are not needed during the races and off-season because adequate parking is available on the Fairgrounds.

## **Event Parking and Traffic Management Programs**

The off-site parking program is also supported by the 22<sup>nd</sup> DAA's event traffic control plan (utilized during summer fairground and race meets) and the Fairgrounds parking management plan described in Section 3.4 of the Consent Order Compliance and Conceptual Improvements Plan. Major components of these parking and traffic management techniques include:

- Coordination between 22<sup>nd</sup> DAA Events, Parking, and Traffic Departments
- Evaluation of information from previous events
- Estimations of expected attendance
- Use of directed parking to achieve efficient utilization of existing parking facilities
- Close monitoring of parking turnover to achieve efficient back-fill of vacant spaces
- Continual monitoring of parking demand by communication with street controllers
- Preparation of a traffic plan to expedite flow of traffic from freeway off-ramps and surface streets into Fairground parking lots.
- Coordination with Caltrans to active freeway signage as needed.

**Table 1 Commitments to TDM Implementation**

TDM Measure	Seasonal Availability			User Group Availability					
	Fair	Race	Off Season	22 <sup>nd</sup> DAA Perm. Emp.	22 <sup>nd</sup> DAA Part Time Emp.	DMTC Perm. Emp.	DMTC Part Time Emp.	Off-Season Event Workers	Visitors/Patrons
<b>1. Carpooling/Ridesharing</b>									
The 22 <sup>nd</sup> DAA will continue to encourage 22nd DAA and Del Mar Turf Club (DMTC) employees and Premier Foods) to register for ride-matching assistance offered by SANDAG’s iCommute service at the time of their new hire orientation and at any time during their employment. Employees that don’t drive to the Fairgrounds at least three times a week and log trips using iCommute’s TripTracker are covered by I-Commute’s Guaranteed Ride Home program that provides a taxi or rental car up to three time per year with a \$3.00 co-pay.	X	X		X	X	X	X		
The 22 <sup>nd</sup> DAA will continue to offer conveniently located free parking in a designated parking area for employees arriving at the Fairgrounds with three or more occupants. Occupancy requirements are monitored by an attendant at the lot’s entrance. Employees receiving carpool privileges must surrender their individual parking passes.	X	X		X	X				
The 22 <sup>nd</sup> DAA will institute a program to offer employees access to real time ride-matching that allows workers to arrange shared rides based on actual departure times.	X	X	X	X	X				
<b>2. Off-Street Parking (see Off-Site Parking Program page 1)</b>									
The 22 <sup>nd</sup> DAA will continue to provide convenient off-site parking sites with free shuttle service to accommodate Fair patrons who wish to park off-site. Occupancy rates shall be monitored throughout the Fair season and additional off-site overflow lots will be brought into service as needed.	X			X	X	X			X
<b>3. Transit</b>									
The DMTC will continue to offer patrons taking transit substantial discounts on admission. In 2012 the DTMC offered a \$7.00 or 33 % discount on the combined Coaster and admission fare. The offer is valid for on-line purchases and at NCTD fare kiosks for weekend use. Information about using travel options is available on the DMTC’s webpage.		X							X
The 22nd DAA will continue to offer patrons taking transit substantial discounts on admission. Since 2006 savings have ranged from \$3.50 for weekday bus riders (26% discount) to \$10.00 savings for patrons that purchase the combined Coaster and Fair Admission pass (nearly a 40% discount).	X								X

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The 22 <sup>nd</sup> DAA will continue to maintain a convenient up-to-date web page that describes how to get to the Fair without driving including instructional information (videos, animations etc.) on how to ride the Coaster to the Fair.	X	X							X
The 22 <sup>nd</sup> DAA will continue to provide transit staging areas inside the perimeter of the Fairgrounds that offer closer access to the entrance gates than any parking lot, including the preferred parking area.	X	X							X
The 22 <sup>nd</sup> DAA will continue to make available North County Transit District (NCTD) representatives at Fair employment orientations to assist employees with transit services.	X			X	X				
The 22 <sup>nd</sup> DAA will continue to purchase transit passes for full time and part time employees when the Fair is operating up to the amount allowed by state guidelines.	X			X	X				
The DMTC will continue to operate bus service to/from the Solana Beach train station that meets arriving and departing trains throughout the day including after Friday night concerts.		X		X		X	X		X
NCTD Breeze Routes 308/408 and 101 serve the site throughout the year with stops located on the periphery of the site. Both of these routes serve the Solana Beach train station that is about 2.5 miles from the fairgrounds. Route 408 serves the Fair at the transit area located at the West Gate when the Fair is operating.	X	X	X	X	X	X	X	X	X
NCTD operates service during the Fair from the Escondido Transit Center directly to the Fair from 8:45 am to 11:15 pm. The bus' first run consists largely of employee riders.	X			X	X				X
The 22 <sup>nd</sup> DAA will participate in funding to construct a rail platform to serve the Fairgrounds (e.g., County Fair, horse racing, and larger events) upon approval of rail improvement plans and identification of funding for bridge replacement and double tracking with the amount of funding to be provided by the 22 <sup>nd</sup> DAA to be determined through discussions with appropriate public agencies.	X	X	X	X	X	X	X	X	X
The 22 <sup>nd</sup> DAA will continue to participate in SANDAG's I-5 North Coast Corridor (NCC) Transportation Demand Management Working Group to achieve the following goals: <ul style="list-style-type: none"> <li>■ Minimize construction related traffic impact by influencing how when, where, and whether to travel</li> <li>■ Influence sustained modal shift from Single Occupant Vehicles (SOVs) to transportation alternatives (carpools, vanpools, transit, walking and biking)</li> <li>■ Educate and increase employer, agency, commuter</li> </ul>	X	X	X	X	X	X	X	X	X

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and school participation in iCommute programs and services ■ Complement the goals of the NCC Public Works Plan (PWP) which seeks to create a programmatic approach for implementing rail, highways, transit bicycle, pedestrian, and community enhancement projects to improve and maintain mobility and access to coastal recreational resources in the NCC. ■ Leverage and support other regional and local initiative related to Public Health, Active Transportation, Sustainability, Climate Change and Safe Routes to School and Transit.									
<b>4. Active Transportation (Bike and Pedestrian)</b>									
The 22 <sup>nd</sup> DAA will maintain and expand, as needed, existing bicycle parking facilities described in the TDM Plan. These include facilities at O'Brien Gate, Fire gate, Maintenance Dock, West entrance, Arena Gate, and Durante Gate.	X	X	X	X	X	X	X	X	X
The 22 <sup>nd</sup> DAA will provide bicycle parking areas for employees.	X	X	X	X	X	?	?	?	
The 22 <sup>nd</sup> DAA will provide bicycle racks at off-site Park & Ride locations	X								X
The 22 <sup>nd</sup> DAA will provide secure bicycle parking at the Arena Gate including corrals and/or valet bicycle parking	X	X	X	X	X	X	X	X	X
The 22 <sup>nd</sup> DAA will provide signage for bicycle parking and routing leading from Via de la Valle and Jimmy Durante Boulevard	X	X	X	X	X	X	X	X	X
The 22 <sup>nd</sup> DAA will provide improved pedestrian access at the Solana Gate as part of the Solana Gate Road Realignment.	X	X	X	X	X	X	X	X	X
<b>5. General TDM Support</b>									
The 22 <sup>nd</sup> DAA will conduct an annual employee survey during both the Fair and Race's second-to-last week to determine means of travel.	X			X	X	X	X		