

Rivers District Mobility & Event Management Plan - Framework

Context

A Mobility and Event Management Plan is a fundamental component necessary to support the vision of the Culture and Entertainment District (the District). At its core, its purpose is to support and supplement the experience of patrons, residents, employers, fans, and visitors to the District as they travel to and from events. It is a living document, developed collaboratively amongst the District Partners that can adjust and evolve to changes, needs, and experiences of the District. As the District changes and grows, the plan should adapt and grow along with it to ensure that the movement of people is fully planned and that the positive experiences of people attending events and the District is sustained.

A framework for development of the Mobility and Event Management Plan is described, below.

Mobility & Event Management Plan Development

The Mobility & Event Management Plan (the Plan) development will be led by The City of Calgary in collaboration and cooperation with Calgary Sports and Entertainment Corporation (CSEC), Calgary Municipal Land Corporation (CMLC), the Calgary Stampede (CS), and key landowners within the District. It is based on achieving a target "dump time" of 30 minutes, meaning that with respect of events at the Event Centre, it is the point in time measured from the Baseline Condition occurring at on-site parking lot exit points, to the point where traffic operations returns to a base level of operations within the District Boundary for an Average Event Condition.

The Plan will look to balance between the overall vision of the District from a programming perspective and the 'look and feel' experience during events, with the ability to create and maintain a positive travel journey as part of the total fan experience for events at the Calgary Event Centre (CEC) and throughout the District. All mobility modes will be reviewed as part of a complete mobility plan package, generally grouped into four main categories: pedestrian and active modes, including micro-mobility modes; Transit; auto and parking management; and ride hail, TNC, and shuttle services. A balanced Mobility Plan is a major objective for all parties.

To achieve this will require a plan that evaluates, analyzes, and uses best practices from the event industry to propose solutions that mitigate modal conflict such that each mode can be accommodated effectively and efficiently within the District, as well as accessing and egressing the District. The fan experience, and the experience of patrons and guests to the District begins at the decision to visit the District, and to attend an event within the District and continues through to the event conclusion and egress from the District. The plan should aim to ensure that the pre-event communications, signage and wayfinding and modal options are sufficiently understood and planned to ensure that total fan and guest experience to the event and district.

A monitoring and evaluation framework and action plan will be developed for the purposes of recommending options and needs to support events management and the District. This framework is important as the District continues its development and evolution, welcoming upwards of 8,000 new residents and new mixed-use development and spaces over the next number of years. The City will lead an annual review of the Plan with stakeholders.

New Connections for the District

The 17 Avenue SE extension, connecting Macleod Trail to Stampede Trail SE (4 Street SE) is expected to provide a key access point for all travel modes, allowing for efficient movement of people accessing and egressing the District to the west. The 17 Avenue SE connection should be designed to balance the needs of the District with the need for flexibility to accommodate the needs of the Plan. The Victoria Park/Stampede LRT station overhaul and the 17 Avenue SE extension to Stampede Trail commenced July 22, 2021 and is anticipated to be complete by end of 2024 to align with completion of the BMO Centre expansion.

A second access will also be required connecting 11 Avenue SE to 9 Avenue SE to support the Plan. This connection is currently planned as an underpass connecting 11 Avenue SE to 9 Avenue SE along a future 5 Street SE alignment, below the Canadian Pacific (CP) Railway. In collaboration with the stakeholders, the Plan is expected to review and assess the location of the new connection to 9 Avenue SE that best balances the needs of the District, the Plan, and future development needs of the area. The Plan will also help determine when the connection will be needed.

Recommendation 4 confirms commitment to delivery of the connections.

Transportation Demand Management

Successful Mobility and Event Management Plans are grounded on implementation of a comprehensive Transportation Demand Management (TDM) strategy and plan. TDM strategies and plans typically aim to influence travel behaviour, with a goal of attracting or making best possible use of all transportation options, such as transit and active modes. TDM will also help drive towards meeting the target dump time of 30 minutes by influencing travel choice and behaviour for a portion of event goers and will need to include TDM measures that are implemented and coordinated amongst all partners of the Plan.

TDM strategies are typically divided into five major categories: Communications; Influence of travel behaviour; improving exiting mobility elements; parking and parking management; and creation of new mobility options. Some examples (not an exhaustive list) could include a clear and comprehensive signage and wayfinding; ticketing strategies for transit, parking, and events; pre- and post-event communications and planning; technology and app-based platforms that become part of the District experience; among others.

TDM strategies will likely include managing access to the District, as well as managing background flows or movements at key times of the day. Customized travel routing, especially for vehicle travel routes and parking management is expected to improve the District's access and egress and contribute to a positive fan and District experience. Use of customized platforms, or leveraging existing platforms such as Calgary Parking Authority's MyParking App, will be considered.

The TDM measures adopted as part of the Plan, and particularly their effectiveness in managing mobility for events and the District will be included in the ongoing monitoring program embedded as part of the Plan's monitoring and evaluation framework.

Capital Investments

It is anticipated that capital investment will be required to support the Mobility and Event Management Plan within and around the District. These investments will focus on technology and street management tools that are expected to lower overall mobility and event management

operating costs to support the District and surrounding area. Capital investments will likely include street and lane-use control signals (facilitate lane reversals or closures, traffic management, etc), signage and wayfinding, and other transit, active modes or mobility needs to support flow of people accessing, egressing, and within the District. Based on a Class 5 estimate, this initial investment is anticipated to be up to \$10 million and will come to the November 2021 service plan and budget adjustments discussion for inclusion in the 2022 budget, as needed.

Management and Operations

The City of Calgary and CSEC agree to each be responsible for 50% of all incremental Plan management and operating costs for the full term of the agreement, above the initial annual cost of \$200,000 borne by CSEC. This partnership ensures that CSEC and The City of Calgary, as well as the partners including the Calgary Stampede, CMLC, and key landowners in the District, continue in close collaboration to minimize costs and drive value for the Plan.

