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Citizens' Task Force on Chargers Issues January 30, 2003

The following information is presented to the Citizens' Task Force on Chargers Issues reflecting more current statistical data on the San Diego Trolley's 2002 Chargers season. Additional information contained herein provides responses to specific questions developed after a presentation to the Facilities and Redevelopment Committee on January 25, 2003.

Chargers 2002 Season Summary

| <u>Category</u> | <u>2001</u> | <u>2002</u> |
|---------------------------------|-------------|----------------------|
| ➤ Total Attendance | 573,699 | 573,358 |
| ➤ Total Trolley Ridership | 94,996 | 102,611 |
| ➤ Average Gate Percentage | 16.6% | 17.9% |
| ➤ Average Riders Per Game | 9,500 | 10,261 |
| ➤ Highest Single Game Ridership | 13,738 | 13,712 (vs. Oakland) |

Questions Posed by the Facilities and Redevelopment Committee

1. Is an additional platform at the Qualcomm Stadium station doable and realistic?

Ans.

Currently, there is no plan involving LRT service on the I-15 corridor that would connect with the Qualcomm Stadium station. Based on the unique configuration of the station, an additional platform is unrealistic.

2. How much more efficient would another platform make trolley service following games?

Ans.

None. The service efficiency is based solely on train capacity and frequency of service. The current Mission Valley West segment, and future headway design capacity of Mission Valley East, is technologically fixed at 3.75 minutes. This allows a minimum practical operating headway of four minutes. This is the current optimized headway operated.



3. What was the total cost of the trolley facility at Qualcomm Stadium?

Ans.

Approximately \$17 million, including station structure, amenities, pocket tracks, signaling, catenary and traction power.

4. How much of that cost relates to the specific design criteria for the special service needs of stadium traffic?

Ans.

Approximately \$12.5 million of the total station cost was directly related to the significant service level necessary to serve the stadium patronage.

5. What is the peak handling capacity of the Qualcomm Stadium station in comparison to other stations dealing with comparable events (i.e. raised platforms due to location in the flood plain fringe)?

Ans.

The maximum number of passengers processed through Qualcomm Stadium station since the Mission Valley West Line opened was 29,000 for Super Bowl XXXII in 1998. Total hourly throughput depends on train length and headway frequency. At Qualcomm Stadium station, there are wider platforms (18-22 ft.), more platforms (three vs. two at most other stations), added ramp ways, additional stairways, and a mezzanine to disperse large volumes of people and provide varying ingress/egress options.

6. Did the Qualcomm Stadium station design include incremental increases in capacity?

Ans.

No.

Special Note:

During Super Bowl XXXVII the trolley carried approximately 23,000 fans to the game. Based on attendance figures, this represents 33.4% of the gate.

- Attachments:
- A. Padres Baseball 2002 Year-End Summary
 - B. San Diego Chargers 2002 Year-End Summary
 - C. SDTI Special Events Passenger Capacity Chart (Hourly Throughput)
 - D. Summary of Miscellaneous 2002 Qualcomm Stadium Events



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Agenda

Item No. 7

BOARD OF DIRECTORS MEETING

January 9, 2003

Subject:

PADRES BASEBALL 2002 YEAR-END SUMMARY

EXECUTIVE SUMMARY:

At the conclusion of each local major league sports season, SDTI prepares a year-end summary perspective in the areas of total annual game attendance, trolley ridership, general operations, and other elements associated with the season. A summary highlighting the season is provided in the discussion section and a comprehensive report with greater detail is attached for further review (Attachment A).

RECOMMENDATION:

That the SDTI Board of Directors receive this report for information.

Budget Impact:

None, with the indicated recommendation.

DISCUSSION:

The Padres 2002 season represents the fifth year that SDTI provided special service to games at Qualcomm Stadium since the opening of the Mission Valley West extension in November 1997.

The 2002 season was significant in many respects and, overall, staff believes service for the 2002 Padres season was very successful. The overall team performance (wins/losses) was below the level that was achieved last year (5th place finish in 2002 vs. 4th place in 2001). That, plus a number of other significant factors had both positive and negative effects on attendance and ridership. The significant factors include the following:

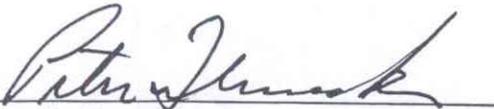
- Historic, first-ever regular season inter-league series played against the Boston Red Sox and New York Yankees.
- Combined attendance for the Boston/New York series was over 245,000.

- Trolley ridership for the six games was just under 30,000 (58,804 passenger boardings), equaling 12% of the gate.
- The three-game series against the Yankees drew 152,617 fans, resulting in the second highest attendance for a regular season three-game series in Padres' history.
- A scheduled weekend series against the National League Champion San Francisco Giants had to be rescheduled to mid-week dates due to a scheduling conflict with the Chargers, resulting in much lower attendance.
- A late season strike was not averted until the eleventh hour, resulting in reduced fan interest toward the end of the season.

Attendance for the Padres has been experiencing a steady decline since the 1998 World Series season. High attendance games (over 40,000), which typically result in higher gate percentage ratios for trolley ridership, have dropped from a high of 25% of all games played in 1998, to only 13% this year. From SDTI's perspective, although attendance and ridership levels were down, the season still contained some noteworthy items, including the following:

- Attendance was down over 10% (1,945,631 vs. 2,166,140 in 2001).
- Lower attendance levels resulted in a 16% drop in trolley ridership (179,309 vs. 214,395 in 2001).
- Gate percentage remained in the 9% range, dropping only .07%.
- Revenue generated from manual ticket booth sales remained consistent in relation to the amount collected per passenger (\$1.66).

Staff is prepared to answer any questions.



Peter D. Tereschuck
President-General Manager

PDT:rga

Attachment: A. 2002 Padres Baseball Season Review



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Memorandum

DATE: October 3, 2002
TO: Peter Tereschuck
FROM: Tom Doogan *T.D.*
SUBJECT: 2002 PADRES BASEBALL SEASON REVIEW

The 2002 San Diego Padres baseball season was one marked by disappointment and frustration as the team finished in last place for the second time in the last three years. A possible player's strike at the end of August appeared to have negatively affected attendance levels, even though the strike was eventually averted. With no big name retirements and no milestone setting individual records being set as occurred in 2001, no impetus existed to pique the public's interest as the season concluded. Overall attendance continues to be better than many clubs, largely due to the team taking advantage of the massive seating capacity at Qualcomm Stadium during special promotions.

Stadium attendance was down 10% from 2001 (1,945,631 vs. 2,166,140), even though the team played one additional home game in 2002. Attendance levels had been running almost even until the end of August. The aforementioned strike deadline, along with inflated numbers at the end of the 2001 season due to the retirement festivities surrounding the retirement of long-time Padres outfielder Tony Gwynn, created much of the discrepancy between the two years.

Likewise, Trolley ridership was down substantially, dropping over 16% from 2001 (179,309 vs. 214,395). As with stadium attendance, ridership had been holding at a rate comparable to 2001 until the strike deadline date at the end of August. Before August 1, 2002, ridership had been down less than 2% for the year.

The 2002 campaign was not drastically different from the 2001 season as far as the team's overall record and placement in the standings. The team finished the season in fifth (last) place in the National League West (66-96), as opposed to fourth place in 2001 (79-83).

A breakdown of the stadium attendance reveals interesting trends over the last few seasons. In 2002, only ten games surpassed the 40,000 attendance level. The 2000 and 2001 seasons each had twelve games with over 40,000 fans in attendance. This contrasts with the World Series year of 1998 when twenty regular season games eclipsed the 40,000 mark, and the 1999 season, which had seventeen such games. There is a measurable

difference in the ratio linking ridership and attendance between high attendance games and the moderate to low attendance games. This likely is due to the more cumbersome traffic and parking conditions at Qualcomm Stadium during the more highly attended events. As an example, games with fewer than 20,000 in attendance result in a lower ridership share (8.5% average in 2002) while games with over 40,000 result in a significantly higher average of the gate (11.2% in 2002).

Ticket Booth Revenue:

Manual ticket sales were conducted for all eighty-one games in 2002. During the 2001 season, \$356,177 had been collected at the various ticket booths in Mission Valley. This comes to \$4,452 collected on average per game. In 2002, the amount fell 17% to \$297,142 for an average of \$3,668 collected per game. This reduction of over \$59,000 can be attributed to the attendance and ridership numbers above. The amount collected per rider remained at an identical \$1.66 for both years.

Conclusion:

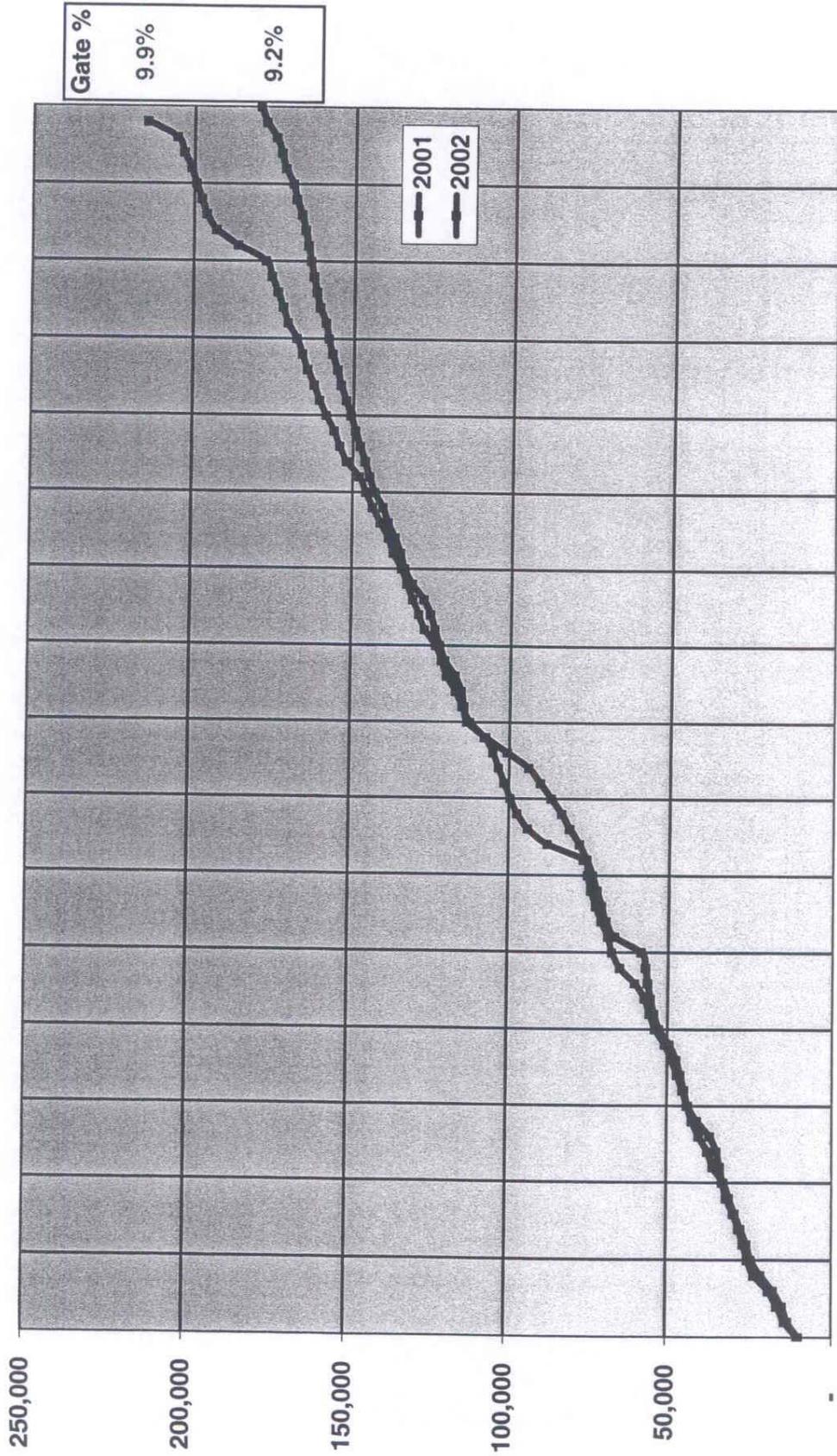
Continued efforts to maximize resources while providing adequate service have resulted in a more efficient event operation that continues to be modified toward an optimum level of performance. The operational changes originally made during the 2000 season continued to be refined. This includes reducing the number of shuttle trains scheduled and having fewer post-peak service trips extended to the stadium. Additional modifications to Transit Security scheduling have all but eliminated overtime costs.

Attachments: 2001/2002 Ridership Comparison
2002 Padres Attendance Chart
Five-Year Attendance History Graph
Padres 2002 Ridership Spreadsheet

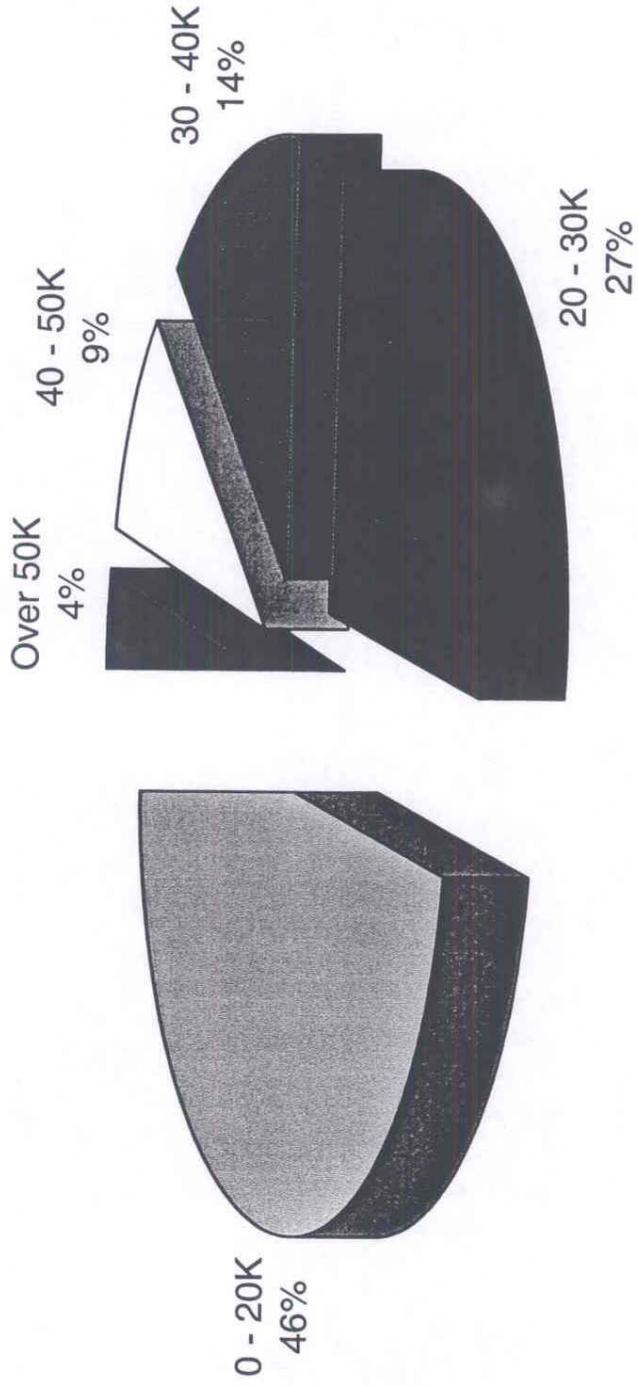
cc: EWT

Ridership Chart

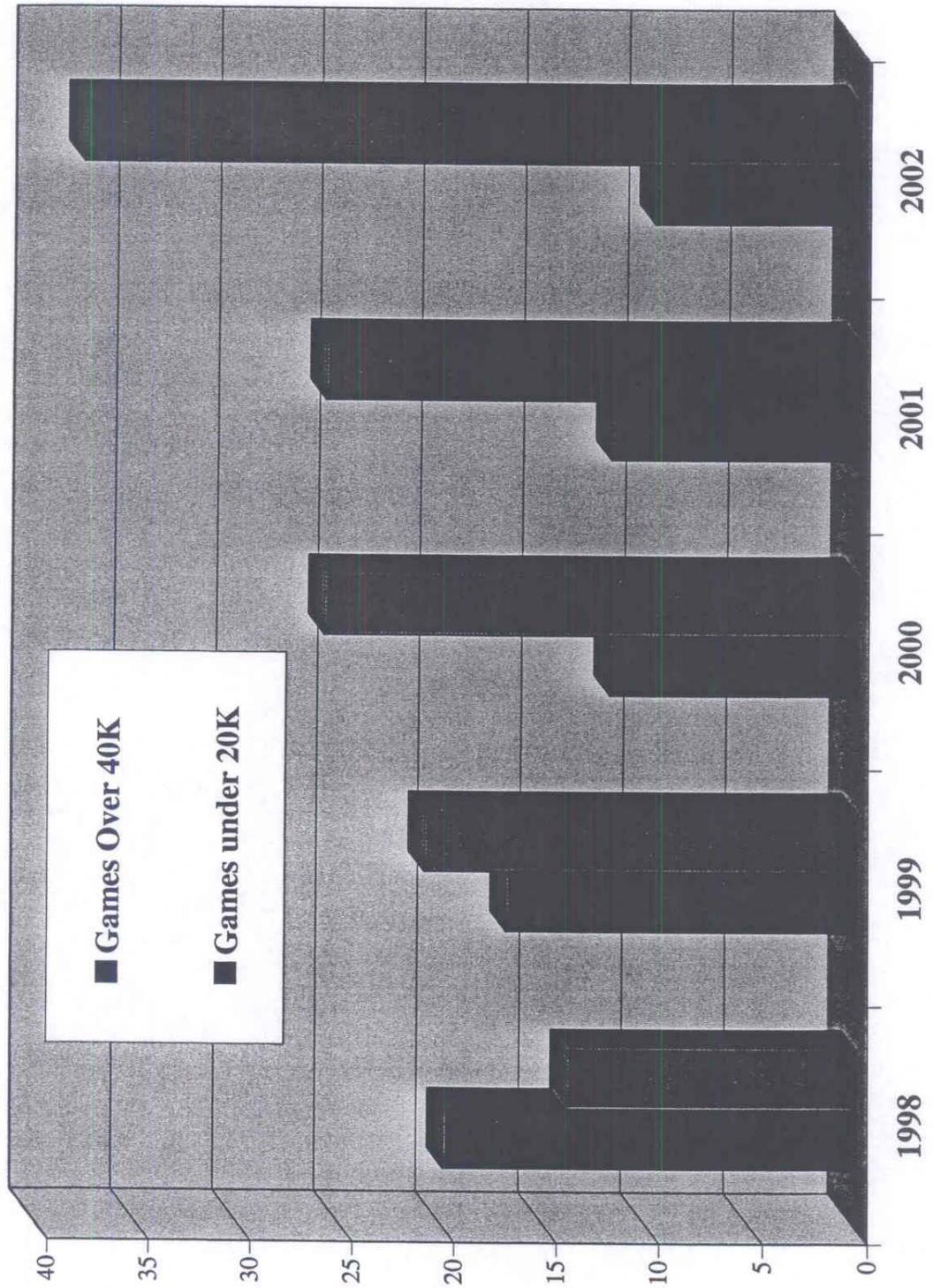
2001/2002 Padres
Cumulative Ridership Comparison



2002 Padres Attendance



Five-Year Padres Attendance History



SAN DIEGO TROLLEY, INC.

PADRES 2002 SEASON

| DAY | DATE | TEAM | GAME ATT (GATE) | CUMULATIVE GAME ATTENDANCE | CUMULATIVE ATTENDANCE 2001 | % DIFFERENCE 01 - 02 | NUMBER RIDERS TO GAME | % OF GAME ATT | CUM TOT RIDERS TO GAME | CUM TOT RIDERS 2001 | % DIFFER 01 - 02 | RIDERS FROM GAME | GAME TOTAL RIDES | COMMENTS |
|-----|------|-----------|-----------------|----------------------------|----------------------------|----------------------|-----------------------|---------------|------------------------|---------------------|------------------|------------------|------------------|---|
| MON | 4/8 | ARIZONA | 52,430 | 52,430 | 61,277 | -14.4% | 10,072 | 19.2% | 10,072 | 10,378 | -2.9% | 8,662 | 18,734 | 3:05 Opening Day Caps |
| TUE | 4/9 | ARIZONA | 38,826 | 91,256 | 95,498 | -4.4% | 3,234 | 8.3% | 13,306 | 14,091 | -5.6% | 3,177 | 6,411 | 7:05 |
| WED | 4/10 | ARIZONA | 14,842 | 106,098 | 118,148 | -10.2% | 1,689 | 11.4% | 14,995 | 16,396 | -8.5% | 1,633 | 3,322 | 7:05 Hazard Center Promotion |
| FRI | 4/12 | LA | 30,945 | 137,043 | 146,437 | -6.4% | 2,749 | 8.9% | 17,744 | 19,019 | -6.7% | 2,834 | 5,583 | 7:05 |
| SAT | 4/13 | LA | 45,802 | 182,845 | 195,545 | -6.5% | 3,708 | 8.1% | 21,452 | 23,360 | -8.2% | 3,864 | 7,572 | 7:05 Lake Elsinore Storm Caps |
| SUN | 4/14 | LA | 43,346 | 226,191 | 217,579 | 4.0% | 2,962 | 6.8% | 24,414 | 25,348 | -3.7% | 3,051 | 6,013 | 5:00 Hoffman Kids' Gloves |
| MON | 4/15 | SAN FRAN | 12,627 | 238,818 | 232,507 | 2.7% | 1,334 | 10.6% | 25,748 | 26,633 | -3.3% | 1,334 | 2,668 | 7:05 |
| TUE | 4/16 | SAN FRAN | 19,220 | 258,038 | 249,547 | 3.4% | 1,803 | 9.4% | 27,551 | 28,099 | -2.0% | 1,813 | 3,616 | 7:05 |
| WED | 4/17 | SAN FRAN | 21,988 | 280,006 | 262,673 | 6.6% | 1,836 | 8.4% | 29,387 | 29,696 | -1.0% | 1,853 | 3,689 | 7:05 Hazard Center Promotion |
| TUE | 4/30 | CHICAGO | 19,090 | 299,096 | 296,741 | 0.8% | 1,726 | 9.0% | 31,113 | 31,816 | -2.2% | 1,678 | 3,404 | 7:05 |
| WED | 5/1 | CHICAGO | 17,153 | 316,249 | 308,547 | 2.5% | 1,652 | 9.6% | 32,765 | 32,956 | -0.6% | 1,686 | 3,338 | 7:05 Hazard Center Promotion |
| THU | 5/2 | CHICAGO | 28,311 | 344,560 | 319,248 | 7.9% | 3,112 | 11.0% | 35,877 | 33,850 | 6.0% | 2,953 | 6,065 | 2:05 Military Opening Day |
| FRI | 5/3 | PITTS | 18,743 | 363,303 | 328,570 | 10.6% | 1,662 | 8.9% | 37,538 | 34,898 | 7.6% | 1,607 | 3,269 | 7:05 |
| SAT | 5/4 | PITTS | 34,461 | 397,764 | 353,369 | 12.6% | 2,716 | 7.9% | 40,255 | 36,929 | 9.0% | 2,704 | 5,420 | 7:05 Cinco de Mayo Shirts |
| SUN | 5/5 | PITTS | 23,747 | 421,511 | 400,520 | 5.2% | 1,992 | 8.4% | 42,247 | 40,821 | 3.5% | 1,972 | 3,964 | 2:00 Cinco de Mayo |
| MON | 5/13 | MONTREAL | 23,702 | 445,213 | 436,182 | 2.1% | 1,599 | 6.7% | 43,846 | 43,578 | 0.6% | 1,596 | 3,195 | 7:05 Super 5 Buck Monday |
| TUE | 5/14 | MONTREAL | 10,916 | 456,129 | 455,347 | 0.2% | 984 | 9.1% | 44,840 | 45,319 | -1.1% | 1,034 | 2,028 | 7:05 |
| WED | 5/15 | MONTREAL | 10,594 | 466,723 | 474,219 | -1.6% | 1,217 | 11.5% | 46,057 | 46,952 | -1.9% | 1,157 | 2,374 | 7:05 Hazard Center Promotion |
| THU | 5/16 | NEW YORK | 14,972 | 481,695 | 491,276 | -2.0% | 1,296 | 8.7% | 47,353 | 48,757 | -2.9% | 1,192 | 2,488 | 7:05 |
| FRI | 5/17 | NEW YORK | 25,858 | 507,553 | 515,602 | -1.6% | 2,074 | 8.0% | 49,427 | 50,764 | -2.6% | 2,005 | 4,079 | 7:05 |
| SAT | 5/18 | NEW YORK | 39,757 | 547,310 | 554,865 | -1.4% | 3,218 | 8.1% | 52,645 | 53,804 | -2.2% | 3,215 | 6,433 | 7:05 Radio Headsets |
| SUN | 5/19 | NEW YORK | 23,655 | 570,965 | 578,717 | -1.3% | 1,590 | 6.7% | 54,235 | 55,468 | -2.2% | 1,550 | 3,140 | 2:05 |
| MON | 5/27 | COLORADO | 12,523 | 583,488 | 595,377 | -2.0% | 1,120 | 8.9% | 55,355 | 57,119 | -3.1% | 1,179 | 2,299 | 7:05 Memorial Day "Friends Ride Free" Promotion |
| TUE | 5/28 | COLORADO | 11,198 | 594,686 | 625,229 | -4.9% | 762 | 7.0% | 56,137 | 60,098 | -6.6% | 754 | 1,536 | 7:05 |
| WED | 5/29 | COLORADO | 11,603 | 606,289 | 674,529 | -10.1% | 734 | 6.3% | 56,871 | 64,767 | -12.2% | 729 | 1,463 | 7:05 Hazard Center Promotion |
| THU | 5/30 | COLORADO | 14,926 | 621,215 | 705,251 | -11.9% | 1,428 | 9.6% | 58,299 | 67,292 | -13.4% | 1,421 | 2,849 | 2:05 |
| FRI | 5/31 | MILWAUKEE | 46,556 | 667,771 | 720,628 | -7.3% | 8,150 | 17.5% | 66,449 | 68,546 | -3.1% | 7,900 | 16,050 | 6:05 SKY SHOW |
| SAT | 6/1 | MILWAUKEE | 32,239 | 700,010 | 745,593 | -6.1% | 2,800 | 8.7% | 69,249 | 70,685 | -2.0% | 2,804 | 5,604 | 7:05 Floppy Hats |
| SUN | 6/2 | MILWAUKEE | 16,649 | 716,659 | 759,952 | -5.7% | 1,460 | 8.8% | 70,709 | 72,514 | -2.5% | 1,436 | 2,896 | 2:00 Kids' T-shirts |

SAN DIEGO TROLLEY, INC.

PADRES 2002 SEASON

| DAY | DATE | TEAM | GAME ATT (GATE) | CUMULATIVE GAME ATTENDANCE | CUMULATIVE ATTENDANCE | % DIFFERENCE 01 - 02 | NUMBER RIDERS TO GAME | % OF GAME ATT | CUM TOT RIDERS TO GAME | CUM TOT RIDERS 2001 | % DIFFER 01 - 02 | RIDERS FROM GAME | GAME TOTAL RIDES | COMMENTS |
|-----|------|------------|-----------------|----------------------------|-----------------------|----------------------|-----------------------|---------------|------------------------|---------------------|------------------|------------------|------------------|----------------------------------|
| MON | 6/3 | SAN FRAN | 14,389 | 731,048 | 707,461 | -6.0% | 1,396 | 9.7% | 72,105 | 74,094 | -2.7% | 1,434 | 2,830 | 7:05 |
| TUE | 6/4 | SAN FRAN | 19,732 | 750,780 | 789,925 | -5.0% | 1,468 | 7.4% | 73,573 | 75,188 | -2.1% | 1,450 | 2,918 | 7:05 |
| WED | 6/5 | SAN FRAN | 16,730 | 767,510 | 803,839 | -4.5% | 1,843 | 11.0% | 75,416 | 76,416 | -1.3% | 1,822 | 3,665 | 2:05 Hazard Center Promotion |
| FRI | 6/14 | SEATTLE | 23,360 | 790,870 | 856,468 | -7.7% | 2,351 | 10.1% | 77,767 | 87,809 | -11.4% | 2,161 | 4,512 | 7:05 |
| SAT | 6/15 | SEATTLE | 35,941 | 826,811 | 915,554 | -9.7% | 3,117 | 8.7% | 80,884 | 94,011 | -14.0% | 3,017 | 6,134 | 7:05 American Flag Caps |
| SUN | 6/16 | SEATTLE | 27,372 | 854,183 | 950,646 | -10.1% | 2,528 | 9.2% | 83,412 | 97,410 | -14.4% | 2,235 | 4,763 | 2:00 |
| TUE | 6/18 | BOSTON | 27,922 | 882,105 | 971,546 | -9.2% | 3,272 | 11.7% | 86,684 | 99,611 | -13.0% | 3,098 | 6,370 | 7:05 |
| WED | 6/19 | BOSTON | 31,038 | 913,143 | 992,657 | -8.0% | 3,442 | 11.1% | 90,126 | 101,556 | -11.3% | 3,449 | 6,891 | 7:05 Hazard Center Promo; Visors |
| THU | 6/20 | BOSTON | 33,738 | 946,881 | 1,011,518 | -6.4% | 3,747 | 11.1% | 93,873 | 103,333 | -9.2% | 3,474 | 7,221 | 7:05 |
| FRI | 6/21 | YANKEES | 51,897 | 998,778 | 1,031,169 | -3.1% | 6,732 | 13.0% | 100,605 | 105,112 | -4.3% | 6,540 | 13,272 | 7:05 |
| SAT | 6/22 | YANKEES | 55,297 | 1,054,075 | 1,061,324 | -0.7% | 6,778 | 12.3% | 107,383 | 107,807 | -0.4% | 6,404 | 13,182 | 12:15 Beach Towels |
| SUN | 6/23 | YANKEES | 45,423 | 1,099,498 | 1,111,960 | -1.1% | 5,888 | 13.0% | 113,271 | 112,429 | 0.7% | 5,980 | 11,868 | 2:00 |
| MON | 6/24 | SAN FRAN | 12,274 | 1,111,772 | 1,136,412 | -2.2% | 1,044 | 8.5% | 114,315 | 114,799 | -0.4% | 938 | 1,982 | 7:05 |
| TUE | 6/25 | SAN FRAN | 10,732 | 1,122,504 | 1,158,490 | -3.1% | 915 | 8.5% | 115,230 | 116,905 | -1.4% | 767 | 1,682 | 5:05 |
| FRI | 7/12 | ST LOUIS | 21,488 | 1,143,992 | 1,187,875 | -3.7% | 1,960 | 9.1% | 117,190 | 119,787 | -2.2% | 1,876 | 3,836 | 7:05 |
| SAT | 7/13 | ST LOUIS | 45,193 | 1,189,185 | 1,205,162 | -1.3% | 3,188 | 7.1% | 120,378 | 121,353 | -0.8% | 3,174 | 6,362 | 7:05 Mesh Jerseys |
| SUN | 7/14 | ST LOUIS | 18,238 | 1,207,423 | 1,228,365 | -1.7% | 1,667 | 9.2% | 122,065 | 123,336 | -1.0% | 1,529 | 3,216 | 2:00 |
| MON | 7/15 | COLORADO | 30,080 | 1,237,503 | 1,270,832 | -2.6% | 1,506 | 5.0% | 123,671 | 126,828 | -2.6% | 1,619 | 3,125 | 7:05 Super 6 Buck Monday |
| TUE | 7/16 | COLORADO | 16,904 | 1,254,407 | 1,294,065 | -3.1% | 1,457 | 8.6% | 125,028 | 128,747 | -2.9% | 1,513 | 2,970 | 7:05 |
| FRI | 7/19 | ARIZONA | 24,832 | 1,279,239 | 1,312,065 | -2.5% | 2,147 | 8.6% | 127,175 | 130,616 | -2.6% | 2,058 | 4,205 | 7:05 |
| SAT | 7/20 | ARIZONA | 43,768 | 1,323,007 | 1,332,219 | -0.7% | 3,631 | 8.3% | 130,806 | 132,566 | -1.3% | 3,694 | 7,325 | 7:05 Mesh Beach Bags |
| SUN | 7/21 | ARIZONA | 28,963 | 1,351,970 | 1,354,136 | -0.2% | 2,466 | 8.5% | 133,272 | 134,292 | -0.8% | 2,293 | 4,759 | 2:00 |
| MON | 7/22 | LA | 19,205 | 1,371,175 | 1,387,106 | -1.1% | 1,351 | 7.0% | 134,623 | 136,892 | -1.7% | 1,337 | 2,688 | 7:05 |
| TUE | 7/23 | LA | 24,668 | 1,395,843 | 1,406,461 | -0.8% | 1,890 | 7.7% | 136,513 | 138,504 | -1.4% | 1,840 | 3,730 | 7:05 |
| WED | 7/24 | LA | 22,962 | 1,418,805 | 1,437,252 | -1.3% | 2,110 | 9.2% | 138,623 | 141,138 | -1.8% | 2,156 | 4,266 | 2:05 Hazard Center Promotion |
| FRI | 8/2 | CINCINNATI | 20,927 | 1,439,732 | 1,463,905 | -1.7% | 1,703 | 8.1% | 140,326 | 143,619 | -2.3% | 1,652 | 3,355 | 7:05 |
| SAT | 8/3 | CINCINNATI | 35,799 | 1,475,531 | 1,486,391 | -0.7% | 2,605 | 7.3% | 142,931 | 145,759 | -1.9% | 2,514 | 5,119 | 7:05 Floppy Hats |
| SUN | 8/4 | CINCINNATI | 21,561 | 1,497,092 | 1,511,436 | -0.9% | 1,694 | 7.9% | 144,625 | 147,854 | -2.2% | 1,694 | 3,388 | 2:00 Kids' Bobbie Head Doll |
| TUE | 8/6 | PHILLY | 20,717 | 1,517,809 | 1,559,401 | -2.7% | 1,486 | 7.2% | 146,111 | 151,877 | -3.8% | 1,561 | 3,047 | 7:05 |
| WED | 8/7 | PHILLY | 15,811 | 1,533,620 | 1,585,729 | -3.3% | 1,617 | 10.2% | 147,728 | 154,013 | -4.1% | 1,641 | 3,258 | 7:05 Hazard Center Promotion |
| THU | 8/8 | PHILLY | 15,955 | 1,549,575 | 1,610,205 | -3.8% | 1,519 | 9.5% | 149,247 | 155,869 | -4.2% | 1,446 | 2,965 | 2:05 |
| TUE | 8/20 | ATLANTA | 18,101 | 1,567,676 | 1,640,671 | -4.4% | 1,364 | 7.5% | 150,611 | 158,419 | -4.9% | 1,342 | 2,706 | 7:05 |
| WED | 8/21 | ATLANTA | 19,945 | 1,587,621 | 1,660,291 | -4.4% | 1,514 | 7.8% | 152,125 | 160,499 | -5.2% | 1,517 | 3,031 | 7:05 Hazard Center Promotion |
| THU | 8/22 | ATLANTA | 18,563 | 1,606,184 | 1,680,378 | -4.4% | 1,679 | 9.0% | 153,804 | 162,190 | -5.2% | 1,583 | 3,262 | 2:05 |

SAN DIEGO TROLLEY, INC.

PADRES 2002 SEASON

| DAY | DATE | TEAM | GAME ATT (GATE) | CUMULATIVE GAME ATTENDANCE | CUMULATIVE ATTENDANCE 2001 | % DIFFERENCE 01 - 02 | NUMBER RIDERS TO GAME | % OF GAME ATT | CUM TOT RIDERS TO GAME | CUM TOT RIDERS 2001 | % DIFFER 01 - 02 | RIDERS FROM GAME | GAME TOTAL RIDES | COMMENTS |
|--------------------------------|------|----------|-----------------|----------------------------|----------------------------|----------------------|-----------------------|---------------|------------------------|---------------------|------------------|------------------|------------------|-------------------------------------|
| FRI | 8/23 | FLORIDA | 17,312 | 1,823,496 | 1,708,408 | -5.0% | 1,229 | 7.1% | 155,033 | 164,317 | -5.7% | 1,275 | 2,504 | 7:05 |
| SAT | 8/24 | FLORIDA | 21,481 | 1,844,977 | 1,729,995 | -4.9% | 1,616 | 7.5% | 156,649 | 165,928 | -5.6% | 1,597 | 3,213 | 7:05 Hall of Fame Video |
| SUN | 8/25 | FLORIDA | 15,186 | 1,660,163 | 1,748,087 | -5.0% | 1,127 | 7.4% | 157,776 | 167,694 | -5.9% | 1,287 | 2,414 | 2:00 |
| FRI | 8/30 | COLORADO | 12,401 | 1,672,564 | 1,778,314 | -5.9% | 940 | 7.6% | 158,716 | 170,467 | -6.9% | 968 | 1,908 | 7:05 |
| SAT | 8/31 | COLORADO | 26,189 | 1,698,753 | 1,795,159 | -5.4% | 1,894 | 7.2% | 160,610 | 171,949 | -6.6% | 1,782 | 3,676 | 7:05 Fashion Caps |
| SUN | 9/1 | COLORADO | 11,627 | 1,710,380 | 1,825,366 | -6.3% | 967 | 8.3% | 161,577 | 173,664 | -7.0% | 996 | 1,963 | 2:00 Kids' Toothbrush |
| MON | 9/2 | COLORADO | 20,361 | 1,730,741 | 1,853,719 | -6.6% | 1,062 | 5.2% | 162,639 | 175,614 | -7.4% | 1,167 | 2,229 | 7:05 Super 6 Buck Monday, Labor Day |
| TUE | 9/3 | HOUSTON | 13,879 | 1,744,620 | 1,876,345 | -7.0% | 887 | 6.4% | 163,526 | 177,478 | -7.9% | 885 | 1,772 | 7:05 |
| WED | 9/4 | HOUSTON | 10,714 | 1,755,334 | 1,931,131 | -9.1% | 891 | 8.3% | 164,417 | 186,267 | -11.7% | 891 | 1,782 | 7:05 Hazard Center Promotion |
| THU | 9/5 | HOUSTON | 7,751 | 1,763,085 | 1,988,488 | -11.3% | 876 | 11.3% | 165,293 | 192,950 | -14.3% | 804 | 1,680 | 2:05 |
| THU | 9/12 | SAN FRAN | 13,491 | 1,776,576 | 2,015,698 | -11.9% | 1,100 | 8.2% | 166,393 | 196,051 | -15.1% | 1,021 | 2,121 | 7:05 |
| FRI | 9/13 | SAN FRAN | 22,285 | 1,798,861 | 2,032,543 | -11.5% | 1,685 | 7.6% | 168,078 | 197,590 | -14.9% | 1,621 | 3,306 | 7:05 |
| TUE | 9/17 | ARIZONA | 14,230 | 1,813,091 | 2,049,982 | -11.6% | 1,068 | 7.5% | 169,146 | 199,277 | -15.1% | 1,073 | 2,141 | 7:05 |
| WED | 9/18 | ARIZONA | 34,099 | 1,847,190 | 2,064,495 | -10.5% | 2,327 | 6.8% | 171,473 | 200,805 | -14.6% | 2,240 | 4,567 | 7:05 Hazard Center Promotion |
| THU | 9/19 | ARIZONA | 11,802 | 1,858,992 | 2,088,677 | -11.0% | 1,365 | 11.6% | 172,838 | 203,180 | -14.9% | 1,371 | 2,736 | 2:05 |
| FRI | 9/20 | LA | 19,937 | 1,878,929 | 2,111,114 | -11.0% | 1,603 | 8.0% | 174,441 | 205,310 | -15.0% | 1,584 | 3,187 | 7:05 |
| SAT | 9/21 | LA | 44,941 | 1,923,870 | 2,166,140 | -11.2% | 3,102 | 6.9% | 177,543 | 214,395 | -17.2% | 3,336 | 6,438 | 7:05 3/4 Sleeve Shirts |
| SUN | 9/22 | LA | 21,761 | 1,945,631 | 2,166,140 | -10.2% | 1,766 | 8.1% | 179,309 | 214,395 | -16.4% | 1,732 | 3,498 | 2:00 |
| 31 Games vs. 80 in 2001 | | | | | | | | | | | | | | |
| | | | GRAND TOTAL | 1,945,631 | 2,166,140 | -10.2% | 179,309 | 9.2% | 179,309 | 214,395 | -16.4% | 175,231 | 354,540 | |

San Diego Trolley, Inc.
An Operator in the Metropolitan Transit System



1255 Imperial Avenue
Suite 900
San Diego, CA 92101-7492
(619) 595-4949

Agenda

Item No. 10

BOARD OF DIRECTORS MEETING

February 6, 2003

Subject:

SAN DIEGO CHARGERS 2002 YEAR-END SUMMARY

EXECUTIVE SUMMARY:

At the conclusion of each local major league sports season, SDTI prepares a year-end summary detailing the areas of total annual game attendance, trolley ridership, general operations, and other elements associated with the season. A highlight summary of the season is provided in the discussion section and a comprehensive report with greater detail is attached for further review (Attachment A).

RECOMMENDATION:

That the SDTI Board of Directors receive this report for information.

Budget Impact:

None, with the indicated recommendation.

DISCUSSION:

The 2002 season represented the fifth complete year that SDTI provided special service to Chargers games at Qualcomm Stadium. Service was also provided to the final three games of the 1997 season after the opening of the Mission Valley West extension in November 1997.

The 2002 season was significant in several respects and overall, staff believes service for the 2002 Chargers season was very successful. Although overall team performance was up when compared to last year (8-8 in 2002 vs. 5-11 in 2001), the team remained tied for 4th (last) place in the standings, despite being in first place in the division earlier in the season. Other significant team highlights included a win against the Super Bowl Champion New England Patriots and season attendance exceeding 570,000 for the fourth time in five years (after dropping to 520,000 in 2000).

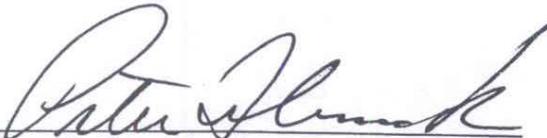
From SDTI's perspective, the season was very positive with record numbers in the areas of:

- Season ridership (102,611).
- Gate percentage (17.9% vs. 16.6% in 2001).
- Manual sales receipts (\$244,833).

Some of the other noteworthy highlights include the following:

- Cumulative trolley ridership for the season increased 8% (102,611 vs. 94,985) from the 2001 season.
- Increase of 15% in number of tickets sold from manual ticket sales booths.
- Increase of 14% in revenue generated from manual ticket sales booths.
- Six of eight regular season games exceeded the 10,000 mark in ridership.
- Four games resulted in ridership levels in excess of 13,000 (previous mark had been one game in a single season, in both 1999 and 2001).
- Ridership averaged over 11,600 through the eight regular season games, improving on the previous average high of 10,300 set in 2001.

Staff is prepared to answer any questions.



Peter D. Tereschuck
President-General Manager

PDT:rga

Attachment: A. 2002 Chargers Season Review

San Diego Trolley, Inc.
An Operator in the Metropolitan Transit System

1255 Imperial Avenue
Suite 900
San Diego, CA 92101-7492
(619) 595-4949

Memorandum

DATE: January 2, 2003
TO: Peter Tereschuck
FROM: Tom Doogan *T.D.*
SUBJECT: 2002 CHARGERS SEASON REVIEW

The San Diego Chargers football team ended their season on December 29, 2002, with their second consecutive season-ending loss to the Seattle Seahawks. This completed a four-game losing streak resulting in a disappointing 8-8 record. High hopes at the beginning of the season, strengthened by a 6-1 start, resulted in higher attendance figures throughout the regular season. The two pre-season games played at Qualcomm Stadium resulted in extremely low attendance, although the deficit was easily made up during the regular season.

Season stadium attendance was almost identical to the 2001 season (573,578 vs. 573,699). Trolley ridership increased 8% (+7,615) from 94,985 in 2001 to 102,611 for the 2002 season. This is the highest to date and marks the first time the Trolley has carried over 100,000 fans to the stadium for Chargers football. This surpasses the previous high set last year. San Diego Trolley ridership as a percentage of the gate increased significantly from 16.6% in 2001 to 17.9%. This is also a high mark for SDTI.

During the 2002 season, record numbers were recorded for:

- Season ridership (102,611)
- Gate percentage (17.9%)
- Manual sales receipts (\$244,833)

Other notable accomplishments include the following:

- Season ridership surpassed the 100,000 mark for the first time ever
- Six of eight regular season games exceeded the 10,000 mark in ridership
- Four games resulted in ridership levels in excess of 13,000 (previous mark had been one game in a single season, in both 1999 & 2001)
- Ridership averaged over 11,600 through the eight regular season games, improving on the previous high average of 10,300 set in 2001

- Four games resulted in ridership at or above 20% of stadium attendance (the 20% mark had previously been reached only one time since 1997)
- Record receipts were collected at the seven locations hosting manual ticket sales, representing an increase of 14% over 2001 and almost 80% more than the amount collected in 2000
- Although game attendance has remained steady, ridership continues to climb to unprecedented levels

| | 1998 | 1999 | 2000 | 2001 | 2002 |
|-------------------------|---------|---------|---------|---------|----------------|
| Total Attendance | 583,926 | 573,973 | 520,983 | 573,699 | 573,358 |
| Total Ridership | 87,445 | 84,945 | 72,483 | 94,985 | 102,611 |
| As % of Gate | 15.0% | 14.8% | 13.9% | 16.6% | 17.9% |

2002 Regular Season Highs and Lows:

| | | | |
|-----------------|--------|-------|-------------|
| High Attendance | 67,968 | 12/8 | vs. Oakland |
| Low Attendance | 51,412 | 12/29 | vs. Seattle |
| High Ridership | 13,712 | 12/8 | vs. Oakland |
| Low Ridership | 8,490 | 12/29 | vs. Seattle |
| High Gate % | 20.4% | 12/1 | vs. Denver |
| Low Gate % | 15.9% | 9/15 | vs. Houston |

Train Service

Standard game-day service was increased, adding an eighth 4-car shuttle operating between Old Town and the stadium for several high-attendance games. Selected trains were turned at interlocking M-6 as needed. Additional trains were dispatched from the yard for post-game service based on turnstile counts obtained by the Special Event Supervisor.

Manual Ticket Sales

Manual ticket sales were conducted for all ten Charger home games in 2002. Locations and hours of operation were similar to the 2001 season. Sales volume was up significantly, from 124,149 one-way equivalent units sold in 2001, to **142,538 (+15%)**. This represents 72% of the **199,138** one-way trips taken to and from Charger games.

As noted above, manual sales receipts were also up considerably, from \$215,063 in 2001 to **\$244,833**. This additional \$29,770 represents an increase of almost 14%. The average collected per game went from \$21,506 to **\$24,486**. Ticket sales were conducted at Old Town, Morena/Linda Vista, Fashion Valley, Hazard Center, Mission Valley Center, and Qualcomm Stadium for each game. Sales were also conducted at Rio Vista for the last seven games due to attendance projections. Receipts for individual games exceeded \$30,000 on four occasions. This is the first time that level has been reached for any Chargers game.

Summary

Although the team once again missed the playoffs due to inconsistent performance, San Diego Trolley appears to have been successful in providing a consistently high level of service for the 2002 football season. Continued operational refinements have proven sufficient to equip for success those assigned to carry out game-day duties. SDTI operations, revenue, maintenance, and security personnel were of fundamental importance to the level of service provided throughout the season.

Attachments: Chargers 2002 Season - Ridership
Chargers 2002 Season - Revenue
Chargers Football Comparison Chart – Ridership
Chargers Football Comparison Chart - Revenue

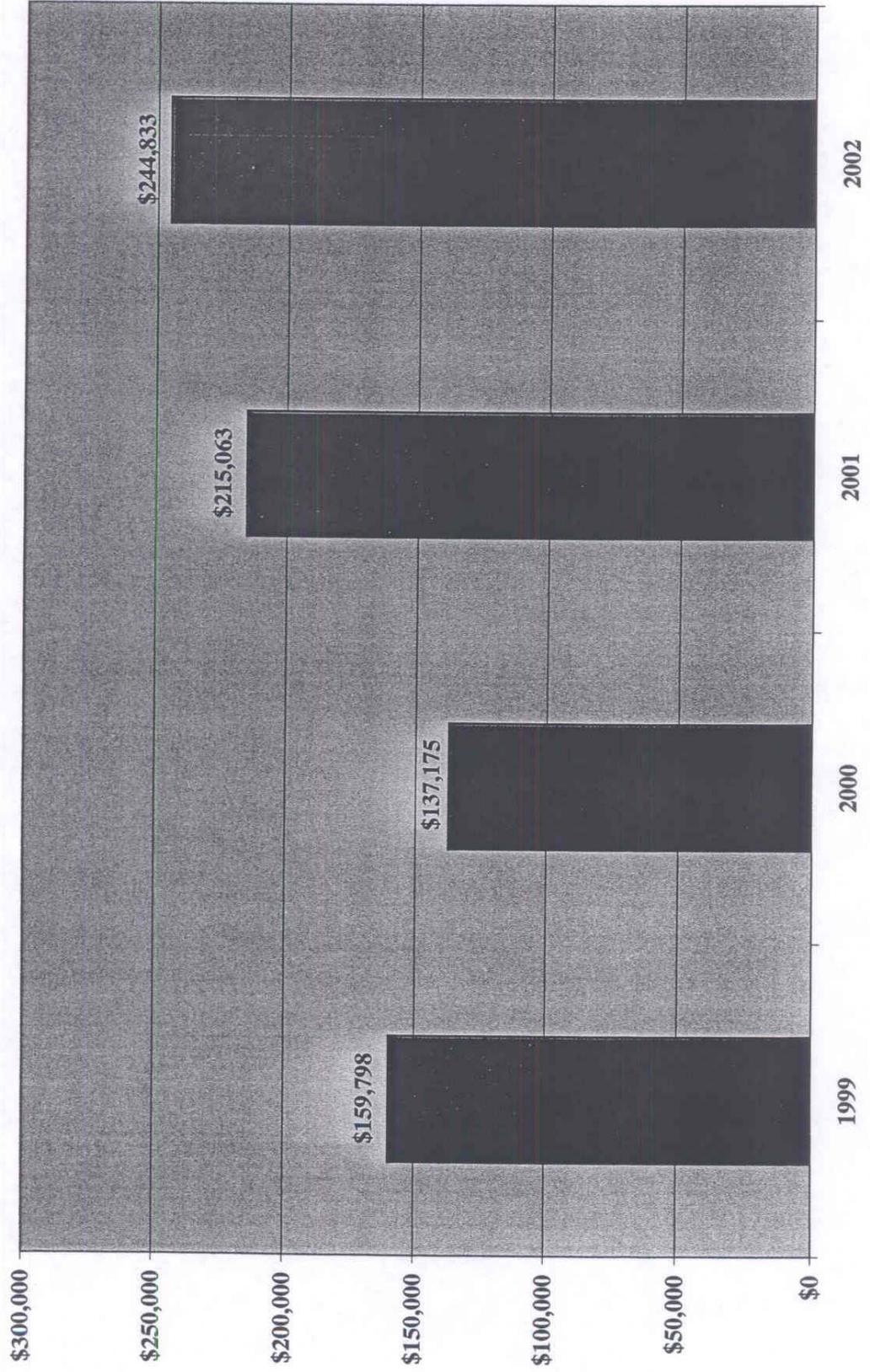
cc: EWT
TJT
GLH
SAD
B. Burke

SAN DIEGO TROLLEY, INC.

CHARGERS 2002 SEASON

| DAY | DATE | TEAM | GAME ATT (GATE) | GAME ATT (GATE) 2001 | NUMBER RIDERS TO GAME | % OF GAME ATT | CUM TOT RIDERS TO GAME | CUM TOT RIDERS 2001 | % DIFFER 01-02 | RIDERS FROM GAME | GAME TOTAL RIDES | COMMENTS |
|-------------------------|-------|---------------|-----------------|----------------------|-----------------------|---------------|------------------------|---------------------|----------------|------------------|------------------|-------------------|
| SAT | 8/10 | ARIZONA | 39,537 | 45,155 | 5,055 | 12.8% | 5,055 | 5,481 | -7.8% | 4,951 | 10,006 | 7:00PM PRE-SEASON |
| FRI | 8/16 | SEATTLE | 39,064 | 53,700 | 4,594 | 11.8% | 9,649 | 12,107 | -20.3% | 4,482 | 9,076 | 8:00PM PRE-SEASON |
| SUN | 9/15 | HOUSTON | 56,098 | 60,629 | 8,895 | 15.9% | 18,544 | 21,800 | -14.9% | 8,888 | 17,783 | 1:15 PM |
| SUN | 9/29 | NEW ENGLAND | 66,467 | 56,048 | 13,041 | 19.6% | 31,585 | 31,282 | 1.0% | 11,594 | 24,635 | 1:15 PM |
| SUN | 10/13 | KANSAS CTY | 58,995 | 67,521 | 11,298 | 19.2% | 42,883 | 43,349 | -1.1% | 10,904 | 22,202 | 1:15 PM |
| SUN | 11/3 | NEW YORK | 59,772 | 63,698 | 10,366 | 17.3% | 53,249 | 55,572 | -4.2% | 9,818 | 20,184 | 1:05 PM |
| SUN | 11/17 | SAN FRANCISCO | 67,161 | 58,789 | 13,609 | 20.3% | 66,858 | 65,987 | 1.3% | 12,870 | 26,479 | 1:05 PM |
| SUN | 12/1 | DENVER | 66,357 | 49,398 | 13,551 | 20.4% | 80,409 | 73,922 | 8.8% | 12,344 | 25,895 | 1:05 PM |
| SUN | 12/8 | OAKLAND | 67,968 | 67,349 | 13,712 | 20.2% | 94,121 | 87,660 | 7.4% | 12,104 | 25,816 | 1:15 PM |
| SUN | 12/29 | SEATTLE | 52,159 | 51,412 | 8,490 | 16.3% | 102,611 | 94,996 | 8.0% | 8,572 | 17,062 | 1:15 PM |
| GRAND TOTAL | | | 573,578 | 573,699 | 102,611 | 17.9% | | | | 96,527 | 199,138 | |
| 2001 Totals | | | 573,699 | | 94,996 | 16.6% | | | | 94,409 | 189,405 | |
| 01-02 Difference | | | (121) | | 7,615 | 1.3% | | | | 2,118 | 9,733 | |

Manual Ticket Sales by Year Chargers Football



SDTI SPECIAL EVENTS PASSENGER CAPACITY CHART (Hourly Throughput)

| ONE DIRECTION | | | | BI-DIRECTIONAL | | | | | | | | | |
|---------------|------------------|------|-------|----------------|-------|-------|---------------|------------------|------|-------|-------|-------|-------|
| HEADWAY | NUMBER OF TRAINS | LOAD | 1 CAR | 2 CAR | 3 CAR | 4 CAR | HEADWAY | NUMBER OF TRAINS | LOAD | 1 CAR | 2 CAR | 3 CAR | 4 CAR |
| 30 MIN. | 2 | MIN | 200 | 400 | 600 | 800 | 30 MIN. | 4 | MIN | 400 | 800 | 1200 | 1600 |
| | | MOD | 300 | 600 | 900 | 1200 | | | MOD | 600 | 1200 | 1800 | 2400 |
| | | MAX | 400 | 800 | 1200 | 1600 | | | MAX | 800 | 1600 | 2400 | 3200 |
| 20 MIN. | 3 | MIN | 300 | 600 | 900 | 1200 | 20 MIN. | 6 | MIN | 600 | 1200 | 1800 | 2400 |
| | | MOD | 450 | 900 | 1350 | 1800 | | | MOD | 900 | 1800 | 2700 | 3600 |
| | | MAX | 600 | 1200 | 1800 | 2400 | | | MAX | 1200 | 2400 | 3600 | 4800 |
| 15 MIN. | 4 | MIN | 400 | 800 | 1200 | 1600 | 15 MIN. | 8 | MIN | 800 | 1600 | 2400 | 3200 |
| | | MOD | 600 | 1200 | 1800 | 2400 | | | MOD | 1200 | 2400 | 3600 | 4800 |
| | | MAX | 800 | 1600 | 2400 | 3200 | | | MAX | 1600 | 3200 | 4800 | 6400 |
| 10 MIN. | 6 | MIN | 600 | 1200 | 1800 | 2400 | 10 MIN. | 12 | MIN | 1200 | 2400 | 3600 | 4800 |
| | | MOD | 900 | 1800 | 2700 | 3600 | | | MOD | 1800 | 3600 | 5400 | 7200 |
| | | MAX | 1200 | 2400 | 3600 | 4800 | | | MAX | 2400 | 4800 | 7200 | 9600 |
| 7.5 MIN. | 8 | MIN | 800 | 1600 | 2400 | 3200 | 7.5 MIN. | 16 | MIN | 1600 | 3200 | 4800 | 6400 |
| | | MOD | 1200 | 2400 | 3600 | 4800 | | | MOD | 2400 | 4800 | 7200 | 9600 |
| | | MAX | 1600 | 3200 | 4800 | 6400 | | | MAX | 3200 | 6400 | 9600 | 12800 |
| 5 MIN. | 12 | MIN | 1200 | 2400 | 3600 | 4800 | 5 MIN. | 24 | MIN | 2400 | 4800 | 7200 | 9600 |
| | | MOD | 1800 | 3600 | 5400 | 7200 | | | MOD | 3600 | 7200 | 10800 | 14400 |
| | | MAX | 2400 | 4800 | 7200 | 9600 | | | MAX | 4800 | 9600 | 14400 | 19200 |
| 4 MIN. (1) | 15 | MIN | 1500 | 3000 | 4500 | 6000 | 4 MIN. (1) | 30 | MIN | 3000 | 6000 | 9000 | 12000 |
| | | MOD | 2250 | 4500 | 6750 | 9000 | | | MOD | 4500 | 9000 | 13500 | 18000 |
| | | MAX | 3000 | 6000 | 9000 | 12000 | | | MAX | 6000 | 12000 | 18000 | 24000 |

LOADING LEGEND: MIN = MINIMUM HEAVY LOAD OF 100 PASSENGERS PER CAR
 MOD = MODERATE HEAVY LOAD OF 150 PASSENGERS PER CAR
 MAX = CRUSH LOAD OF 200 PASSENGERS PER CAR

(1) MINIMUM PRACTICAL HEADWAY

| DAY | DATE | EVENT | GAME ATT (GATE) | NUMBER RIDERS TO EVENT | % OF GAME ATT | CUM TOT RIDERS TO EVENT | INDV. EVENT RIDERS 2001 | % DIFFER 01-02 | RIDERS FROM EVENT | EVENT TOTAL RIDES | \$ COLL AT BOOTHS | \$ COLL 2001 | COMMENTS |
|-----|-------|--------------|-----------------|------------------------|---------------|-------------------------|-------------------------|----------------|-------------------|-------------------|-------------------|--------------|----------|
| Sat | 1/12 | Supercross | 68,415 | 6,477 | 9.5% | 6,477 | 3,829 | 69.2% | 5,895 | 12,372 | \$9,195.25 | \$4,636.01 | |
| Sat | 2/2 | Mnstr Trk | 47,611 | 2,908 | 6.1% | 9,385 | 2,433 | 19.5% | 2,655 | 5,563 | \$4,012.40 | \$2,855.90 | |
| Wed | 3/13 | Int'l Soccer | 30,160 | 1,502 | 5.0% | 10,887 | - | N/A | 1,331 | 2,833 | \$916.00 | N/A | |
| Sat | 11/9 | Gold Coast | 6,679 | 249 | 3.7% | 11,136 | 401 | -37.9% | 271 | 520 | \$170.75 | \$236.25 | Rain |
| Fri | 12/27 | Holiday Bowl | 58,717 | 11,625 | 19.8% | 22,761 | 10,186 | 14.1% | 10,245 | 21,870 | \$24,928.25 | \$25,134.30 | |
| | | GRAND TOTAL | 143,167 | 16,284 | 11.4% | 22,761 | 16,849 | | 4,257 | 8,916 | \$39,222.65 | \$32,862.46 | |