




◆ Major Events
**Lessons
Learned**



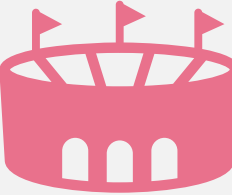


Agenda

- LA 1984
- London 2012
- Rio 2016
- Super Bowl LVI
- LA Sports Equinox Day (Oct 28, 2018)
- MLS Cup Final & USC Game (Nov 5, 2022)




LA 1984: What's changed?

| LA COUNTY | 1984 | 2028 (anticipated) |
|--|-------------|-----------------------|
|  Population | 8M | 12M |
|  Employment | 3.5M | 5M |
|  Average Delay per Vehicle/Commuter | 60 hours | 120 hours |

GAMES

-  **35%**
more sporting
events
-  **2X**
the amount
of athletes
-  **3X**
the amount of
media coverage

LA 1984: What's changed?

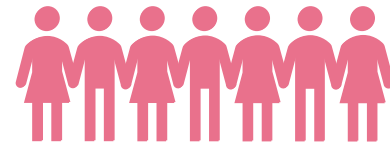
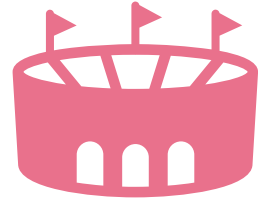
| MOBILITY | Miles in 1984 | Miles in 2028 (anticipated) |
|--|---------------|-----------------------------|
|  Metro Rail | 0 | 134 |
|  Metro BRT | 0 | 74 |
|  Metrolink | 0 | 538 |



LA 1984: Leveraging Strategies for Success

1984 Games

WHAT IS STILL APPLICABLE AND CAN BE SUCCESSFUL IN THE 2028 Games?



SPECTATORS

GENERAL PUBLIC

HIGHLY EFFECTIVE

- Transit marketing
- Express bus service
- Event Scheduling
- HOV system

- Encouraged vacations
- Reduced non-essential travel

MODERATELY EFFECTIVE

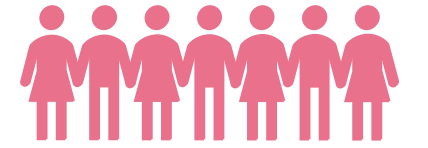
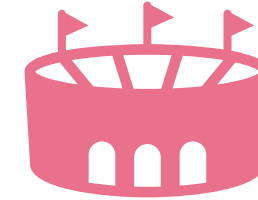
- Dynamic traffic signal system (ATSAC)

- Flexible work schedules
- Retimed truck traffic

LEAST EFFECTIVE

- One-way streets
- Ramp closures

- Remote working



SPECTATORS

GENERAL PUBLIC

- Transit marketing
- Express bus service
- Dynamic traffic signal system

- Flexible work schedules
- Retimed truck traffic
- Remote working (proven during the COVID pandemic)

London 2012

- First car-free Games but has significantly more robust public transit system and culture
- UK government established the Olympic Delivery Authority to deliver venues and infrastructure
- London's GRN was highly successful but used local arterials, not freeways like current LA proposal
- London had to coordinate with 40 transit operators, similar coordination effort is needed in LA

£6.5 BILLION

INVESTED TO IMPROVE TRANSPORT INFRASTRUCTURE

15%

OF COMMUTERS CHANGED THEIR TRAVEL BEHAVIOR LONG TERM

10%–16%

TRAFFIC REDUCTION IN CENTRAL LONDON DURING THE GAMES

62 MILLION

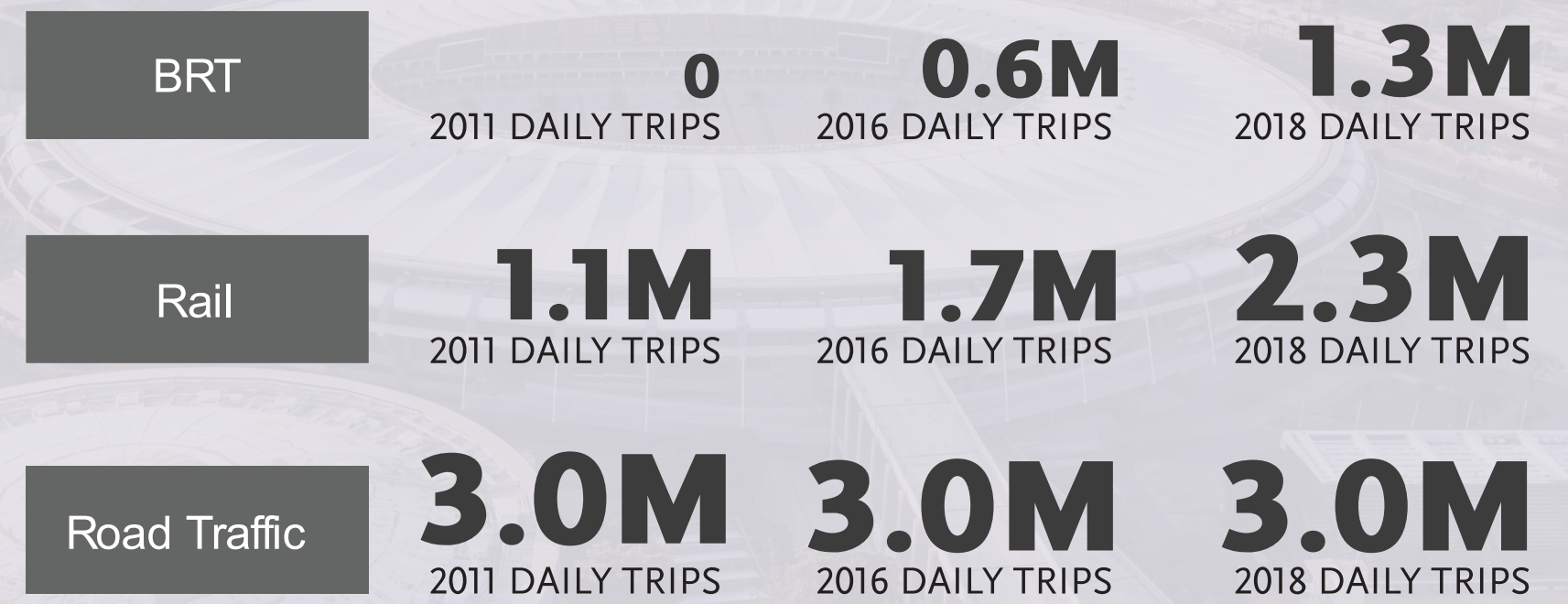
TRIPS MADE ON LONDON UNDERGROUND DURING THE GAMES

100,000 TRIPS

MADE USING ACCESSIBLE SHUTTLES

Rio 2016

- Focused on building BRT routes
- Used the Games as a catalyst/accelerator to deliver large transit projects
- Used the 2014 World Cup to test and pilot mobility strategies
- Multiple city centers and Games dispersed into four sports parks
- Rio encountered what Los Angeles will encounter:
 - Public health, safety and security issues
 - Construction cost issues
- The Games Route Network used Rio's arterial network; not urban freeways like Los Angeles



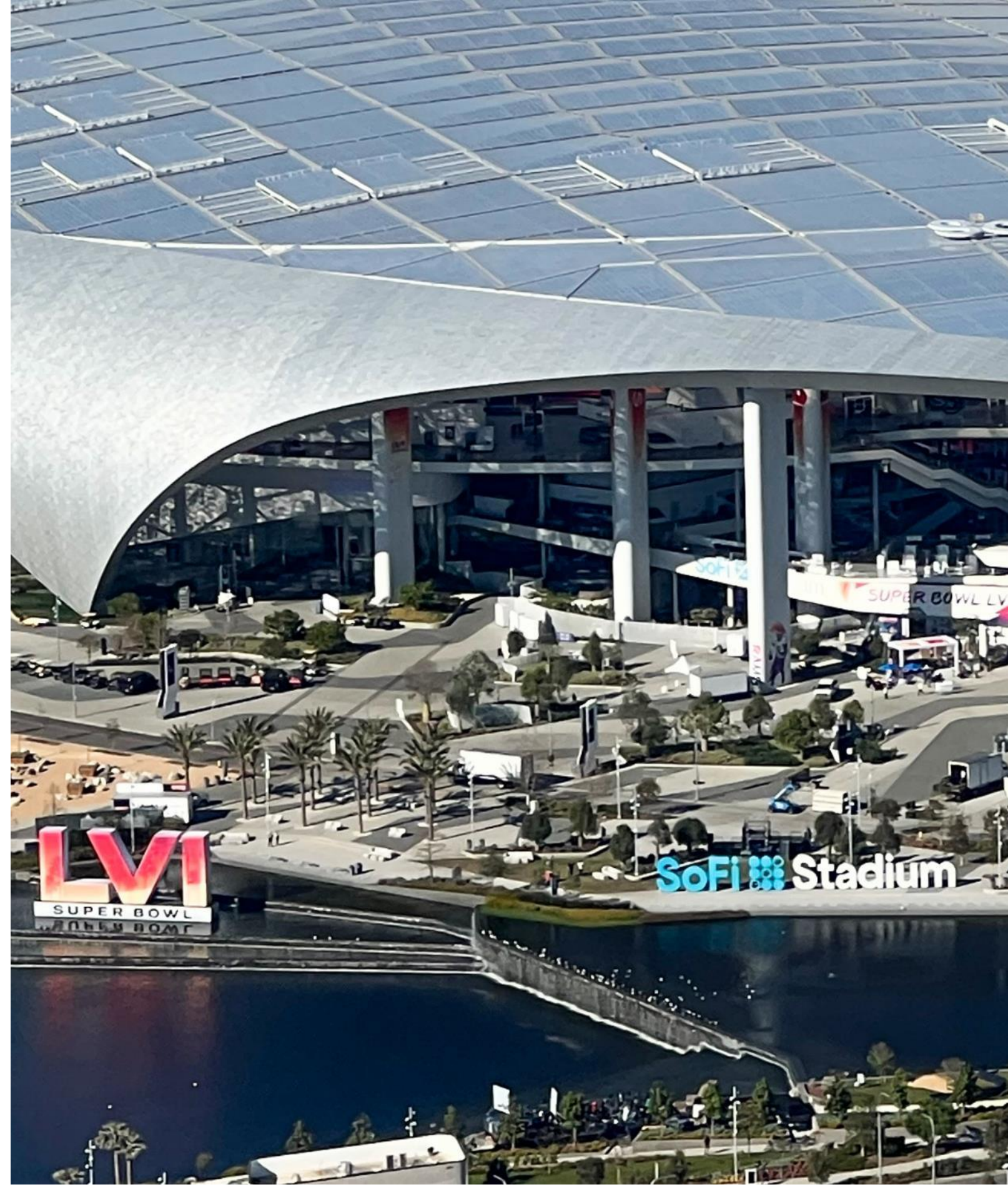
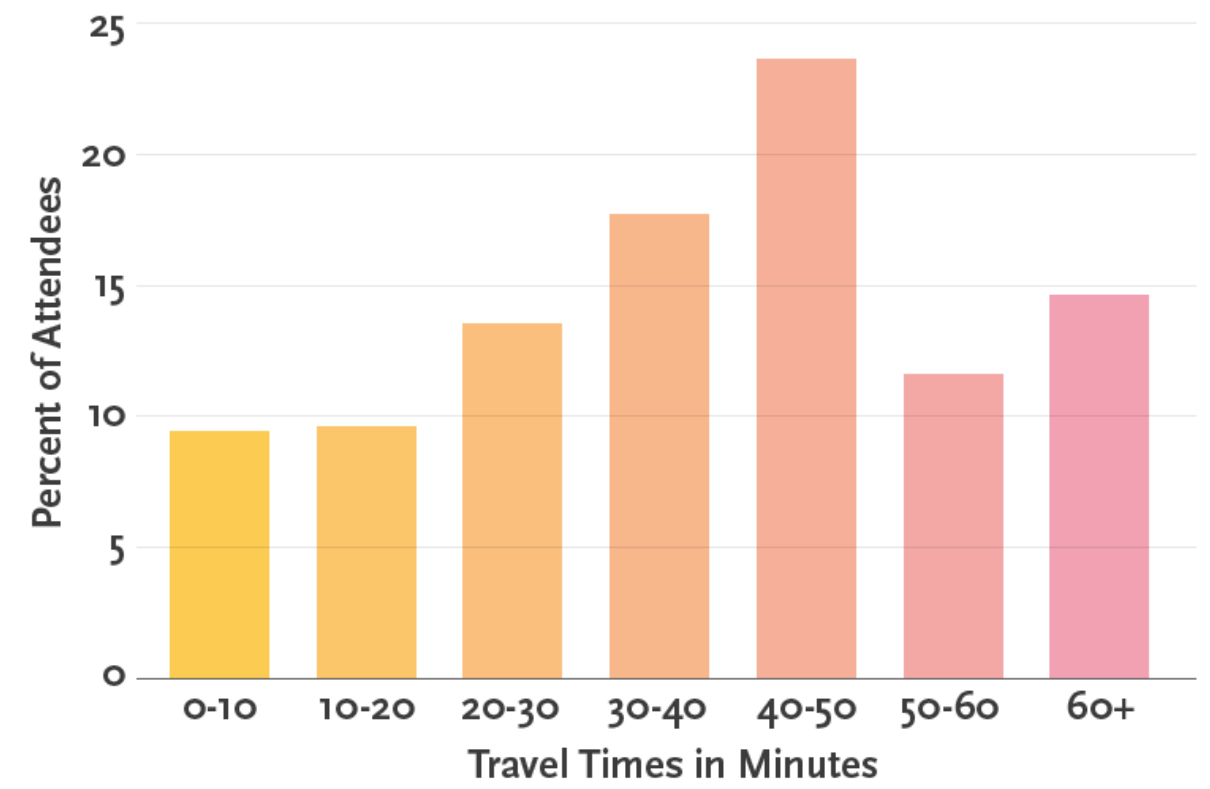
Common Roles & Responsibilities of Metro's Equivalent at other Major Events

- Created and prioritized needs assessments for essential mobility investments
- Stewarded planning and delivery of mobility projects
- Conducted transportation modeling for demand on transportation systems including Games Route Network (GRN)
- Led TDM marketing, communications, strategies, and program
- Provided mobility services for spectators and general public

Super Bowl LVI

- Of the approximately 75,000 who attended, nearly half came from outside LA County
- Most out-of-town attendees stayed within 5 miles of SoFi Stadium on game day
- Trips within 5 miles that would take about 10 minutes on a regular day tripled to an average of 37 minutes

**Super Bowl
Attendee Travel
Times within
5 Miles of
SoFi Stadium**



LA Sports Equinox Day

- First time all five major men's sports leagues hosted games in LA on the same day
- Provides insight into what a typical 2028 Games event day might be like, including travel patterns and congestion hot spots
- Top 5 most common corridors traveled to get the venues used during the LA Sports Equinox Day:
 - I-110/SR-110 Harbor Freeway
 - I-405 Santa Monica Freeway
 - I-5 Golden State Freeway
 - SR-60 Pomona Freeway
 - SR-91 Gardena Freeway

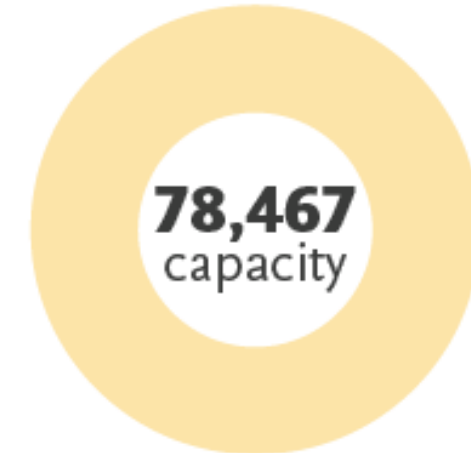
Los Angeles Sports Equinox Timeline

KINGS
Crypto.com
Arena



11:00 am - 4:00 pm

RAMS
Memorial
Coliseum



10:30 am - 6:00 pm

ARRIVAL AND DEPARTURE PROFILES

GALAXY **DODGERS** **CLIPPERS**
Dignity Health Sports Park Dodger Stadium Crypto.com Arena



12:30 - 4:30 pm



4:00 - 10:00 pm

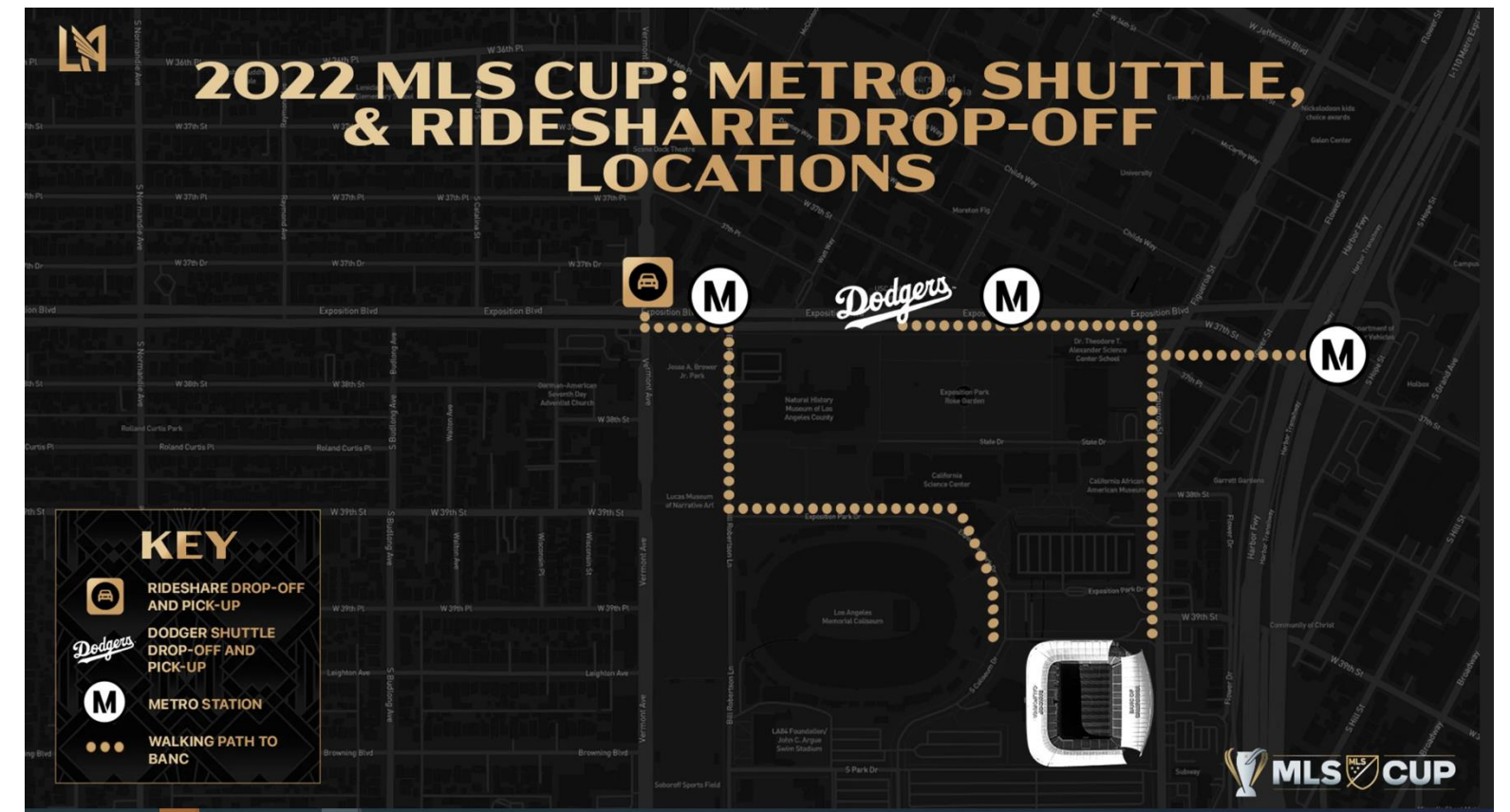


5:30 - 9:30 pm

ARRIVAL AND DEPARTURE PROFILES

MLS Cup Final and USC Game Day

- MLS Cup Final scheduled for 1pm; USC Game scheduled for 7:30pm – no parking at USC/Expo Park for MLS Game
- *Private shuttle bus service* – provided by MLS from Dodgers Stadium, 9 am to 6 pm; 500 car and 1500 riders used this service.
- *Metro Rail* - E Line Service increased to 10-minute headway, 9AM to 7PM; 8 to 10-minute headway after 7PM w/ 3-car trains
- **3x more ridership compared to a non-event Saturday**
- *Metro Bus*
 - Silver Line service was promoted by Metro and LAFC.
 - Extra standby buses provided 10 am – 7 pm
 - **5x more ridership compared to a non-event Saturday**



Best Practices that Apply to Metro for 2028

- Use the Games as a catalyst to deliver high performing transit for all Angelenos
- Lead TDM program including freight policies
- Lead transportation modeling for demand on transportation systems including Games Route Network (GRN)
- Create integrated ticketing that includes venues and transit
- Implement trip planning applications with first-last mile strategies
- Increase ridership with permanent mode shift by improving customer experience and enhancing the existing network
- Develop a program management approach to deliver MCP prioritized projects
- Create a central, multiagency transportation operations center to manage all transport operations