

**ITEM 21**

**COO Oral Report  
Super Bowl & Operations Service Update**

# Super Bowl Planning & Preparation - Update

## Main Event Overview

- Location: SoFi stadium
- Time: 3:30 p.m.
- Date: Sunday, February 13, 2022
- Full capacity 70,000 crowd was expected, with very limited onsite parking

## Attendee Groups

- NFL guests with private transportation: Sponsors and corporate attendance of approximately 50,000 guests
- General guests: 20,000 served by public transportation and parking shuttles

## Pre-Game Information

- Events were hosted at Los Angeles Convention Center (LACC) and adjacent venues (LA Live) last week
- Public Parking was available adjacent to the LACC and there was no fan parking in the South or West Halls of the LACC



Super Bowl Experience	Metro Service
Sat. February 5, 2022	A Line (Blue)
Sun. February 6, 2022	E Line (Expo)
Thurs. February 10, 2022	L Line (Silver)
Fri. February 11, 2022	Express Line 460
Sat. February 12, 2022	Line 81

# Super Bowl Planning & Preparation - Update

## Bus – Super Bowl Sunday Service

- Requested by Super Bowl organization
- Activated an additional 6 buses, for a total of 18 buses
- Benefits: service to meet extra customer demand and clear post game crowds quicker

## Partnership

- LA Sports & Entertainment Commission
- Sponsored 6 additional buses on Super Bowl game day

## Municipal Partner Coordination

- Metro and City of Inglewood services continued to operate service from Harbor
- Gateway Transit Center and remote parking locations as was done for previous NFL games
- LADOT and OmniTrans (San Bernardino) supported Super Bowl's LAX area parking shuttles on Super Bowl Sunday (paid for by Super Bowl)
- Torrance Transit, Gardena Transit, Montebello, Foothill Transit, LADOT, and Big Blue Bus regular services served downtown LA for Super Bowl Experience while Gardena Transit regular and LA County shuttle regular services served SoFi Stadium for Super Bowl Sunday
- Muni shuttles operated:
  - ✓ 10:45 am - 3:30 pm for game start time
  - ✓ Return shuttles operated from the expected game end time of 7:30 pm until 90 minutes after (approx. 9:00 pm), and as needed during the game

## Rail – Super Bowl Sunday Service

- Pre-Game-Deploy two standby trains to support the 15-minute C Line (Green) service
- Post Game-12-minute service was scheduled



# Super Bowl – Ridership & Service Information

## Bus Shuttle C Line to SoFi Stadium:

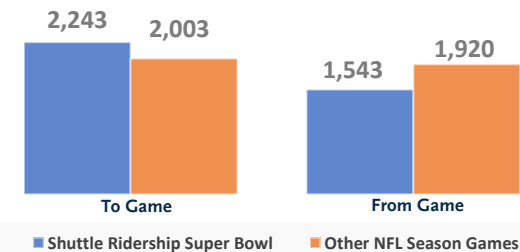
- Inbound Passengers: 2,243
- Outbound Passengers: 1,543
  - ✓ Service began at 10:45 am (matched stadium opening) until game start 3:30 pm
  - ✓ Service after game 7:00 pm through 9:10 pm (90 minutes after trophy award)
  - ✓ Service Fleet: 18 buses & operators, 4 supervisors, 1 mechanic

## C Line Rail Service:

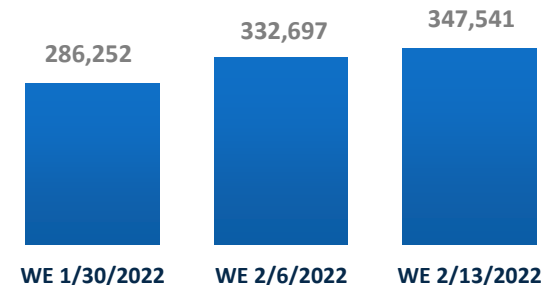
- Evening service increased from 20 to 12 minute after the game
- Standby trains ready before/after game
- Parking sold out at Hawthorne Lennox Station at \$40 rate



## Bus Ridership



## Rail Ridership



# Super Bowl – Security Deployment & EOC Activation

Metro Security, Private Security, & Contract Law Enforcement (SSLE) was deployed at the critical locations listed below:

- ✓ NFL Experience - 58 per shift, each day
- ✓ Bud Light Music Festival – 28 per shift, each day (date/times are concurrent with NFL Exp.)
- ✓ Super Bowl Day – 68 per shift

Metro received a verbal commitment to receive Air Marshal support from Transportation Security Administration VIPR Teams at the following critical stations

- ✓ Green Line Stations
- ✓ 7<sup>th</sup> Street/Metro Center
- ✓ Pico Station

Metro Emergency Operations Center (EOC) was activated with 5-15 employees who were in direct communication/coordination with:

- ✓ Super Bowl event management
- ✓ City of Inglewood EOC (lead agency)
- ✓ FBI Operations Center
- ✓ County and City Emergency Operations Centers

## Super Bowl Preparedness

Event drills were conducted over the past four months in coordination with the Super Bowl Host Committee Working Groups (Utilities, Cyber Security & Emergency Preparedness)

## Full Emergency Operations Control (EOC) Activation

- Facilitated communication
- Coordinated responsibilities, resource needs or requests
- Received intelligence
- Unified/External Partnerships



Metro Activation Levels	
Emergency Activation Phase: <b>NORMAL READINESS</b>	<b>4</b>
Emergency Activation Phase: <b>INCREASED READINESS</b>	<b>3</b>
Emergency Activation Phase: <b>PARTIAL ACTIVATION</b>	<b>2</b>
Emergency Activation Phase: <b>FULL ACTIVATION</b>	<b>1</b>

# Super Bowl – Communications

- The Super Bowl went live with promotion of all transportation options and event information
- Metro posted information and a video about taking transit to SoFi for the Super Bowl
- Strategic partnership promoted Metro service with:
  - National Football League (NFL)
  - The Los Angeles Sports and Entertainment Commission (LASEC)
- Proposed media buy included:
- Full train wraps
  - ✓ Digital signage



## 511 Update

- Added a portal to SoCal 511 website, App and Interactive Voice Response (IVR) focused on Super Bowl related transportation information
- Information on Transit, Traffic, road closures and parking options was provided for areas proximate to the stadium
- For the IVR, callers were first prompted with Super Bowl information and features went live as follows:
  - ✓ Super Bowl Experience was effective 8 PM on Friday, February 4 and concluded on Saturday, February 12, at 10pm
  - ✓ Super Bowl Game Day was effective 11 PM on Saturday, February 12, and concluded on Sunday, February 13 at 8pm
  - ✓ Victory parade was effective 11 AM on Tuesday, February 15 and concluded on Wednesday, February 16 at 3pm



# Super Bowl – Victory Parade

- **Date:** Wednesday, February 16, 2022
- **Time:** 11:00 a.m.
- **Location:** Shrine Auditorium to the L.A. Memorial Coliseum via Jefferson Boulevard and Figueroa Streets
- **E (Expo) Line train:** two convenient stations along the parade route (Jefferson/USC and Expo Park/USC)
- **J (Silver) Line at 37th St/USC station:** short 5-minute walk to Figueroa Street
- **E and J Lines easily accessed by Metro's bus and rail system and a short ride on each from downtown Los Angeles to the Expo Park area**
- **Customers who normally ride Metro Bus service in the area were advised to use rail service where possible to avoid traffic delays and detours attributed to event road closures**
- **Detoured bus lines:** 2, 38, 40, 81 and 102
- **Operations and System Security & Law Enforcement coordinated with law enforcement and external partners to ensure safety, service and reliability for customers and employees**

Parade route



Paul Duginski LOS ANGELES TIMES

Metro Service to the Coliseum



# Super Bowl – Lessons Learned & Upcoming Events

- Operations and Emergency Management’s After-Action Report is in development
- Coordination, communication, collaboration and cooperation are critical to successfully supporting all events
- Delivering service that is safe, reliable and clean must continue to be a priority
- Early engagement of all support staff along with internal/external coordination will continue to be critical in ensuring we have a positive impact on the customer experience
- Contingency plans (for standby trains, buses and staff) will continue to be essential
- Established necessary relationships and partnerships with host committees and various partners at the city, county and federal level
- Upcoming large-scale events where we will apply lessons learned and continue planning activities:
  - ✓ 2022 9<sup>th</sup> Summit of the Americas
  - ✓ 2022 MLB All Star Game
  - ✓ 2023 College Football Playoff National Championship
  - ✓ Various Rose Bowl Events
  - ✓ 2026 FIFA World Cup
  - ✓ 2028 Olympics

