



Metro's Transit-First Fan Zone Approach

2028 Olympic & Paralympic Games/Quarterly Special Board Meeting
File No. 2025-0562
September 17, 2025



Recommendation

RECEIVE AND FILE report on initial planning steps to Increasing Access to the Olympic and Paralympic Games Through Fan Zone Activations and Multi-Modal Transportation Options.



Background

Board Motion 8, May 2025

Directed staff to:

- A. **Work with the LA County CEO, Depts of Parks & Rec, Economic Opportunity, Arts and Culture, the City of Los Angeles, other local jurisdictions, and community-based organizations and groups to identify potential fan zones for the 2028 Games**
- B. **Report back within 120 days on initial planning steps, including:**
 1. Recommendations on how the fan zones can support broader community goals
 2. Making El Monte Transit Center a fan zone/mobility hub with partners
 3. Uplift or enhance local multi-modal transportation to and from fan zones and venues



Preliminary Transit-First Fan Zone Criteria

Criteria 1: Transit and Multi-Modal Accessibility - 6 pts

- Proximity to high-capacity transit – 3 pts
- First/Last Mile (FLM) & ADA Accessibility – 3 pts
- Bonus point awarded if the Fan Zone is in an Equity Focus Community (EFC)

Criteria 2: Geographic Dispersion and Equity

- Dispersion of site relative to Games venues and other Fan Zones
- Equity evaluation using Metro Equity Needs Index and map of EFCs

Criteria 3: Event Readiness

- Heat resilience of site
- History of activation at the site

Criteria 4: Reflects Local Culture

- Location is culturally significant or iconic.

Criteria 5: Cross Agency Coordination

- Site is being planned as a coordinated effort between multiple agencies

Transit-First =
Minimum 4.5 pts in
Criteria 1

Other categories
qualitatively
reviewed

Transit-First Fan Zones Approach

- > **Strategy 1: Co-hosting a Fan Zone at Union Station/El Pueblo in partnership with jurisdictions.** Metro will:
 - Organize Fan Zone programming at Union Station in coordination with the City of Los Angeles and Olvera Street, and potentially other adjacent cultural centers and jurisdictions.
 - Submit formal Fan Zone applications to the Los Angeles Sports Entertainment Commission for the 2026 FIFA World Cup and LA28 for the 2028 Olympic and Paralympic Games.
- > **Strategy 2: Participating in up to one Fan Zone per Supervisorial District in Los Angeles County.** Metro will:
 - Invest up to \$50,000 in matching funds for one Transit-First County-led Fan Zone in each Supervisorial District (SD) for the World Cup (for SD1, that is Union Station/Olvera Street)
 - Promote Fan Zones through a variety of measures, such as social media, the press, Metro's trip planning app, and a forthcoming cultural map.
 - Not lead applications, programming, or other funding efforts for these Fan Zones.
- > **Strategy 3: Identifying and co-promoting Transit-First Fan Zones hosted by others.** Metro will:
 - Apply Transit-First Fan Zone criteria to support hosts' identification of Fan Zone locations.
 - Co-promote Transit-First Fan Zones using several marketing communications channels.



Equity

- > Fan Zones reduce barriers to participation in upcoming major events.
- > Equitable Fan Zone development should prioritize access for people living in Equity Focus Communities (EFC) and locations that are easily accessed by public transit, accessible for people with disabilities, and culturally welcoming and relevant.
- > The Fan Zone criteria developed by Metro integrates the above elements in the criteria to support Transit-First Fan Zones that promote equity.



Next Steps

- > Staff will continue to advance Metro's Transit-First Fan Zone work to partner with other agencies and hosts to support Transit-First Fan Zones in advance of the 2026 FIFA World Cup and 2028 Olympic and Paralympic Games.
- > Staff will report back to the Board on progress in six months.



Thank you.