

A photograph of three women of African descent, dressed in traditional white clothing with headwraps and beaded necklaces. They are seated and playing djambes (a type of drum). The woman on the left is looking towards the camera, while the other two are looking slightly away. They are positioned in front of a glass wall that reflects the warm, orange light of the setting or rising sun. A microphone is positioned in front of them. The overall atmosphere is cultural and vibrant.

Response to Board Motion 2025-0217 Station Activations, TAP, Ticket Integration



Metro

September 2025

Motion 2025-0217

- Create a **pilot station activation program** to help Metro reimagine and determine how to elevate the experience of our transit riders and the surrounding communities, using tools like **farmers markets, cultural programming, vending, and community events** and report back in 3 months on the progress. The plan should also identify a rapid deployment that can support Purple Line Extension Section 1 station openings;
- Open **TAP Card** art contest for the new stations, time permitting;
- Explore **TAP ticket integration art entertainment venues and cultural centers near stations**, such as, but not limited to, the El Rey Theatre, Pomona Fairplex, LACMA, and the Petersen Museum, building off of the successful Hollywood Bowl pilot; and
- **Report back on the progress** of the actions above on a quarterly basis to the Operations, Safety, and Customer Experience Committee, including progress in the Visionary Seed Fund station activation program at Leimert Park Station, Willowbrook/Rosa Parks Station, and Westlake/MacArthur Park Station.

Station Activations: Markets at Metro

Markets at Metro is a component of Metro's Economic Development Program. It supports small businesses through cultural tourism, workforce development, plaza vending programs, small scale retail, and placed-based strategies developed with community-based organizations (CBOs).

Goals

- Increase transit ridership
- Improve public safety
- Support local economies
- Promote cultural tourism, micro-entrepreneurship and small business growth

Visionary Seed Fund (\$900k)

Each station is operated by a CBO partner.

- **Leimert Park** - *Leimert Park Village, Inc.*
- **Willowbrook/Rosa Parks** - *Willowbrook Inclusion Network*
- **Westlake/MacArthur Park** - *Community Power Collective*



Crenshaw Coffee Owner, Tony Jolly

Measurable outcomes will be documented in a final report.

Station Activations: Markets at Metro



Status: Program Launched – June 21, 2025

Hours of Operation: Weekly, Tuesday - Thursday and optional Mondays during federal holidays; 11 AM - 3 PM

Weekday Boardings/Alightings: Increased from 226/245 in April and 216/244 in May to 312/330 in June

Public Safety: Crime statistics reduced 2 (battery and trespassing) in May, 1 (trespassing) in June with no crimes reported in July

For More Information: <https://bit.ly/LPVillage>



Status: Program Launch – September 14, 2025

Hours of Operation: Weekly, Tuesday and Thursday; 12 PM - 4 PM

For More Information: <https://linktr.ee/WINlinktree>



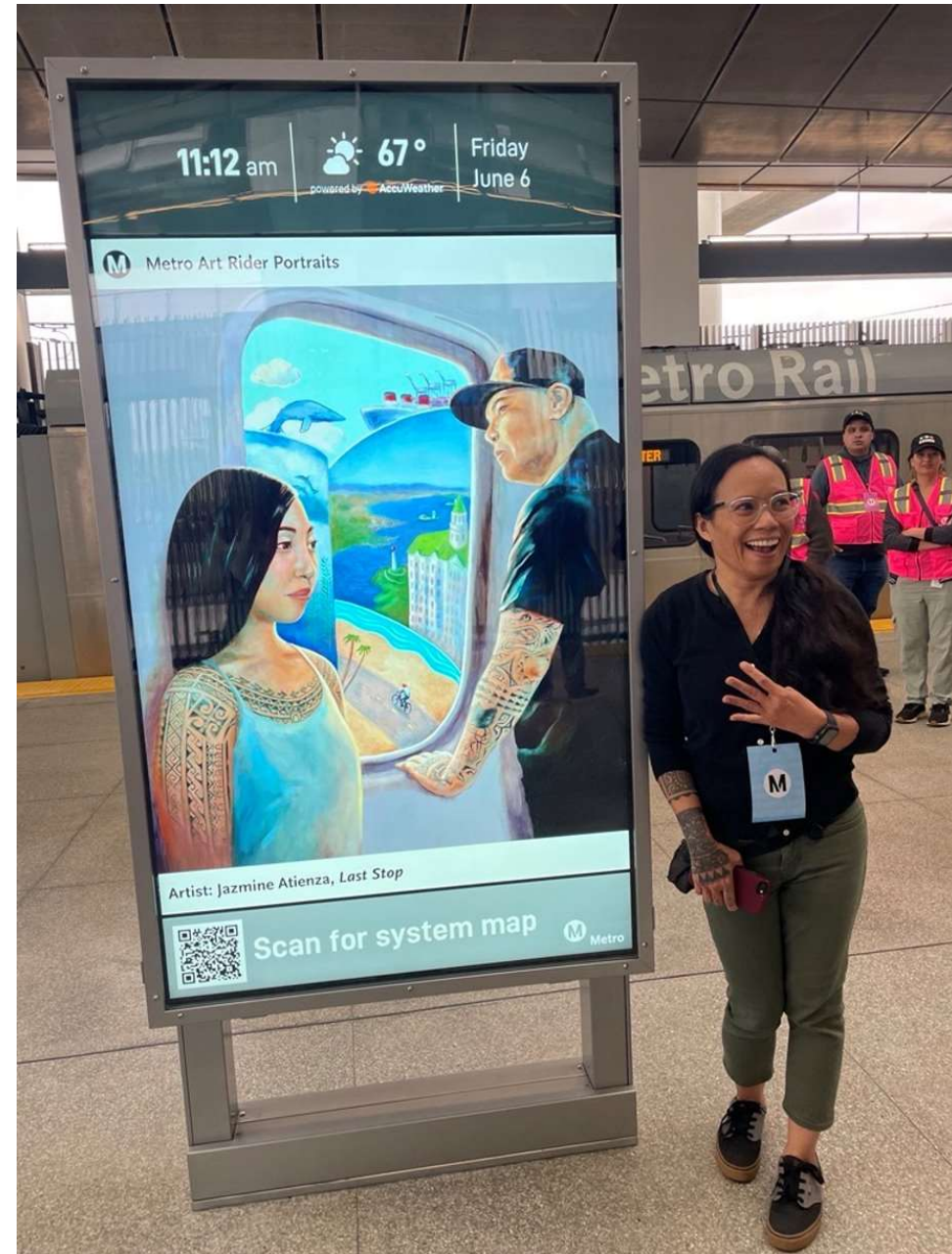
Status: Program Launch - TBD

For More Information: <https://linktr.ee/mercadowestlake>

Station Activations: Arts & Cultural Programming



- Giveaways of art posters featuring neighborhoods served by Metro, depicted through the eyes of artists.
- Poster signings with artists
- Portraits of Metro riders by local artists
- The popular Metro Art Bus, featuring a complete street-to-seat immersive arts experience



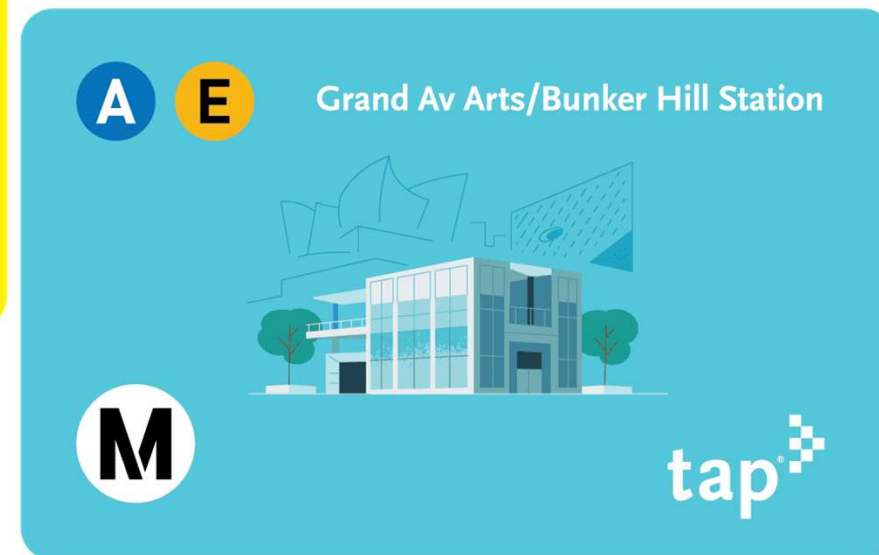
Station Activations: Regional & Community Events

- Metro wants to be the ride of choice to regional and community events and destinations.
- In the last six months, activated more than 30 regional and community events
- Provided fun travel training tips, rail safety education, and fan culture moments.
- Examples have included PRIDE, Anime Expo, the Cruel World Festival and FIFA Club World Cup.



TAP Card: New Stations & Nipsey Hussle

- TAP cards were created for the opening of the Regional Connector
- Cards encouraged travel by Metro to cultural institutions near the new stations
- Designs creatively showcased iconic destinations
- Featured architecture and defining characteristics of those destinations
- TAP cards were created earlier this summer with the Nipsey Hussle Family Foundation to celebrate the artist's birthday
- 12,000 limited-edition TAP cards were produced
- Highlighted Nipsey Hussle's connection to public transportation.



Station Activations: Vending/Revenue Generation

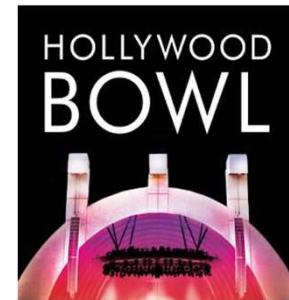


- Piloted vending and revenue generation activation
- New VenHub smart store at the LAX/Metro Transit Center
 - Well received by both customers and employees
 - As of 8/31, the store sold 10,249 items
- Pop-up Nescafe espresso activation at Union Station
 - Provided free coffee to customers

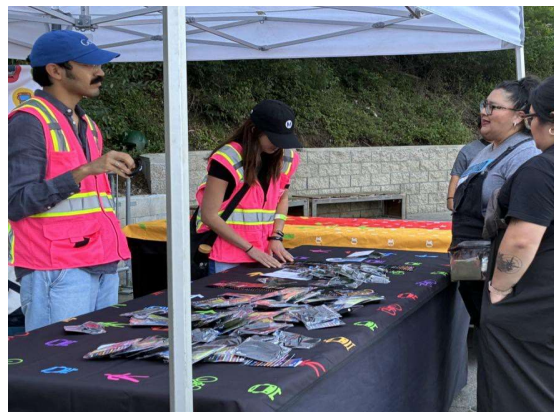
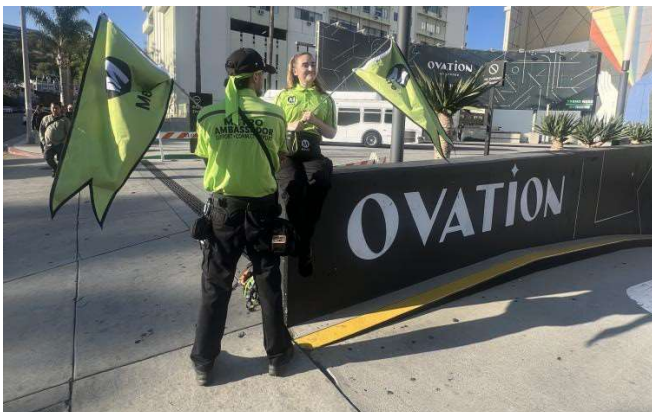
Ticket Integration

Our LA Phil/HB integrated ticketing program includes 73 shows from June to September, and Live Nation (LN) program 30 shows from April to December. Metro will have onsite activations at select shows this summer, aligning with concerts that attract a Gen Z and Millennial demographic. Upcoming shows include:

DATE	ARTIST/BAND
July 16	Juanes
July 20	SiR / KCRW Festival
Aug 10	King Gizzard & The Lizard Wizard
Aug 13	Alabama Shakes
Sept 26	LCD Soundsystem (LN)
Oct 17	Shawn Mendes (LN) (Metro Featured Night)



Staff continue to work with cultural and entertainment venues near stations to determine the feasibility of integrated ticketing based on the ticketing platforms used by the various venues.



Next Steps

- Report back on progress on a quarterly basis to the Operations, Safety, and Customer Experience Committee