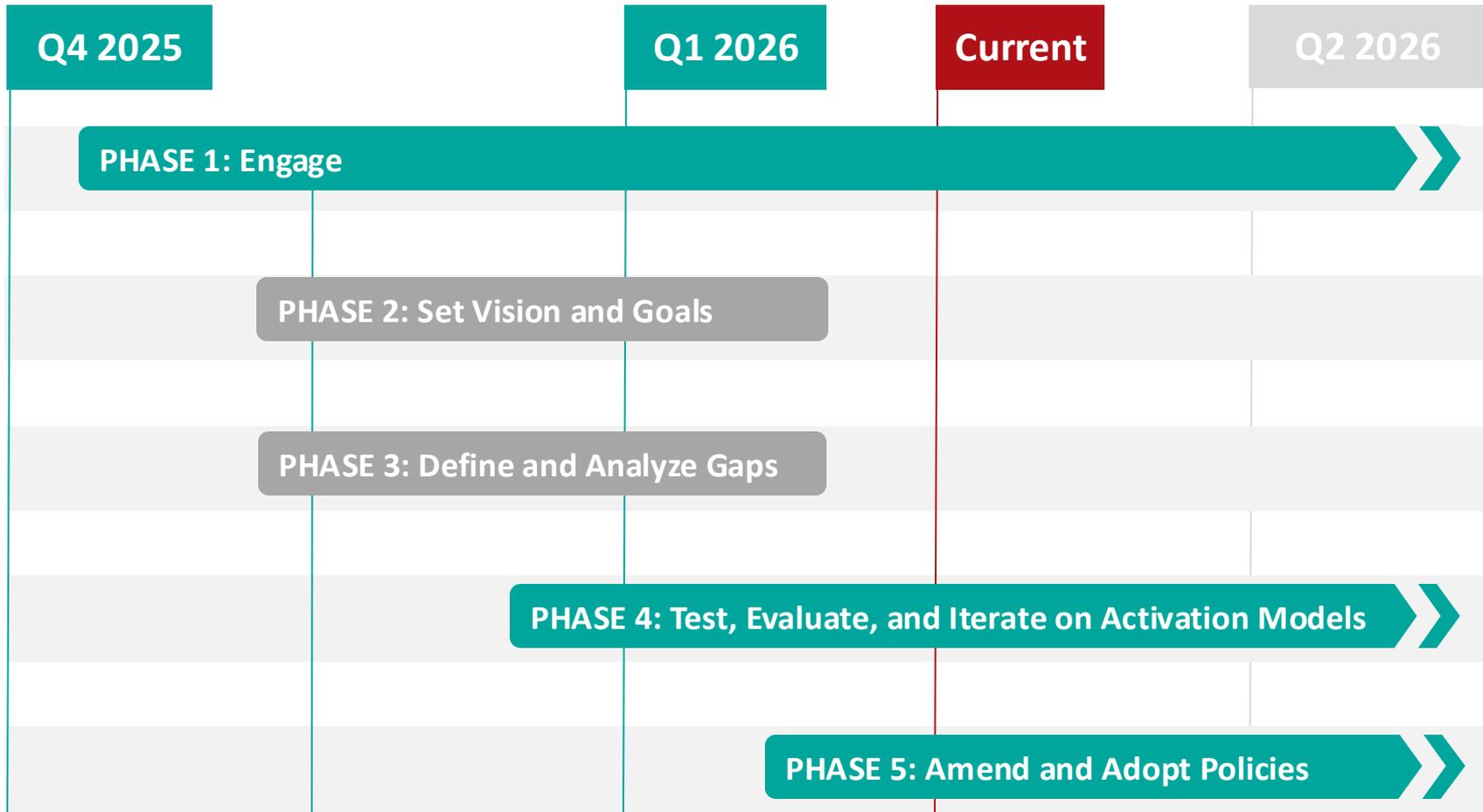




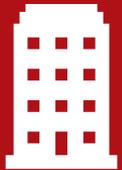
Station Activation Program

Strategic Approach



Metro[®]

Phase 1: Engagement



100+
Metro Staff

*22 divisions
represented*



400+
Local Businesses

*Including 60 coffee
vendors*



Local
Governments
and COGs

*Engagement to
cities on
partnership
agreements*



CBOs and BIDs

*Database survey
underway*



Peer Agencies

*Ongoing
knowledge
exchange*



Phase 2: Program Vision & Goals

VISION: All Metro-owned stations are activated daily to enhance safety, foster a welcoming environment, and better serve surrounding communities.

GOALS

- Improve *safety* through positive presence
- Enhance the customer *experience* and increase *ridership*
- Form partnerships with *small businesses* and local *organizations*
- Identify culturally relevant efforts to transform transit spaces into *community destinations*
- Deliver activations *efficiently and equitably* while expanding sustainable *revenue opportunities*.



Phase 3: Activation Typologies



Activity Type	Level 1: Passive	Level 2: Programmed	Level 3: Multi-Layered
Commercial	Food cart, vending machine	Vendor markets	<p>Multi-layered activations often combine several types of activities.</p> <p>E.G. Markets at Metro community events and Multi-vendor food event with performance, large screening, resource fair, or festival-style atmosphere</p>
Audience-Based	Installations, buskers	Performances, movie screenings	
Interactive/ Participatory	Photo ops, interactive installation, health kiosk	Workshop, fitness class, sponsored activity or giveaway	
Informational	Brochure display, tabling	Resource fair	
Place-Based	Self-guided QR code tour	Guided tours	
Advertising	Wrapped stations	Station takeovers	

Gap Analysis

Established	Emergent	Ad hoc
<ul style="list-style-type: none">• Art Installations• Hosted Art Performances	<ul style="list-style-type: none">• Food carts• Vending Machines• Movie Screenings• Vendor Markets• Resource fairs• Multi-layered• Guided Tours	<ul style="list-style-type: none">• Buskers• Photo ops• Interactive Installations• Health Kiosks• Brochure Displays• Self-guided/QR Code Tours• Workshops• Fitness Classes• Sponsored giveaways

Agency-Wide Activations in Q4

Markets at Metro



Metro Art



Parade Activations



LAFC Fan Ride



Test Cases and Early Wins



BUNGU LA FEST



Photos: Paper Plant Co.

CONCESSIONS



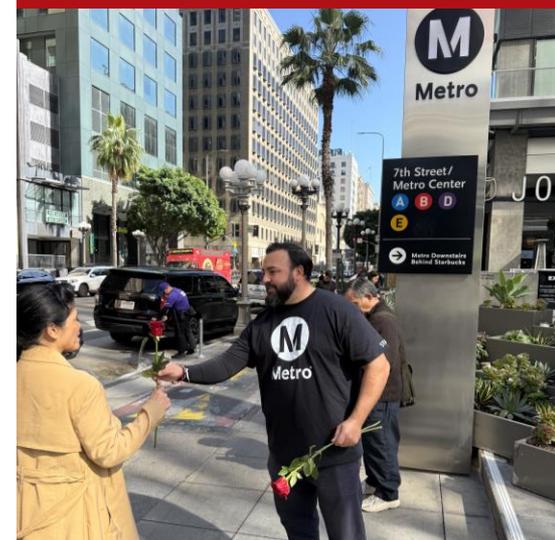
909 MARKETS



TRANSIT EQUITY DAY



FLOWERS ON FLOWER



What's Next

- Full Day Station Activations During World Cup - (15)
- Coffee Carts at D-Line Stations - (3)
- Concession Permits at up to 10 Stations by Q2 of 2026
- Farmers Market Expansions
- Updates to Policies and Practices