

**Metro**Los Angeles County  
Metropolitan Transportation AuthorityOne Gateway Plaza  
Los Angeles, CA 90012-2952213.922.2000 ext  
metro.net**REGULAR BOARD MEETING  
APRIL 30, 2015****SUBJECT: 2015 SPECIAL OLYMPICS WORLD GAMES****ACTION: APPROVE STAFF RECOMMENDATION****RECOMMENDATION**

- A. Receive and file report on Metro's efforts in support of the 2015 Special Olympic World Games; and
- B. Authorize the Chief Executive Officer (CEO) to provide TAP cards loaded with passes for 12,000 volunteers for the 2015 Special Olympic World Games and 100,000 commemorative TAP cards.

**ISSUE**

This report is an update on the on-going coordination efforts in support of the 2015 Special Olympic World Games (World Games) in addition to requesting the Board to approve providing 12,000 TAP Cards loaded with passes for the World Games volunteers.

**BACKGROUND**

As noted in the April 1, 2015 board box, Metro has been working closely with the 2015 Special Olympic World Games staff to support the upcoming sports competition games from July 25-August 2, 2015 (Attachment A).

The 2015 Special Olympic World Games, a sports competition for children and adults with intellectual disabilities, will be the largest sports and humanitarian event in the world in 2015. This nine day event will be taking place in Los Angeles during Saturday, July 25, 2015 through Sunday, August 2, 2015. The opening ceremony will be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015 and closing ceremony will be hosted at the Coliseum on Sunday, August 2, 2015. There will be 25 sporting events occurring at 27 different venues throughout Los Angeles County (Attachment B). The University of Southern California (USC) and the University of California Los Angeles (UCLA) are the designated Olympic Villages, where approximately 7,000 athletes will be housed. The World Games officials estimate the following attendees over the course of the competition:

# ATTACHMENT A

- Athletes: 7,000
- Coaches: 3,000
- Officials: 1,200
- Honored Guests: 4,000
- Family Members: 10,000
- Media: 3,000
- Volunteers: 12,000
- Spectators: 500,000

This will be the largest event hosted in Los Angeles since the 1984 Olympic Games. It is the second time since 1972 that the World Games will be in Los Angeles. This event has garnered support from our local businesses, global companies and government agencies. The World Games is expected to have a positive impact on Los Angeles County, with projected economic benefits are estimated at approximately \$415 million, according to a collaborative analysis from Micronomics, a national research and consulting firm, and the Los Angeles Tourism and Convention Board.

## **DISCUSSION**

### **Volunteer TAP Card Request**

As a part of this unique partnership, World Games officials have requested 12,000 TAP cards loaded with passes for their volunteers. There will be a focused effort by the World Games officials to promote their volunteer and spectator use of public transportation to the 25 sporting events (Attachment B). Especially for the volunteers, World Games officials will reiterate taking public transportation as parking accommodations will not be compensated in an effort to have as little impact on traffic congestion across the Los Angeles region.

One example of how volunteers will be encouraged to take public transportation is that for the opening ceremony which is scheduled to be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015 from 6:00 p.m. to 9:00 p.m., all volunteers will be highly urged to take the Metro Expo Line as the stations at Expo/Vermont and Expo Park/USC are walking distance from the Los Angeles Memorial Coliseum.

### **Commemorative TAP Card**

Given the global nature of the World Games, the nine-day event period, and the positive countywide impact, staff is working with the World Games to produce 100,000 commemorative cards for public distribution.

The commemorative cards will be distributed at high-volume stations across Los Angeles County. Metro is on-track to begin distributing the commemorative cards in ticket vending machines during the weeks before the opening event, which starts July 25, 2015. Metro has developed a card design (Attachment C) which has been reviewed,

# **ATTACHMENT A**

and approved internally and by the county municipal operators. Upon receiving Board approval, the design will be sent to a vendor to begin the production process.

Distributing the commemorative cards will raise awareness for the event and will be an event collectable for Special Olympics spectators and Metro patrons.

Historically, during the 1984 Olympic Games in Los Angeles, the Southern California Rapid Transit District (Metro's predecessor agency), created commemorative transit tokens to recognize the global reach of the event and importance to the regional economy. In the thirty years following the 1984 Olympic Games, Los Angeles has not hosted an event of this magnitude; however this summer over 7,000 athletes from 177 countries will descend upon Los Angeles to compete at the 2015 Special Olympics World Games.

There is limited precedent for the large scale production and distribution of commemorative cards and Metro staff is working to develop policy guidelines for the future development and distribution of commemorative cards for the Board to consider.

## **DETERMINATION OF SAFETY IMPACT**

Approval of this item will not have a direct impact on safety; however, if the volunteers working the 2015 Special Olympic World Games do not take public transportation, their transportation will likely consist of the use personal automobiles, adding congestion and pollution to major streets throughout the Los Angeles region. It should also be noted that during opening and closing ceremonies, all patrons will be provided a safe and paved queuing area for boarding of our buses and trains.

## **FINANCIAL IMPACT**

The potential cost in lost revenues is estimated at \$492,000 if all 12,000 volunteers for the World Games would have purchased TAP fare media and would have used public transportation throughout the course of the nine day event. Metro has a contract with a vendor to print TAP cards and this order falls within that agreement. In addition, the commemorative TAP cards for the World Games will be provided and dispensed in TAP vending machines at the ten highest revenue-producing rail stations. The cards will be available at regular price for members of the public to purchase. The design fee for the commemorative TAP cards will cost \$450 and these funds are available in the TAP department budget for FY15. Lastly, it is anticipated that Metro would benefit from potential increased revenue from spectator ridership who utilize public transportation to the World Games.

## **NEXT STEPS**

Metro staff will return to the Board in May 2015 with details regarding a comprehensive and sustainable Operations Transportation plan and a Communications & Marketing plan in support of the World Games, inclusive of efforts to finalize the unique partnership opportunity between the World Games and Metro, along with detailed costs

# **ATTACHMENT A**

for specific activities in support of this event for consideration and approval by the Board.

The May 2015 report will also include information regarding Metro's interagency coordination efforts with agencies such Los Angeles Police Department, Los Angeles Sheriff's Department and other regional municipal operators.

## **ATTACHMENTS**

Attachment A: 2015 Special Olympics Board Box dated March 31, 2015

Attachment B: Preliminary Competition schedule

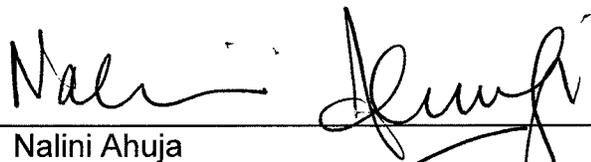
Attachment C: Commemorative TAP Card Design

Attachment D: Volunteer TAP Card Cost/Lost Revenue Analysis

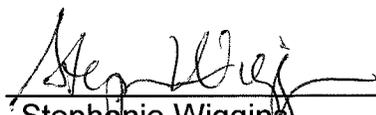
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# ATTACHMENT A

  
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Executive Director, Finance & Budget

  
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Robert Holland  
Interim Chief Operations Officer

  
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Stephanie Wiggins  
Interim Deputy Chief Executive Officer

# ATTACHMENT A

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**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**MARCH 31, 2015**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY **  
**CHIEF EXECUTIVE OFFICER**

**FROM: ROBERT HOLLAND **  
**INTERIM CHIEF OPERATIONS OFFICER**

**NOELIA RODRIGUEZ **  
**CHIEF COMMUNICATIONS OFFICER**

**PATRICIA BRUNO **  
**CHIEF POLICY OFFICER**

**SUBJECT: 2015 SPECIAL OLYMPICS**

## ISSUE

The purpose of this report is to apprise the Board regarding Metro's efforts in support of the 2015 Special Olympic Games.

## BACKGROUND

The 2015 Special Olympic World Games (World Games), a sports competition for children and adults with intellectual disabilities, will be taking place in Los Angeles during Saturday, July 25, 2015 through Sunday, August 2, 2015. The opening ceremony will be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015, and the closing ceremony will be hosted at the Coliseum on Sunday, August 2, 2015. There will be 25 sporting events occurring at 27 different venues throughout Los Angeles County (Attachment A). The University of Southern California (USC) and the University of California Los Angeles (UCLA) are the designated Olympic Villages, where approximately 7,000 athletes will be housed. The World Games officials estimate the following attendees over the course of the competition:

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- Family Members: 10,000
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Some of the sporting venues for the sports competition include:

- Los Angeles Memorial Coliseum
- Los Angeles Convention Center
- L.A. Live
- USC
- UCLA
- Los Angeles Equestrian Center
- Balboa Sports Center
- Wilson Municipal Golf Course
- Long Beach Marina

This will be the largest event hosted in Los Angeles since the 1984 Olympic Games and it is the second time since 1972 that the World Games will be in Los Angeles. This event has garnered support from our local businesses, global companies, and government agencies. The World Games is expected to have a positive impact on Los Angeles County and projected economic benefits of \$415 million, according to a collaborative analysis from Micronomics, a national research and consulting firm, and the Los Angeles Tourism and Convention Board.

## **NEXT STEPS**

Metro staff will return to the Board before May 2015 with details for a comprehensive and sustainable Operations Transportation plan and a Communications & Marketing plan in support of the World Games, inclusive of efforts to develop and create potential partnership opportunities, along with detailed costs for specific activities in support of this event for consideration and approval by the board. This report will also include information regarding Metro's internal Operations and Communications 2015 Special Olympics Task Force goals, objectives, budget impact, deliverables, and interagency coordination efforts with agencies such as Metrolink, Los Angeles Police Department and Los Angeles Sheriff's Department.

## **ATTACHMENTS**

Attachment A: Preliminary Competition schedule

# ATTACHMENT A

ATTACHMENT B

## Preliminary 2015 Special Olympics Competition Schedule

Hub/Location	Date(s)	Competition/Event	Venue
Los Angeles	Sat, July 25	<i>Ceremony, Opening</i>	<i>Los Angeles Memorial Coliseum</i>
	Sun, Aug 2	<i>Ceremony, Closing</i>	<i>Los Angeles Memorial Coliseum</i>
	Mon, July 27 -Fri, July 31	Golf	Wilson/Harding Golf Courses (Griffith Park)
	Sat, July 25 -Sat, Aug 1	Equestrian	LA Equestrian Center (Burbank)
	Sat, July 25 -Sat, Aug 1	Bocce	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Sat, Aug 1	Team Handball	Los Angeles Convension Center (Downtown LA)
	Sat, July 25 -Sat, Aug 1	Badminton	Los Angeles Convension Center (Downtown LA)
	Sat, July 25 -Sat, Aug 1	Table Tennis	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Thurs, July 30	Rollerskating	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Sat, Aug 1	Powerlifting	Los Angeles Convension Center (Downtown LA)
Encino	Sun, July 26 -Thurs, July 30	Bowling	Lucky Strike Lanes (LA Live)
	Sat, July 25 -Fri, July 31	Football, 7v7	Balboa Sports Center
Burbank	Sat, July 25 -Sat, Aug 1	Equestrian	LA Equestrian Center
USC	Sat, July 25 -Sat, Aug 1	Athletics	Loker Stadium/Cromwell Field (USC)
	Sat, July 25 -Sat, Aug 1	Basketball	Galen Center & Pavilion (USC)
	Sat, July 25 -Sat, Aug 1	Aquatics	Uytenssu Aquatics Center (USC)
Long Beach	Sun, July 26 -Weds, July 29	Beach Volleyball	Alamitos Beach (Long Beach)
	Sun, July 26 & Weds, July 29	Open Water Swim	Alamitos Beach (Long Beach)
	Sun, July 26	Triathlon	Alamitos Beach (Long Beach)
	Sat, Aug 1	Half Marathon	Alamitos Beach (Long Beach)
	Mon, July 27 -Thurs, July 30	Cycling	Aquarium Way (Long Beach)
	Mon, July 27 -Fri, July 31	Kayaking	Marine Staium (Long Beach)
	Sun, July 26 -Sat, Aug 1	Sailing	Alamitos Bay & Belmont Pier (Long Beach)
	Sat, July 25-Sun, July 26	Swim Test	Belmont Pool (Long Beach)
	Sun, July 26 -Sat, Aug 1	Gymnastics, Art	Wooden Center (UCLA)
UCLA	Sat, July 25-Tues, July 28	Gymanastics, Rhy	Wooden Center (UCLA)
	Sun, July 26-Mon, July 27 & Wed, July 29 - Fri, July 31	Judo	Student Activities Center (UCLA)
	Sat, July 25 -Sat, Aug 1	Football, 5v5	Intramural Fields (UCLA)
	Sat, July 25 -Sat, Aug 1	Football, 11v11	Drake Statium (UCLA)
			N. Athletic Field (UCLA)
	Sun, July 26 -Sat, Aug 1	Volleyball	Pauley Pavilion (UCLA)
	Sat, July 25 -Sat, Aug 1	Tennis	LA Tennis Center (UCLA)
	Sat, July 25 -Sat, Aug 1	Softball	Easton Stadium (UCLA)

# ATTACHMENT A

ATTACHMENT C

## 2015 Special Olympics Commemorative TAP Card Design



# ATTACHMENT A

ATTACHMENT D

Volunteer TAP Card Cost/Lost Revenue Analysis	
TAP Pass Cost Estimates	9-Day Pass (3 media)
Cost per pass	39.00
TAP Card Fee	2.00
Number of Volunteers	12,000
Estimated Cost	492,000.00
<b>Grand Total</b>	<b>492,000.00</b>
**This does not capture staff time	