



Board Report

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Agenda Number: 29.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
MARCH 20, 2025

Motion by:

DIRECTORS YAROSLAVSKY, BASS, DUPONT-WALKER, SANDOVAL AND MITCHELL

Station Activation

Station activation is a means for expanding public safety by actively inviting more people into station areas. When rail stations feel empty, riders express feeling unsafe. As Metro embarks on the project of opening eight new rail stations during 2025, the opportunity to use new station openings as tools to both enhance public safety and increase ridership has never been greater.

Station activation is an essential tool to help Metro achieve its core function of providing world-class transit that recovers pre-COVID ridership rates. Station openings are important milestones to influence travel behavior of existing riders and potential new riders.

Rarely does such an opportunity arise to revisit tools that could make Metro stations cherished community spaces, in addition to access to mobility. The opening of these new stations should also provide Metro an opportunity to reflect on other recent rail station openings, extract key lessons, and apply those lessons learned to the 2025 rail station openings.

Metro has engaged in ad-hoc and microentrepreneurship focused activations to enliven stations. In 2022, Metro, through the leadership of Director Mitchell, held a pop-up station activation day at the Compton Station. Metro, in partnership with Supervisor Solis, Mayor Bass, and Councilmember Hernandez, are in the process of re-launching the marketplace at Westlake MacArthur Park as part of the station re-imagining process. These past and ongoing activities have established a solid foundation from which Metro can begin a more comprehensive and systemic approach to activation stations in an effort to enhance public safety and customer experience.

As new rail station openings draw nearer, Metro will be engaging neighboring residents and businesses to introduce the community to the new rail stations' look and feel, including safety and security measures and public art installations. Those engagements will also be opportunities for partnerships to deploy transportation demand management strategies, such as enrolling companies into the various employer transit pass programs offered by Metro.

SUBJECT: STATION ACTIVATION MOTION

RECOMMENDATION

APPROVE Motion by Yaroslavsky, Bass, Dupont-Walker, Sandoval and Mitchell that the Board direct the Chief Executive Officer to:

- A. 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;
- B. Open TAP Card art contest for the new stations, time permitting;
- C. Explore TAP ticket integration art entertainment venues and cultural centers near stations, such as, but not limited to, the El Rey Theater, Pomona Fairplex, LACMA, and the Petersen Museum, building off of the successful Hollywood Bowl pilot; and
- D. Report back on the progress of the actions above on a quarterly basis to the Operations, Safety, and Customer Experience Committee, including progress on the Visionary Seed Fund station activation program at Leimert Park Station, Willowbrook/Rosa Parks Station, and Westlake/MacArthur Park Station.