

2028 Games Mobility Concept Plan Update (April '24 to September '24)

Fewer than four years remain before the 2028 Olympic and Paralympic Games (2028 Games), and Metro's priority 2028 Games Mobility Concept Plan (MCP) workstreams are reaching key project decision points. Metro's staff, together with the Games Mobility Executives (GME), have advanced planning and established the foundation to deliver these workstreams by securing initial funding from the Reconnecting Communities and Neighborhoods Grant for several projects.

However, time and opportunities for additional discretionary grant funding from the Infrastructure Investment and Jobs Act and Inflation Reduction Act are dwindling due to political uncertainty and the year-long grant application, evaluation, and award process. For these reasons, Metro and the GME have been advocating for federal government funding for legacy and spectator transportation. In a welcome development consistent with Metro's 2024 Board-adopted Federal Legislative Program, the Senate Fiscal Year (FY) 2025 transportation spending bill includes \$200 million to plan and design several of Metro's priority MCP workstreams. Although the House and Senate have different versions of this bill and differing language on the Olympics, Metro and the GME are hopeful this funding will remain part of the final spending bill anticipated to be approved later this year.

Metro staff is seeking the Board's support to provide the necessary advocacy for this FY 2025 funding and necessary approvals to continue advancing these workstreams in the meantime. Board action is necessary to maintain momentum and ensure critical MCP projects can be completed on-time for this date-certain event in July 2028.

It is imperative to provide the funding necessary to support these MCP Workstreams to support the 2028 Games. The consequences of lack of funding include the following:

- Canceling key 2028 Games MCP workstreams that would support 2028 Games mobility and provide permanent, long-term improvements and benefits to all Angelenos, particularly in Equity Focused Communities.
- Failing to provide efficient, accessible, and reliable transit for travel to and from venues for the millions of local, national, and global spectators in Los Angeles during the 2028 Games.
- Disrupting the quality of life for Angelenos due to traffic congestion, especially those near venues in disadvantaged communities.
- Jeopardizing safety and security due to the inability to provide safe and controlled travel movements near the venues for the safety of our communities, athletes, officials, spectators, and workforce.

WORKSTREAMS PROGRESS UPDATE

The following describes progress made on key Metro-led workstreams, the funding efforts to date, and the next steps that are needed to be able to deliver Metro’s priority 2028 Games MCP workstreams.

KEY STATION IMPROVEMENTS

The Key Station Improvements workstream is advancing efforts around needed maintenance, accessibility, and customer experience improvements at the 7th/Metro Center, Union Station, and Pico stations.

Project Development

Metro’s staff have developed draft implementation plans for Pico Station and Los Angeles Union Station (LAUS) that define scope, schedule, and budget. Improvements at Pico Station include station platform space optimization, wayfinding, and pedestrian improvements. Union Station improvements include accessibility enhancements and state-of-good-repair, such as the public address system and lighting upgrades. The LAUS project has been coordinated with Systemwide Design, Joint Development, Arts, and Real Estate. Metro’s Countywide Planning and Development team is leading the 7th/Metro Center Station Improvements project and working toward 30% design.

Metro staff are working with various Metro departments to advance the environmental clearance and conceptual engineering of the three station projects in anticipation of potential appropriations funding from the federal government.

Funding

Staff from Metro and Federal/State Policy & Programming are working on an application for FHWA’s Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation (PROTECT) grant. The scope of this application would address capital improvements to LAUS with a focus on resiliency. The Notice of Funding Opportunity (NOFO) is planned for release in September and due in November. A 20% local match is being requested from the Board for approval.

Elements of the Pico Station Project were included in the Washington/Flower Corridor Green Infrastructure Installation application for the EPA’s Environmental and Climate Justice Community Change grant program. However, this application was not successful.

The GME is advocating for planning and design funding for the three key stations as part of the Senate’s FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill mentioned above.

Next Steps

- Begin environmental clearance and conceptual engineering before the end of the year.
- Seek funding to continue progress and deliver the Key Station Improvements before the 2028 Games.

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- Continue to coordinate with multiple Metro departments (Systemwide Design, Planning, Real Estate, Operations, Wayfinding, Accessibility, Safety and Security, and Customer Experience) on planning and design efforts.
- Incorporate lessons learned from Paris 2024 on station activation into planning and design for the Key Station Improvements.
- Pursue PROTECT grant for LAUS improvements.

LIGHT RAIL TRANSIT IMPROVEMENTS

The Metro A and E Lines will be critical to moving spectators and workforce during the 2028 Games because they each connect to multiple venues in Los Angeles County. Improving the capacity, reliability, speed, and safety of the A and E Lines will support 2028 Games demand, reduce the need for temporary infrastructure, and provide lasting legacy benefits.

Project Development

The improvements for this workstream include a new siding and intersection modification along the E Line, three new crossovers along the A Line, and traffic and pedestrian improvements along the Washington Blvd and Flower St corridors. Metro has made significant progress in advancing these projects to compete for upcoming funding opportunities. Draft implementation plans prepared for these projects define their scope, schedule, and budget.

Funding

As stated above, elements of the Pico Station Project were included in the Washington/Flower Corridor Green Infrastructure Installation application for the EPA Environmental and Climate Justice Community Change grant program. However, this application was not successful.

Staff continue to assess potential federal and state funding opportunities and identify potential local match sources for the other LRT projects (such as siding, crossover, and intersection improvements along the A and E Lines).

Additionally, the GME is advocating for planning and design funding for the Light Rail Transit Improvements as part of the Senate’s FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill.

Next Steps

- Begin environmental clearance and conceptual engineering before the end of the year.
- Seek funding to continue progress and deliver the LRT Improvements before the 2028 Games

MOBILITY HUBS

The Mobility Hub workstream seeks to enhance multimodal connectivity by connecting people to the public transportation network, park-and-ride facilities, the supplemental bus system, and the 2028 Games venues.

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Project Development

Metro staff identified the potential types (legacy versus temporary) and locations of mobility hubs. The five priority mobility hubs (Chatsworth Station, El Monte Station, Expo/Crenshaw Station, North Hollywood Station, and Willow Station) have completed implementation plans and were included in the Reconnecting Communities and Neighborhoods (RCN) grant. File #2024-0913 - RCN Update provides more details on the project development progress of these five mobility hubs. Metro staff are currently developing an implementation plan for the Metro Norwalk Station Mobility Hub.

Countywide Planning developed Metro's Multimodal Mobility Hub Study to identify future mobility hub locations across the entire system that would provide 2028 Games benefits. Metro will use this list as a starting point for Metro to propose additional mobility hub locations. Metro and the Games Mobility Executives (GME) will jointly recommend the next set of potential mobility hubs to advance. Metro will report back on priorities made by the GME on future mobility hub locations.

Funding

Metro staff are evaluating the competitiveness of the Metro Norwalk Station Mobility Hub grant application for the upcoming Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant program. The RAISE NOFO is anticipated to be released in the next few weeks.

Staff continue to assess potential federal and state funding opportunities and identify potential local match sources for additional mobility hub projects.

Additionally, the GME is advocating for planning and design funding for additional mobility hubs as part of the Senate's FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill.

Next Steps

- Begin environmental clearance and conceptual engineering on additional mobility hubs before the end of the year.
- Seek funding to continue progress and deliver key mobility hubs before the 2028 Games.
- Collaborate with the GME to determine priority locations for mobility hubs.
- Pursue RAISE grant for the Norwalk Station Mobility Hub.

FIRST/LAST MILE

The First/Last Mile workstream advances walking, rolling, and active transportation street improvements on critical-access streets at up to ten venue clusters across Los Angeles County. These improvements will be critical to supporting a multimodal 2028 Games for spectators and workforce while encouraging long-term behavioral change.

Project Development

Metro staff continue to work with local jurisdictions to package improvements to help users walk, bike, and roll between the key transit stations and venues. Examples of

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such improvements include replacing or adding new bus stops, improving crosswalks, adding street trees/landscaping, adding pedestrian lighting, traffic calming measures, wayfinding, adding street furniture, adding bike lanes (where space is available), and opportunities to pedestrianize streets.

Metro included first/last mile projects in Downtown Los Angeles, Norwalk, and Carson in the Reconnecting Communities and Neighborhoods (RCN) grant. File 2024-0913 - RCN Update provides more details on the project development progress of these three first/last mile projects.

Additionally, staff have hosted group and individual meetings with the Cities of Los Angeles, Inglewood, Carson, Santa Monica, Long Beach, Pasadena Pomona, La Verne, San Dimas, and the County of Los Angeles. over the past six months. Metro and city partners are focusing on high-value corridors that connect Games venues to high-quality transit. In collaboration with the applicable cities, Metro completed conceptual designs for 18 high-value corridors and are preparing for potential grant funding opportunities.

Funding

SCAG's "Safe Streets for All" program application included a total of \$5 million for Venue City "quick build" first/last mile demonstration projects. Metro is now encouraging these cities to apply for this funding through SCAG's call for projects.

Metro also supported the City of Los Angeles in preparing a USDOT RAISE grant application for the Sepulveda Basin Games, Access, Mobility, Equity, and Safety (GAMES) project. Unfortunately, USDOT did not select the Sepulveda Basin GAMES project. Staff continue to assess potential federal and state funding opportunities and identify potential local match sources for the high-value corridors.

Additionally, the GME is advocating for planning and design funding for additional first/last mile as part of the Senate's FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill.

Next Steps

- Begin environmental clearance and conceptual engineering before the end of the year.
- Support cities with implementing legacy and quick-build opportunities by:
 - Helping cities seek funding and conceptually design corridors
 - Advising on bundling and packaging projects
 - Providing resources for implementation

COUNTYWIDE BUS-ONLY LANES

Using the 2028 Games as a catalyst to accelerate Metro's goals, this workstream advances efforts to implement bus-only lanes across Los Angeles County. Consistent with the Board's direction, Metro is considering bus-only lanes on corridors that are part

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of Metro’s NextGen Tier 1 network, Metro’s BRT Vision and Principles Study, and GRN arterials near venues.

Project Development

Metro staff continue to coordinate with the NextGen Bus Speed and Reliability Working Group to accelerate additional bus-only lane corridors in time for the 2028 Games. Metro will expand this model to other cities across the county.

The Reconnecting Communities and Neighborhoods (RCN) grant included bus priority improvements along Valley Blvd (between Metro J Line El Monte Station and Hacienda), Florence Ave/Studebaker Rd/Imperial Highway (between the Metro A Line Florence Station and Metrolink Norwalk/Santa Fe Springs Station), Broadway (1st Street and Imperial Hwy), and Olympic Blvd (between Downtown and Century City) . File 2024-0913 - RCN Update provides more details on project development progress of these bus priority projects. The enhanced bus/rail interface stations along Vermont Avenue are being incorporated into the larger Vermont Transit Corridor project led by Metro Countywide Planning.

Funding

Staff continue to assess potential federal and state funding opportunities and identify potential local match sources for additional bus-only lane projects.

The GME is advocating for planning and design funding for two additional bus priority improvement corridors as part of the Senate’s FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill: Venice Blvd in the City of Los Angeles, and Gavey/Atlantic and the San Gabriel Valley.

Next Steps

- Begin environmental clearance and conceptual engineering before the end of the year.
- Seek funding to continue progress and deliver the bus priority improvements before the 2028 Games.
- Continue to work with the NextGen Bus Speed and Reliability Working Group to advance potential bus-only lane corridors before 2028.

GAMES ENHANCED TRANSIT SERVICE

The Games Enhanced Transit Service (GETS) is a temporary supplementary transit system created to augment the existing public transit system. It ensures that the region can absorb the additional extraordinary demand of a mega-event and provides an enhanced service with potential legacy benefits. The GETS consists of the following elements:

- Bus vehicles or shuttles permanently or temporarily procured or borrowed from other transit agencies in California and beyond.

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- Bus malls at venue and park-and-ride mobility hubs to serve spectators and workforce.
- Bus depots to maintain, clean, fuel/charge, and support the operation of the GETS.
- Operations team that includes drivers, mechanics, supervisors, schedulers, and other needed staff along with their food, lodging, and uniforms for the period of the Games.

The GETS will generally provide express bus service between venues and mobility hubs to meet the demand of the 2028 Games and complement the existing transit network. Metro will design GETS to achieve desired service levels for successful operation of the spectator/workforce system. It will support regional zero-emission and sustainable transportation goals by committing to a zero or near-zero bus fleet.

Project Development

Based on current modeling and projections, Metro would need approximately 2,700 buses in addition to its current fleet. Metro staff have developed an initial framework for the GETS and strategies for obtaining the additional buses. The framework outlines the types of service, bus vehicle type requirements, fueling/charging infrastructure needs, workforce resources, roles and responsibilities, required systems and technology, and a preliminary cost estimate and schedule. The strategies for obtaining the additional buses include a contingency fleet, borrowing buses from other transit agencies, local municipal operators, and universities and school district buses.

Metro staff have started preliminary route planning between mobility hubs and the proposed venues. In parallel, Operations is assessing temporary service adjustments of the existing network to serve mobility hubs and road closures near venues as well as enhancements to rail service.

Funding

The GME is advocating for GETS planning and design funding as part of the Senate's FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill.

Next Steps

- Develop a strategic roadmap for a contingency fleet.
- Evaluate fueling/charging capacity and infrastructure needs.
- Coordinate with Metro Real Estate to start planning for temporary infrastructure.

GAMES ROUTE NETWORK

This Games-specific workstream advances the identification and planning of the Games Route Network (GRN), a commitment of any Olympic host. The GRN will provide designated lanes and create a network between competition and non-competition venues (such as Athletes Village and Media Village). The GRN will provide reliable travel times for the Games Family (athletes, officials, and media) and potentially public transit for the Games' workforce and spectators.

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Project Development

To date, Metro and LA28 have performed initial planning for the GRN, such as traffic analysis, travel demand modeling, project definition, and rough-order-of-magnitude cost estimates. Caltrans is now providing leadership support to advance GRN planning and design with support from Metro, LA28, City of Los Angeles, and additional cities with venue agreements with LA28.

Caltrans has provided dedicated resources to advance the GRN and initiated the Project Study Report-Project Report (PSR-PR) documentation for CEQA and NEPA approval. Caltrans is drafting a letter to FHWA to request federal approval for GRN signage and working with Caltrans Headquarters for state highway/vehicle code changes to support the GRN. Caltrans is also drafting a style guide for jurisdictions to use on local GRN arterials and streets near venues.

Funding

The GME is advocating for GRN planning and design funding as part of the Senate's FY2025 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act spending bill.

Next Steps

- Complete PSR-PR and traffic analysis.
- Support pilot projects for the FIFA World Cup in 2026 and Super Bowl in 2027
- Advocate for GRN design solutions at CA Traffic Control Devices Committee (CTCDC) quarterly meetings.

OTHER METRO-LED PROJECTS

Metro staff has progressed work on other Metro-led projects/programs from the Surface Transportation Priority List that do not require the same level of advance work as those previously described. The following summary describes current and planned efforts for these projects/programs.

Ticketing Integration & Future of Payment

Metro received \$2 million for the Integrated Transit Trip Planning and Fare Purchase with Event Ticketing pilot Phase I through USDOT's Strengthening Mobility and Revolutionizing Transportation (SMART) grant program. Under the \$2 million stage 1 SMART competitive grant award, LA Metro and the Los Angeles Philharmonic Association at the historic Hollywood Bowl venue successfully partnered to make public transportation easier than ever, with the May 2024 launch of the first integrated ticketing pilot program utilizing a QR code digital ticket in the US. For the 2024 Hollywood Bowl summer concert season, which includes over 70 events, music fans are able to purchase a GoMetro Round-Trip Pass QR code digital ticket for \$3.50, valid on Metro buses and trains. Concertgoers did and can purchase Metro transit passes as part of their event ticket transaction, resulting in one transaction, but two digital tickets: an event ticket and QR code transit pass. The stage 1 pilot utilized QR code reader

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hardware existing at all gated Metro rail stations, implemented in 2017 for integration of Metro's Metro Rail and Metrolink commuter rail ticketing. Where QR code readers are not available, Metro personnel including fare checkers and bus operators have been trained to visually identify and accept the transit pass. The pilot's goal was to demonstrate the feasibility of QR code ticketing technology integration, and to understand its opportunities for increased operational efficiencies, ridership growth and public awareness of transit as a means to get to events. The pilot achieved the goal of advancing QR code ticket technology as an easy way to plan and pay for a Metro ticket selling almost 700 Metro QR transit tickets along with event tickets. Initial reports from customers in the field (at Metro's pop-up booth) and on social media show that the integration is reducing friction and improving access to transit for eventgoers. Additionally public awareness of the public transit connection to the Hollywood Bowl has increased from the marketing campaign promoting the QR code ticket integration displayed on digital media and on bus and train billboards throughout the county. With this successful proof of concept, Metro is now ready to leverage lessons learned to scale it to Los Angeles County.

In August, Metro applied for a Stage II SMART grant for the long-term deployment of this technology to support the 2026 World Cup and the 2028 Games. A determination on funding will be known prior to November 5, 2024. The Stage II aims to address transportation ticketing integration and interoperability challenges by leveraging cutting-edge technology to integrate event ticketing with public transportation. By combining QR code integration and Open Loop payment technology Metro will make choosing public transit as easy as buying an event ticket. Building on Metro's successful SMART Grant Stage 1 QR code ticketing API integration with the Los Angeles Philharmonic at the Hollywood Bowl, Stage II proposes to expand this technology across Los Angeles County to include a minimum of 10 - and a goal of more than 20 - event venues. In Stage 2, Metro proposes to expand this integration to other large music, sporting and cultural destinations. To provide additional integrations to events and develop improved equitable pathways to pay for transit, Metro will also develop innovative partnerships with Europay, Mastercard, and Visa (EMV) card standard payment networks (including Mastercard, Visa, Discover and American Express) and issuers (banks, fintech, and others). Metro's goal with these partnerships is to implement systems that support and encourage ridership in two keyways: 1. Offer cash-back rewards on existing credit and debit cards when using transit and shared mobility, similar to how travelers earn rewards for flights or hotel bookings and 2. For unbanked individuals, issue special Mobility Wallet cards that provide the same benefits with subsidies.

Open Streets to Uplift Arts, Culture, and Recreation Program

Metro included approximately \$5 Mil for funding for Open Streets programming connecting to the three Mobility Hubs in the cities of Long Beach, El Monte and Los Angeles, in the Reconnecting Communities and Neighborhoods (RCN) grant. This funding will be used both to gather public input on the Hubs planning and to test open streets to uplift arts, culture and recreation in preparation for the 2028 Olympic Games (file 2023-0075).

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File 2024-0913 - RCN Update provides more details on the project development progress of these three Mobility Hubs locations.

Staff continue to explore additional funding opportunities for this program and include it in any grant applications for which it is eligible.

Phase I Zero Emission Bus Program

In April, Metro released a solicitation for a base buy purchase of 260 battery electric buses (BEB) and 20 hydrogen fuel cell electric buses (FCEB). The solicitation includes additional purchase options that will allow for the potential procurement of up to 1,980 BEB and FCEBs. This is the largest zero emission bus procurement in U.S. history.

In July, the Federal Transit Administration awarded Metro with a Low or No Emission grant of \$77.5 million FY24. Metro's award is the second largest in the country out of 117 projects that the FTA selected for funding from 477 eligible applications. The funds will help the agency purchase dozens of battery electric buses, install new chargers, and expand workforce development training at its West Hollywood bus division.

Universal Basic Mobility Expansion

Staff launched Phase I of the Mobility Wallet in March 2023, with 1,000 participants in South LA utilizing a grant from California Air Resources Board (CARB) in partnership with LADOT. With \$6 million of grant funds recently awarded to Metro through the Renewable Energy for Agriculture Program (REAP) and Advanced Transportation Technologies and Innovative Mobility Deployment (ATTAIN) grants, Metro opened the application process for Phase II in July 2024, providing participants up to \$1,800 to spend on shared transportation services like Metro Bus, Metro Rail, Metro Micro, Bikeshare, Metrolink, E-scooters, bikes, taxis, regional transportation services, ride-hailing services, and local bike shops. The deadline for applications was in August, and Metro received over 57,000 applications. The Phase II 2000 Mobility Wallets will be deployed for a 12-month period through digital, mail and in-person workshop distribution starting in October 2024.

Staff are exploring additional technology innovations and integrations, Customer Experience for the LIFE program, and OCEO for the Go-Pass program, to explore how these wallets integrate into the fabric of our fareless initiatives.

Transportation Demand Management (TDM)

LA Metro has a developed "Move People Forward" a Transportation Demand Management Strategy that is a people-first approach that leverages behavioral science and aligns initiatives to the specific context of different LA communities. This strategy focuses on a goal of reducing drive alone trips by 20% by summer 2028. The strategy

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includes the following initiatives: mobility hub activation and community engagement, multimodal-first kids for the future, new transit corridors, transit tourism and dynamic carpooling, an “on demand” model for carpools. To prepare for 2028 the strategy recommends a test and refine period to use key performance indicators and best practices from behavioral science to learn what works best and optimize initiatives and incentives for mode shift and meets the pre-Games trip reduction goal of 20% countywide.

As part of the test and iterate phase Metro’s Travel Rewards Research Project, an FTA Advancing Innovative Mobility (AIM) grant for \$0.7 Mil was recently utilized for the One Car Challenge pilot in Santa Monica run in Fall 2023 to Spring 2024. The pilot offered an incentive wallet to two-car households willing to participate in a challenge where they pledge to not drive their second car. The pilot included ~300 households in Santa Monica and utilized two phases where half of the participants were a control group and received no incentive and then swapped in the second phase. LA Metro partnered with Duke University Center for Advanced Hindsight to design the pilot and collect and analyze the results. The results are promising, they show that financial incentives deployed using pre-paid debit cards worked to reduce drive-alone trips by 4%, reduce total vehicle miles traveled (VMT) up to 10%, and increase sustainable mode share by 16% including walking, carpooling, biking, transit & scooters. Additional research is needed to validate these numbers, and LA Metro has plans to implement a Phase 2 Mobility Wallet Challenge utilizing grant funding from a REAP 2.0 grant in 2025 with approximately 1000 participants in Los Angeles County. This work will help inform greater plans for incentives to reduce drive-alone trips and VMT during the games.