



## Board Report

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### SYSTEM SAFETY, SECURITY & OPERATIONS COMMITTEE JUNE 18, 2015

**SUBJECT: 2015 SPECIAL OLYMPICS WORLD GAMES**

**ACTION: AUTHORIZATION TO ENTER INTO A JOINT PARTNERSHIP AGREEMENT**

#### **RECOMMENDATION**

AUTHORIZED ON CONSENT CALENDAR the Chief Executive Officer (CEO) to enter into a joint partnership agreement between the Los Angeles County Metropolitan Transportation Authority (Metro) and the **2015 Special Olympics (World Games)**.

#### **ISSUE**

The formal agreement between Metro and the World Games is needed to clarify roles, responsibilities and to outline the expectations between the two organizations.

#### **Background**

The 2015 Special Olympics 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. The World Games has also garnered support from local businesses, global companies and government agencies. World Games officials estimate that approximately 7,000 athletes and 3,000 coaches will represent 177 countries, along with 12,000 volunteers and an anticipated 500,000 spectators over the course of the competition.

#### **DISCUSSION**

Upon Board approval, the World Games will recognize Metro as its "Official Transit Provider" of the 2015 Special Olympics. The following items highlight Metro's support of the World Games:

#### **Volunteer Commemorative TAP Cards**

In April 2015, the Metro Board approved 12,000 loaded TAP cards for the 2015 Special Olympics volunteers (Attachment A). Given the global nature of the World Games, the nine-day event period, and the countywide impact, staff will produce 100,000 commemorative cards for public sale and distribution across our system.

### Operations

As the “Official Transit Provider” of the 2015 Special Olympics World Games, Metro Operations will support the nine-day event by:

- Deploying additional staff to monitor and maintain seamless operation
- Focusing and enhancing efforts on station maintenance
- Providing additional customer service information
- Installing event wayfinding signs throughout the system for:
  - Assisting with fare collection
  - Facilitating safe boarding

These effort, as well as additional services, will be implemented by Metro in coordination with the World Games’ transportation staff and other partnering agencies in support of this event, where and when necessary. Metro Operations is prepared to provide additional special event support to provide safe and efficient transportation for event-goers and all Metro patrons.

### Communications & Marketing

The agreement will allow various cross-promotional activities between the two organizations. Specifically, the marketing and communications campaign will encourage fans, spectators and volunteers to “Go Metro” during the 2015 Special Olympics World Games.

With the help of the Special Olympics, Metro will distribute transit information to event-goers and will target our current riders and the general public via on-board and paid advertising. Utilizing the various media tactics available, including digital, print, outdoor billboards, broadcast, and Media Relations, the marketing and communications efforts will aim to highlight existing American with Disabilities Act (ADA) programs and will promote the benefits of using transit in Los Angeles for accessing the World Games and other destinations.

### **DETERMINATION OF SAFETY IMPACT**

There are no safety issues associated with the approval of this board report.

### **FINANCIAL IMPACT**

The estimated value of the agreement between Metro and the Special Olympics is approximately \$2.3 million. Of this dollar amount, the hard costs to Metro are estimated at \$1 million, inclusive of the costs associated with the board approved TAP Card commitment. Working in partnership, the departments responsible for the support efforts in the agreement will work with the Office of

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Management and Budget to identify funds in FY15 and FY16. All costs will be monitored and tracked through Project Number 306001 and the following Task Numbers: 20 (Special Events/2015 Special Olympics), 20.15 (Special Events Asst./ 2015 Special Olympics) and 20.04 (Events Marketing/2015 Special Olympics).

Impact to Budget

The source of funds for this activity come from federal, state and local funding sources that are eligible for Bus and Rail Operations. These funding sources will maximize the use of funds for these activities. No other sources of funds were considered for this activity because it supports Bus and Rail Operations.

**NEXT STEPS**

Upon approval of this item, Metro will enter into a formal agreement with the World Games which will allow Metro to initiate all of the necessary steps required for the effective and efficient implementation of Metro's Operations and Communications plans in support of the 2015 Special Olympics.

**ATTACHMENTS**

Attachment A - April 2015 Special Olympics Board Report

Prepared by: Nancy Saravia, Transportation Planning Manager, Operations

Questions: Christopher Reyes, Senior Administrative Analyst, Operations  
(213)922-4808

Reviewed by: Ann Kerman, Interim Chief Communications Officer, (213)922-7671  
Robert Holland, Interim Chief Operations Officer, (213)922-4438  
Nalini Ahuja, Executive Director, Finance and Budget, (213) 922-2296



Phillip A. Washington  
Chief Executive Officer