



Board Report

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Agenda Number: 24.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
JULY 15, 2021

SUBJECT: STATUS UPDATE OF MOTION 48: DODGER STADIUM EXPRESS

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status report for Motion 48: Dodger Stadium Express.

ISSUE

At the April 2021 Planning & Programming committee meeting, Metro Board Directors Hahn, Butts and Krekorian introduced Motion 48 requesting a report back with funding recommendations to ensure the Dodger Stadium Express (DSE) will be permanently and fully funded. Director Solis also requested that recommendations should consider utilizing next year’s Low Carbon Transportation Operations Program (LCTOP) funding as it can be used for operational expenditures that increase transit mode share.

BACKGROUND

In 2010, DSE service from Union Station was instituted and was funded by an annual grant from the Mobile Source Air Pollution Reduction Review Committee (MSRC) work program. In 2015, DSE was expanded to include a route from the South Bay to reduce traffic congestion and travel time, increase mobility, encourage connectivity, and improve community relations with the neighborhoods surrounding Dodger Stadium. The South Bay portion of DSE service was funded by the ExpressLanes Net Toll Reinvestment grant program. Both grants for DSE service were intended to provide initial pilot project/program seed funding and are set to expire in 2021. Due to COVID-19, 2020 DSE service was not provided and grant extensions were secured for 2021-2022.

DISCUSSION

Over the years, Metro DSE ridership has increased as riders going to the games are able to use this service for free, with proof of a Dodger ticket. See the ridership table below for details:

YEAR	RIDERSHIP	INCREASE
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2019	307,124	0.7%
2018	304,862	9.4%
2017	278,623	15.3%
2016	241,682	9.8%
2015	220,034	1.4%
2014	216,948	16.4%
2013	186,411	36.5%
2012	136,595	17.3%
2011	116,468	-4.7%
2010	122,273	N/A

	Union Station	South Bay		Union Station	South Bay
YEAR	AVERAGE PAX TRIPS PER GAME	AVERAGE PAX TRIPS PER GAME	AVERAGE ATTENDANCE PER GAME	PAX TRIPS VS. ATTENDANCE	PAX TRIPS VS. ATTENDANCE
2015	2591	303	41222	6.3%	0.7%
2016	2768	477	40279	6.9%	1.2%
2017	3116	618	46502	6.7%	1.3%
2018	3357	727	42999	7.8%	1.7%
2019	3634	828	40826	8.9%	2.0%
(w/cap. restrictions) 2021	420	106	11200	3.8%	0.9%
(w/o cap. restrictions) 2021	2141	551	52000	4.1%	1.1%

Metro utilizes Contracted Bus Service contractors including MV Transportation, Transdev, and Southland Transit, along with support from partners including LADOT and local law enforcement to keep DSE operational costs as inexpensive as possible. The Los Angeles Dodgers also provide in-kind marketing support to ensure there is public awareness of this service and its benefits. Please see the table below for cost information dating back to 2018 as, due to COVID, the games were not open to the public, thus we did not offer this service in 2020.

Area of Expense	2018 (Paid by Metro)	2018 (Dodgers Match)	2019 (Paid by Metro)	2019 (Dodgers Match)	2021 (Paid by Metro)	2021 (Dodgers Match)
Planning & Administration Cost (Contract Services Staff)	\$0.00		\$30,173.00		\$32,635.12	
Operation, Supervision, and Maintenance Cost of Service by Contractors (Union Station & Harbor Gateway Services)	\$1,069,631.66		\$1,270,964.53		\$1,389,749.60	
LADOT Traffic Control	\$250,000.00		\$58,374.00		\$59,643.00	
LADOT Engineering (Lane Coning)			\$69,987.91		\$70,897.94	
LADOT Signage Costs			\$141,000.00		\$75,200.00	
LAPD Motor Officers Costs	\$137,300.00		\$134,936.00		\$152,110.00	

LA Metro Security Costs	\$42,300.00		\$26,201.60		\$42,864.00	
Promotion & Outreach	\$457,810.00	\$794,150.00	\$686,010.13	\$750,965.00	\$891,582.38	\$448,180.00
Evaluation of Options for Future	\$54,310.00		\$6,034.00		\$6,526.37	
Monitoring & Reporting (Combined w/Planning in 2018)			\$18,103.00		\$19,580.20	
Cost to Perform Union Station DSE Service During 2021	\$2,011,351.66	\$794,150.00	\$2,441,784.17	\$750,965.00	\$2,740,788.61	\$448,180.00
	\$2,805,501.66		\$3,192,749.17		\$3,188,968.61	

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**For the 2021-2022 grant, the MSRC restricted what kinds of expenses can be submitted as a match. The 2021 grant can only use "direct" expenses (e.g., manpower expenses, printed materials, etc.). Indirect expenses such as including what the general public would be charged for ad space, Jumbotron usage, etc. will not be considered.

DSE Working Group Findings

Metro has implemented a working group inclusive of representatives from Operations, OMB, Planning, including Grants, and the Office of the CEO to identify long-term project operation and maintenance funding sources and/or alternatives to continue to deliver this popular service to customers in time for an anticipated regular 2021/2022 baseball season. Below are some of the alternatives the working group has considered to date:

- 1) Consider the use of future LCTOP grants on DSE presenting, as necessary, information to gain support for long-term funding to enable appropriate operational capacity to accommodate increase demand from events
- 2) Pursue additional partnerships, such as one with LADOT for DASH, to operate DSE service
- 3) Explore potential opportunities for cost-sharing, including with the Los Angeles Dodgers

In addition, Metro will continue to work with the Federal Transit Administration (FTA) regarding their final determination for DSE service and whether or not is it categorized as charter service. Specifically, charter service is the use of buses, vans or facilities (rail system) to provide a group of

persons under a single contract, at a fixed charge, with the exclusive use of the vehicle or service to travel together under an itinerary either specified in advance or modified after having left the place of origin. Generally, for service not to be considered charter, it must meet the following tests:

- Service must be available to the general public
- Must operate within the system's normal scope (existing routings, fit within normal hours of operation and established fare structure)
- Have a published timetable
- Customers must pay their own fare

To date, the working group has made progress in identifying DSE costs, analyzing ridership, and exploring creative options for continuing this service, however a final alternative and recommendation is not available to ensure the Dodger Stadium Express (DSE) will be permanently and fully funded.

FINANCIAL IMPACT

There are no financial impact to the FY22 budget at this time.

Funds required in the next fiscal year as discussed may be eligible for Bus and Rail Operations and will be prioritized during FY2023 budget development, subject to program adoption by the Board.

Equity Platform

The findings presented provide an opportunity to explore new and use existing metrics to help evaluate equity related project outcomes. Based on available data, DSE for travel to and from Dodger games produces a benefit with a reduction of emissions. DSE buses have an average of up to 50 passengers, which may result up to 50 single-rider passenger vehicles taken off the road per one-way trip. It is estimated that a single Renewable Natural Gas (RNG)-powered bus at full capacity, produces at least 922 times fewer Green House Gas emissions than would be produced by all those riders driving their own gas-powered passenger vehicles to and from games over the same distance (Cumming/Metro). On an average 82 Home game season, DSE deploys service with up to ten (10) buses per game.

As designed, staff believes DSE provides community members with disabilities an alternate mobility option, as well as people living in EFCs, which are, by definition, communities with lower household car ownership compared to others in LA County (census). The findings highlight a need to further "listen and learn" to gather feedback from communities surrounding Dodger Stadium (where Union Station portion of the service operates) and along Metro's Harbor Gateway Transit Center and I-110 freeway (where the South Bay portion of the service operates) on the realization of the intended outcomes of this program, including reducing traffic congestion, car emissions, and travel time, increasing mobility, encouraging connectivity, and improving community relations with the neighborhoods impacted by those travelling to Dodger games. If DSE is permanently funded, Metro will explore how to collect data to further understand perceptions and experience of the neighborhoods impacted by those traveling to the Dodger games.

DETERMINATION OF SAFETY IMPACT

This item will not have an impact on safety at Metro.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This item supports the following Strategic Goal: 1) Provide high-quality mobility options that enable people to spend less time traveling.

NEXT STEPS

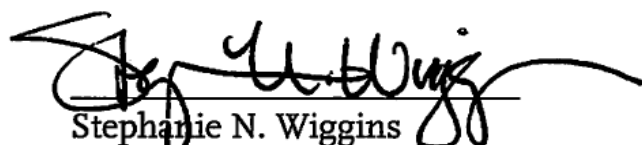
Metro will continue investigating feasible and applicable funding sources, including but not limited to LCTOP funds, before the 2022 baseball season begins for the DSE program to continue. Metro will also report back to the board with the best path forward as approved by the FTA for this service.

ATTACHMENTS

Attachment A: Motion 48

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