



Board Report

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EXECUTIVE MANAGEMENT COMMITTEE APRIL 14, 2016

SUBJECT: METRO LINE TO THE GOAL LINE TASK FORCE

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status report on the **Metro Line to Goal Line Task Force** (Motions 58 and 58.1 from January 2016).

ISSUE

In January 2016, the Board passed two directives related to the National Football League (NFL) team expected in Los Angeles County later this year: (1) develop a “Metro Line to Goal Line” Task Force (NFL Task Force) that is charged with identifying and addressing the variety of transit-related issues and opportunities associated with the imminent arrival of the Rams to Los Angeles (Attachment A); and (2) to facilitate a Feasibility Study and Supplemental Environmental Impact Report/Environmental Impact Statement (SEIR/SEIS) focusing on an alignment extending to the new City of Champions Revitalization Project (Development) and Stadium (Inglewood Stadium) (Attachment B).

This report contains an update on the progress of the NFL Task Force including its assessment of issues listed in the Board directive and an update on the status and schedule for the Feasibility Study for additional transit investments to serve the Inglewood Stadium.

DISCUSSION

Task Force

Following the Board directive, the Chief Executive Officer (CEO), convened the internal members of the NFL Task Force on March 3, 2016. In addition to Metro members, external partners will include representatives from Metrolink, the Development, the LA Rams (NFL team), City of Inglewood, City of Los Angeles as well as other stakeholders as appropriate. The Task Force membership may be expanded as the work progresses. Should the Chargers exercise their option to come to Los Angeles and share the Inglewood Stadium with the Rams at a later date, they will be included in the task force and ongoing Metro efforts.

Security

Metro's Los Angeles County Sheriff's Department (LASD) and security teams currently provide coverage for transit operations serving the Coliseum during University of Southern California (USC) home games. In addition to providing a visible presence and fare enforcement, Metro also deploys a mobile command center to assist bus and rail ops with coordination, trouble shooting and emergency response (if needed). NFL home games will require additional staffing in the system and at the Coliseum in the short term and the Inglewood Stadium upon its completion. Detailed considerations include:

- Increased security and police presence at major stations/stops/platforms that feed Coliseum or Inglewood Stadium-bound rail & bus lines;
- Increased security and police presence on Coliseum or Inglewood Stadium-bound trains & buses;
- Increased parking lot patrols at Metro or Caltrans owned facilities that feed Coliseum or Inglewood Stadium-bound rail & bus lines;
- Close coordination with law enforcement on traffic control, with detailed emphasis at all at-grade crossings;
- Increased coordination with our law enforcement partners to assess and mitigate security risks associated with large crowds;
- Mitigation of illegal ticket scalping and street vending on Metro rail cars and platforms.

Coliseum Operations Service Plan

Metro's Expo Line, Silver Line and multiple Local Bus lines provide service to and around the Coliseum in Los Angeles. A number of measures are put in place by Metro Operations to ensure safe and efficient service is delivered to all events and games held at the Coliseum including USC home games. For all NFL home games, Metro will provide robust service prior to the start of the games, after the 3rd quarter, and post-game, until crowds diminish. Expo Line service will run with increased frequency and utilizing long trains, and additional trips will be added to the Silver Line. Local and Rapid Lines that serve the Coliseum area are the 40, 81, 200, 204, and 754. Staff will coordinate with external stakeholders to open up area streets typically closed post-game to enable uninterrupted Local service. Aside from additional signage to direct pedestrian traffic across and around the tracks, Metro will assign volunteer staff to five high volume stations along the Expo Line. Volunteers allocated to Expo stations are responsible for educating the transit riders about public safety, preparing customers to have the correct fare ready, assisting the public to follow pedestrian signals, and at some stations using a chain/barrier to control crowds. At these five locations, a Station Manager is assigned to oversee station support staff and maintain communication with the Rail Operations Control and event staff. For the upcoming NFL season, additional signage will be added to direct foot traffic. In addition, as fans are expected to travel from the entire region to attend the upcoming games, Metro will work with Metrolink to inform the public of the connecting services to the Coliseum.

Marketing for the Coliseum

Metro Communications staff will work with the NFL team to market Metro transit to home game attendees, including exploring opportunities to sell Metro TAP cards to fans at the time of NFL ticket purchases. Metro will provide additional signage in the Expo Line stations used to access the

Coliseum and at Union Station and 7th and Metro to direct Metrolink passengers to connecting Metro services to reach the Coliseum. The Public Relations department will work with Team officials and potentially players to introduce the service as well as regularly scheduled press releases to local media.

First/Last Mile at the Coliseum

In partnership with the City of Los Angeles, Metro has conducted preliminary analysis to expand Metro Countywide Bike Share to the USC area as a follow up to the Downtown Los Angeles Phase 1 pilot program. As part of the analysis, staff has identified the My Figueroa streetscape project as a key infrastructure connection. Completion is necessary to facilitate Bike Share expansion to the USC and Coliseum area. That project is slated to open in 2017 and would include a protected bike lane facility between the South Park community in Downtown Los Angeles and the USC and West Adams neighborhoods. A Metro Countywide Bike Share network, planned in conjunction with the Expo Line and My Figueroa streetscape project will help provide people with a viable transportation option that leverages transit and low-stress bicycle infrastructure. The City of Los Angeles is committed to working with community stakeholders to expand Metro Countywide Bike Share to this area.

MOU with City of Inglewood

As part of the development of the external members of the task force, Metro is working with the City of Inglewood to enter into a Memorandum of Understanding (MOU) to codify the coordination between Metro, the City, the NFL team, and the Development owner, as well as the development of a Transportation Management Plan and a Neighborhood Management Plan to accommodate Stadium attendees.

Inglewood Stadium Operations Service Plan

Metro Operations will build a Service Plan for all NFL home games and events at the new Inglewood Stadium while working with stakeholders to ensure appropriate service is provided. The Metro Green Line currently serves the Inglewood area with the Crenshaw Station and Hawthorne/Lenox Station. Current Bus Lines in the surrounding area are Lines 115, 117, 210, and 211. In addition, future rail stations along the Crenshaw/LAX Line can be used to serve the Inglewood Stadium (the closest is just over 1 mile away). These stations will be in Downtown Inglewood and Fairview Heights. Staff will determine the feasibility of public or private shuttle service from Metro Green and Crenshaw Lines to the Stadium. For all Home Games and events, staffing will be appropriately allocated to provide safe and effective service to the area, following the successful plans utilized for the games at the Coliseum. Bus lane requirements will be defined and discussed with local officials, stadium owners and event organizers, once a terminal location has been identified at the Inglewood Stadium. Staff will also coordinate with municipal operators and Metrolink to maximize service efficiencies.

Marketing for the Inglewood Stadium

As the Inglewood Station nears completion and Metro services to the Inglewood Stadium become more clearly defined, Metro Communications staff will work with the NFL team to market Metro transit services to home game attendees. Coordination will include signage, co-marketing and TAP card sales. Likewise, Communications staff will coordinate with the Inglewood Stadium to promote Metro services for traveling to other events held at the Inglewood Stadium, year round.

First/Last Mile at the Inglewood Stadium

Metro staff has and will continue to coordinate with the City of Inglewood on implementation of first/last mile infrastructure improvements. Specifically, staff believes that Inglewood is well positioned to compete for Greenhouse Gas Reduction Fund (Cap-and Trade) Affordable Housing and Sustainable Communities (AHSC) funding for streetscape and connectivity improvements for the Downtown Inglewood Station, along with other nearby stations, and for access to the Inglewood Stadium (in the Sustainable Transportation Infrastructure category). Metro will support this effort by providing technical assistance for project planning and funding application activities. Metro will further work with the City to support other first/last mile planning and funding opportunities.

As previously reported to the Planning and Programming Committee, Metro staff is considering strategic first/last mile partnerships with shared mobility providers. Staff expects that future strategic partnerships with transportation network companies could assist in connecting passengers from stations on the Crenshaw/LAX and Green Lines to the Inglewood Stadium.

Feasibility Study

As directed by the Board, staff is developing the scope of work to examine and evaluate alignments serving the Inglewood Stadium and a range of transit investments to provide high capacity transit service to the new Development and Inglewood Stadium. The study will explore options for not only extending the Metro Green Line, but also connecting the Crenshaw/LAX corridor to the site. Discussions have occurred with Vendor/Contract Management to expedite the procurement using the Transportation Planning Bench. Staff anticipates that the task order will be awarded prior to the end of the fiscal year.

Joint Development

Metro will continue to expedite the implementation of joint development opportunities along the Crenshaw/LAX Line and will work with the City of Inglewood on the exploration of joint development and TOC opportunities that could arise from potential additional transit investments.

NEXT STEPS

Staff will continue to convene the NFL Task Force and work to develop short term and long term plans to best meet the transportation needs for the NFL team. The City of Inglewood has agreed to coordinate the initial meeting of the internal and external NFL Task Force including the Development owner. Staff will report on this meeting to the Board in June 2016. Metro departments involved in the NFL Task Force have included additional allocations for staff time, service hours, and contract dollars to provide services and studies for Metro service, marketing, and planning for Coliseum and Inglewood Stadium transportation in their requested budgets for Fiscal Year 2017.


ATTACHMENTS

Attachment A - Metro Line to Goal Line Motion 58, January 21, 2016 Executive Management Committee Meeting

Attachment B - Motion 58.1, January 28, 2016 Board Meeting relates to Item 58

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