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March 25, 2021

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON 
CHIEF EXECUTIVE OFFICER

FROM: JIM DE LA LOZA 
CHIEF PLANNING OFFICER

SUBJECT: UNION STATION TO HOST THE 93RD ACADEMY AWARDS

ISSUE

Metro's Union Station has served as the backdrop for many productions throughout the years including but not limited to television shows, commercials, magazine commercial photography and theatrical movies. Most of these productions have provided a steady stream of revenue for Union Station and are primarily coordinated by Metro's contractor Hollywood Productions.

In late February 2021, Steven Soderbergh, one of the executive producers of the 93rd Academy Awards ("Award Show"), approached Union Station management suggesting Union Station would be a perfect location for the upcoming Award Show. Due to the sensitivity of this type of event, Metro staff signed Non-Disclosure Agreements (NDAs) and were not at liberty to discuss the contract negotiations while they were underway. Also, as part of the NDAs, certain programming aspects or attendees' details still cannot be disclosed.

This Board Box, along with the Board Box sent on March 11, 2021 regarding the same announcement, serves as an update to the Metro Board of Directors on the status of the arrangements with The Academy of Motion Picture Arts and Sciences and their production company (collectively known as "Production"). Due to the exigent circumstances, it became necessary for Metro Chief Executive Officer Phillip A. Washington to quickly execute the contract with the Production on March 19, 2021.

DISCUSSION

Union Station & Metro staff have negotiated the final terms, conditions and fees for the use of Union Station property for the Award Show scheduled to broadcast on April 25, 2021 from both Los Angeles Union Station and Dolby Theatre at the Hollywood & Highland Center. We have stressed to the Production that Union Station is a major

multi-modal transportation hub of the Western United States and must continue normal operations while serving our patrons with limited interruption. The Production personnel are working diligently with Union Station and Metro staff to achieve that arrangement.

On March 15, 2021, ABC morning news show Good Morning America (GMA) announced the 93rd Academy Awards date and locations. The Award Show is estimated to be viewed by an audience of billions across the globe. Metro and Union Station will play a central role in the presentation bringing an untold value of advertising for our transit system and future leasing and development interest for the historic Los Angeles Union Station, “the last of the Great Train Stations”. The Award Show is estimated to have a viewership of 650 million giving Metro a marketing exposure valued at approximately \$20 million.

Metro’s CEO holds a delegated authority for executing licenses on behalf of Metro up to \$500,000. Due to the exceptionally complex undertaking involving multi-national connectivity and coordination along with the contracting of multiple local and regional entities for goods and services, there was an immediate need to secure contracts and foster relationships with other entities. For these additional contracts to be executed, it was necessary to execute the License Agreement between Metro and the Production in short order. The license fee is \$912,440. The contract results in unplanned revenue to Union Station and LA Metro, along with tremendous positive press and exposure.

Metro Communications, in collaboration with Breakwhitelight (a public relations agency under Morlin Management) has authored a public facing question and answer document (Attachment “A”). Coordination with Metro Safety, Security and Law Enforcement (SSLE), including Metro Security and Emergency Management is in progress as well.

NEXT STEPS

Union Station, Metro, the Production and additional stakeholders will continue to be included in discussions and planning. There are certain aspects of the Award Show planning that are still under development such as street closures and re-routing of specific bus routes on Alameda Street between April 24-25, 2021. Additional announcements, publicity, social media outreach, wayfinding signage and other efforts are evolving and being executed.

We look forward to keeping the Board apprised, hosting the Award Show and having Union Station displayed in all its historic glory, as well as being representative of the future of modern transportation in Southern California and Los Angeles County.



**Union Station Academy Awards Event Q&A
Sunday, April 25, 2021**

TRANSIT

Q: What parts of Union Station will be closed to passengers? When will the closures occur?

A: To regular transit riders, this event won't differ greatly from a construction project at this location throughout April. Select sections of Union Station West will be closed to the public starting April 1: the Historic Ticketing Hall, the Grand Waiting Room, the North and South Patios and the Main Entrance along Alameda Street.

Q: When will operations return to normal at Union Station?

A: Union Station is expected to return to normal no later than Thursday, April 29.

Q: How will this event affect traffic and parking around Union Station?

A: Parking Lots B, D and G will close to the public beginning April 5. Lot D will reopen April 27 and Lots B and G will reopen April 29.

Pedestrian and vehicular traffic will be closed off to the entrance to Union Station West on Alameda Street from 12:01 a.m., April 24, until 4 a.m. on Monday, April 26.

Alameda Street itself will be closed to pedestrians and vehicles from E. Cesar Chavez Avenue to First Street in front of Union Station from 12:01 a.m., April 25, until 4 a.m. on Monday, April 26.

Bike Hub access will be closed from 12:01 a.m., April 23, until 4 a.m. on Monday, April 26.

Q: Will any train or bus lines be canceled or delayed due to the event? What about other services like FlyAway and Megabus?

A: No bus or train service will be cancelled or delayed. That includes third-party transportation services.

Q: Will buses be affected by event-related street closures?

A: On the weekend of the event, bus service on Alameda will be rerouted around the event. Bus routes are expected to return to normal on Monday, April 26.

Q: How will Amtrak and Metrolink passengers be affected by the closure of the Grand Waiting Room? Is the customer seating moving?

A: A number of the large, luxurious leather and walnut chairs have been relocated to the center section of the Passenger Concourse for Amtrak and Metrolink passengers. That has been the method in place during the restoration work and has worked well.

Q: How will Metro minimize disruptions to transit riders during this event?

A: Other than bus routes that will be rerouted on Alameda around Union Station, we do not anticipate disruptions to transit services. Our goal is to make the Union Station experience as normal as possible throughout, with announcements, wayfinding and staff helping to route our customers to where they need to go.

Q: How will passengers be informed about closures and changes?

A: Throughout the month of April there will be alternative paths for pedestrian travel, accompanied by signage and personnel that will be strategically placed to facilitate and maintain ingress, egress and the core operations of the Station. There will also be announcements through Metro, Metrolink, Amtrak and other transportation providers, along with social media postings, news articles and PSAs by local TV and radio. While things may look different, the Station will remain open and operational.

Q: Will vendors in Union Station West be open before and during the event?

A: Yes.

Q: How will pedestrians be routed around the closure of Union Station West?

A: Pedestrian detours through April 23 will be routed through the covered Arcade adjacent to the South Patio and not require leaving Union Station grounds, just as it has been during our restoration programs. Metro is working to ensure that the path of travel from Alameda to the Passenger Concourse, including the Red Cap service, will be robust and accommodating to our patrons. Event-related pedestrian access is expected to return to normal the morning of Monday, April 26.

Q. Will the Hollywood and Highland station be closed as it has in previous years?

A: At this time, there are no plans to close any stations due to the Academy Awards.

Q: Why isn't Union Station closing?

A: Union Station is the largest multimodal transit facility west of the Mississippi River and Metro's number one priority and responsibility is to its transit customers. Union Station regularly hosts events and partners with the entertainment industry while keeping buses, trains and other mobility options running. This event will be no different.

SAFETY, SECURITY AND COVID-19

Q: Will Metro provide extra security for the Academy Awards? If so, how much? Who will pay for the extra security?

A: The Academy of Motion Picture Arts and Sciences will be providing extra Allied Universal Security at their cost, in coordination with Union Station's current contract and deployment. There will not be an additional Metro Security deployment required.

Q: Will transit riders be subject to increased security during the event?

A: No. While customers will only be able to access Union Station East, they can expect to encounter normal security levels while using transit.

Q: How will Union Station accommodate the Academy Awards in a safe manner during COVID-19?

A: One of the reasons Union Station was chosen was its ample space and ability to accommodate a medium-sized event while adhering to COVID-19 guidelines such as social distancing.

Q: Is Metro using any extra or additional COVID-19 precautions for this event?

A: Our current protocols meet or exceed what has been required by health experts and the event holder has a professional staff dedicated to the issue to ensure compliance.

Q: How will Metro prevent large gatherings from occurring at Union Station?

A: The event area will be cordoned off and Alameda near Union Station will be closed to pedestrian and vehicle traffic during the event. Inside Union Station, visitors will not be able to access or view the event.

Q: How will this event affect on-site COVID-19 testing on the South Patio?

A: From April 1 through April 30, the Curative COVID-19 testing station will relocate to Union Station East, on the northwest corner of the Patsaouras Bus Plaza. For more information and a map of the location, please visit <https://www.unionstationla.com/happenings/free-covid-19-testing>

MISC

Q: Why Union Station?

A: Union Station is a historic landmark with a proud history of appearing in many major motion pictures. It provides a small, but safe and controlled environment with adequate space, ventilation and protocols for a COVID-19-safe event. Metro has held a number of small, COVID-19-safe virtual performances during the pandemic.

Metro has a long history of partnering with the film industry to highlight the history and beauty of Union Station. It has made appearances in countless major motion pictures, music videos and commercials and stands as a shining example of the golden age of railroads. Metro welcomes the opportunity to yet again highlight the history and majesty of this important, historic landmark in its continued partnership with the film industry.

Q: Is Metro being compensated for hosting this event? If so, how much?

A: Remuneration for hosting the event is currently being negotiated.

Q Where can I find out more information about Union Station and its history?

A: For more information about Union Station and its history, please visit <https://www.unionstationla.com/>.