



Metro

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Metropolitan Transportation Authority

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AUGUST 2, 2016

TO: BOARD OF DIRECTORS

**THROUGH: PHILLIP A. WASHINGTON
CHIEF EXECUTIVE OFFICER**

FROM: THERESE MCMILLAN *Theresa*
CHIEF PLANNING OFFICER

SUBJECT: NFL TASK FORCE UPDATE

ISSUE

This transmission is to update the Board of Directors on actions staff is taking to facilitate enhanced Metro services and communications for the LA Rams events as requested in the January 2016 Motion 58: Metro Line to the Goal Line Task Force (Attachment A).

DISCUSSION

The Metro NFL Task Force has created two working groups on the topics of Operations & Security as well as Communications. These groups are working with their counterparts on the Rams staff in order to coordinate efforts for the upcoming 2016 season. Specific updates are as follows.

Rams Update

- Family Day. The Rams staff revealed that the Rams are planning a "Family Day" event on August 6, where they are expecting 80,000 attendees targeting families. The Rams control 11,000 parking spaces, including spaces they are leasing from University of Southern California (USC). Parking (for this event only) is not presold and will be sold first come, first served.
- Parking. For regular season and preseason games, the Rams expect crowds of approximately 90,000. The Rams have sold around 70,000 season ticket packages. They have sold out the 11,000 parking spaces they have available.

They have no general admission parking available on game days. They are therefore interested in pushing as many attendees to ride Metro as possible.

- Zip code data. The Rams are collecting data on the zip codes of their season ticket holder and regular sold tickets and have shared that data with Metro. That information will be used by Metro to determine where additional service is required, where Security teams should be deployed, and where Metro marketing can appropriately target Rams fans. The information has been shared with Metrolink, for an analysis of additional weekend service requirements.
- Clear bag policy. The Rams games - and all Coliseum games from now on - will be implementing a “clear bag policy” allowing only clear bags into the stadium and requiring attendees to check any other items before entering the stadium. Metro will help to promote this policy on their website and with event staff training.

Metro Operational Capacity

- Operations. Metro will use the August 6 Family Day event as a “dress rehearsal” for preseason and regular season Rams games. Metro plans to run six-minute headways on Expo Line trains, from two hours before game time, to approximately two hours after the game ends. The Silver Line will run additional service as well, from Harbor Gateway Transit Center to 7th Street / Metro Center. Mobile Command Center One (MOC1) will be deployed to establish a coordinated command location for Operations and Security. Metro Event Staff will be deployed at the Expo Line and Silver Line stations adjacent to the Coliseum as well as other large Metro stations to assist patrons with safely using the system. Staff are trained on Rail Safety, ADA compliance and Game-Day information.
- Security. Metro Security is coordinating with LA Sheriff’s Department and Los Angeles Police Department (LAPD) to ensure crowd control and emergency response capabilities at Expo Park and the Coliseum. In addition, there will be increased security presence at all major stations for transfer and origin trips including Santa Monica, Culver City, 7th Street Metro Center, Union Station and North Hollywood. TAP Revenue teams will be deployed throughout the system and supported by Transit Security Officers.
- Wayfinding. Operations and Marketing have coordinated with the Coliseum and Expo Park staff to facilitate strategic placement of wayfinding signage to orient fans to the optimal Expo station after the game. Specifically, wayfinding is aimed at splitting patrons between the Vermont Station and the Expo / USC Station. Past experience has shown that the EXPO / USC Station experiences overcrowding without directing patrons to both stations. The Vermont Station heading westbound requires crossing two streets and creates avoidable, dangerous interactions between pedestrians and cars. Therefore in order to

expedite the boarding process and reduce crowding at any particular station, Metro is directing Westside-bound patrons to the Expo / USC Station and Downtown-bound patrons to the Vermont Station.

Metro Communications / Marketing Strategy

- **Website / Social Media.** Metro is updating the “game day” website to give specific instructions to Rams fans. Rams specific Metro messaging will be tailored by zip code once ticket holder data is received from the Rams. The Rams will provide a link on their website to Metro’s “game day” page to encourage riding Metro to the games. Metro will provide information on route planning including Metrolink transfers.
- **Jumbo-tron announcement.** The Rams staff has offered time during the Family Day event and pre-season games on the Coliseum jumbo-tron for Metro to give directional information for fans leaving the event. Metro Marketing and Operations staff have developed the content and provided it to the Rams.
- **Press releases.** Metro public relations will post a press release early next week. Blog posts on the Source will follow suit and continue to update patrons throughout the season.
- **Community Relations.** Community Relations is working with the Rams to provide a staffed Metro informational booth at Family Day and potentially for future events as well.
- **Rams Partnership Agreement.** Metro Marketing is exploring a partnership agreement with the Rams, similar to agreements currently in place with the Clippers and other sports teams. Such an agreement would outline co-marketing, logo usage, media placements, in-stadium signage, and brand activation opportunities.
- **Logo TAP Cards.** Custom TAP Cards require a 16 week lead time. Marketing intends to design a Logo TAP card after an agreement is in place, and Metro can expect to have custom Rams TAP cards for next season.

NEXT STEPS

- **Rideshare Coordination / First Last Mile.** Opportunities exist for partnerships with rideshare providers to provide service to and from Metro stations. Americans with Disabilities Act considerations remain a barrier. The Rams currently do not have a partnership with a rideshare provider.
- Metro staff will make adjustments to the Operations & Security Plan as well as the Communications plans as necessary in coordination with the LA Rams as the

season progresses. We will report to the Board any significant changes to these plans.

Attachment A: Board Motion 58 – January 2016 – Metro Line to the Goal Line Task Force

Metro**Board Report**

File #:2016-0057, **File Type:**Motion / Motion
Response

Agenda Number:58.

**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 21, 2016**

Motion by:

DIRECTORS RIDLEY-THOMAS, BUTTS AND FASANA

January 21, 2016

**Item 58: "Metro Line to Goal Line" Task Force:
Optimizing Public Transit to Support Football in Los Angeles**

On January 12, 2016, the National Football League (NFL) owners overwhelmingly voted to bring a NFL team back to Los Angeles. Specifically, the St. Louis Rams will relocate to Los Angeles for the 2016 season and the San Diego Chargers have an option to join the Rams and share a new stadium in Inglewood.

The new Inglewood Stadium, anticipated to open in 2019 on 298-acres adjacent to the former Hollywood Park race track, is expected to be the NFL's largest and most modern facility. In concert with the development of the new stadium, the Crenshaw/LAX Line is also anticipated to be operational by 2019 and will create a long-awaited connection between the Los Angeles International Airport and the rest of Los Angeles County's public transit system. Specifically the Crenshaw/LAX Line's Downtown Inglewood Station will be located within a few minutes' walk from the new stadium.

While the new stadium is under construction, the Los Angeles Rams are expected to play at the Los Angeles Memorial Coliseum, located in Exposition Park and within walking distance to Metro's Exposition Line. Given that the Coliseum is already home field for University of Southern California football games, and the Los Angeles Football Club plans to open their soccer stadium on the site of the former Sports Arena in 2018, the Exposition Park campus is likely to thrive as a regional cultural and recreational destination.

The stadium in Inglewood is anticipated to seat over 70,000 people, and accommodate an additional 30,000 patrons for larger events. The development will also include a performing arts venue, and is expected to host numerous recreational events, conventions and awards shows. The return of the NFL to Los Angeles along with the development of this area is sure to bring tremendous

economic opportunity and civic pride to the region.

Ensuring the success of this highly-anticipated regional asset will require strategic action and a concerted partnership with Metro, as facilitating the transport of tens of thousands of spectators for games and other events will require significant synergy with our growing transportation system.

There are numerous opportunities for Metro to proactively, efficiently and cost-effectively facilitate the transport of spectators in harmony with surrounding communities. A Task Force should be established to assess and address a range of associated issues and opportunities including, but not limited to:

- Opportunities to implement “first/last mile” options to connect public and active transit users to the stadium;
- Developing a comprehensive marketing strategy to promote public transit to events;
- Ensuring that there is sufficient operational capacity to support the anticipated number of riders using public transit to get to the Los Angeles Memorial Coliseum beginning in Fall 2016;
- Ensuring that there is sufficient operational capacity to support the anticipated number of riders using public transit to get to the new stadium in Inglewood beginning in Fall 2019;
- Facilitating a regional rail strategy, in coordination with Metrolink, to encourage public transportation to both the Coliseum and Inglewood from across Southern California; and
- Expediting Metro-sponsored joint development opportunities in the surrounding areas.

APPROVE Motion by Directors Ridley-Thomas, Butts and Fasana that the Board of Directors direct the Chief Executive Officer to develop a “Metro Line to Goal Line” 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, and potentially the Chargers, to Los Angeles.

The Chief Executive Officer should report to the Executive Committee in February 2016 with an initial scope of work (to include but not be limited to the issues outlined above) as well as the proposed membership of the Task Force, and thereafter report bi-monthly with a progress report.