



ITEM ID: 2023-374-0

TRANSMITTAL DATE: December 1, 2023

MEETING DATE: December 8, 2023

TO: Board of Directors

FROM: Paul Hubler, Chief Strategy Officer

SUBJECT: Status of 2028 Olympic Games Preparation and Coordination - December 2023

Issue

The Authority is planning for the transportation needs of the region as the City of Los Angeles prepares to host the Olympic Games in 2028. Planning is being conducted in concert with the Los Angeles Olympic Games Organizing Committee (LA28) and the Games Management Executives (GME) representing the transportation provider and planning agencies of LA Metro, Metrolink, City of Los Angeles, Caltrans, and the Southern California Association of Governments (SCAG).

Recommendation

Receive and file.

Strategic Commitment

This report aligns with the Strategic Business Plan commitments of:

- **Customers are Our Business:** We respect and value our customers, putting them at the heart of all we do, and work hard to attract and retain new customers by understanding their needs and finding new and innovative ways to delight them. Metrolink will fulfill critical transportation service when Los Angeles and the Southern California region host the Olympic Summer Games.
- **Connecting and Leveraging Partnerships:** We will forge new and enhanced relationships with our public and private partners to integrate and coordinate connecting services, providing residents throughout Southern California with better, seamless,

sustainable alternatives to driving. Partnerships with other key transportation implementation and operating organizations will be key to successfully accommodating a wide variety of trips cohesively during the Games period.

Background

An estimated 3 million spectators are expected to attend the LA28 Olympic Games, roughly half from outside Southern California, including visitors from 200 foreign countries. The LA Games are designated by the organizers as "car-free" with plans calling for no spectator parking to be provided at the approximately 80 venues, most located in Los Angeles County.

To ensure continued coordination and collaboration among major mobility partners in the Greater Los Angeles region, the Los Angeles Olympic Games Organizing Committee (LA28) has organized the Games Mobility Executives (GME) group, including executives from:

- LA28 Organizing Committee
- City of Los Angeles Mayor's Office
- Los Angeles Department of Transportation
- Los Angeles County Metropolitan Transportation Authority (Metro)
- California Department of Transportation (Caltrans)
- Southern California Association of Governments
- Southern California Regional Rail Authority (Metrolink).

Regular updates to the Board are provided to apprise the Board of Games mobility progress per direction from Board Chair Larry McCallon.

Discussion

This report follows the October Board meeting update which described Metrolink's anticipated capital project and fleet needs to provide regional passenger rail transportation for Olympic Games' attendees in 2028. The projected needs are based in part upon data provided to Metrolink by LA28 and include regional priority projects, including Metrolink projects, determined by the GME group described above.

Director Trembley made a specific request, which was then echoed by fellow Board members, at the October Board meeting that LA28 provide information regarding revenue sharing and revenue opportunities for transit providers during the Games, in addition to inquiring whether LA28 intends to include the costs of transit in Games' passes or tickets. Further, it was requested that Metrolink invite representatives of LA28 to attend and participate in a Board meeting to answer questions related to these revenue and other planning issues. Regrettably, LA28 has declined the Board's invitation, citing the need for consistency with a prior decision to decline a similar invitation from an LA Metro committee.

LA28 has communicated to staff in writing that it recognizes Metrolink offers a key Games transportation option for linking the outlying counties and areas. Venue-related Metrolink service is anticipated to focus on the Ventura County Line and Orange County Line which will offer nearly direct service to planned sporting venues in Anaheim, downtown LA and Sepulveda Dam. Average crowd size for individual events is estimated at 15,000 to 30,000 spectators, with LA28 staff estimating that 5,000 spectators would need to be carried by

Metrolink over a three-hour window prior to the event. LA28 staff also propose that Metrolink stations with sufficient nearby parking could serve as regional park-and-ride mobility hubs offering connections to venues or venue clusters. Potential ridership generated via such mobility hubs is unknown. In addition to athletic events, Authority staff note that cultural events such as concerts are often offered during the Games period and may present transit service demands. Staff are exploring options to forecast ridership via modeling.

LA28 is presently exploring operational subsidy requests for public transit within the context of a broader federal and state funding advocacy effort by LA28 and the GME group of agencies. In past Olympic Games efforts, the collective investment in capital and operating funds were secured by a combination of the host city and the federal government. The associated capital investments in infrastructure were generally considered as part of the legacy of the Games. To help cover operating costs, the public transportation agencies directly collected fares from passengers (spectators and other visitors) of the public transportation system.

Authority staff has offered to LA28 the option to add a surcharge to Games event tickets to cover the cost of the public transportation service to be used by ticketholders. This has not been part of past practice of host city organizing committees and discussions are ongoing whether such an arrangement is possible or attractive to LA28 and its many constituencies. The Authority will continue to explore more ways to attract revenue streams by adapting existing programs to reach Games-related customer groups, such as Games-related workforce.

Staff notes that Congress and the Administration provided significant financial support for transportation-related needs in each of the five fiscal years leading up to the 2002 Salt Lake City Winter Games. According to a GAO report, federal funding was provided to procure and operate borrowed bus programs for the games in Salt Lake City in 2002 and Atlanta in 1996. In addition, for both the 2002 and 1996 Olympics, a White House Task Force was created that included representatives from more than two-dozen federal agencies, chaired by the Vice President, that reviewed all or most of the major funding requests, and particularly transportation requests.

The Authority has transmitted a letter to the Biden Administration requesting a specific budget ask for Metrolink totaling \$651.9 million over the next four fiscal years from FY25 through FY28. Multi-year funding would provide the capital project, leased rolling stock and operational assistance needed by Metrolink to meet its estimated passenger travel demands for the 2028 Games. A copy of the letter is attached.

LA28 has also offered that it is presently developing agreements related to Out of Home (OOH) Marketing Guarantees, which it would execute with its public transportation agency partners to secure first rights of refusal for the International Olympics Committee (IOC) top global sponsors (e.g., Coca Cola) to agency-owned marketing assets. These marketing opportunities could be explored by Metrolink as a potential revenue generating mechanism. These discussions are in the early stages and Metrolink will work with LA28 to ascertain whether such marketing guarantees with major brands are feasible for the Metrolink system.

Staff will provide additional information related to this update at the Board meeting as it becomes available.

Next Steps

Authority staff will continue to work with LA28 and its GME partners to model and estimate the expected passenger flows and potential revenue to be generated and the cost incurred by the increment in service for the Games period. Costs and revenues associated with any ramp-ups or ramp-downs in service will also be calculated. Staff will continue advocacy efforts for federal and state funding and will explore additional means to generate revenue associated with partnerships with private entities and corporate sponsors of the Games.

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Approved by: Paul Hubler, Chief Strategy Officer

Attachment(s)

[Attachment A - Metrolink 2028 Olympics Budget Request Letter 11.29.23](#)
[Presentation - LA28 Update](#)