



ITEM ID: 2024-202-0

TRANSMITTAL DATE: May 3, 2024

MEETING DATE: May 10, 2024

TO: Executive Committee

FROM: Paul Hubler, Chief Strategy Officer

SUBJECT: Status of 2028 Olympic Games Preparation and Coordination - May 2024

Issue

The Authority is planning for the transportation needs of the region as the City of Los Angeles prepares to host the Olympic and Paralympic 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 and Southern California Regional Rail Authority (Metrolink). Regular updates to the Board are provided to apprise the Board of progress on mobility initiatives for the Olympics period.

Discussion

This report follows the December Board meeting update which described opportunities for initiatives to secure funding to support capital infrastructure and operating expenditure.

Request for Meeting with LA28 Leadership

The Metrolink Board Olympics Ad Hoc Committee convened for an update meeting on April 26. Following extensive discussion, Committee members recommended a letter signed by ad hoc members Trembley and Wapner to LA 2028 Chairman Casey Wasserman requesting a meeting with the Committee members to discuss Metrolink's Games-related funding needs. Those needs were identified in a Metrolink letter to the Biden Administration with a total of \$651.9 million needed to complete capital projects, lease or rehab rolling stock and for an operational surge in 2028.

Scenario Planning

As presented at the Board workshop in January 2024, Metrolink staff has developed three scenarios for framing possible service plans for the Games period. Each scenario represents a level of capital infrastructure and fleet to provide regional passenger rail transportation for Olympic Games' attendees in 2028. Metrolink staff is working to evaluate the relative value of each scenario to providing necessary service and to estimate the relative capital operating cost of each scenario.

Ridership/Market Modeling

A regional travel demand model was formulated by Metro's consultant team in order to help estimate demand for public transportation service, including existing background service, new

service, and supplemental bus service. This regional travel demand model, sometimes referred to as “a living model” due to the fact that it will be updated iteratively over time, is being updated to reflect the latest known parameters of venue location and sports program.

Mobility Hubs

Through independent but related efforts, LA Metro and SCAG are developing a typology of mobility hubs with standards assigned to general types of mobility hubs:

- **Venue Mobility Hubs** – located directly adjacent to the 2028 Games venues.
- **Central Mobility Hubs** – located at rail, transit, and BRT stations that have significant parking infrastructure.
- **Neighborhood & Equity Focused Mobility Hubs** – provide users with a range of micromobility options with the goal of connecting people who rely on transit to get to the venues. Depending on location, users may travel from these hubs to another Mobility Hub or to a venue.
- **Supplemental Park & Ride Mobility Hubs** – accommodate a large volume of parking for visitors to park their cars and use the Supplemental Bus System to get to venues. This typology of mobility hubs will help to guide capital development programs for mobility hubs and associated grant pursuits. While LA Metro’s work is specific to mobility hubs in Los Angeles County, SCAG will adapt work associated with mobility hubs to the regional context appropriate to surrounding counties within the larger Southern California region.

Ticketing and Revenue

Authority staff is at very early stages of addressing with LA28 staff ticketing and other issues related to transit operations. Among the issues being explored is whether LA28 would be open to the option to add a surcharge to Games event tickets to cover the cost of the public transportation service to be used by ticketholders. Being explored separately are open loop payments and mobility wallets. Metrolink is exploring the possibility of implementing a pilot application of open loop technology, which allows passengers to use a standard credit card to pay for fares. If the implementation of a pilot is successful, expansion of its application can be ready to implement for the Games period and can form a foundation of a negotiated ticketing and revenue scheme with LA28. Discussions about bulk purchases of tickets for workforce await final determination of venue locations and workforce housing cluster locations.

Funding

The Authority is cooperating with LA28 and the GME partners in efforts to secure funding for capital projects, rolling stock efforts and for operations during the Games period in 2028. Key activities to pursue funding have included:

- **Letter to Biden Administration** – As mentioned above, the Authority transmitted a letter to the Biden Administration requesting a specific budget ask for Metrolink totaling \$651.9 million over the three fiscal years from FY26 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 (Attachment A).
- **Marketing Agreements** – 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 effort at the Board meeting as it becomes available.

- **Congressional Testimony** – On April 17, 2024, CEO Darren Kettle provided testimony of the Railroads, Pipelines, and Hazardous Materials Subcommittee of the House Transportation and Infrastructure Committee. The hearing, entitled “Getting to Work: Examining Challenges and Solutions in the Commuter Rail Industry,” was held to examine the challenges facing the commuter rail industry and to explore the obstacles facing commuter rail providers and opportunities to address issues through legislation. CEO Kettle highlighted Metrolink’s transformation to a full regional system and highlighted Metrolink’s significant regional passenger rail role with regard to the Brightline West high speed rail line system from Las Vegas to Rancho Cucamonga and federal funding needs with respect to the 2028 Games.
- **Metro Board Motion by Board Director Hilda Solis** – Metro Board Director and Metrolink Board member Hilda Solis advanced a motion at the Metro Board to develop a framework for and establish a Legislative Advocacy Working Group for the 2028 Games. The Working Group is to include, but is not limited to, the members of the Games Mobility Executives and the County of Los Angeles, to develop and implement a cohesive state and federal legislative advocacy plan to advance Metro’s 2028 Mobility Concept Plan, needed to realize a vision for a "car-free" Games and long-lasting legacy of transit capital and active transportation improvements.
- **Grants Pursuits** – Authority staff has been aggressive in seeking program funding from longstanding and new federal transportation funding programs. The most recent pursuits have been with the following programs to support the replacement of the remaining non-Tier 4 locomotives and for rail infrastructure projects needed to offer more frequent service, including during the Games:
 - Reconnecting Communities Grant Program
 - Rebuilding American Infrastructure with Sustainability and Equity (RAISE) discretionary grant program
 - Consolidated Rail Infrastructure and Safety Improvements (CRISI) Program
 - EPA CPRG – The Authority has pursued a grant from the Environmental Protection Agency’s (EPA’s) Climate Pollution Reduction Grant (CPRG) Program in partnership with LA Metro and OCTA which would include funding to cover a budget gap for the Antelope Valley SCORE Phase 1 program. The GME has collectively written letters of support for each of these grant pursuits to emphasize the consensus-based mutual support for GME member grants.

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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