



Board Report

File #: 2015-0839, File Type: Contract

Agenda Number: 64.

SYSTEM SAFETY, SECURITY & OPERATIONS COMMITTEE JUNE 18, 2015

SUBJECT: 2015 SPECIAL OLYMPICS WORLD GAMES

ACTION: AUTHORIZATION TO ENTER INTO A JOINT PARTNERSHIP AGREEMENT

RECOMMENDATION

AUTHORIZED ON CONSENT CALENDAR the Chief Executive Officer (CEO) to enter into a joint partnership agreement between the Los Angeles County Metropolitan Transportation Authority (Metro) and the **2015 Special Olympics (World Games)**.

ISSUE

The formal agreement between Metro and the World Games is needed to clarify roles, responsibilities and to outline the expectations between the two organizations.

Background

The 2015 Special Olympics World Games, a sports competition for children and adults with intellectual disabilities, will be the largest sports and humanitarian event in the world in 2015. This nine-day event will be taking place in Los Angeles during Saturday, July 25, 2015 through Sunday, August 2, 2015.

The opening ceremony will be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015 and closing ceremony will be hosted at the Coliseum on Sunday, August 2, 2015. There will be 25 sporting events occurring at 27 different venues throughout Los Angeles County. The World Games has also garnered support from local businesses, global companies and government agencies. World Games officials estimate that approximately 7,000 athletes and 3,000 coaches will represent 177 countries, along with 12,000 volunteers and an anticipated 500,000 spectators over the course of the competition.

DISCUSSION

Upon Board approval, the World Games will recognize Metro as its "Official Transit Provider" of the 2015 Special Olympics. The following items highlight Metro's support of the World Games:

Volunteer Commemorative TAP Cards

In April 2015, the Metro Board approved 12,000 loaded TAP cards for the 2015 Special Olympics volunteers (Attachment A). Given the global nature of the World Games, the nine-day event period, and the countywide impact, staff will produce 100,000 commemorative cards for public sale and distribution across our system.

Operations

As the “Official Transit Provider” of the 2015 Special Olympics World Games, Metro Operations will support the nine-day event by:

- Deploying additional staff to monitor and maintain seamless operation
- Focusing and enhancing efforts on station maintenance
- Providing additional customer service information
- Installing event wayfinding signs throughout the system for:
 - Assisting with fare collection
 - Facilitating safe boarding

These effort, as well as additional services, will be implemented by Metro in coordination with the World Games’ transportation staff and other partnering agencies in support of this event, where and when necessary. Metro Operations is prepared to provide additional special event support to provide safe and efficient transportation for event-goers and all Metro patrons.

Communications & Marketing

The agreement will allow various cross-promotional activities between the two organizations. Specifically, the marketing and communications campaign will encourage fans, spectators and volunteers to “Go Metro” during the 2015 Special Olympics World Games.

With the help of the Special Olympics, Metro will distribute transit information to event-goers and will target our current riders and the general public via on-board and paid advertising. Utilizing the various media tactics available, including digital, print, outdoor billboards, broadcast, and Media Relations, the marketing and communications efforts will aim to highlight existing American with Disabilities Act (ADA) programs and will promote the benefits of using transit in Los Angeles for accessing the World Games and other destinations.

DETERMINATION OF SAFETY IMPACT

There are no safety issues associated with the approval of this board report.

FINANCIAL IMPACT

The estimated value of the agreement between Metro and the Special Olympics is approximately \$2.3 million. Of this dollar amount, the hard costs to Metro are estimated at \$1 million, inclusive of the costs associated with the board approved TAP Card commitment. Working in partnership, the departments responsible for the support efforts in the agreement will work with the Office of

Management and Budget to identify funds in FY15 and FY16. All costs will be monitored and tracked through Project Number 306001 and the following Task Numbers: 20 (Special Events/2015 Special Olympics), 20.15 (Special Events Asst./ 2015 Special Olympics) and 20.04 (Events Marketing/2015 Special Olympics).

Impact to Budget

The source of funds for this activity come from federal, state and local funding sources that are eligible for Bus and Rail Operations. These funding sources will maximize the use of funds for these activities. No other sources of funds were considered for this activity because it supports Bus and Rail Operations.

NEXT STEPS

Upon approval of this item, Metro will enter into a formal agreement with the World Games which will allow Metro to initiate all of the necessary steps required for the effective and efficient implementation of Metro's Operations and Communications plans in support of the 2015 Special Olympics.

ATTACHMENTS

Attachment A - April 2015 Special Olympics Board Report

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Questions: Christopher Reyes, Senior Administrative Analyst, Operations
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Reviewed by: Ann Kerman, Interim Chief Communications Officer, (213)922-7671
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Phillip A. Washington
Chief Executive Officer

**Metro**Los Angeles County
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Los Angeles, CA 90012-2952213.922.2000 ext
metro.net**REGULAR BOARD MEETING
APRIL 30, 2015****SUBJECT: 2015 SPECIAL OLYMPICS WORLD GAMES****ACTION: APPROVE STAFF RECOMMENDATION****RECOMMENDATION**

- A. Receive and file report on Metro's efforts in support of the 2015 Special Olympic World Games; and
- B. Authorize the Chief Executive Officer (CEO) to provide TAP cards loaded with passes for 12,000 volunteers for the 2015 Special Olympic World Games and 100,000 commemorative TAP cards.

ISSUE

This report is an update on the on-going coordination efforts in support of the 2015 Special Olympic World Games (World Games) in addition to requesting the Board to approve providing 12,000 TAP Cards loaded with passes for the World Games volunteers.

BACKGROUND

As noted in the April 1, 2015 board box, Metro has been working closely with the 2015 Special Olympic World Games staff to support the upcoming sports competition games from July 25-August 2, 2015 (Attachment A).

The 2015 Special Olympic World Games, a sports competition for children and adults with intellectual disabilities, will be the largest sports and humanitarian event in the world in 2015. This nine day event will be taking place in Los Angeles during Saturday, July 25, 2015 through Sunday, August 2, 2015. The opening ceremony will be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015 and closing ceremony will be hosted at the Coliseum on Sunday, August 2, 2015. There will be 25 sporting events occurring at 27 different venues throughout Los Angeles County (Attachment B). The University of Southern California (USC) and the University of California Los Angeles (UCLA) are the designated Olympic Villages, where approximately 7,000 athletes will be housed. The World Games officials estimate the following attendees over the course of the competition:

ATTACHMENT A

- Athletes: 7,000
- Coaches: 3,000
- Officials: 1,200
- Honored Guests: 4,000
- Family Members: 10,000
- Media: 3,000
- Volunteers: 12,000
- Spectators: 500,000

This will be the largest event hosted in Los Angeles since the 1984 Olympic Games. It is the second time since 1972 that the World Games will be in Los Angeles. This event has garnered support from our local businesses, global companies and government agencies. The World Games is expected to have a positive impact on Los Angeles County, with projected economic benefits are estimated at approximately \$415 million, according to a collaborative analysis from Micronomics, a national research and consulting firm, and the Los Angeles Tourism and Convention Board.

DISCUSSION

Volunteer TAP Card Request

As a part of this unique partnership, World Games officials have requested 12,000 TAP cards loaded with passes for their volunteers. There will be a focused effort by the World Games officials to promote their volunteer and spectator use of public transportation to the 25 sporting events (Attachment B). Especially for the volunteers, World Games officials will reiterate taking public transportation as parking accommodations will not be compensated in an effort to have as little impact on traffic congestion across the Los Angeles region.

One example of how volunteers will be encouraged to take public transportation is that for the opening ceremony which is scheduled to be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015 from 6:00 p.m. to 9:00 p.m., all volunteers will be highly urged to take the Metro Expo Line as the stations at Expo/Vermont and Expo Park/USC are walking distance from the Los Angeles Memorial Coliseum.

Commemorative TAP Card

Given the global nature of the World Games, the nine-day event period, and the positive countywide impact, staff is working with the World Games to produce 100,000 commemorative cards for public distribution.

The commemorative cards will be distributed at high-volume stations across Los Angeles County. Metro is on-track to begin distributing the commemorative cards in ticket vending machines during the weeks before the opening event, which starts July 25, 2015. Metro has developed a card design (Attachment C) which has been reviewed,

ATTACHMENT A

and approved internally and by the county municipal operators. Upon receiving Board approval, the design will be sent to a vendor to begin the production process.

Distributing the commemorative cards will raise awareness for the event and will be an event collectable for Special Olympics spectators and Metro patrons.

Historically, during the 1984 Olympic Games in Los Angeles, the Southern California Rapid Transit District (Metro's predecessor agency), created commemorative transit tokens to recognize the global reach of the event and importance to the regional economy. In the thirty years following the 1984 Olympic Games, Los Angeles has not hosted an event of this magnitude; however this summer over 7,000 athletes from 177 countries will descend upon Los Angeles to compete at the 2015 Special Olympics World Games.

There is limited precedent for the large scale production and distribution of commemorative cards and Metro staff is working to develop policy guidelines for the future development and distribution of commemorative cards for the Board to consider.

DETERMINATION OF SAFETY IMPACT

Approval of this item will not have a direct impact on safety; however, if the volunteers working the 2015 Special Olympic World Games do not take public transportation, their transportation will likely consist of the use personal automobiles, adding congestion and pollution to major streets throughout the Los Angeles region. It should also be noted that during opening and closing ceremonies, all patrons will be provided a safe and paved queuing area for boarding of our buses and trains.

FINANCIAL IMPACT

The potential cost in lost revenues is estimated at \$492,000 if all 12,000 volunteers for the World Games would have purchased TAP fare media and would have used public transportation throughout the course of the nine day event. Metro has a contract with a vendor to print TAP cards and this order falls within that agreement. In addition, the commemorative TAP cards for the World Games will be provided and dispensed in TAP vending machines at the ten highest revenue-producing rail stations. The cards will be available at regular price for members of the public to purchase. The design fee for the commemorative TAP cards will cost \$450 and these funds are available in the TAP department budget for FY15. Lastly, it is anticipated that Metro would benefit from potential increased revenue from spectator ridership who utilize public transportation to the World Games.

NEXT STEPS

Metro staff will return to the Board in May 2015 with details regarding a comprehensive and sustainable Operations Transportation plan and a Communications & Marketing plan in support of the World Games, inclusive of efforts to finalize the unique partnership opportunity between the World Games and Metro, along with detailed costs

ATTACHMENT A

for specific activities in support of this event for consideration and approval by the Board.

The May 2015 report will also include information regarding Metro's interagency coordination efforts with agencies such Los Angeles Police Department, Los Angeles Sheriff's Department and other regional municipal operators.

ATTACHMENTS

Attachment A: 2015 Special Olympics Board Box dated March 31, 2015

Attachment B: Preliminary Competition schedule

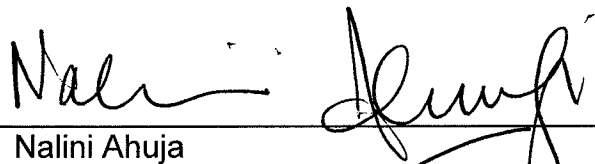
Attachment C: Commemorative TAP Card Design

Attachment D: Volunteer TAP Card Cost/Lost Revenue Analysis

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ATTACHMENT A



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Robert Holland
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Stephanie Wiggins
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ATTACHMENT A

ATTACHMENT A



Metro


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MARCH 31, 2015

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY 
CHIEF EXECUTIVE OFFICER

FROM: ROBERT HOLLAND 
INTERIM CHIEF OPERATIONS OFFICER

NOELIA RODRIGUEZ 
CHIEF COMMUNICATIONS OFFICER

PATRICIA BRUNO 
CHIEF POLICY OFFICER

SUBJECT: 2015 SPECIAL OLYMPICS

ISSUE

The purpose of this report is to apprise the Board regarding Metro's efforts in support of the 2015 Special Olympic Games.

BACKGROUND

The 2015 Special Olympic World Games (World Games), a sports competition for children and adults with intellectual disabilities, will be taking place in Los Angeles during Saturday, July 25, 2015 through Sunday, August 2, 2015. The opening ceremony will be held at the Los Angeles Memorial Coliseum on Saturday, July 25, 2015, and the closing ceremony will be hosted at the Coliseum on Sunday, August 2, 2015. There will be 25 sporting events occurring at 27 different venues throughout Los Angeles County (Attachment A). The University of Southern California (USC) and the University of California Los Angeles (UCLA) are the designated Olympic Villages, where approximately 7,000 athletes will be housed. The World Games officials estimate the following attendees over the course of the competition:

- Athletes: 7,000
- Coaches: 3,000
- Officials: 1,200
- Honored Guests: 4,000

ATTACHMENT A

- Family Members: 10,000
- Media: 3,000
- Volunteers: 12,000
- Spectators: 500,000

Some of the sporting venues for the sports competition include:

- Los Angeles Memorial Coliseum
- Los Angeles Convention Center
- L.A. Live
- USC
- UCLA
- Los Angeles Equestrian Center
- Balboa Sports Center
- Wilson Municipal Golf Course
- Long Beach Marina

This will be the largest event hosted in Los Angeles since the 1984 Olympic Games and it is the second time since 1972 that the World Games will be in Los Angeles. This event has garnered support from our local businesses, global companies, and government agencies. The World Games is expected to have a positive impact on Los Angeles County and projected economic benefits of \$415 million, according to a collaborative analysis from Micronomics, a national research and consulting firm, and the Los Angeles Tourism and Convention Board.

NEXT STEPS

Metro staff will return to the Board before May 2015 with details for a comprehensive and sustainable Operations Transportation plan and a Communications & Marketing plan in support of the World Games, inclusive of efforts to develop and create potential partnership opportunities, along with detailed costs for specific activities in support of this event for consideration and approval by the board. This report will also include information regarding Metro's internal Operations and Communications 2015 Special Olympics Task Force goals, objectives, budget impact, deliverables, and interagency coordination efforts with agencies such as Metrolink, Los Angeles Police Department and Los Angeles Sheriff's Department.

ATTACHMENTS

Attachment A: Preliminary Competition schedule

ATTACHMENT A

ATTACHMENT B

Preliminary 2015 Special Olympics Competition Schedule

Hub/Location	Date(s)	Competition/Event	Venue
Los Angeles	Sat, July 25	<i>Ceremony, Opening</i>	<i>Los Angeles Memorial Coliseum</i>
	Sun, Aug 2	<i>Ceremony, Closing</i>	<i>Los Angeles Memorial Coliseum</i>
	Mon, July 27 -Fri, July 31	Golf	Wilson/Harding Golf Courses (Griffith Park)
	Sat, July 25 -Sat, Aug 1	Equestrian	LA Equestrian Center (Burbank)
	Sat, July 25 -Sat, Aug 1	Bocce	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Sat, Aug 1	Team Handball	Los Angeles Convension Center (Downtown LA)
	Sat, July 25 -Sat, Aug 1	Badminton	Los Angeles Convension Center (Downtown LA)
	Sat, July 25 -Sat, Aug 1	Table Tennis	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Thurs, July 30	Rollerskating	Los Angeles Convension Center (Downtown LA)
	Sun, July 26 -Sat, Aug 1	Powerlifting	Los Angeles Convension Center (Downtown LA)
Encino	Sun, July 26 -Thurs, July 30	Bowling	Lucky Strike Lanes (LA Live)
Encino	Sat, July 25 -Fri, July 31	Football, 7v7	Balboa Sports Center
Burbank	Sat, July 25 -Sat, Aug 1	Equestrian	LA Equestrian Center
USC	Sat, July 25 -Sat, Aug 1	Athletics	Loker Stadium/Cromwell Field (USC)
	Sat, July 25 -Sat, Aug 1	Basketball	Galen Center & Pavilion (USC)
	Sat, July 25 -Sat, Aug 1	Aquatics	Uytensu Aquatics Center (USC)
Long Beach	Sun, July 26 -Weds, July 29	Beach Volleyball	Alamitos Beach (Long Beach)
	Sun, July 26 & Weds, July 29	Open Water Swim	Alamitos Beach (Long Beach)
	Sun, July 26	Triathlon	Alamitos Beach (Long Beach)
	Sat, Aug 1	Half Marathon	Alamitos Beach (Long Beach)
	Mon, July 27 -Thurs, July 30	Cycling	Aquarium Way (Long Beach)
	Mon, July 27 -Fri, July 31	Kayaking	Marine Staium (Long Beach)
	Sun, July 26 -Sat, Aug 1	Sailing	Alamitos Bay & Belmont Pier (Long Beach)
	Sat, July 25-Sun, July 26	Swim Test	Belmont Pool (Long Beach)
	Sun, July 26 -Sat, Aug 1	Gymnastics, Art	Wooden Center (UCLA)
UCLA	Sat, July 25-Tues, July 28	Gymanastics, Rhy	Wooden Center (UCLA)
	Sun, July 26-Mon, July 27 & Wed, July 29 - Fri, July 31	Judo	Student Activities Center (UCLA)
	Sat, July 25 -Sat, Aug 1	Football, 5v5	Intramural Fields (UCLA)
	Sat, July 25 -Sat, Aug 1	Football, 11v11	Drake Statium (UCLA)
			N. Athletic Field (UCLA)
	Sun, July 26 -Sat, Aug 1	Volleyball	Pauley Pavilion (UCLA)
	Sat, July 25 -Sat, Aug 1	Tennis	LA Tennis Center (UCLA)
	Sat, July 25 -Sat, Aug 1	Softball	Easton Stadium (UCLA)

ATTACHMENT A

ATTACHMENT C

2015 Special Olympics Commemorative TAP Card Design



ATTACHMENT A

ATTACHMENT D

Volunteer TAP Card Cost/Lost Revenue Analysis	
TAP Pass Cost Estimates	9-Day Pass (3 media)
Cost per pass	39.00
TAP Card Fee	2.00
Number of Volunteers	12,000
Estimated Cost	492,000.00
Grand Total	492,000.00
**This does not capture staff time	