

**Board Report**

File #: 2016-0115, **File Type:** Informational Report**Agenda Number:** 56.

**EXECUTIVE MANAGEMENT COMMITTEE
FEBRUARY 18, 2016****SUBJECT: METRO LINE TO GOAL LINE TASK FORCE****ACTION: RECEIVE AND FILE****RECOMMENDATION**

RECEIVE AND FILE status report on the Metro Line to Goal Line Task Force (Motion 58 and 58.1) as directed by the Board at the January 28, 2016 meeting.

ISSUE

At the January 28, 2016 meeting, the Board directed the Chief Executive Officer (CEO) 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 CEO was directed to return in February 2016 with an initial scope of work to address the interim location at the Los Angeles Memorial Coliseum (Coliseum) and ultimate location at the new stadium in Inglewood. The scope is to include, but not be limited to, the following issues: opportunities to implement "first/last mile" options to connect the public and active transit users to the stadium; developing a comprehensive marketing strategy; ensuring sufficient operational capacity to support the number of riders using public transit to the Coliseum beginning in Fall 2016 and to the new stadium in Inglewood beginning Fall 2019; facilitating a regional rail strategy in coordination with Metrolink; and expediting Metro joint development opportunities in the area surrounding the new stadium. Attachment A contains the Board directive.

This motion was amended at the meeting by Directors Butts, Ridley-Thomas, Knabe, Fasana, Antonovich and Kuehl to also instruct the CEO to expeditiously facilitate a Feasibility Study, followed by a Supplemental Environmental Impact Report (SEIR/SEIS) as deemed appropriate, for the Measure R South Bay Transit Corridor Rail Project focusing on an alignment extending from Florence Avenue in Inglewood to the City of Torrance, potentially along Prairie Avenue. This effort should not delay the South Bay Transit Corridor Rail Project. Attachment B contains the Board directive. This report provides the Board directed progress report.

DISCUSSION**Task Force**

In reviewing the Board directive, the Task Force includes various Metro departments and external

partners. From Metro, members include the CEO as Task Force Chair, CEO's office, Planning, Operations, Communications/ Marketing, Program Management, Safety and Risk Management and Security and Law Enforcement. In addition to Metro staff members, external partners include representatives from the makers of the Board Motion, Metrolink, the property owner and the NFL Rams Football Club, Cities of Inglewood and Los Angeles as well as other appropriate stakeholders. The Task Force membership may be expanded as the work progresses. Within the next 30 days, the first meeting will be convened.

Initial Scope of Work

Operational solutions and next steps for both the temporary (Coliseum) and permanent (Inglewood) venues need to be identified. For the Coliseum, Metro will utilize the operating plans established for USC Football games and build on them as necessary. Using the current USC game plan as a model will ensure safe and efficient service for all additional NFL games and other events. This will be augmented to include First/Last Mile solutions and additional considerations for Metrolink connections.

For the Inglewood Stadium, discussions will take place with the property owner, the NFL Rams Football Club and City of Inglewood to understand their plans and programs for First/Last Mile solutions, marketing, shuttles, land use and site plans, implementation phasing, anticipated events per year and public/private funding opportunities. Staff will also continue to explore opportunities to expedite Metro joint development opportunities in the area including prioritized implementation of the Crenshaw/LAX Line Joint Development Strategic Plan.

An interim Operations plan will also be developed as long term solutions are identified, environmentally cleared and designed. Public and private funding sources will be identified and secured for project development, design and construction.

The Feasibility study scope of work would be similar to that of previous studies conducted by Metro. It will examine not only the rail opportunities along Prairie, but also alternative modes and feasible alignments/configurations given our existing and expanding transportation system. Subregional ridership modeling for game day, special events and normal commute days will be conducted as well as conceptual engineering to identify environmental impacts and costs. A key task will be to survey the types of transportation service provided by other NFL stadiums, including ridership and funding. Staff will need to work with the property owner to determine land availability for a potential station and whether there are additional joint development opportunities that can be mutually explored.

NEXT STEPS


Staff will convene the task force and work with both internal departments and external stakeholders to fully develop the scope of work, operations plans and to identify existing data, programs, etc. Staff will return in April with the next progress report.

ATTACHMENTS

Attachment A - Metro Line to Goal Line Motion 58, January 28, 2016 Board Meeting
Attachment B - Motion 58.1, January 28, 2016 Board Meeting relates to Item 58

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**Board Report**

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

Agenda Number:58.

REVISED
EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 21, 2016**Motion by:****DIRECTORS RIDLEY-THOMAS, BUTTS, FASANA AND ANTONOVICH**

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

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

Agenda Number:58.

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, Fasana and Antonovich 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.

**Board Report**

File #:2016-0070, **File Type:**Motion / Motion
Response

Agenda Number:58.1

**REGULAR BOARD MEETING
JANUARY 28, 2016**

Motion by:

Directors Butts, Ridley-Thomas, Knabe, Fasana, Antonovich and Kuehl

Relates to Item 58

Metro's ability to provide accessible public transit to economic and employment centers, is fundamental in creating true "Transit Oriented Communities". The agency has a track record of this; Warner Center is served by the Orange Line, and Old Town Pasadena is served by the Gold Line. When it opens this summer, the Exposition Line will take riders to the Santa Monica Mall and Promenade. Section 2 of the Purple Line is envisioned to take riders to Century City and the Regional Connector will better serve downtown's various economic centers.

The "City of Champions Revitalization Project" in Inglewood is a 298-acre project that will include up to 890,000 square feet of retail, 780,000 square feet of office space, 2,500 new residential units, a 300-room hotel, and 25 acres of public parks, playgrounds, open space and pedestrian and bicycle access. It will also include a stadium of up to 80,000 seats and a performance venue of up to 6,000 seats. The project, which will be built at no cost to taxpayers, promises to create thousands of construction and permanent jobs for surrounding residents, and generate tens of millions of dollars in sales tax and other revenues for the entire region.

Metro's ongoing update to the Long Range Transportation Plan (LRTP) provides a timely opportunity to rethink the region's transportation priorities, including how best to provide public transit to key destinations within the South Bay. The South Bay Council of Governments (COG) has been working in collaboration with Metro to design a "South Bay Transit Corridor Rail Project"; the Environmental Impact Report (EIR) is currently in process. Funds for this project were included in Measure R, and the project is currently being examined as part of the LRTP Performance Metrics Analysis, however a specific alignment has not yet been defined. The South Bay COG has already identified this type of rail project as a sub-regional priority and it is accounted for within their budgeted allocation of resources that would potentially be available if an additional sales tax ballot measure is successfully pursued.

The catalytic economic development opportunities associated with the City of Champions Project provide further impetus to evaluate a north/south alignment, potentially along Prairie Avenue, as part of the LRTP process. This alignment would directly link both the Crenshaw/LAX Line and the Green

File #:2016-0070, **File Type:**Motion / Motion Response

Agenda Number:58.1

Line to this new economic center and extend south to serve the South Bay all the way to the City of Torrance.

An arterial in this vicinity would serve the most populous South Bay cities of Inglewood (112,000 pop.), Gardena (60,000 pop.), Hawthorne (86,000 pop.), Lawndale (33,000 pop.), and Torrance (147,000 pop.), potentially creating tremendous transit advantages for the sub-region region.

Given the timing of the Long Range Transportation Plan update process, it is imperative that Metro seize the opportunity to examine the “Prairie” Corridor alignment through the development of a feasibility study, followed, as appropriate, by a Supplemental Environmental Impact Report (SEIR), to be included in the Measure R South Bay Corridor Transit Project analysis.

APPROVE Motion by Directors Butts, Ridley-Thomas, Knabe, Fasana, Antonovich and Kuehl that the Board of Directors Amend Item 58 to:

Instruct the Chief Executive Officer to expeditiously facilitate a Feasibility Study, followed by a Supplemental Environmental Impact Report (SEIR/SEIS) as deemed appropriate, for the Measure R South Bay Transit Corridor Rail Project focusing on an alignment extending from Florence Avenue in Inglewood to the City of Torrance, potentially along Prairie Avenue, as prescribed in Measure R. The cost for this work should come from Measure R Administrative funds; and

Instruct the Chief Executive Officer to ensure that this alignment is considered as part of the “South Bay Transit Corridor Rail Project” within the Long Range Transportation Plan Update.