



Board Report

File #: 2016-0202, File Type: Informational Report

Agenda Number: 33

EXECUTIVE MANAGEMENT COMMITTEE APRIL 14, 2016

SUBJECT: METRO LINE TO THE GOAL LINE TASK FORCE

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status report on the **Metro Line to Goal Line Task Force** (Motions 58 and 58.1 from January 2016).

ISSUE

In January 2016, the Board passed two directives related to the National Football League (NFL) team expected in Los Angeles County later this year: (1) develop a “Metro Line to Goal Line” Task Force (NFL 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 to Los Angeles (Attachment A); and (2) to facilitate a Feasibility Study and Supplemental Environmental Impact Report/Environmental Impact Statement (SEIR/SEIS) focusing on an alignment extending to the new City of Champions Revitalization Project (Development) and Stadium (Inglewood Stadium) (Attachment B).

This report contains an update on the progress of the NFL Task Force including its assessment of issues listed in the Board directive and an update on the status and schedule for the Feasibility Study for additional transit investments to serve the Inglewood Stadium.

DISCUSSION

Task Force

Following the Board directive, the Chief Executive Officer (CEO), convened the internal members of the NFL Task Force on March 3, 2016. In addition to Metro members, external partners will include representatives from Metrolink, the Development, the LA Rams (NFL team), City of Inglewood, City of Los Angeles as well as other stakeholders as appropriate. The Task Force membership may be expanded as the work progresses. Should the Chargers exercise their option to come to Los Angeles and share the Inglewood Stadium with the Rams at a later date, they will be included in the task force and ongoing Metro efforts.

Security

Metro's Los Angeles County Sheriff's Department (LASD) and security teams currently provide coverage for transit operations serving the Coliseum during University of Southern California (USC) home games. In addition to providing a visible presence and fare enforcement, Metro also deploys a mobile command center to assist bus and rail ops with coordination, trouble shooting and emergency response (if needed). NFL home games will require additional staffing in the system and at the Coliseum in the short term and the Inglewood Stadium upon its completion. Detailed considerations include:

- Increased security and police presence at major stations/stops/platforms that feed Coliseum or Inglewood Stadium-bound rail & bus lines;
- Increased security and police presence on Coliseum or Inglewood Stadium-bound trains & buses;
- Increased parking lot patrols at Metro or Caltrans owned facilities that feed Coliseum or Inglewood Stadium-bound rail & bus lines;
- Close coordination with law enforcement on traffic control, with detailed emphasis at all at-grade crossings;
- Increased coordination with our law enforcement partners to assess and mitigate security risks associated with large crowds;
- Mitigation of illegal ticket scalping and street vending on Metro rail cars and platforms.

Coliseum Operations Service Plan

Metro's Expo Line, Silver Line and multiple Local Bus lines provide service to and around the Coliseum in Los Angeles. A number of measures are put in place by Metro Operations to ensure safe and efficient service is delivered to all events and games held at the Coliseum including USC home games. For all NFL home games, Metro will provide robust service prior to the start of the games, after the 3rd quarter, and post-game, until crowds diminish. Expo Line service will run with increased frequency and utilizing long trains, and additional trips will be added to the Silver Line. Local and Rapid Lines that serve the Coliseum area are the 40, 81, 200, 204, and 754. Staff will coordinate with external stakeholders to open up area streets typically closed post-game to enable uninterrupted Local service. Aside from additional signage to direct pedestrian traffic across and around the tracks, Metro will assign volunteer staff to five high volume stations along the Expo Line. Volunteers allocated to Expo stations are responsible for educating the transit riders about public safety, preparing customers to have the correct fare ready, assisting the public to follow pedestrian signals, and at some stations using a chain/barrier to control crowds. At these five locations, a Station Manager is assigned to oversee station support staff and maintain communication with the Rail Operations Control and event staff. For the upcoming NFL season, additional signage will be added to direct foot traffic. In addition, as fans are expected to travel from the entire region to attend the upcoming games, Metro will work with Metrolink to inform the public of the connecting services to the Coliseum.

Marketing for the Coliseum

Metro Communications staff will work with the NFL team to market Metro transit to home game attendees, including exploring opportunities to sell Metro TAP cards to fans at the time of NFL ticket purchases. Metro will provide additional signage in the Expo Line stations used to access the

Coliseum and at Union Station and 7th and Metro to direct Metrolink passengers to connecting Metro services to reach the Coliseum. The Public Relations department will work with Team officials and potentially players to introduce the service as well as regularly scheduled press releases to local media.

First/Last Mile at the Coliseum

In partnership with the City of Los Angeles, Metro has conducted preliminary analysis to expand Metro Countywide Bike Share to the USC area as a follow up to the Downtown Los Angeles Phase 1 pilot program. As part of the analysis, staff has identified the My Figueroa streetscape project as a key infrastructure connection. Completion is necessary to facilitate Bike Share expansion to the USC and Coliseum area. That project is slated to open in 2017 and would include a protected bike lane facility between the South Park community in Downtown Los Angeles and the USC and West Adams neighborhoods. A Metro Countywide Bike Share network, planned in conjunction with the Expo Line and My Figueroa streetscape project will help provide people with a viable transportation option that leverages transit and low-stress bicycle infrastructure. The City of Los Angeles is committed to working with community stakeholders to expand Metro Countywide Bike Share to this area.

MOU with City of Inglewood

As part of the development of the external members of the task force, Metro is working with the City of Inglewood to enter into a Memorandum of Understanding (MOU) to codify the coordination between Metro, the City, the NFL team, and the Development owner, as well as the development of a Transportation Management Plan and a Neighborhood Management Plan to accommodate Stadium attendees.

Inglewood Stadium Operations Service Plan

Metro Operations will build a Service Plan for all NFL home games and events at the new Inglewood Stadium while working with stakeholders to ensure appropriate service is provided. The Metro Green Line currently serves the Inglewood area with the Crenshaw Station and Hawthorne/Lenox Station. Current Bus Lines in the surrounding area are Lines 115, 117, 210, and 211. In addition, future rail stations along the Crenshaw/LAX Line can be used to serve the Inglewood Stadium (the closest is just over 1 mile away). These stations will be in Downtown Inglewood and Fairview Heights. Staff will determine the feasibility of public or private shuttle service from Metro Green and Crenshaw Lines to the Stadium. For all Home Games and events, staffing will be appropriately allocated to provide safe and effective service to the area, following the successful plans utilized for the games at the Coliseum. Bus lane requirements will be defined and discussed with local officials, stadium owners and event organizers, once a terminal location has been identified at the Inglewood Stadium. Staff will also coordinate with municipal operators and Metrolink to maximize service efficiencies.

Marketing for the Inglewood Stadium

As the Inglewood Station nears completion and Metro services to the Inglewood Stadium become more clearly defined, Metro Communications staff will work with the NFL team to market Metro transit services to home game attendees. Coordination will include signage, co-marketing and TAP card sales. Likewise, Communications staff will coordinate with the Inglewood Stadium to promote Metro services for traveling to other events held at the Inglewood Stadium, year round.

First/Last Mile at the Inglewood Stadium

Metro staff has and will continue to coordinate with the City of Inglewood on implementation of first/last mile infrastructure improvements. Specifically, staff believes that Inglewood is well positioned to compete for Greenhouse Gas Reduction Fund (Cap-and Trade) Affordable Housing and Sustainable Communities (AHSC) funding for streetscape and connectivity improvements for the Downtown Inglewood Station, along with other nearby stations, and for access to the Inglewood Stadium (in the Sustainable Transportation Infrastructure category). Metro will support this effort by providing technical assistance for project planning and funding application activities. Metro will further work with the City to support other first/last mile planning and funding opportunities.

As previously reported to the Planning and Programming Committee, Metro staff is considering strategic first/last mile partnerships with shared mobility providers. Staff expects that future strategic partnerships with transportation network companies could assist in connecting passengers from stations on the Crenshaw/LAX and Green Lines to the Inglewood Stadium.

Feasibility Study

As directed by the Board, staff is developing the scope of work to examine and evaluate alignments serving the Inglewood Stadium and a range of transit investments to provide high capacity transit service to the new Development and Inglewood Stadium. The study will explore options for not only extending the Metro Green Line, but also connecting the Crenshaw/LAX corridor to the site. Discussions have occurred with Vendor/Contract Management to expedite the procurement using the Transportation Planning Bench. Staff anticipates that the task order will be awarded prior to the end of the fiscal year.

Joint Development

Metro will continue to expedite the implementation of joint development opportunities along the Crenshaw/LAX Line and will work with the City of Inglewood on the exploration of joint development and TOC opportunities that could arise from potential additional transit investments.

NEXT STEPS

Staff will continue to convene the NFL Task Force and work to develop short term and long term plans to best meet the transportation needs for the NFL team. The City of Inglewood has agreed to coordinate the initial meeting of the internal and external NFL Task Force including the Development owner. Staff will report on this meeting to the Board in June 2016. Metro departments involved in the NFL Task Force have included additional allocations for staff time, service hours, and contract dollars to provide services and studies for Metro service, marketing, and planning for Coliseum and Inglewood Stadium transportation in their requested budgets for Fiscal Year 2017.


ATTACHMENTS

Attachment A - Metro Line to Goal Line Motion 58, January 21, 2016 Executive Management Committee 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.

**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.

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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

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.