



Board Report

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**2028 OLYMPICS COMMITTEE
NOVEMBER 16, 2022**

SUBJECT: MOBILITY LESSONS LEARNED FROM WORLD SPORTS EVENTS

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Mobility Lessons Learned from World Sports Events.

ISSUE

At its September 2022 meeting, Director Solis requested a report back on mobility lessons learned from previous world sports events.

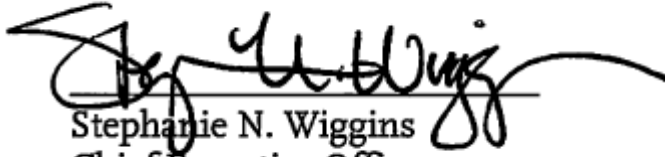
EQUITY PLATFORM

Nearly 90% of the proposed venues in Los Angeles County for the 2028 Games are within Equity Focused Communities (EFCs). The lessons learned offer best practices to enhance mobility during the 2028 Games to keep the region moving and minimize the disruption of quality of life for all Angelenos, especially EFC populations. The lessons learned from this presentation provide insight into how to leverage infrastructure for the Games to create legacy benefits, such as enhanced mobility, accessibility, connectivity, workforce development, and economic opportunity.

Like in previous major events, parking restrictions and road closures at venues may impact high ridership lines during the 2028 Games. Staff is working on preparing demand data to understand the potential impacts of the Games. When data becomes available, Metro can identify and mitigate service impacts to riders along high-ridership lines during the Games. The lessons learned incorporate best practices for reducing the impact on disadvantaged communities and overcoming these mobility challenges, including accessibility parking, transit detours, and implementation of the Games Route Network.

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◆ Major Events
**Lessons
Learned**



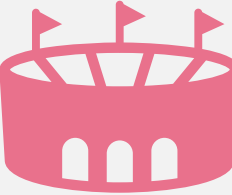
Agenda

- LA 1984
- London 2012
- Rio 2016
- Super Bowl LVI
- LA Sports Equinox Day (Oct 28, 2018)
- MLS Cup Final & USC Game (Nov 5, 2022)




LA 1984: What's changed?

LA COUNTY	1984	2028 (anticipated)
 Population	8M	12M
 Employment	3.5M	5M
 Average Delay per Vehicle/Commuter	60 hours	120 hours

GAMES

- 
35% more sporting events
- 
2X the amount of athletes
- 
3X the amount of media coverage

LA 1984: What's changed?

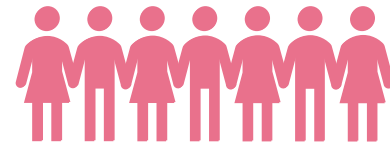
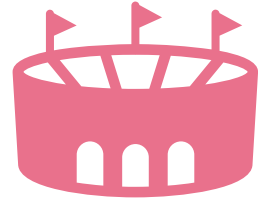
MOBILITY	Miles in 1984	Miles in 2028 (anticipated)
 Metro Rail	0	134
 Metro BRT	0	74
 Metrolink	0	538



LA 1984: Leveraging Strategies for Success

1984 Games

WHAT IS STILL APPLICABLE AND CAN BE SUCCESSFUL IN THE 2028 Games?



SPECTATORS

GENERAL PUBLIC

HIGHLY EFFECTIVE

- Transit marketing
- Express bus service
- Event Scheduling
- HOV system

- Encouraged vacations
- Reduced non-essential travel

MODERATELY EFFECTIVE

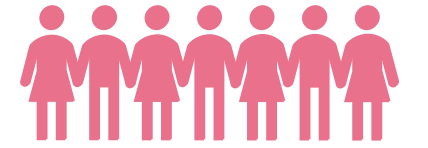
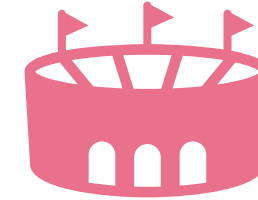
- Dynamic traffic signal system (ATSAC)

- Flexible work schedules
- Retimed truck traffic

LEAST EFFECTIVE

- One-way streets
- Ramp closures

- Remote working



SPECTATORS

GENERAL PUBLIC

- Transit marketing
- Express bus service
- Dynamic traffic signal system

- Flexible work schedules
- Retimed truck traffic
- Remote working (proven during the COVID pandemic)

London 2012

- First car-free Games but has significantly more robust public transit system and culture
- UK government established the Olympic Delivery Authority to deliver venues and infrastructure
- London's GRN was highly successful but used local arterials, not freeways like current LA proposal
- London had to coordinate with 40 transit operators, similar coordination effort is needed in LA

£6.5 BILLION

INVESTED TO IMPROVE TRANSPORT INFRASTRUCTURE

15%

OF COMMUTERS CHANGED THEIR TRAVEL BEHAVIOR LONG TERM

10%–16%

TRAFFIC REDUCTION IN CENTRAL LONDON DURING THE GAMES

62 MILLION

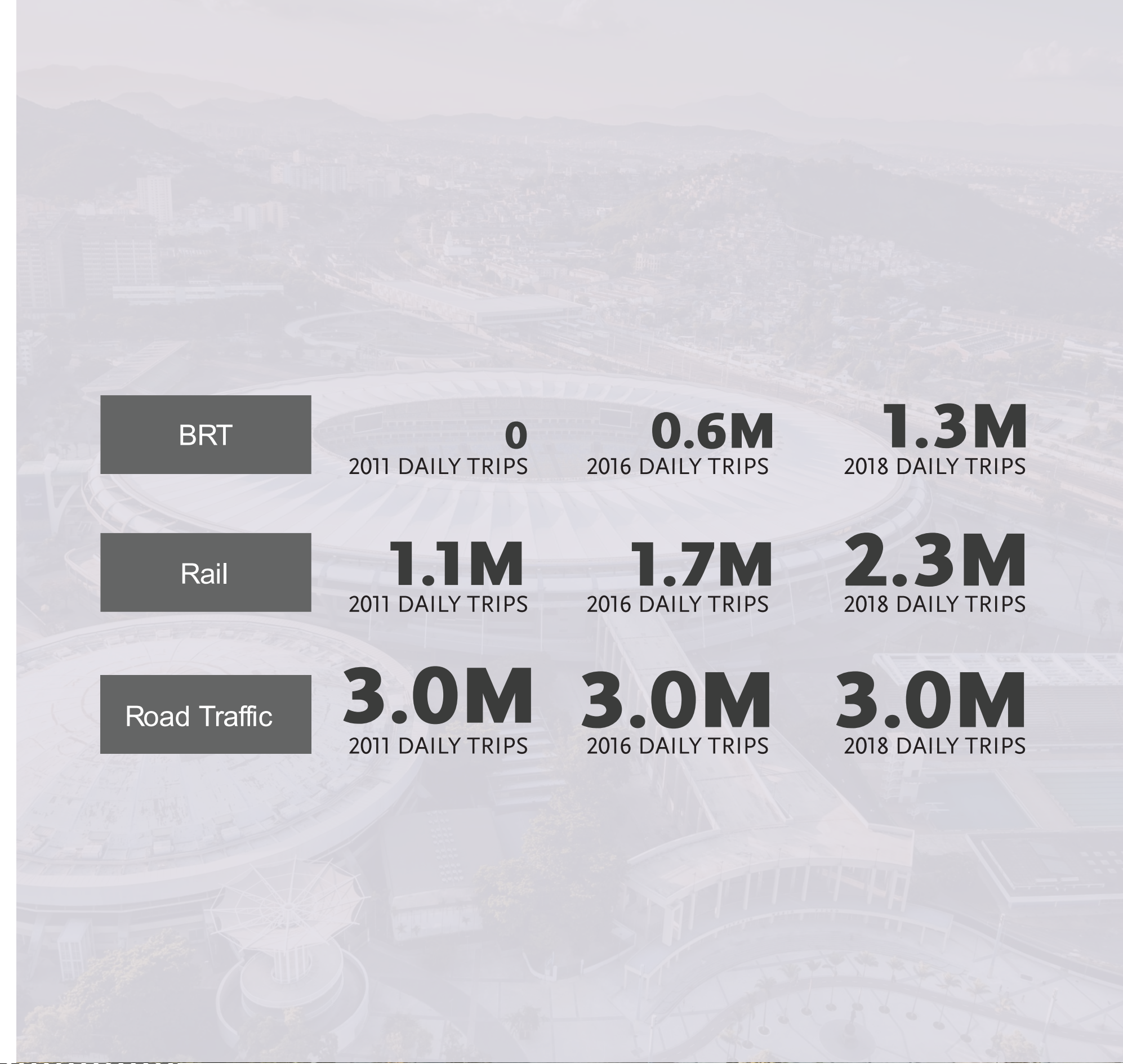
TRIPS MADE ON LONDON UNDERGROUND DURING THE GAMES

100,000 TRIPS

MADE USING ACCESSIBLE SHUTTLES

Rio 2016

- Focused on building BRT routes
- Used the Games as a catalyst/accelerator to deliver large transit projects
- Used the 2014 World Cup to test and pilot mobility strategies
- Multiple city centers and Games dispersed into four sports parks
- Rio encountered what Los Angeles will encounter:
 - Public health, safety and security issues
 - Construction cost issues
- The Games Route Network used Rio's arterial network; not urban freeways like Los Angeles



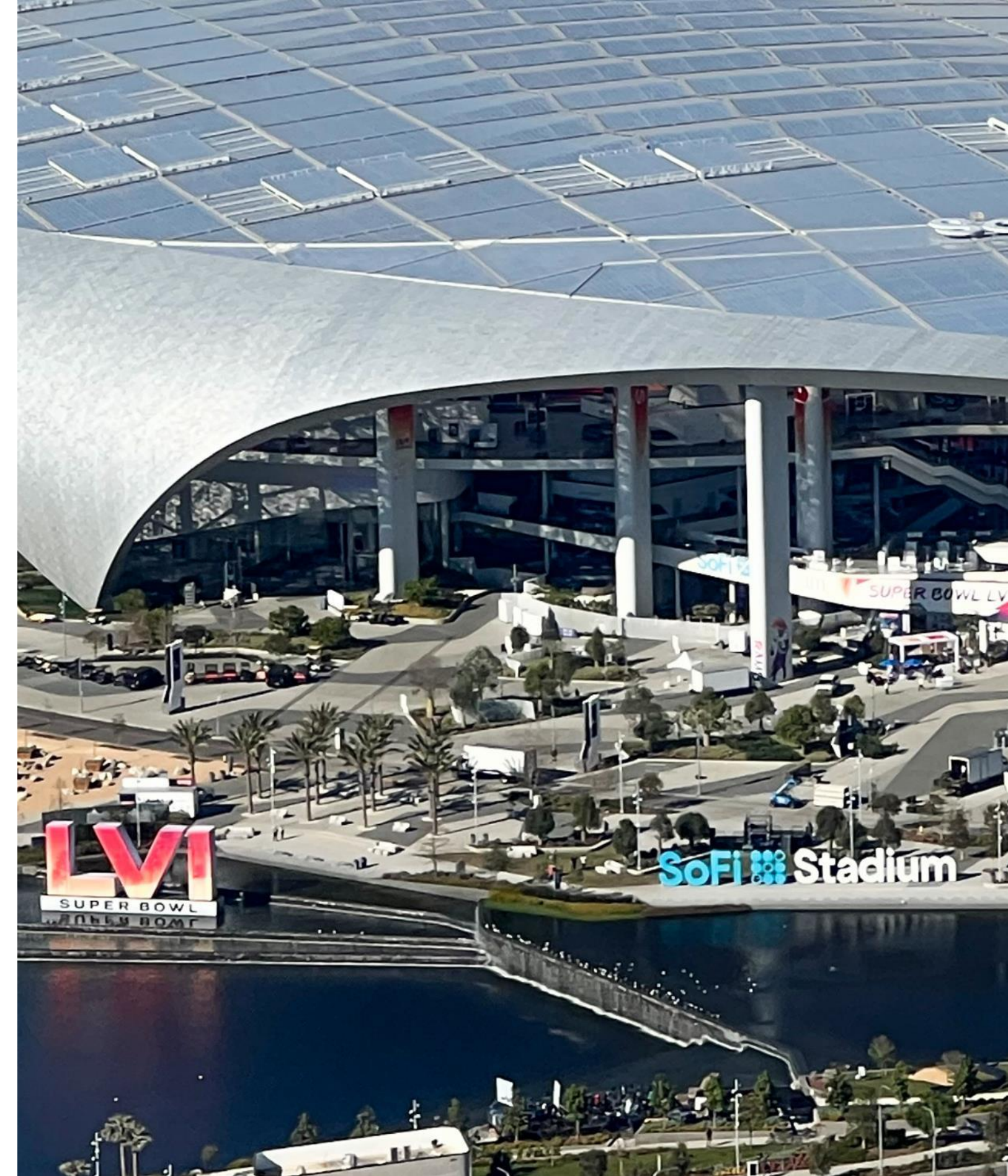
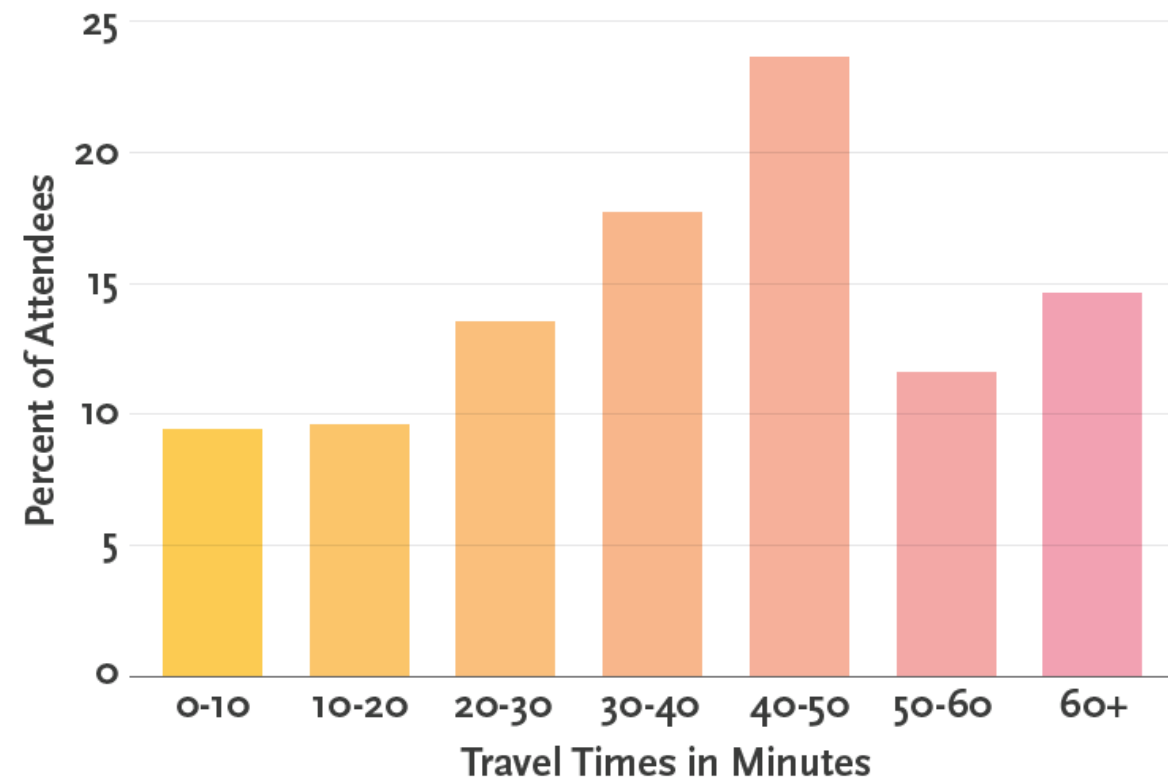
Common Roles & Responsibilities of Metro's Equivalent at other Major Events

- Created and prioritized needs assessments for essential mobility investments
- Stewarded planning and delivery of mobility projects
- Conducted transportation modeling for demand on transportation systems including Games Route Network (GRN)
- Led TDM marketing, communications, strategies, and program
- Provided mobility services for spectators and general public

Super Bowl LVI

- Of the approximately 75,000 who attended, nearly half came from outside LA County
- Most out-of-town attendees stayed within 5 miles of SoFi Stadium on game day
- Trips within 5 miles that would take about 10 minutes on a regular day tripled to an average of 37 minutes

**Super Bowl
Attendee Travel
Times within
5 Miles of
SoFi Stadium**



LA Sports Equinox Day

- First time all five major men's sports leagues hosted games in LA on the same day
- Provides insight into what a typical 2028 Games event day might be like, including travel patterns and congestion hot spots
- Top 5 most common corridors traveled to get the venues used during the LA Sports Equinox Day:
 - I-110/SR-110 Harbor Freeway
 - I-405 Santa Monica Freeway
 - I-5 Golden State Freeway
 - SR-60 Pomona Freeway
 - SR-91 Gardena Freeway

Los Angeles Sports Equinox Timeline

KINGS
Crypto.com Arena

21,000
capacity

11:00 am - 4:00 pm

RAMS
Memorial Coliseum

78,467
capacity

10:30 am - 6:00 pm

ARRIVAL AND DEPARTURE PROFILES

GALAXY Dignity Health Sports Park
DODGERS Dodger Stadium
CLIPPERS Crypto.com Arena

27,000
capacity

12:30 - 4:30 pm

56,000
capacity

4:00 - 10:00 pm

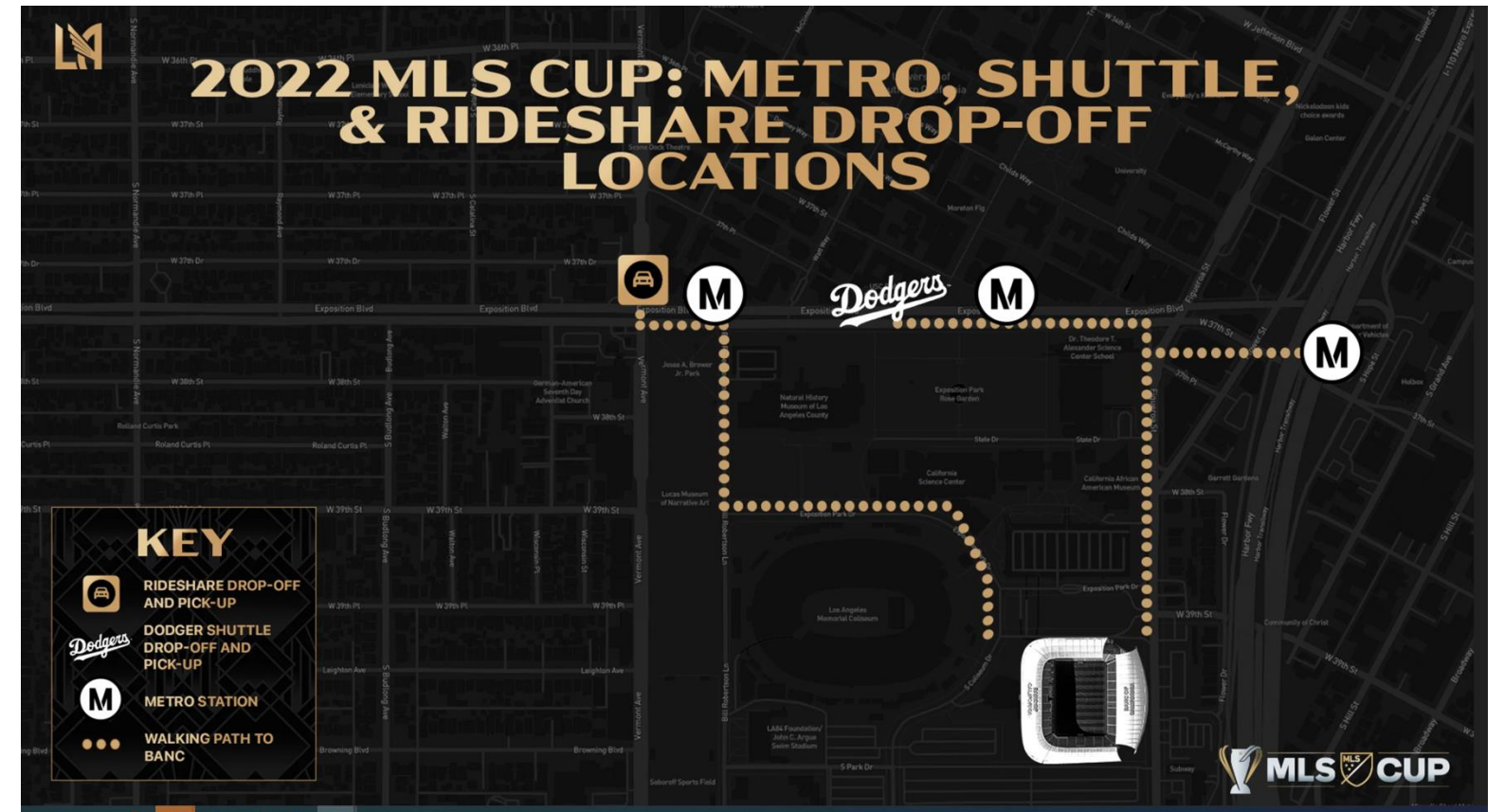
21,000
capacity

5:30 - 9:30 pm

ARRIVAL AND DEPARTURE PROFILES

MLS Cup Final and USC Game Day

- MLS Cup Final scheduled for 1pm; USC Game scheduled for 7:30pm – no parking at USC/Expo Park for MLS Game
- *Private shuttle bus service* – provided by MLS from Dodgers Stadium, 9 am to 6 pm; 500 car and 1500 riders used this service.
- *Metro Rail* - E Line Service increased to 10-minute headway, 9AM to 7PM; 8 to 10-minute headway after 7PM w/ 3-car trains
- **3x more ridership compared to a non-event Saturday**
- *Metro Bus*
 - Silver Line service was promoted by Metro and LAFC.
 - Extra standby buses provided 10 am – 7 pm
 - **5x more ridership compared to a non-event Saturday**



Best Practices that Apply to Metro for 2028

- Use the Games as a catalyst to deliver high performing transit for all Angelenos
- Lead TDM program including freight policies
- Lead transportation modeling for demand on transportation systems including Games Route Network (GRN)
- Create integrated ticketing that includes venues and transit
- Implement trip planning applications with first-last mile strategies
- Increase ridership with permanent mode shift by improving customer experience and enhancing the existing network
- Develop a program management approach to deliver MCP prioritized projects
- Create a central, multiagency transportation operations center to manage all transport operations