



Board Report

File #: 2025-0555, **File Type:** Contract

Agenda Number: 38.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE SEPTEMBER 18, 2025

SUBJECT: STATION ACTIVATION UPDATE

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE an oral report that provides an update on Metro's efforts to launch a comprehensive Station Activation Program.

ISSUE

Station activation is vital to making stations feel safe, welcoming, and connected to the communities Metro serves, especially as Metro works to expand ridership. When stations appear empty or disconnected, customers can perceive them as unsafe spaces, making activation efforts a critical part of Metro's overall customer experience.

At its February 2025 meeting, the Board approved Motion 29 by Directors Yaroslavsky, Bass, Dupont-Walker, Sandoval and Mitchell. (Attachment A) In response to the Motion, staff is providing a status update on the comprehensive approach to station activation that will guide planning for the upcoming rail openings and future station improvements. The oral report covers a range of efforts, including the pilot program to enliven stations through vending, markets, and community events; early deployment planning for the D (Purple) Line Extension stations; and strategies for leveraging TAP cards to deepen connections with nearby entertainment and cultural venues. It also outlines a framework for ongoing performance monitoring and regular updates to the Board, highlighting lessons learned from existing activation efforts and the path forward for making stations welcoming, vibrant spaces for all riders.

Public safety research shows that open, active environments with high visibility increase perceptions of safety and foster natural surveillance. Activities such as cafes, kiosks, and markets help ensure that public spaces remain vibrant and well-used. Metro's care-based approach to station activation responds directly to the needs of transit riders and nearby communities, creating safer, more welcoming spaces while supporting increased ridership.

EQUITY PLATFORM

Station activation prioritizes equitable access and a sense of belonging across communities. By actively inviting people into stations, especially in underserved neighborhoods, Metro can help build spaces that reflect their culture and needs, making them feel safe, valued, and connected. These

efforts will foster stronger connections between Metro and the communities Metro serves, making stations places where everyone feels welcomed and supported.

By partnering with Community Based Organizations (CBOs) for open-air markets, educational programming, community events, and small business and workforce development initiatives, these efforts strengthen the local creative economy, foster a people-centered transit experience and help CBOs build capacity. These programs help address the lasting impacts of historical disinvestment and support microentrepreneurs and small businesses.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through investments in station activation activities that will benefit and further encourage transit ridership, ridesharing, and active transportation. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

**Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.*

ATTACHMENT

Attachment A - Board Motion 29

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Digitally approved by *Stephanie Wiggins*, Chief Executive Officer



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Board Report

File #: 2025-0217, **File Type:** Motion / Motion Response

Agenda Number: 29.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
MARCH 20, 2025

Motion by:

DIRECTORS YAROSLAVSKY, BASS, DUPONT-WALKER, SANDOVAL AND MITCHELL

Station Activation

Station activation is a means for expanding public safety by actively inviting more people into station areas. When rail stations feel empty, riders express feeling unsafe. As Metro embarks on the project of opening eight new rail stations during 2025, the opportunity to use new station openings as tools to both enhance public safety and increase ridership has never been greater.

Station activation is an essential tool to help Metro achieve its core function of providing world-class transit that recovers pre-COVID ridership rates. Station openings are important milestones to influence travel behavior of existing riders and potential new riders.

Rarely does such an opportunity arise to revisit tools that could make Metro stations cherished community spaces, in addition to access to mobility. The opening of these new stations should also provide Metro an opportunity to reflect on other recent rail station openings, extract key lessons, and apply those lessons learned to the 2025 rail station openings.

Metro has engaged in ad-hoc and microentrepreneurship focused activations to enliven stations. In 2022, Metro, through the leadership of Director Mitchell, held a pop-up station activation day at the Compton Station. Metro, in partnership with Supervisor Solis, Mayor Bass, and Councilmember Hernandez, are in the process of re-launching the marketplace at Westlake MacArthur Park as part of the station re-imagining process. These past and ongoing activities have established a solid foundation from which Metro can begin a more comprehensive and systemic approach to activation stations in an effort to enhance public safety and customer experience.

As new rail station openings draw nearer, Metro will be engaging neighboring residents and businesses to introduce the community to the new rail stations' look and feel, including safety and security measures and public art installations. Those engagements will also be opportunities for partnerships to deploy transportation demand management strategies, such as enrolling companies into the various employer transit pass programs offered by Metro.

SUBJECT: STATION ACTIVATION MOTION

RECOMMENDATION

APPROVE Motion by Yaroslavsky, Bass, Dupont-Walker, Sandoval and Mitchell that the Board direct the Chief Executive Officer to:

- A. Create a pilot station activation program to help Metro reimagine and determine how to elevate the experience of our transit riders and the surrounding communities, using tools like farmers markets, cultural programming, vending, and community events and report back in 3 months on the progress. The plan should also identify a rapid deployment that can support Purple Line Extension Section 1 station openings;
- B. Open TAP Card art contest for the new stations, time permitting;
- C. Explore TAP ticket integration art entertainment venues and cultural centers near stations, such as, but not limited to, the El Rey Theater, Pomona Fairplex, LACMA, and the Petersen Museum, building off of the successful Hollywood Bowl pilot; and
- D. Report back on the progress of the actions above on a quarterly basis to the Operations, Safety, and Customer Experience Committee, including progress on the Visionary Seed Fund station activation program at Leimert Park Station, Willowbrook/Rosa Parks Station, and Westlake/MacArthur Park Station.

A photograph of three women of African descent, dressed in traditional white clothing with headwraps and beaded necklaces. They are seated and playing djembes (hand drums). The woman on the left is looking towards the camera with her hands raised. The woman in the center is looking upwards and to the left, also with her hands raised. The woman on the right is looking down at her drum. They are positioned in front of a large glass wall that reflects the warm, orange light of a sunset or sunrise. A microphone is positioned in front of the woman in the center. A small poster is visible on the drum of the woman in the center, featuring a portrait of Charles Dickens and the text 'Charles Dickens THE MANIFESTA OF FORM FEBRUARY 23 - MAY 5, 2025'.

Response to Board Motion 2025-0217 Station Activations, TAP, Ticket Integration



Metro

September 2025

Motion 2025-0217

- Create a **pilot station activation program** to help Metro reimagine and determine how to elevate the experience of our transit riders and the surrounding communities, using tools like **farmers markets, cultural programming, vending, and community events** and report back in 3 months on the progress. The plan should also identify a rapid deployment that can support Purple Line Extension Section 1 station openings;
- Open **TAP Card** art contest for the new stations, time permitting;
- Explore **TAP ticket integration art entertainment venues and cultural centers near stations**, such as, but not limited to, the El Rey Theatre, Pomona Fairplex, LACMA, and the Petersen Museum, building off of the successful Hollywood Bowl pilot; and
- **Report back on the progress** of the actions above on a quarterly basis to the Operations, Safety, and Customer Experience Committee, including progress in the Visionary Seed Fund station activation program at Leimert Park Station, Willowbrook/Rosa Parks Station, and Westlake/MacArthur Park Station.

Station Activations: Markets at Metro

Markets at Metro is a component of Metro's Economic Development Program. It supports small businesses through cultural tourism, workforce development, plaza vending programs, small scale retail, and placed-based strategies developed with community-based organizations (CBOs).

Goals

- Increase transit ridership
- Improve public safety
- Support local economies
- Promote cultural tourism, micro-entrepreneurship and small business growth

Visionary Seed Fund (\$900k)

Each station is operated by a CBO partner.

- **Leimert Park** - *Leimert Park Village, Inc.*
- **Willowbrook/Rosa Parks** - *Willowbrook Inclusion Network*
- **Westlake/MacArthur Park** - *Community Power Collective*



Crenshaw Coffee Owner, Tony Jolly

Measurable outcomes will be documented in a final report.

Station Activations: Markets at Metro



Status: Program Launched – June 21, 2025

Hours of Operation: Weekly, Tuesday - Thursday and optional Mondays during federal holidays; 11 AM - 3 PM

Weekday Boardings/Alightings: Increased from 226/245 in April and 216/244 in May to 312/330 in June

Public Safety: Crime statistics reduced 2 (battery and trespassing) in May, 1 (trespassing) in June with no crimes reported in July

For More Information: <https://bit.ly/LPVillage>



Status: Program Launch – September 14, 2025

Hours of Operation: Weekly, Tuesday and Thursday; 12 PM - 4 PM

For More Information: <https://linktr.ee/WINlinktree>



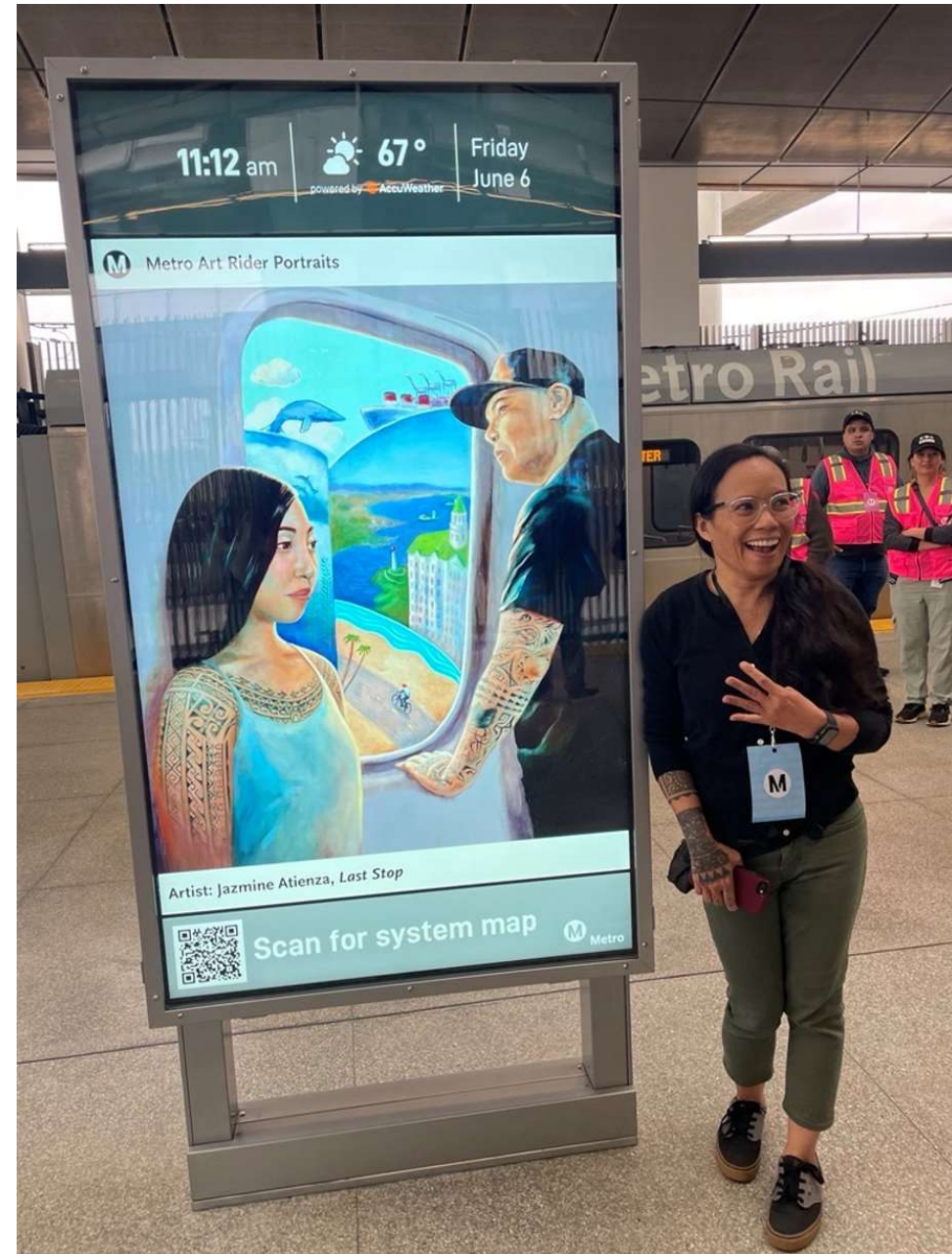
Status: Program Launch - TBD

For More Information: <https://linktr.ee/mercadowestlake@macarthurpark>

Station Activations: Arts & Cultural Programming



- Giveaways of art posters featuring neighborhoods served by Metro, depicted through the eyes of artists.
- Poster signings with artists
- Portraits of Metro riders by local artists
- The popular Metro Art Bus, featuring a complete street-to-seat immersive arts experience



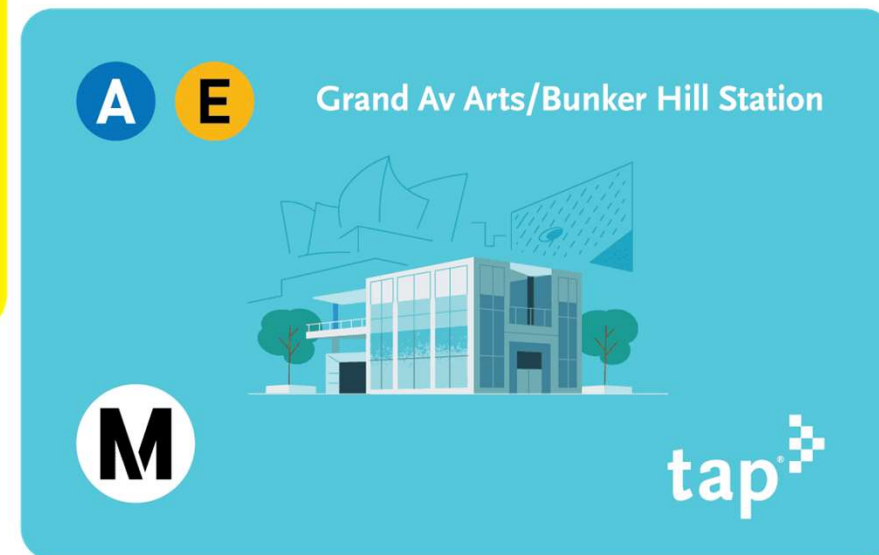
Station Activations: Regional & Community Events

- Metro wants to be the ride of choice to regional and community events and destinations.
- In the last six months, activated more than 30 regional and community events
- Provided fun travel training tips, rail safety education, and fan culture moments.
- Examples have included PRIDE, Anime Expo, the Cruel World Festival and FIFA Club World Cup.



TAP Card: New Stations & Nipsey Hussle

- TAP cards were created for the opening of the Regional Connector
- Cards encouraged travel by Metro to cultural institutions near the new stations
- Designs creatively showcased iconic destinations
- Featured architecture and defining characteristics of those destinations
- TAP cards were created earlier this summer with the Nipsey Hussle Family Foundation to celebrate the artist's birthday
- 12,000 limited-edition TAP cards were produced
- Highlighted Nipsey Hussle's connection to public transportation.



Station Activations: Vending/Revenue Generation

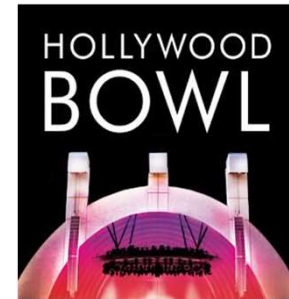


- Piloted vending and revenue generation activation
- New VenHub smart store at the LAX/Metro Transit Center
 - Well received by both customers and employees
 - As of 8/31, the store sold 10,249 items
- Pop-up Nescafe espresso activation at Union Station
 - Provided free coffee to customers

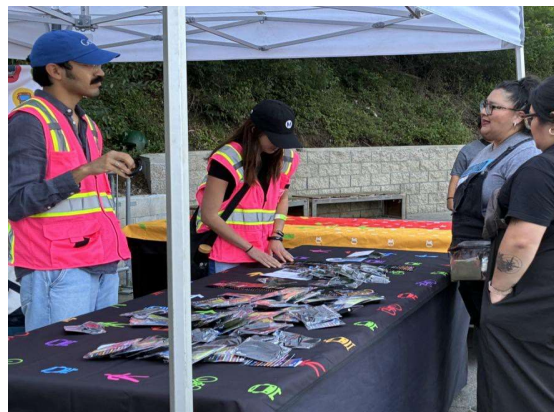
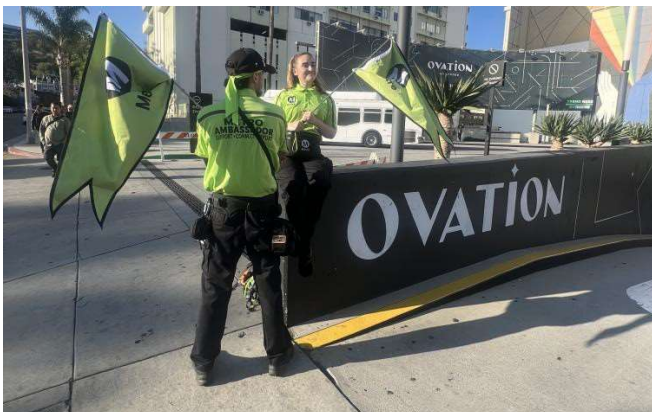
Ticket Integration

Our LA Phil/HB integrated ticketing program includes 73 shows from June to September, and Live Nation (LN) program 30 shows from April to December. Metro will have onsite activations at select shows this summer, aligning with concerts that attract a Gen Z and Millennial demographic. Upcoming shows include:

DATE	ARTIST/BAND
July 16	Juanes
July 20	SiR / KCRW Festival
Aug 10	King Gizzard & The Lizard Wizard
Aug 13	Alabama Shakes
Sept 26	LCD Soundsystem (LN)
Oct 17	Shawn Mendes (LN) (Metro Featured Night)



Staff continue to work with cultural and entertainment venues near stations to determine the feasibility of integrated ticketing based on the ticketing platforms used by the various venues.



Next Steps

- Report back on progress on a quarterly basis to the Operations, Safety, and Customer Experience Committee