



Board Report

File #: 2026-0339, **File Type:** Informational Report

Agenda Number: 42.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE SEPTEMBER 17, 2026

SUBJECT: STATION ACTIVATION QUARTERLY UPDATE

ACTION: ORAL REPORT

RECOMMENDATION

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

ISSUE

Station activation plays a critical role in creating stations that feel safe, welcoming, and connected to the communities Metro serves, particularly as Metro continues to expand ridership. When stations appear inactive or disconnected from surrounding activity, customers may perceive them as unsafe. As a result, station activation is a core element of Metro's customer experience, safety, and community engagement strategies.

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 have provided a status update on the development of a comprehensive, systemwide approach to station activation that will inform planning for upcoming rail openings and guide future station improvements.

This report summarizes several key initiatives currently underway, including a program framework to define station activations, establish vision and goals, and identify gaps in Metro's current station activation efforts. This report also presents several new test cases for station activation efforts, next steps for the D (Purple) Line Extension, and World Cup Station Activations. Collectively, these efforts build on lessons learned from existing activation initiatives and establish a clear path forward for making Metro stations vibrant, welcoming, and safe spaces for all riders.

Public safety research consistently demonstrates that open, active environments with high visibility improve perceptions of safety and support natural surveillance. Activities such as cafés, kiosks, and markets help ensure public spaces remain vibrant and well-used throughout the day. Metro's care-based approach to station activation responds directly to the needs of transit riders and nearby communities, reinforcing safety, enhancing the customer experience, and supporting increased

ridership.

EQUITY PLATFORM

Station activation advances Metro's equity goals by promoting inclusive access, visibility, and a sense of belonging across the diverse communities Metro serves. By intentionally activating stations, particularly in historically underserved neighborhoods, Metro helps create public spaces that reflect local culture, respond to community needs, and foster feelings of safety, dignity, and connection. These efforts strengthen trust and deepen relationships between Metro and the communities it serves, ensuring stations function as welcoming and supportive spaces for all riders. Partnerships with Community-Based Organizations (CBOs) are central to this approach.

Through open-air markets, educational programming, community events, and small business and workforce development initiatives, station activation supports a people-centered transit experience while strengthening the local creative economy. These partnerships also help build CBO capacity and address the long-term impacts of historical disinvestment by expanding opportunities for micro-entrepreneurs and small businesses to participate in and benefit from Metro's station environments.

At this stage, specific locations for future activations have not yet been finalized. As part of the program's next steps, Metro will establish an equity evaluation framework grounded in Metro's Equity Platform (2018) and informed by lessons learned from pilot activations. This framework will help prioritize activations in communities with higher concentrations of transit-dependent riders, including lower-income households, communities of color, and areas with higher rates of car-free or car-limited households. Progress on the equity evaluation framework will be shared in a future quarterly report.

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 investment activities that will improve Metro's customer experience, safety, and community engagement strategies 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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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.



Station Activation Program

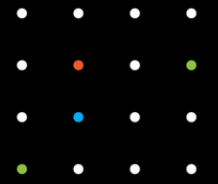
THEORY OF CHANGE

People make places feel **safer**.

Culture makes places feel **meaningful and fun**.

Fun and safe transit places **attract riders**.

D LINE: THE 90-DAY PILOT



205

ACTIVATIONS
MAY 8- AUGUST 7



15

PARTNERS



10K+

ATTENDEES
ENGAGED



300K+

SOCIAL MEDIA
IMPRESSIONS



\$200K+

REVENUE
GENERATED

THE D LINE 90-DAY PILOT CREATED CONSISTENT STATION ACTIVITY, STRENGTHENED COMMUNITY PARTNERSHIPS, AND GENERATED MEASURABLE COMMUNITY AND ECONOMIC VALUE.

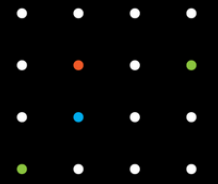
D Line: The 90-Day Pilot



This is what joy in
community in public
spaces looks like.



WORLD CUP ACTIVATIONS



18

JUNE 12 - JULY 19

**83% IN EFCS*



200+

**SUPPORTING
PARTNERS**

*BUSINESSES, ORGS,
ARTISANS, AND
ARTISTS*

**69% CBO OR DBE*



125K+

**ATTENDEES
ENGAGED**



99%

SATISFIED



3X

**EVENT TRANSIT
RIDERSHIP**

**COMPARED TO AVERAGE MODE
SPLIT*

World Cup: Station Activations



World Cup: Ridership Snapshot



Wilshire / Western

- 27%+ in ridership
- 4,000 attendees
- 40% arrived via Metro

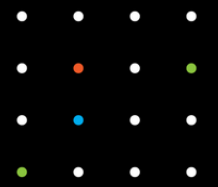
Mariachi Plaza

- 428% + in ridership
- 5,000 attendees
- 3,654 event day ridership

Downtown Inglewood

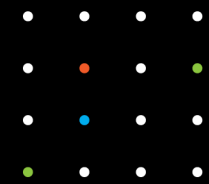
- 217% + in ridership
- 1,800 attendees
- 53% arrived via Metro

Rail to Rail Corridor Activations



- Launch of South Central Moves
- Strong turnout, 200+ riders of all levels
- Building toward long-term stewardship
- Thirty years reimagined
- What's next
 - Sustain momentum with community-centered programming
 - Support resident-led corridor use and cross-team coordination with partners

Program Impact towards Goals



PRIMARY OBJECTIVE

SAFETY

Positive presence. Near-daily programming put “eyes on the station” at the new D Line stations and during the World Cup; deployed nearly 300 staff across 17 days of World Cup activations.

ADDITIONAL SUPPORTING IMPACTS & BENEFITS

CUSTOMER EXPERIENCE

Stations as destinations. Coffee, watch parties, farmers markets, salsa, and pickleball created a reason for being at the station.

RIDERSHIP

Activation drives trips. Early results from the World Cup suggest a mode shift toward transit.

PARTNERSHIPS

Community-led and equitable. Nearly a dozen local small businesses on the D Line pilot; community-run watch parties.

REVENUE

Community value first. Vendor and market models piloting on the D Line; sponsorship and long-term partnerships in development.

LA Metro Station Activation

